



Meeting Date: 6/18/12
Agenda Item: #8

Mission Statement
 Provide quality services in a modern, courteous and cost-efficient manner.

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 the site plan for Titledown Oil (Lineville Shell), located at 1575 Lineville Road, VH-96.
THE PLAN COMMISSION HAS FINAL REVIEW AUTHORITY FOR THIS MATTER

ACTION REQUESTED: Approve the site plan for Dan Pamperin for the Titledown Shell Station located at 1575 Lineville Road.

POLICY ISSUE

Is the site plan consistent with the trend of development in the neighborhood and with the desires of the Village for development along the U.S. 41 corridor?

RECOMMENDED ACTION BY PLAN COMMISSION

Approve the applicant’s 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

BASIC INFORMATION

Project Name	Grand Central Lineville Road
Applicant	Dan Pamperin
Phone	920-336-8983
Consultant/ Engineer	Bayland Buildings
Parcel Size	4.6 acres
Existing Zoning	B-2 Highway Commercial
Current Zoning	B-2

ADJACENT LAND/ZONING MATRIX

	LAND USE	ZONING
North	Commercial	Suamico
South	Business/Industrial	I-1/ B-2
East	U.S. 41	N/A
West	Vacant Land/Wetlands	B-1

BACKGROUND INFORMATION

The applicant is requesting to move and modify the existing pylon sign. The sign was approved by a variance several years ago. The sign height will not change. The sign area will be reduced:

No building or any improvement shall be erected, placed, or altered on any building site in the Business (B-2) zoning district 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 to the Business (B-2) zoning district. Failure on the part of the village plan commission to act within 60 days of submission shall constitute approval of such plans.

EXECUTIVE ANALYSIS

1. **Zoning:** The property is properly zoned for the existing use.
2. **Setbacks:** N/A
3. **Parking:** N/A
4. **Floodplain, Shoreland Zoning & Stormwater Management:** N/A
5. **Land Division:** N/A
6. **Lighting:** All new lighting will need to comply with Chapter 50 exterior lighting regulations.
7. **Lot and Width Area:** The existing lot complies with the minimum lot width and area regulations for the B-1 zone.
8. **Driveway Locations:** N/A
9. **Signage:** N/A
10. **Garbage:** N/A
11. **Landscape:** N/A

