



Meeting Date: 2/18/13
 Agenda Item: # 10

**VILLAGE OF HOWARD PLAN COMMISSION
 STAFF REPORT**

REPORT TO: Village Plan Commission

REPORT FROM: Dave Wiese, Director of Community Development

REPORT WRITTEN: February 14, 2013

REPORT SUBJECT: **Agenda Item # 10**
 Review and Take Action on a Site Plan for Midwest Expansion to construct a new freestanding sign at 1674 East Deerfield Avenue, VH-97-3

BACKGROUND

BASIC INFORMATION	
Project Name	Faith Technologies
Applicant Name/Contact No.	Midwest Expansion
Consulting Planner and/or Engineer	Appleton Sign
Size of Parcel	1 acre
Existing Zoning	General Industrial (I-1)
Requested Zoning	N/A
Abbreviated Legal	VH-97-3
Comp. Land Map Designation	Industrial

ADJACENT LAND USE/ZONING MATRIX		
<i>Direction</i>	<i>Land Use</i>	<i>Zoning</i>
North	Uncle Sam's Fireworks	I-1
South	Barlament Erection & Vacant Land	I-1
East	Vacant Land	I-1
West	Highway 41/141	N/A

ZONING CONSISTENCY MATRIX		
	<i>Required</i>	<i>Provided</i>
Zoning Requested:		
Minimum Development Area	15,000 square feet	1,315,617 square feet
Minimum Lot Width	100 feet	>1000 feet
Minimum Street Building Setback	0 feet	+/- 20 feet
Minimum Side Yard Setback	0 feet	N/A
Minimum Rear Yard Setback	0 feet	N/A
Maximum Height	35 feet	25.17 feet

BACKGROUND

The applicant is requesting plan approval to replace a free-standing sign at the above address. The ownership of the building changed from West Side Power Sports to Faith Technologies Electrical Contractor (Town & Country Electric) around 2008. In 2008, Faith received approval for a free-standing sign but did not put it in place. They are requesting a new sign that varies from the original sign that was approved. The plan approval is required per Section 17.12(2)(c) of the Zoning Ordinance which requires that "No building or any improvement shall be erected, placed or altered on any building site in the General Industrial (I-1) zoning district until the plans for such building or improvement, including site plan, landscape plan, building plan and specifications, have been submitted for review to the Plan Commission."

EXECUTIVE ANALYSIS

1. **Zoning** The property is presently zoned General Industrial (I-1). Electrical contractor offices, shops and yards are permitted uses in the I-1 zone.
2. **Setbacks** The location proposed free-standing sign complies with the minimum setback requirements in the I-1 zone.
3. **Parking** N/A
4. **Floodplain, Shoreland Zoning & Stormwater Management** N/A
5. **Land Division** No land division is being proposed in this request.
6. **Lighting** N/A
7. **Fire Protection** This property is not currently served by the municipal water system and is located approximately 2.9 road miles from the nearest fire station.

RECOMMENDED ACTION BY THE PLAN COMMISSION

Staff recommends that the Plan Commission approve the plans for the new signs as submitted with no additional conditions.

ATTACHMENTS

- | | |
|------------|---|
| I | Plat map showing location of subject property |
| II | Site Plan application |
| III | Previously approved free-standing sign 2008 |

COPIES MAILED/E-MAILED TO:

jesseh@appletonsign.com

ATTACHMENT I



ATTACHMENT II

DEPARTMENT OF CODE ADMINISTRATION
 2456 Glendale Avenue, Green Bay, WI 54313
 (Office) 920-434-4640 (FAX) 920-434-4643
 (Email) jkorotev@villageofhoward.com



