



**VILLAGE OF HOWARD PLAN COMMISSION  
 STAFF REPORT**

**REPORT TO:** Burt McIntyre, President  
 Village Plan Commission  
 Village Board of Trustees

**REPORT FROM:** Dave Wiese, Director of Community Development

**REPORT WRITTEN:** February 16, 2012

**REPORT SUBJECT:** **Agenda Item 8-9** – A Public Hearing concerning a request from Tim’s Lighting Company, representing Vandervest Harley-Davidson, for a Conditional Use Permit for signage to exceed 400 square feet at 1966 Velp Avenue, VH-2652.

**BACKGROUND**

<b>BASIC INFORMATION</b>	
<b>Project Name</b>	Vandervest CUP
<b>Applicant Name/Contact No.</b>	Tim Cullen 920-8674852
<b>Size of Parcel</b>	4 Acres
<b>Existing Zoning</b>	B-2 Highway Commercial
<b>Requested Zoning</b>	N/A
<b>Abbreviated Legal</b>	VH-2652
<b>Comprehensive Land Map Designation</b>	Residential Neighborhood

<b>ADJACENT LAND USE/ZONING MATRIX</b>		
<i>Direction</i>	<i>Land Use</i>	<i>Zoning</i>
<b>North</b>	Vacant / Duck Creek / RR/Park	B-2/I-1
<b>South</b>	Velp Avenue/ Island Ct. Residential area	B-2/R-1
<b>East</b>	Hwy 41	B-2
<b>West</b>	Duck Creek	B-2

**EXECUTIVE ANALYSIS**

1. **Zoning** The property is presently zoned B-2. Any additional sign area above 400 square feet is a conditional use in the B-2 zone.
2. **Setbacks** - Freestanding signs shall be located within the property lines and shall be set back from the street curbline or road surface a distance at least equal to or greater than the height of the sign. 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.

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 served by the municipal water system and is located approximately 3.5 miles from the nearest fire station.

**CONDITIONAL USE STANDARDS** Section 17.20(10)(g) of the Zoning Ordinance requires that *“The Plan Commission shall not recommend and the Village Board shall not approve a conditional use unless findings are first made, based on evidence presented, that the following standards are met.”*

1. The conditional use shall not be detrimental to or endanger the health, safety, morals, comfort or general welfare of the public.
2. The conditional use shall not be injurious to the use and enjoyment of other property in the immediate vicinity for purposes already permitted, nor shall it substantially diminish or impair property values within the neighborhood.
3. The conditional use shall not impede the normal and orderly development and improvement of surrounding property for uses permitted in the zoning district.
4. The exterior architectural appeal and functional plan of proposed buildings and structures shall not be so at variance with existing buildings and structures, or buildings and structures under construction in the immediate area, or the character of the zoning district, as to cause a substantial depreciation in property values within the neighborhood.
5. Adequate utilities, access roads, drainage and necessary facilities are in place or will be provided.
6. Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.
7. The conditional use shall, in all other respects, conform to applicable regulations of the zoning district in which it is located, except as such regulations may be modified by the Village Board pursuant to Plan Commission recommendations.

**ACTION REQUESTED**

It is requested that the Plan Commission open the public hearing and ask the applicant to present the proposal in detail, including how the above referenced *“Conditional Use Standards”* will be met. Subsequently, the Plan Commission should invite comments from the public and then close the public hearing.

The Village staff is requesting that, after the public hearing is closed, the Plan Commission review the applicant's request and, if satisfied with the proposal, recommend approval to the Village Board with any specific conditions as may be necessary to satisfy the "*Conditional Use Standards*" referenced above:

**RECOMMENDATION**

**Staff recommends approval of the sign plan with the following conditions:**

1. The total amount of sign area is limited to 655 square feet.
2. The sign locations are limited to those shown on the submitted application except for the freestanding signs.
3. Option A or Option C is acceptable.

**ATTACHMENTS**

- I Plat map identifying subject property
- II Completed Conditional Use Permit Application



