



**Meeting Date:** 12/17/12  
**Agenda Item:** # 8

**Mission Statement**  
Delivering quality services in a courteous,  
cost-effective and 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 Masonic Center to construct a new sign at 525 Taylor Street. . **The Plan Commission has final review authority for this matter.**

**OWNER/APPLICANT:** Brian Boetcher, Quick Signs

---

### **POLICY ISSUE**

Is the plan consistent with the trend of development in the neighborhood and with the desires of the Village for development at this location?

### **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

### **BACKGROUND INFORMATION**

The applicant is requesting approval of a new sign at 525 Taylor Street. The sign width will be just over 10 feet, and the height will be approximately 5.5 feet tall. The property is zoned B-2. In the B-2 zoning district, pole signs are allowed and the overall square footage of sign area for the property is 400 square feet.

### **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.

### **EXECUTIVE ANALYSIS**

#### **Zoning**

The property is presently zoned B-2. The use of the property and proposed sign complies with the B-2 regulations.

**Setbacks** The sign must be located a minimum of 15 feet back from the front property line.

#### **Parking**

N/A

#### **Floodplain, Shoreland Zoning & Stormwater Management**

N/A

#### **Land Division**

No land division is being proposed in this request.

#### **Lighting**

No additional exterior lighting is being proposed with this request other than the light emitted from the electronic message center.

#### **Fire Protection**

N/A

### **STAFF RECOMMENDED CONDITIONS**

This is a modest addition to an existing monument sign. The existing sign is located well back from the road right-of-way and is tastefully landscaped and maintained. Approval is recommended with the following condition:

- (1) The front setback for the sign is 15 feet from the front property line.

### **ATTACHMENTS**

- I** Aerial View of Property Showing Sign Location
- II** Plan Review Application
- III** Sign Permit Application

**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

|                         |  |  |                                |             |                   |
|-------------------------|--|--|--------------------------------|-------------|-------------------|
| <b>LOCATION</b>         | ADDRESS OF SUBJECT PROPERTY (Street Number and Name)   |  | LOT #                          | SUBDIVISION | TAX PARCEL #      |
| <b>PROPERTY OWNER</b>   | PROPERTY OWNERS FULL NAME  |  | DAYTIME PHONE #                |             | ALTERNATE PHONE # |
| <b>APPLICANT/ AGENT</b> | PROPERTY OWNERS MAILING ADDRESS (Include Zip Code)   |  | PROPERTY OWNERS E-MAIL ADDRESS |             | CONTACT           |
| <b>USE</b>              | APPLICANT/AGENT FULL NAME AND BUSINESS NAME  |  | APPLICANT/AGENT PHONE #        |             | ALTERNATE PHONE # |
| <b>SUBMITTALS</b>       | APPLICANT/AGENT MAILING ADDRESS (Include Zip Code)   |  | APPLICANT/AGENT E-MAIL ADDRESS |             |                   |
|                         | BRIEFLY DESCRIBE THE EXISTING AND PROPOSED USE OF THE PROPERTY   |  |                                |             |                   |
|                         | 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)