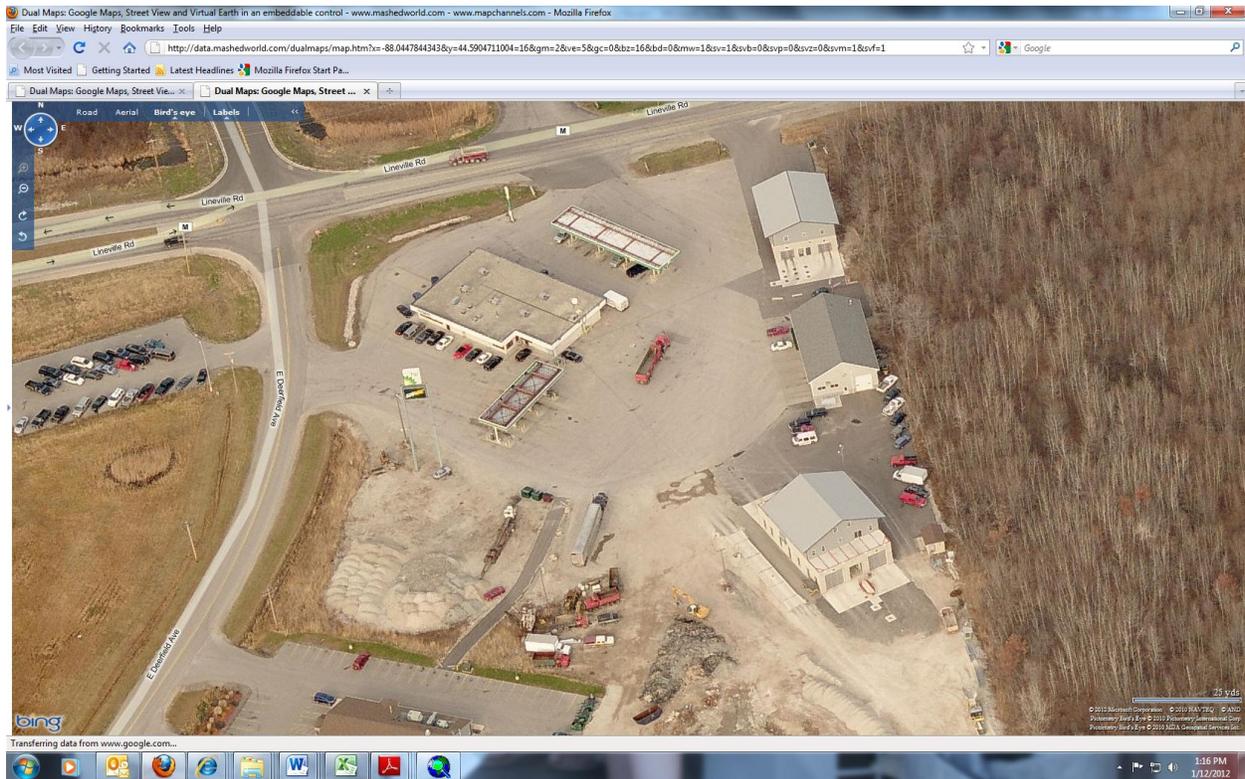
CODE REQUIRED CONDITIONS

- (1) The electronic signs will need to comply with electronic sign regulations in the Zoning Ordinance.
- (2) The sign height shall be 85 feet as required by the variance that was approved in February of 1998. The sign shall be located a minimum of 85' back from the nearest road edge.

ATTACHMENTS

- I** Existing Aerial photo
- II** Site Plan Review Application
- III** Minutes from 1998 variance

ATTACHMENT I



ATTACHMENT II

DEPARTMENT OF CODE ADMINISTRATION
 2456 Glendale Avenue, Green Bay, WI 54313
 (Office) 920-434-4640 (FAX) 920-434-4643
 mailto:jkorotev@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) 1575 Lineville Rd	LOT # 1	SUBDIVISION	TAX PARCEL # VH-96
PROPERTY OWNER	PROPERTY OWNER'S FULL NAME Pamperin Rental LLC	DAYTIME PHONE # 920-336-8983	ALTERNATE PHONE #	
	PROPERTY OWNER'S MAILING ADDRESS (Include Zip Code) 1275 Glory Rd; Green Bay, WI 54303	PROPERTY OWNER'S E-MAIL ADDRESS dpamperin@titledtownoil.com		
APPLICANT/ AGENT	APPLICANT/AGENT FULL NAME AND BUSINESS NAME Sheri Omernik, Orde Sign & Graphics	APPLICANT/AGENT PHONE # 920-339-4629	ALTERNATE PHONE # 920-660-7566	
	APPLICANT/AGENT MAILING ADDRESS (Include Zip Code) 1825 Nimitz Drive; DePere, WI 54115	APPLICANT/AGENT E-MAIL ADDRESS sherj.omernik@orde.com		
USE	BRIEFLY DESCRIBE THE EXISTING AND PROPOSED USE OF THE PROPERTY Fuel Station, Car Wash, Convenience Store, Truck Scales			
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 *site plan attached*
 - 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 Commission)