PERMIT APPLICATION

PLEASE COMPLETE ALL APPLICABLE SECTIONS

INCOMPLETE APPLICATIONS CANNOT BE ACCEPTED

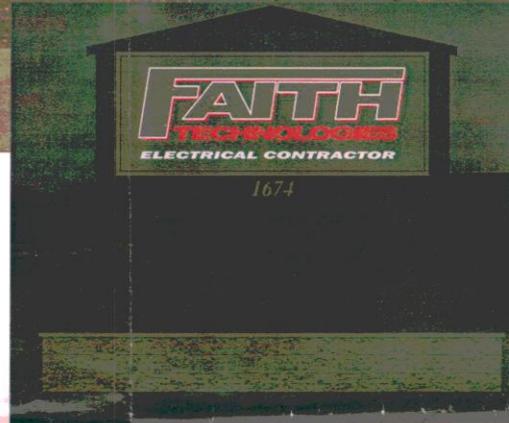
LOCATION	JOB SITE ADDRESS (Street Number and Name) <i>1674 E. Deerfield Ave</i>	LOT # <i>VH-97-3</i>	SUBDIVISION
PROPERTY OWNER	PROPERTY OWNER'S FULL NAME <i>Midwest Expansion LLP</i>	PROPERTY OWNER'S MAILING ADDRESS (Include Zip Code) <i>2300 Lineville Rd #200 Green Bay, WI 54313-8859</i>	DAYTIME PHONE #
PERMIT APPLICANT	PERMIT APPLICANT'S COMPANY NAME <i>Appleton Sign Company</i>	PERMIT APPLICANT'S FULL NAME (First, Middle Initial, Last) <i>Jessica J. Hardell</i>	DAYTIME PHONE # <i>920.734.1601</i>
	PERMIT APPLICANT'S MAILING ADDRESS (Include Zip Code) <i>2400 Holly Rd. Neenah, WI 54956</i>	FAX # <i>920.734.1622</i>	ALTERNATE OR CELL PHONE #
BUILDING CONTRACTOR	BUILDING CONTRACTOR'S COMPANY NAME <i>Appleton Sign Company</i>	BUILDING CONTRACTOR'S FULL NAME (First, Middle Initial, Last)	DAYTIME PHONE #
	BUILDING CONTRACTOR'S MAILING ADDRESS (Include Zip Code)	WI DWELLING CONTRACTOR QUALIFIER #	WI DWELLING CONTRACTOR # <i>1114894</i>
ELECTRICAL CONTRACTOR	ELECTRICAL CONTRACTOR'S COMPANY NAME <i>Faith Technologies</i>	ELECTRICAL CONTRACTOR'S FULL NAME (First, Middle Initial, Last)	WI ELECTRICAL CREDENTIAL #
	ELECTRICAL CONTRACTOR'S MAILING ADDRESS (Include Zip Code)		DAYTIME PHONE #
PLUMBING CONTRACTOR	PLUMBING CONTRACTOR'S COMPANY NAME	PLUMBING CONTRACTOR'S FULL NAME (First, Middle Initial, Last)	WI PLUMBING CREDENTIAL #
	PLUMBING CONTRACTOR'S MAILING ADDRESS (Include Zip Code)		DAYTIME PHONE #
HVAC CONTRACTOR	HVAC CONTRACTOR'S COMPANY NAME	HVAC CONTRACTOR'S FULL NAME (First, Middle Initial, Last)	WI HVAC CREDENTIAL #
	HVAC CONTRACTOR'S MAILING ADDRESS (Include Zip Code)		DAYTIME PHONE #
SEWER CONTRACTOR	SEWER CONTRACTOR'S COMPANY NAME	SEWER CONTRACTOR'S FULL NAME (First, Middle Initial, Last)	WI PLUMBING CREDENTIAL #
	SEWER CONTRACTOR'S MAILING ADDRESS (Include Zip Code)		DAYTIME PHONE #
PROJECT (CHECK ONE)	<input type="checkbox"/> NEW BUILDING <input type="checkbox"/> ADDITION <input type="checkbox"/> ALTERATION/REMODELING <input type="checkbox"/> REPAIR <input type="checkbox"/> MOVING <input type="checkbox"/> DEMOLITION <input checked="" type="checkbox"/> OTHER <i>Monument Sign</i>		
BLDG TYPE (CHECK ONE)	<input type="checkbox"/> SINGLE FAMILY <input type="checkbox"/> DUPLEX <input type="checkbox"/> MULTI-FAMILY <input checked="" type="checkbox"/> COMMERCIAL/INDUSTRIAL <input type="checkbox"/> GARAGE/STORAGE <input type="checkbox"/> AGRICULTURAL <input type="checkbox"/> OTHER		