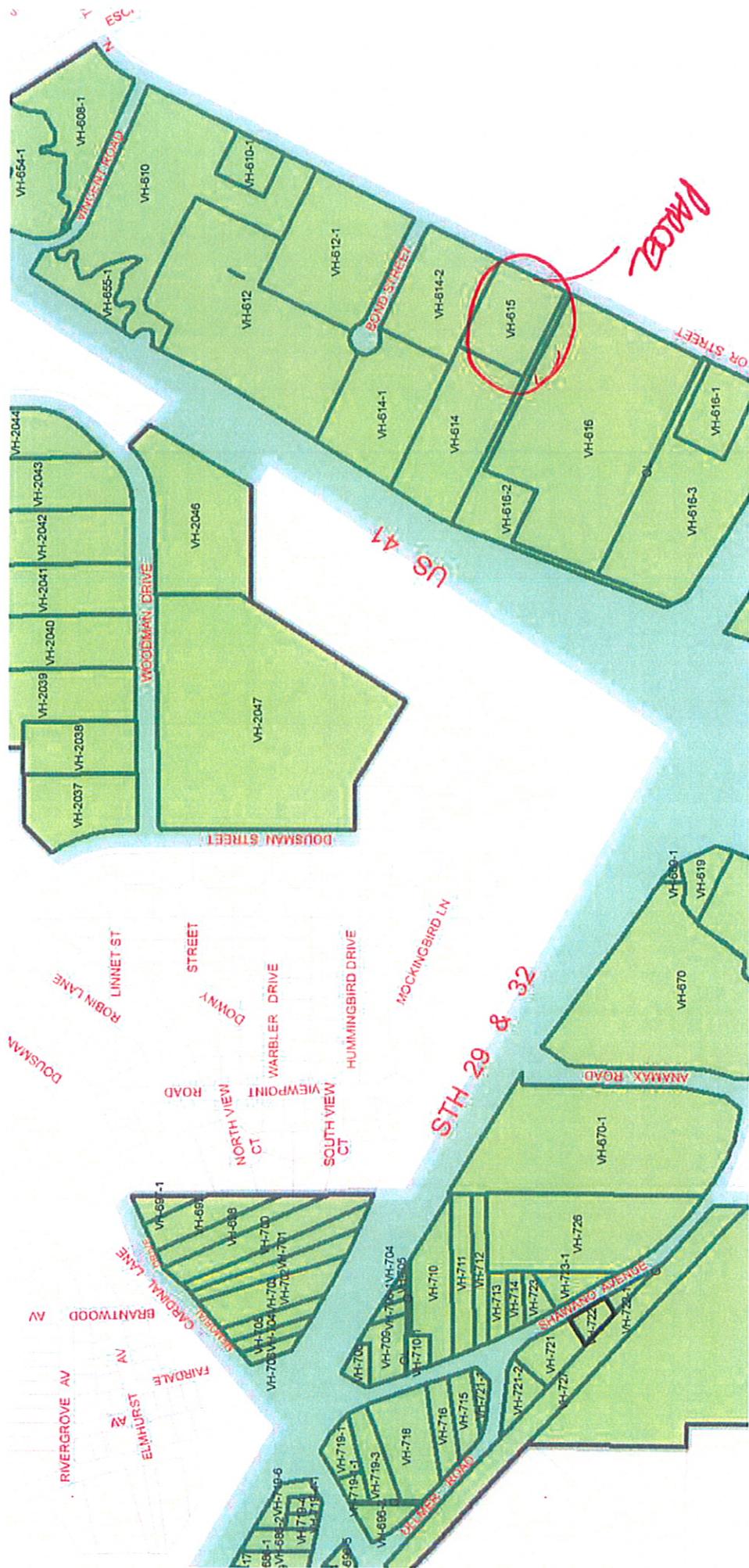
- Site Features** (required for all projects)
- Location of all proposed new and existing buildings & structures, including dimensions to property lines and to each other
  - Locations of all streets, property lines, wells, septic systems, power lines, easements, etc.
  - All proposed new and existing 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.)

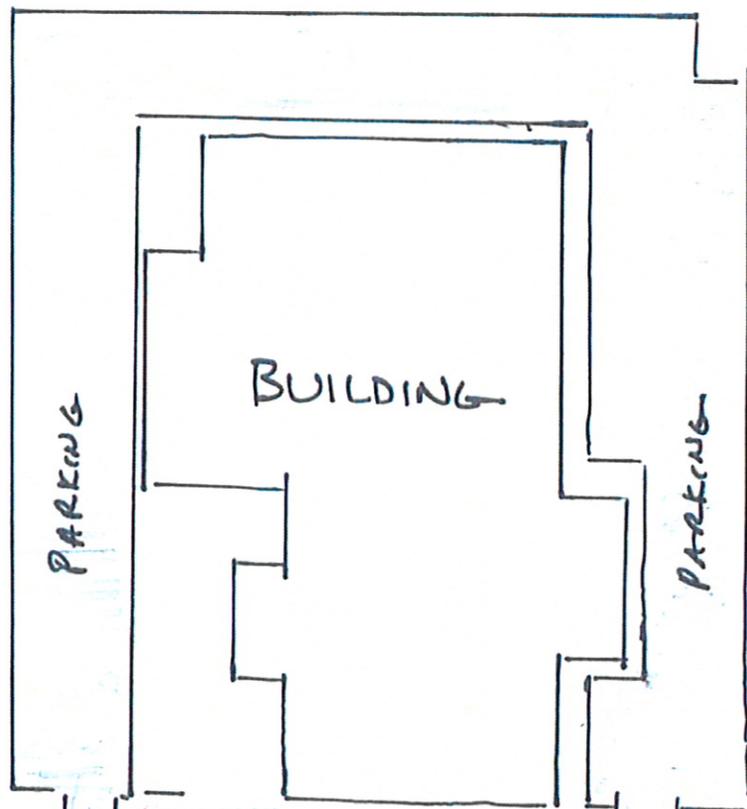
- Exterior Lighting Features** (required where exterior lighting fixtures will be installed or altered)
- Number, fixture type, location and wattage of all existing and proposed building lighting
  - Number, fixture type, location, wattage and height of all existing and proposed parking lot and exterior 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 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

