Meeting Date:	11/19/12
Agenda Item:	#8

PLAN COMMISSION STAFF REPORT

REPORT TO:	President Burt McIntyre and Village Plan Commission
REPORT FROM:	Dave Wiese, Director of Community Development
AGENDA ITEM:	Review and take action on a site plan for Bergstrom Corporation for a 400 square foot a sign at 401 North Taylor Street **THE PLAN COMMISSION HAS FINAL REVIEW AUTHORITY FOR THIS MATTER**
OWNER/APPLICANT:	Bergstrom /Jones Sign Company

RECOMMENED ACTION BY PLAN COMMISSION

If satisfied with the applicant's proposal, the Plan Commission should approve the plan with any conditions as may be necessary to improve aesthetics, preserve the integrity of the neighborhood, and address concerns of staff and Commission members.

POLICY ALTERNATIVE(S)

The Plan Commission could take the following action:

- Approve the request without conditions
- Approve the request with conditions
- Deny the request
- Table the request until a later meeting date

BACKGROUND

The applicant is requesting approval to construct and erect the sign shown on the attached drawing. The sign will be a pylon sign 40 feet high with an electronic message center. Bergstrom recently created a new parcel for their used car center. The sign will be located on the new parcel where the used cars are displayed.

ZONING CODE REQUIREMENT

No building or any improvement shall be erected, placed, or altered on any building site until the plans for such building or improvement, including the site plan, landscape plan, building plan and specifications, have been submitted for review to the village plan commission. The village plan commission shall approve, conditionally approve or disapprove such plans with respect to conformity with this section and other applicable codes and ordinances of the village and with respect to harmony of external design and land use as it affects property within and adjacent. Failure on the part of the village plan commission to act within 60 days of submission shall constitute approval of such plans. The following regulations apply for electronic message center signs:

Sec. 50-1402. - General regulations.

(a)*Scrolling messages.* No scrolling messages shall be allowed adjacent to the Highway 29/32 or the Highway 41/141 rights-of-way.

(b)*Time duration.* Any image or message or portion thereof displayed on a sign shall have a minimum display time duration of eight seconds and shall be static display. Transition time shall be no longer than two seconds and black space is not permitted between message changes. Gas price signs, time and temperature signs and similar electronic signs are exempt these regulations.

(c)*Brightness.* The maximum brightness of electronic signs shall not exceed 5,000 nits (candelas per square meter) during daylight hours and shall not exceed 500 nits (candelas per square meter) between dusk and dawn. All electronic signs shall be equipped with an automatic dimmer control which produces a distinct illumination change from the higher allowed illumination level during daytime hours to the lower allowed level for the time period between one half hour before sunset and one half hour after sunrise.

(d)*Amber alerts.* All approved electronic signs shall be made available for amber alerts and other emergency community notifications as deemed necessary by the village police department.

Sec. 50-1370. - B-2 zoning district.

On-premises signs are permitted in the B-2 zoning district subject to the following regulations:

(1)The total area of all signs on a lot shall not exceed 400 square feet except as specifically permitted for shopping centers or except as specifically allowed as a conditional use in accordance with division 9 of article II of this chapter.

(2)No freestanding sign shall exceed a height of 30 feet.

(3)No more than one freestanding sign shall be permitted per lot frontage except as specifically permitted for shopping centers.

(4)Shopping centers shall be permitted one additional on-premises, freestanding sign per lot frontage. The area of each such additional sign shall not exceed 300 square feet.

Sec. 50-1252. - Height of freestanding signs.

Any freestanding sign located closer than 15 feet to a front or corner side lot line shall have a minimum underclearance of ten feet, measured from the bottom of the sign to grade level at the right-of-way line, or shall not be more than three feet in height.

EXECUTIVE ANALYSIS

Zoning

The property is presently zoned B-2 Highway Commercial.

Setbacks

The proposed building would meet the building setbacks.

Parking

The applicant would not be affecting parking.

Floodplain, Shoreland Zoning and Stormwater Management

The property is not in a Floodplain or Shoreland area. The applicant is disturbing less than 20,000 square feet of impervious surface .

Land Division

A recent CSM was completed in order to create the lot in order to have the sign..