WORK TYPE (CHECK ALL PROPOSED WORK)	<input type="checkbox"/> BUILDING CONSTRUCTION <input type="checkbox"/> ELECTRICAL <input type="checkbox"/> PLUMBING <input type="checkbox"/> HEATING/VENTILATING/AIR CONDITIONING <input checked="" type="checkbox"/> OTHER <i>Sign</i>		
EST COST (LABOR AND MATERIALS)	BUILDING CONSTRUCTION (\$) <i>\$10,168.50</i>	ELECTRICAL (\$)	TOTAL ESTIMATED COST (\$)
JOB DESCRIPTION (DESCRIBE ALL PROPOSED WORK)	<i>Install one (1) double line Internally lit monument sign onto existing footings. Electrical already run to site; currently capped off.</i>		
GO GREEN! (DESCRIBE ANY ENERGY OR RESOURCE-SAVING "GREEN" TECHNOLOGY, MATERIALS OR CONSTRUCTION TECHNIQUES PROPOSED FOR THIS PROJECT)	<p>NOTE: The Village of Howard is a partner with Focus on Energy and forwards all permit information to the organization to review for potential cost savings projects and programs.</p>		
BUILDING FEATURES (COMPLETE THIS SECTION FOR NEW BUILDINGS AND ADDITIONS ONLY)	CONSTRUCTION TYPE (Site Constructed or Manufactured)	BASEMENT? (Yes or No)	# OF STORIES (Above Basement)
	ELECTRICAL SERVICE SIZE (Amperes)	ELECTRICAL SERVICE LOCATION (Overhead or Underground)	
	HVAC EQUIPMENT (Forced Air, Radiant, Heat Pump, Boiler, Etc.)	HVAC FUEL (Natural Gas, LP Gas, Fuel Oil, Electricity, Solid Fuel, Solar, Etc.)	
	CENTRAL AIR CONDITIONING? (Yes or No)	SEWER TYPE (Municipal or Private)	FOUNDATION TYPE (Poured Concrete, Masonry Block, Treated Wood, Etc.)
SIGNATURE	ENTER YOUR INITIALS IN THIS BOX TO VERIFY THAT YOU HAVE READ AND AGREE TO THE TERMS AND CONDITIONS DETAILED BELOW (REQUIRED FOR APPLICATION TO BE PROCESSED)	APPLICATION DATE <i>1/16/13</i>	CONSTRUCTION START DATE <i>2/2013</i>
BY INITIATING THE BOX ABOVE, THE PERMIT APPLICANT DOES HEREBY CERTIFY THAT: (1) ALL INFORMATION PROVIDED ON THIS APPLICATION IS TRUE AND CORRECT. (2) THE PERMIT APPLICANT UNDERSTANDS THAT THE ISSUANCE OF A PERMIT CREATES NO LEGAL LIABILITY, EXPRESSED OR IMPLIED, ON THE VILLAGE OF HOWARD OR ON ANY OF ITS EMPLOYEES. (3) IN THE PERFORMANCE OF ALL WORK COVERED, THE PERMIT APPLICANT WILL BE BOUND BY AND SUBMIT TO ALL STATUTES OF THE STATE OF WISCONSIN, CONFORM TO ALL APPLICABLE CODES AND ORDINANCES OF THE VILLAGE OF HOWARD, AND ABIDE BY ALL RULES AND REGULATIONS PRESCRIBED BY THE DEPARTMENT OF CODE ADMINISTRATION.			