|   |    |  |                  |
|---|----|--|------------------|
| <b>SIGNATURE</b>  | BB | 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 |
|   |    |  | 11-30-12         |
| 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 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. |    |  |                  |



PROPERTY LINE

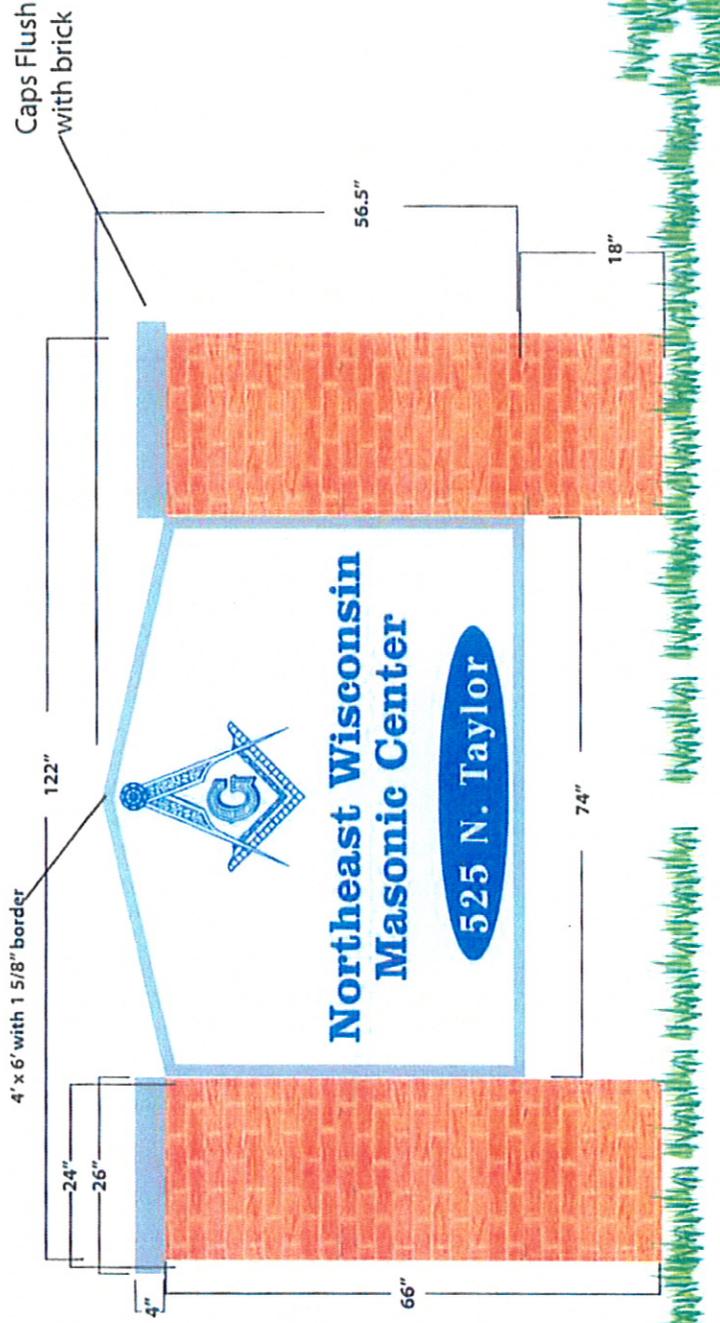


PROPOSED SIGN



23' from curb

TAYLOR ST.