Lighting

N/A

Fire Protection

N/A

ATTACHMENTS

I	Completed Plan Review Application
II	Sign Plan Detail

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

RISING TO NEW HEIGHTS
HOWARD
WISCONSIN
www.villageofhoward.com

APPLICATION FOR PC PLAN APPROVAL

IMPORTANT INFORMATION FOR APPLICANTS

(1) INCOMPLETE APPLICATIONS CANNOT BE ACCEPTED OR PROCESSED
(2) YOU MAY USE YOUR COMPUTER KEYBOARD TO FILL OUT THIS APPLICATION FORM
(3) PLEASE SUBMIT COMPLETED APPLICATIONS TO THE DEPARTMENT OF CODE ADMINISTRATION AT THE ABOVE ADDRESS

LOCATION	ADDRESS OF SUBJECT PROPERTY (Street Number and Name): 401 N. Taylor St.	LOT #:	SUBDIVISION:	TAX PARCEL #:
PROPERTY OWNER	PROPERTY OWNER'S FULL NAME: Bergstrom Corporation		DAYTIME PHONE #:	ALTERNATE PHONE #:
	PROPERTY OWNER'S MAILING ADDRESS (Include Zip Code): One Neenah Center Neenah, WI		PROPERTY OWNER'S E-MAIL ADDRESS:	
APPLICANT/ AGENT	APPLICANT/AGENT FULL NAME AND BUSINESS NAME: Jones Sign / Dave Fischer		APPLICANT/AGENT PHONE #: 920-362-4240	ALTERNATE PHONE #:
	APPLICANT/AGENT MAILING ADDRESS (Include Zip Code): 1711 Scheuring Rd. De Pere, WI 54115		APPLICANT/AGENT E-MAIL ADDRESS: dfischer@jonessign.com	
USE	BRIEFLY DESCRIBE THE EXISTING AND PROPOSED USE OF THE PROPERTY: Vehicle Sales			
SUBMITTALS	WHERE APPLICABLE, THE FOLLOWING SUBMITTALS ARE REQUIRED TO ACCOMPANY THIS APPLICATION FOR THE APPLICATION TO BE ACCEPTED AND REVIEWED BY THE PLAN COMMISSION. REQUIRED SUBMITTALS MAY CONSIST OF PLANS, DRAWINGS, ANNOTATED PHOTOGRAPHS, OR OTHER DOCUMENTATION THAT SUFFICIENTLY PROVIDES ALL REQUIRED INFORMATION.			

Exterior Building Design (required for all new buildings, additions and exterior alterations to existing buildings)

- Exterior elevations of all proposed new and existing buildings showing wall materials and exterior construction details (including colors)
- Height of all proposed new buildings and structures and all existing buildings and structures
- Specific roof types (gable, hip, flat, etc.) and roof pitches of all proposed new and existing buildings
- Roofing materials to be used on proposed new buildings and existing roofing materials on existing buildings (including colors)

Site Features (required for all projects)

- Location of all proposed new and existing buildings & structures, including dimensions to property lines and to each other
- Locations of all streets, property lines, wells, septic systems, power lines, easements, etc.
- All proposed new and existing off-street parking drive and loading areas (location, number, size, access, etc.)
- The total accumulated horizontal impervious surface area after development (surfaces impervious to the penetration of storm water)
- The total accumulated greenspace on the property (non-impervious), including the percentage of lot area (post development)

Landscaping (required for all projects where landscaping will be installed or altered or where required by the Plan Commission)

- Number, size, species and location of all existing and proposed trees
- Number, size, species and location of all existing and proposed shrubs and ground plantings
- Description and location of any existing or proposed buffering (fences, berms, hedges, plantings, etc.)

Exterior Lighting Features (required where exterior lighting fixtures will be installed or altered)

- Number, fixture type, location and wattage of all existing and proposed building lighting
- Number, fixture type, location, wattage and height of all existing and proposed parking lot and exterior grounds lighting
- Number, fixture type, location, wattage and height of all existing and proposed other exterior lighting
- Photometric plan prepared by a professional lighting designer (when required by the Plan Comission)