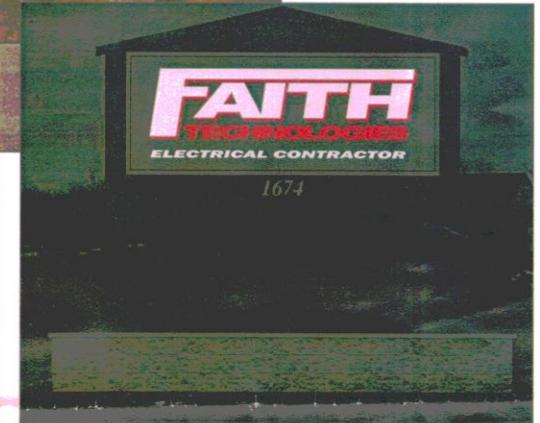
SCALE 1/4" = 1' 0"



EXISTING VIEW



NIGHT VIEW - OPTION #1 - BLACK OPAQUE VINYL FOR FAITH / PERF FOR "ELECTRICAL CONTRACTOR"



NIGHT VIEW - OPTION #2 - BLACK PERF FOR FAITH & "ELECTRICAL CONTRACTOR"

AppletonSIGN
COMPANY

CORPORATE
2400 Holly Road
Neenah, WI 54956
Tel: 920.734.1601
Fax: 920.734.1622

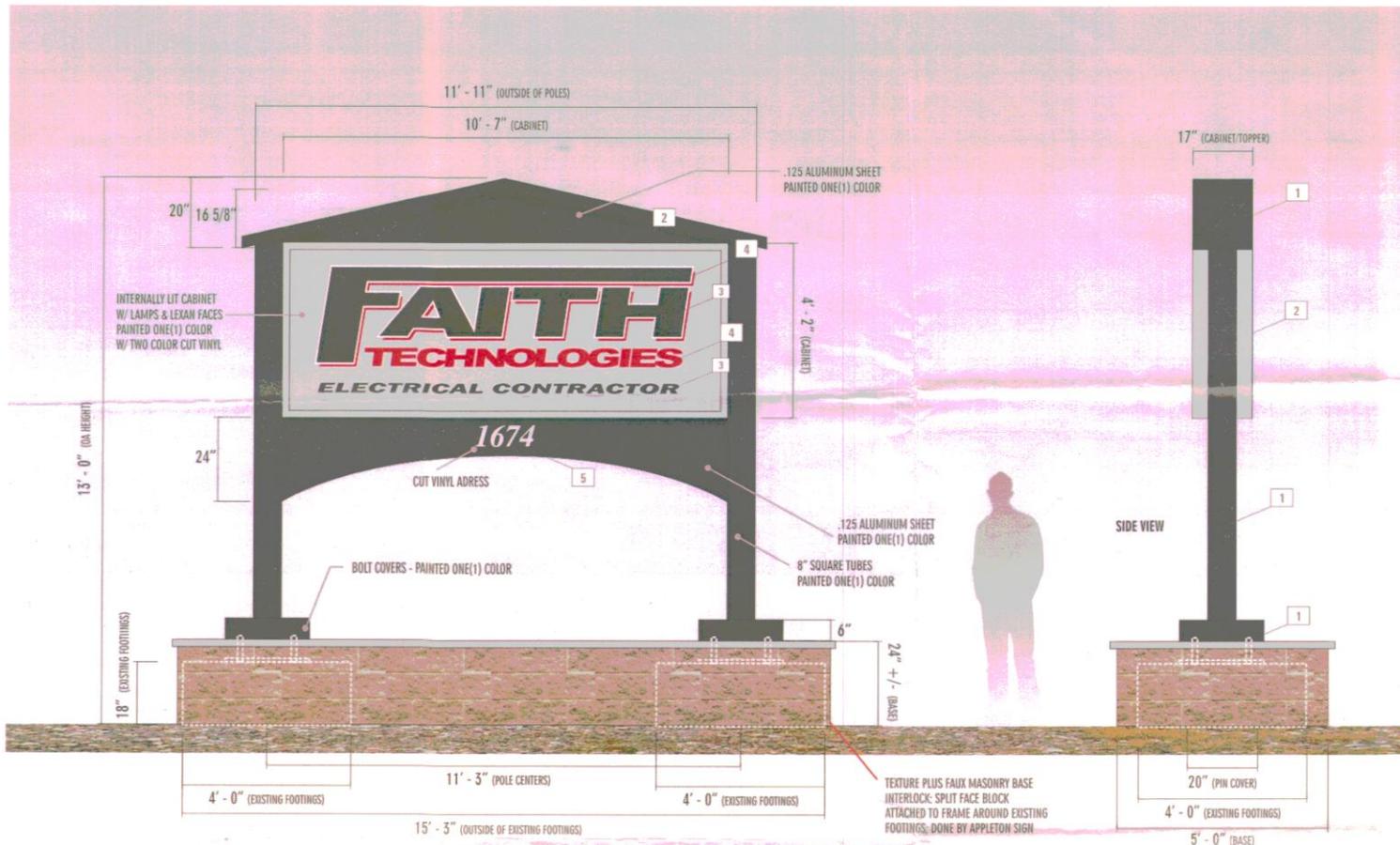
BRANCH
6510 Aurora Road
West Bend, WI 53090
Tel: 262.299.1601
Fax: 262.299.1622