**NOTES**

12" Wide aluminum cabinet painted MP 55840 Loooc Grey. White poly carb faces with translucent vinyl copy. 1 5/8" wide retainer. CWHO Bulbs.

**Customer:** Masonic Center

**Contact:** Bryan Boettcher  
**Project Location:** Tracy Schultz  
**SALES PERSON:** Tracy Schultz  
**Artist:**  
**Drawing #:** 05-21-12  
**Revision #:** 11,06-4  
**Start Date:** 1/2"=1'  
**Scale:** APPROVAL FOR PRODUCTION

**Print Name:**  
**Signature:**  
**Date:**

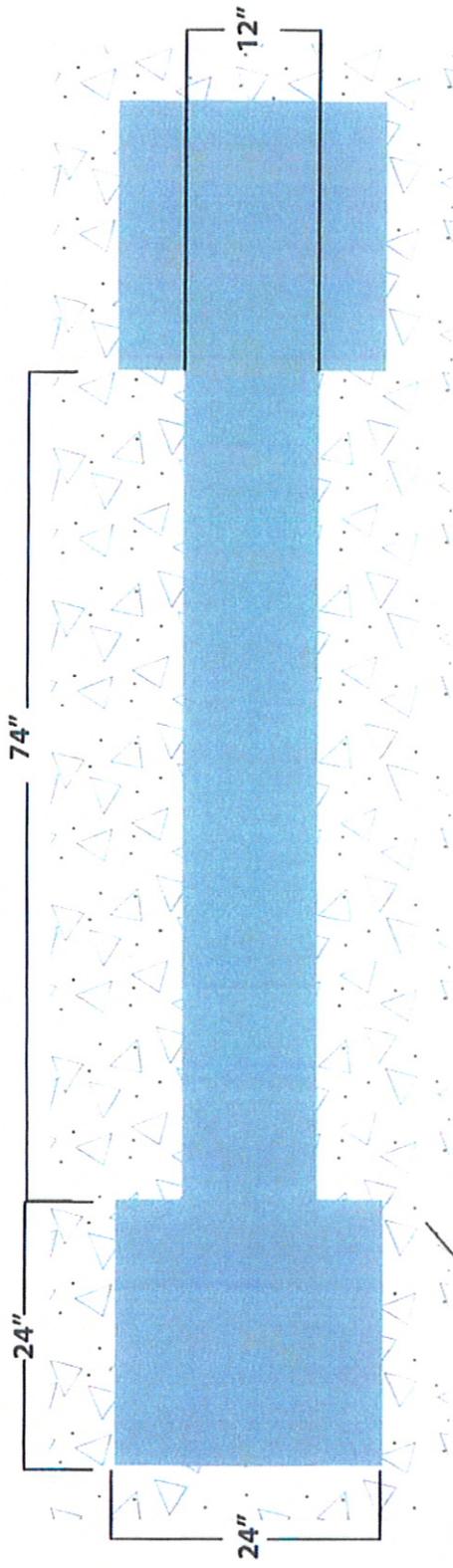
**Quick Signs**  
 The Great Sign Company

253 S. Military Ave. - Green Bay, WI 54303  
 Tel: 920.494.4226 • Fax: 920.494.4232  
 • Cell: 252.346.1556 • [www.quick-signs.com](http://www.quick-signs.com)

**NOTE:** This proof copy is not necessarily accurate and should not be used for final production. If color matching (i.e. Pantone Color System) is necessary, please request a color sample.

**DO NOT DUPLICATE.** This drawing is the property of Quick Signs, Inc. By accepting this proof, you agree to the terms and conditions of our standard terms and conditions. No reproduction, copy or use of this design in any manner without written authorization from Quick Signs, Inc.

# TOP VIEW



36" x 132" x 16" deep Concrete footing

**QUICK SIGNS**  
The Great Sign System

5225 Military Ave • Spring Bay, MS 38429  
 ph 662-898-4324 • fax 662-844-2322  
 call 1-800-316-3154 • [www.quick-signs.com](http://www.quick-signs.com)

NOTE: This proof is not necessarily  
 final. We will not be responsible for  
 color matching (i.e. Pantone Color System) is  
 necessary, please request a color sample.