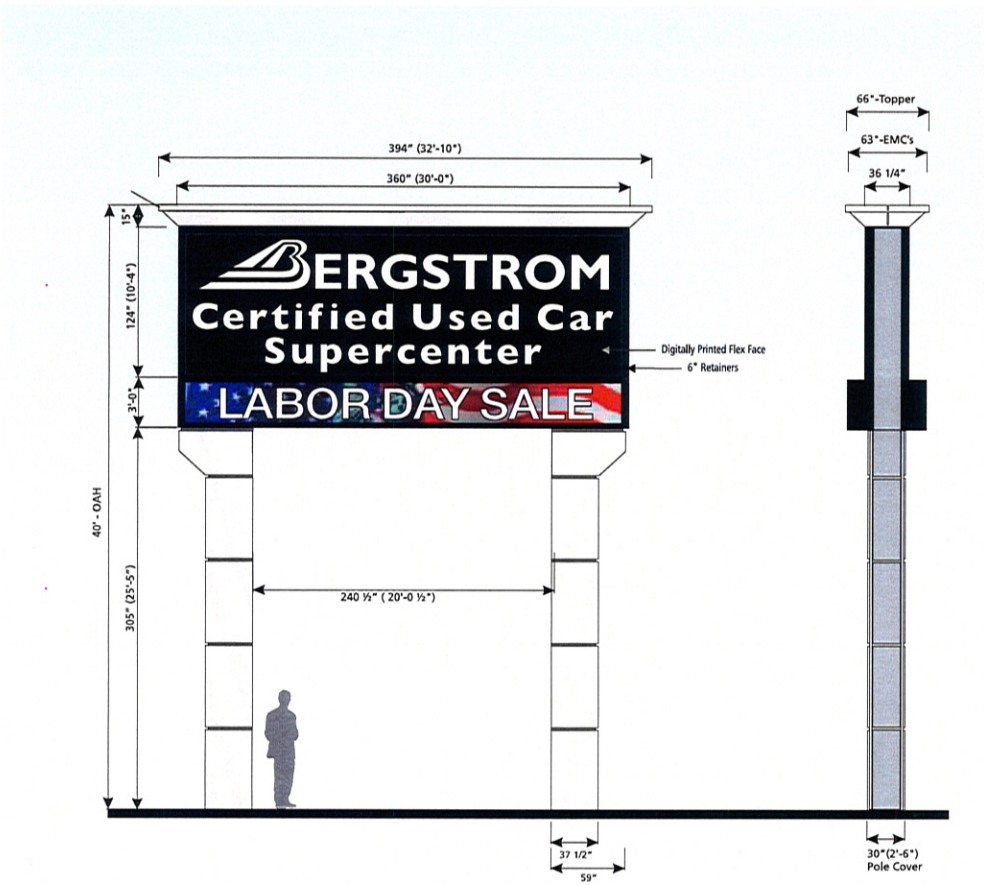
Signage Details (required for all projects where signage exists or where new signage will be installed)

- Building elevations showing the location, number, size and message of all existing and proposed building signs and building lettering
- A site plan showing the location of all existing and proposed free-standing signs, including the distance of such signs to property lines
- Elevations of all existing and proposed free-standing signs showing the height, width, depth, material composition, colors, illumination, sign area and message of all such signs

SIGNATURE	DF	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: 10-26-12

BY INITIALING THE BOX ABOVE, THE APPLICANT DOES HEREBY CERTIFY THAT: (1) ALL INFORMATION PROVIDED ON THIS APPLICATION IS TRUE AND CORRECT. (2) THE APPLICANT UNDERSTANDS THAT APPROVAL OF THIS REQUEST CREATES NO LEGAL LIABILITY, EXPRESSED OR IMPLIED, ON THE VILLAGE OF HOWARD OR ON ANY OF ITS EMPLOYEES. (3) THE APPLICANT WILL BE BOUNDED 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.

Refurbished D/F 40' Pylon with EMC 400 SQ. FT.



Proposed Sign NTS

CALL OUTS

1] D/F 10'-4" x 30' Main Cabinet w/ 6" Retainer with Digitally Printed Flex Face
2] (2) Electronic Message Centers w/ Full Color
3] Aluminum Topper
4] 4-Sided Pole Covers

Color Match:

Black

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

JONES SIGN
1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonessign.com

PROJECT
BERGSTROM
301 Taylor St.
Green Bay, WI

CUSTOMER APPROVAL
Authorized Signature
x _____
Date: ___/___/___

REVISIONS
1 10/25/12 JP
2
3
4
5
6
7

REPRESENTATIVE
Dave Fischer

DRAWN BY
D. Loehr

DATE
8/28/12

SCALE
1/8"=1'-0"

SHEET
1 of 1

DRAWING #
90977R2

CERTIFIED SURVEY MAP NO. _____

LOT ONE (1), VOLUME 41 CERTIFIED SURVEY MAPS, PAGE 25, MAP NO. 6167
BEING PART OF LOT ONE HUNDRED TWO (102), PLAT OF FORT HOWARD
MILITARY RESERVE, TOWNSHIP 20 NORTH, RANGE 20 EAST.
VILLAGE OF HOWARD, BROWN COUNTY, WISCONSIN.