www.AppletonSIGN.com

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OPT. #4	LOCATION / NIGHT VIEW (SEE PAGE 1 FOR DETAILS)		CLIENT SIGNATURE:
CLIENT:	FAITH TECHNOLOGIES	CLEAN ART REQUIRED?	
STREET ADDRESS:	1674 E. DEERFIELD AVE.	FIELD SURVEY REQUIRED?	
CITY / STATE:	GREEN BAY, WI	COLOR APPROVAL REQUIRED? <input checked="" type="checkbox"/>	EXACT PMS/VINYL/PAINT OR PRE-FINISHED COLORS ARE REQUIRED FROM THE CLIENT BEFORE PRODUCTION
DATE:	11/29/12		
SALES:	RON ERICKSON		
DESIGNER:	ERIC CATES		
<small>THIS DOCUMENT IS OWNED BY APPLETON SIGN COMPANY. IT IS A CONCEPTUAL REPRESENTATION OF SERVICES PROVIDED BY APPLETON SIGN. CLIENT AGREES, BY RECEIPT OF THIS DESIGN, NOT TO SHARE CONCEPTS OR SPECIFICATIONS WITH ANY THIRD PARTY UNLESS PURCHASED BY PAYMENT OR GIVEN WRITTEN CONSENT. ANY VIOLATION WILL BE ENFORCED AND MAY CONSTITUTE DESIGN FEES. © INITIAL HERE TO AGREE TO DISCLAIMER</small>			
			<small>BY SIGNING THIS DOCUMENT, YOU ARE AGREEING TO ALL SPECIFICATIONS/SCOPE OF WORK DESCRIBED ON THIS DRAWING & THE PROPOSAL. HASTENING THE DESIGN ID # PRODUCTION OF THIS PROJECT WILL NOT BE ALLOWED WITHOUT A SIGNATURE.</small>
			6193-3 (PAGE 2)

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EXISTING VIEW OF FOOTINGS/POWER OUT



MATCH BUILDING COLORS FOR SIGN

COLORS USED FOR PROJECT

- 1 PAINT TO MATCH BUILDING - DARK GREY
- 2 PAINT TO MATCH BUILDING - LIGHT GREY
- 3 ORACAL 751070 - BLACK
- 4 3M 220-33 - RED
- 5 ORACAL 751010 - WHITE

OPT. #4	FABRICATE & INSTALL ONE(1) D/F INTERNALLY LIT MONUMENT SIGN (USE EXISTING FOOTINGS)	
CLIENT:	FAITH TECHNOLOGIES	CLEAN ART REQUIRED?
STREET ADDRESS:	1674 E. DEERFIELD AVE.	FIELD SURVEY REQUIRED?
CITY / STATE:	GREEN BAY, WI	COLOR APPROVAL REQUIRED? <input checked="" type="checkbox"/> EXACT PMS/VINYL/PAINT OR PRE-FINISHED COLORS ARE REQUIRED FROM THE CLIENT BEFORE PRODUCTION
DATE:	11/29/12	
SALES:	ROIN ERICKSON	
DESIGNER:	ERIC CATES	

CLIENT SIGNATURE:	

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COMPANY

CORPORATE: 2400 Holly Road, Neenah, WI 54956
BRANCH: 4510 Aurora Road, West Bend, WI 53090

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