DO NOT DUPLICATE. This drawing is the  
 property of Quick Signs, Inc. By accepting this  
 proof into your possession, you agree that its  
 reproduction, copy or use this design in any  
 manner without written authorization from  
 Quick Signs, Inc.

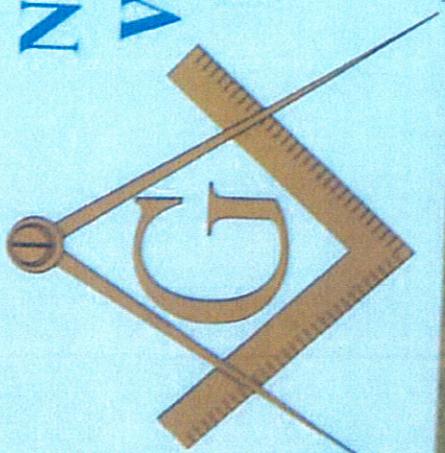
Customer: Masonic Center  
 Contact: Bryan Boettcher  
 Project Location: Tracy Schultz  
 Salesperson:  
 Artist:  
 Drawing #: 05-21-12 Revision #: 11.06-1  
 Start Date: 3/4" = 1"  
 Scale: **APPROVAL FOR PRODUCTION**

Print Name: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

NOTES

**NORTHEAST  
WISCONSIN  
MASONIC  
CENTER**

525 N. Taylor



**VILLAGE OF HOWARD**  
 Department of Code Administration  
 2456 Glendale Avenue, Green Bay, WI 54313  
 (Office) 920-434-4640 (FAX) 920-434-4643