BEARINGS ARE REFERENCED TO MATCH
CERTIFIED SURVEY MAP NO. 6167

1" = 200'

0 200 400
SCALE IN FEET

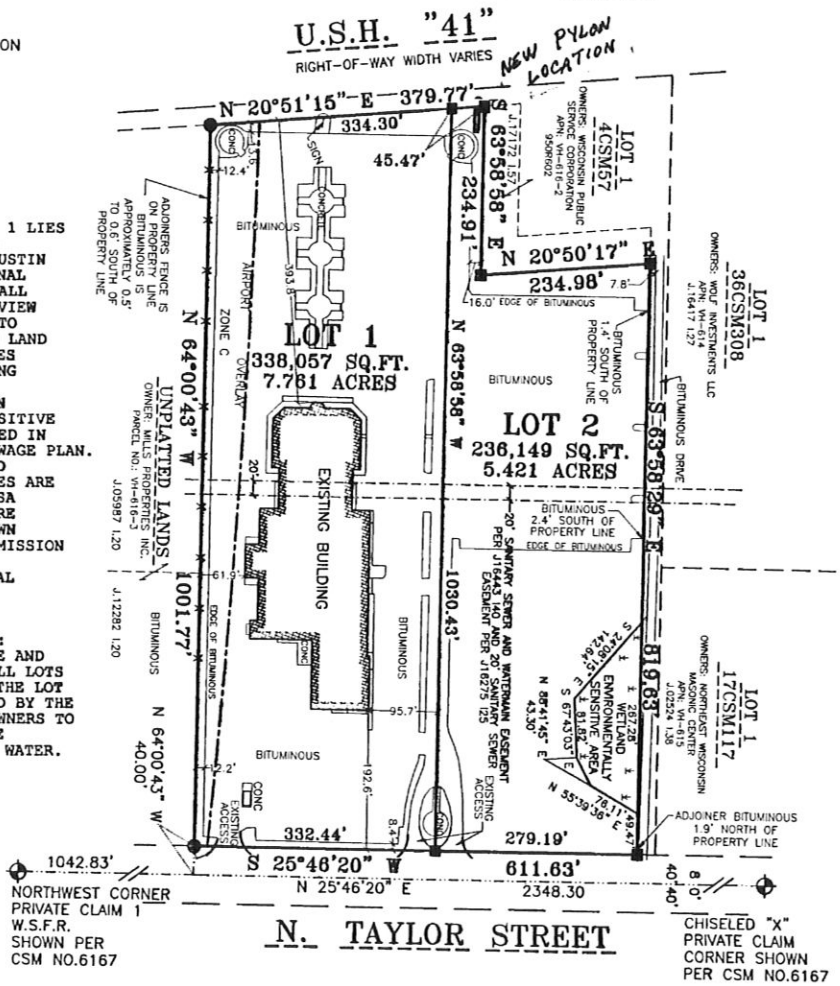
LEGEND

- ■ 1" IRON PIPE SET, 24" LONG, WEIGHING 1.130 LBS. PER LIN. FOOT
- ⊙ 3/4" REBAR FOUND
- □ 1" IRON PIPE FOUND
- ⊕ GOVERNMENT CORNER
- —X— EXIST. FENCE

SURVEY FOR
BERGSTROM CORPORATION
C/O JOHN HOGERTY
ONE NEENAH CENTER,
NEENAH, WI 54956

NOTES:
1. A PORTION OF LOT 1 LIES WITH AIRPORT ZONING DISTRICT "C". THE AUSTIN STRAUBEL INTERNATIONAL AIRPORT DIRECTOR SHALL BE CONTACTED FOR REVIEW AND APPROVAL PRIOR TO ANY DEVELOPMENT AND LAND DISTURBING ACTIVITIES WITHIN AIRPORT ZONING DISTRICTS.
2. LOT 2 CONTAINS AN ENVIRONMENTALLY SENSITIVE AREA (ESA) AS DEFINED IN THE BROWN COUNTY SEWAGE PLAN. DEVELOPMENT AND LAND DISTURBING ACTIVITIES ARE RESTRICTED IN THE ESA UNLESS AMENDMENTS ARE APPROVED BY THE BROWN COUNTY PLANNING COMMISSION AND THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES.

RESTRICTIVE COVENANT:
THE LAND ON ALL SIDE AND REAR LOT LINES OF ALL LOTS SHALL BE GRADED BY THE LOT OWNER AND MAINTAINED BY THE ABUTTING PROPERTY OWNERS TO PROVIDE FOR ADEQUATE DRAINAGE OF SURFACE WATER.



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Planning
Environmental
Surveying
Engineering
Architecture

PROJECT NO. 1-0017-002

FILE 10017002CSM SHEET 1 OF 3

THIS INSTRUMENT WAS DRAFTED BY: A.Sedlar