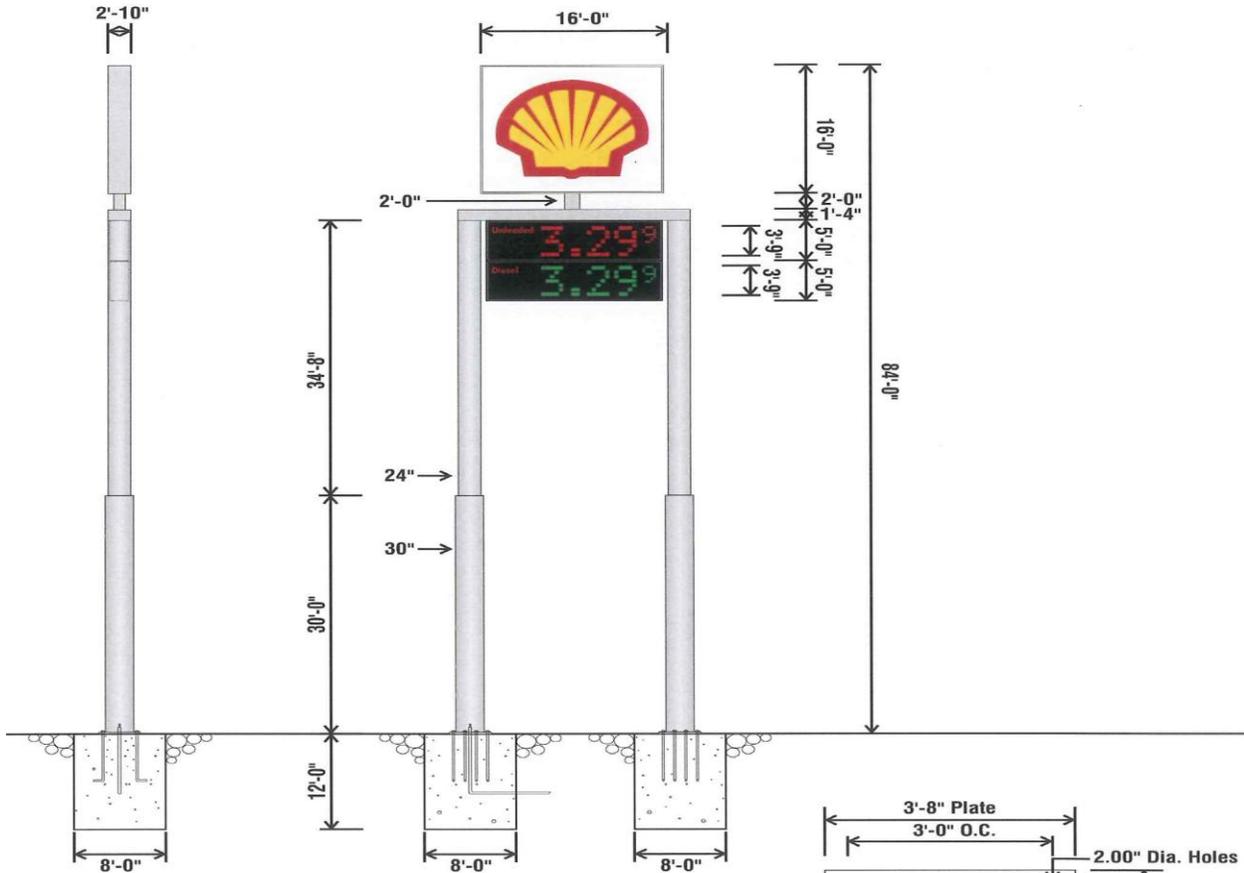
- Signage Details** (required for all projects where signage exists or where new signage will be installed)
- Building elevations showing the location, number, size and message of all existing and proposed building signs and building lettering
 - A site plan showing the location of all existing and proposed 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		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 6/7/2012
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BY INITIATING 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 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.



Existing



DOUBLE FACE INTERNALLY ILLUMINATED PYLON
 Pole Paint Color TBD

ATTACHMENT III

**COLORTECH OF
WI VARIANCE -
1575 LINEVILLE RD
VH-96**

public hearing is held.

The Clerk Typist, Michelle Bartoletti, read the legal notice regarding a public hearing scheduled for 6:15 P.M.

A motion was made by K. Pagel and seconded by J. Daugherty to suspend the rules to hear from the audience.

Motion Carried Unanimously.

Michael Barlament-706 Frederick Court appeared before the Board explaining that he needs an 85' sign to be able to compete with his competitors. He informed the Board that the 76 gas station will be changing to Mobile. He then introduced Scott Timm.

Scott Timm-Representative from Colortech of Wisconsin appeared before the Board and informed them that he has been in the sign business for 13 years. He feels that the current sign code is not sufficient and is not supporting businesses in Howard to compete. He stated that a 85' high rise sign would allow Mike Barlament to compete and also allow people on the highway enough time to safely exit to get gas or food. Mr. Timm read a letter from Mel Martin (District 3 sign coordinator for the State of Wisconsin Transportation Department). A copy of that letter is included as part of the record for this meeting.

The Board reviewed the Findings of Fact with Mike Barlament and he commented that this is the only underpass on Highway 41 and he named several other high rise signs in the area on Highway 41 (Taco Bell, Hardees, Burger King, Comfort Suites and Amoco). He continued his argument that he is at a hardship because Suamico has a high rise directly across the road from himself and that he is at a much lower grade than the roadway.

Mike Barlament's argument for findings of the fact item #4 was, "Why go into business if you're not going for financial gain."

Pat Ryan appeared before the Board and questioned Howard's intent to support the commercial businessman. He stated that a truck stop needs a high rise sign.

Judith Smith-daughter of Mercedes Walton appeared before the Board with several comments opposing the variance request.

Chuck Beecher-President of Appleton company that supplies gas to Mobile appeared before the Board and stated that Mobile has criteria on the high rise sign and encouraged the Board to look at the variance request favorably.

**COLORTECH OF
WI VARIANCE -
1575 LINEVILLE RD
VH-96**

Becky Barlament-2011 Schanock Drive appeared before the Board in favor of the variance request.

A motion was made by D. Adler and seconded by T. Schmidt to return to the regular order of business.

Motion Carried Unanimously.

The Board discussed the variance request and the time that they spent on going out to the site to review the sign variance.

A motion was made by K. Pagel and seconded by J. Daugherty to approve the variance request from Colortech of Wisconsin for a variance to allow for an 85' high on premise identification sign at VH-96 for 1575 Lineville Road.

Motion Carried Unanimously.