# PERMIT APPLICATION

**PLEASE COMPLETE ALL NON-SHADED SECTIONS. INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**

APPLICATION #

|  |   |   |   |
|--|---|---|---|
| <b>LOCATION</b>  | JOB SITE ADDRESS (Street Number and Name)<br><i>525 N. Taylor St</i>  | LOT #   | SUBDIVISION   |
| <b>PROPERTY OWNER</b>  | PROPERTY OWNER'S FULL NAME<br><i>Masonic Center</i>   | DAYTIME PHONE NUMBER<br><i>336-8937</i>   |   |
|  | PROPERTY OWNER'S MAILING ADDRESS (include Zip Code)<br><i>525 N. Taylor St Green Bay, WI 54303</i>  |   |   |
| <b>PERMIT APPLICANT</b>  | PERMIT APPLICANT'S COMPANY NAME<br><i>Quick Signs</i>   | PERMIT APPLICANT'S FULL NAME (First, Middle Initial, Last)                      | STATE CUSTOMER I.D. NUMBER<br><i>1130332</i>                          |
|  | PERMIT APPLICANT'S MAILING ADDRESS (include Zip Code)<br><i>525 S. Military Ave GB 54303</i>  | DAYTIME PHONE NUMBER<br><i>494-4226</i>   | ALTERNATE PHONE NUMBER<br><i>366-1556</i>                             |
| <b>BUILDING CONTRACTOR</b>   | BUILDING CONTRACTOR'S COMPANY NAME  | BUILDING CONTRACTOR'S CONTACT PERSON  | STATE CUSTOMER I.D. NUMBER  |
|  | BUILDING CONTRACTOR'S MAILING ADDRESS (include Zip Code)  | DAYTIME PHONE NUMBER  | ALTERNATE PHONE NUMBER  |
| <b>ELECTRICAL CONTRACTOR</b>   | ELECTRICAL CONTRACTOR'S COMPANY NAME  | ELECTRICAL CONTRACTOR'S CONTACT PERSON  | STATE CUSTOMER I.D. NUMBER  |
|  | ELECTRICAL CONTRACTOR'S MAILING ADDRESS (include Zip Code)  | DAYTIME PHONE NUMBER  | ALTERNATE PHONE NUMBER  |
| <b>PLUMBING CONTRACTOR</b>   | PLUMBING CONTRACTOR'S COMPANY NAME  | PLUMBING CONTRACTOR'S CONTACT PERSON  | STATE CUSTOMER I.D. NUMBER  |
|  | PLUMBING CONTRACTOR'S MAILING ADDRESS (include Zip Code)  | DAYTIME PHONE NUMBER  | ALTERNATE PHONE NUMBER  |
| <b>HVAC CONTRACTOR</b>   | HVAC CONTRACTOR'S COMPANY NAME  | HVAC CONTRACTOR'S CONTACT PERSON  | STATE CUSTOMER I.D. NUMBER  |
|  | HVAC CONTRACTOR'S MAILING ADDRESS (include Zip Code)  | DAYTIME PHONE NUMBER  | ALTERNATE PHONE NUMBER  |
| <b>SEWER CONTRACTOR</b>  | SEWERWATER CONTRACTOR'S COMPANY NAME  | SEWERWATER CONTRACTOR'S CONTACT PERSON  | STATE CUSTOMER I.D. NUMBER  |
|  | SEWERWATER CONTRACTOR'S MAILING ADDRESS (include Zip Code)  | DAYTIME PHONE NUMBER  | ALTERNATE PHONE NUMBER  |
| <b>OTHER CONTRACTOR</b>  | OTHER CONTRACTOR'S COMPANY NAME   | OTHER CONTRACTOR'S CONTACT PERSON   | STATE CUSTOMER I.D. NUMBER  |
|  | OTHER CONTRACTOR'S MAILING ADDRESS (include Zip Code)   | DAYTIME PHONE NUMBER  | ALTERNATE PHONE NUMBER  |
| <b>PROJECT</b><br>(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>sign</i>    |   |   |
| <b>BLDG. TYPE</b><br>(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 |   |   |
| <b>WORK TYPE</b><br>(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 type="checkbox"/> OTHER   |   |   |
| <b>EST. COSTS</b><br>(LABOR AND MATERIALS)   | BUILDING CONSTRUCTION (\$) <i>5300-</i>   | ELECTRICAL (\$)   | PLUMBING (\$)   |
|  |   |   | HVAC (\$)   |
|  |   |   | OTHER (\$) <i>85300-</i>  |
|  |   |   | TOTAL ESTIMATED COST (\$) <i>\$ 5300-</i>                             |
| <b>JOB DESCRIPTION</b><br>(DESCRIBE ALL PROPOSED WORK)                                   | <i>Replace old rotted wood sign with new brick + aluminum new sign</i>  |   |   |
| <b>BUILDING FEATURES</b><br>(COMPLETE THIS SECTION FOR NEW BUILDINGS AND ADDITIONS ONLY) | CONSTRUCTION TYPE (Site Constructed or Manufactured)  | BASEMENT? (Yes or No)   | # OF STORES (Above Basement)  |
|  | ELECTRICAL SERVICE SIZE (Amperes)   | ELECTRICAL SERVICE LOCATION (Overhead or Underground)                           | BUILDING USE (Permanent or Seasonal)                                  |
|  | HVAC EQUIPMENT (Forced Air, Radiant, Heat Pump, Boiler, Etc.)   | HVAC FUEL (Natural Gas, LP Gas, Fuel Oil, Electricity, Solid Fuel, Solar, Etc.) | WATER HEATING FUEL (Natural Gas, LP Gas, Fuel Oil, Electricity, Etc.) |
|  | CENTRAL AIR CONDITIONING? (Yes or No)   | SEWER TYPE (Municipal or Private)   | WATER SUPPLY (Municipal Utility or Private Well)                      |
| <b>SIGNATURE</b>   | SIGNATURE OF APPLICANT<br><i>Ray Brett</i>  | APPLICATION DATE  | PLANNED CONSTRUCTION START DATE                                       |

I, THE ABOVE SIGNED, DO HEREBY CERTIFY THAT ALL INFORMATION SUPPLIED ON THIS APPLICATION IS TRUE AND CORRECT AND I UNDERSTAND THAT THE ISSUANCE OF A PERMIT CREATES NO LEGAL LIABILITY, EXPRESSED OR IMPLIED, ON THE VILLAGE OF HOWARD OR ON ANY OF ITS EMPLOYEES. I FURTHER AGREE THAT IN THE PERFORMANCE OF ALL WORK COVERED, I 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.



EXISTING SIGN  
12" h. LETTERS