2456 Glendale Ave  
Green Bay, WI 54313

**CONDITIONAL USE PERMIT  
APPLICATION**

See Following Pages  
for Materials to be  
submitted with this  
application

**Application Fee:** \$250.00

**Date:** \_\_\_\_\_

**Initials:** \_\_\_\_\_

**Application #:** \_\_\_\_\_

**Applicant**

Name: Tim's Lighting Company, Inc

Address: N7255 32nd Court

Phone: (920) - 867 - 4852 Email: tim@tlcsign.com

Business Name: Vandervest Harley Davidson

Conditional Use Site Address: 1966 Velp Ave Howard, WI 54303

Landowner of Record: Rick Vandervest

Address: 1966 Velp Ave Howard, WI 54303

Phone: (920) - 621 - 7798 Email: Rick@WHD.com

**Consultant(s)**

**Architect**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_) - \_\_\_\_ - \_\_\_\_ Email: \_\_\_\_\_

**Contractor/Engineer**

Name: Jamie Blom at Smet Construction Services

Address: 300 North Broadway Suite 2B Green Bay, WI 54303

Phone: (920) - 382 - 8101 Email: jblom@smet.com

**Parcel/Building Information**

Lot Size: \_\_\_\_\_ Acres/Sq. Ft Current Zoning: B2 Highway Parcel Number: VH - 2652

Lot Dimensions: \_\_\_\_\_ Does Current Zoning Permit Intended Use: \_\_\_\_\_

Bldg. Sq. Footage: \_\_\_\_\_ Street Frontage: \_\_\_\_\_

**Describe Specifically the Nature of the Request:**

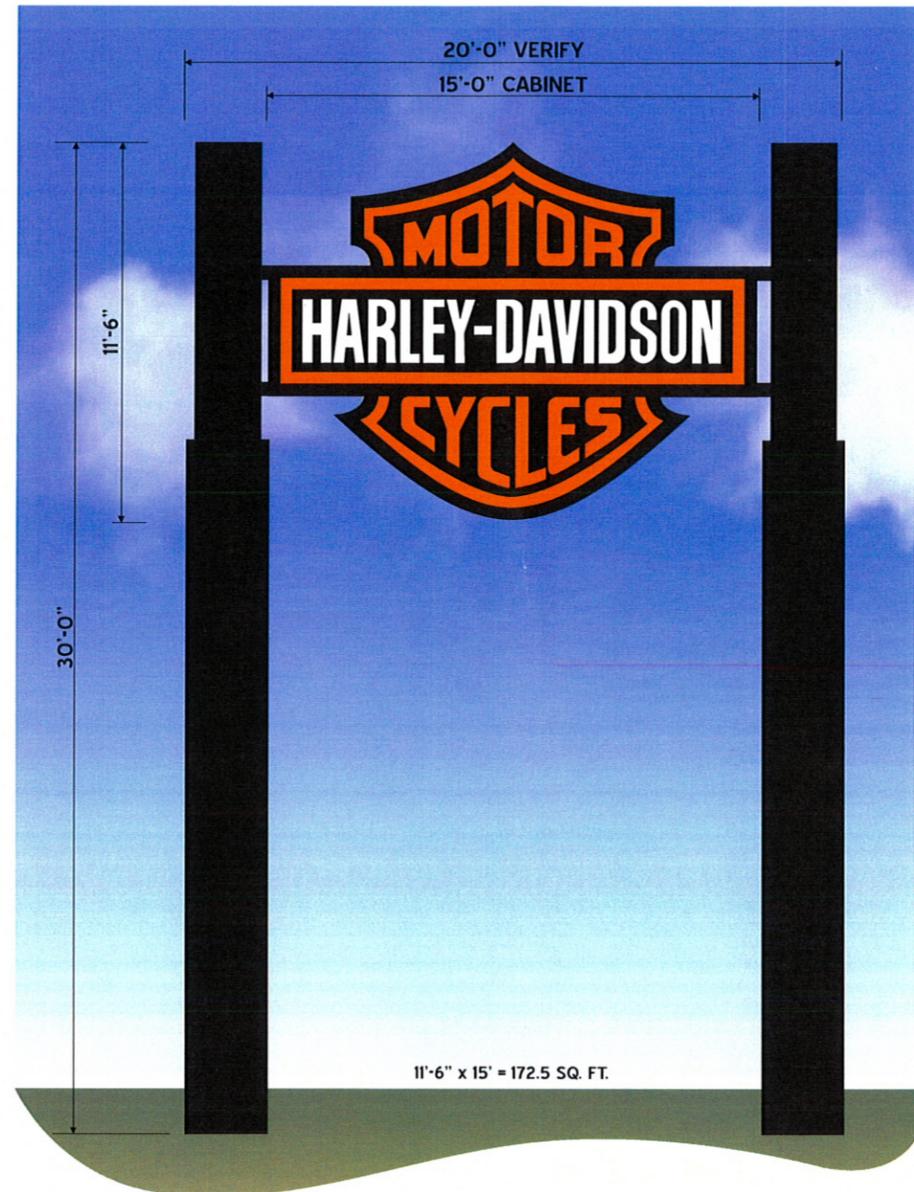
We are submitting the conditional use permit application due to the size exceeding 400 sq ft. It will still remain at a reasonable size

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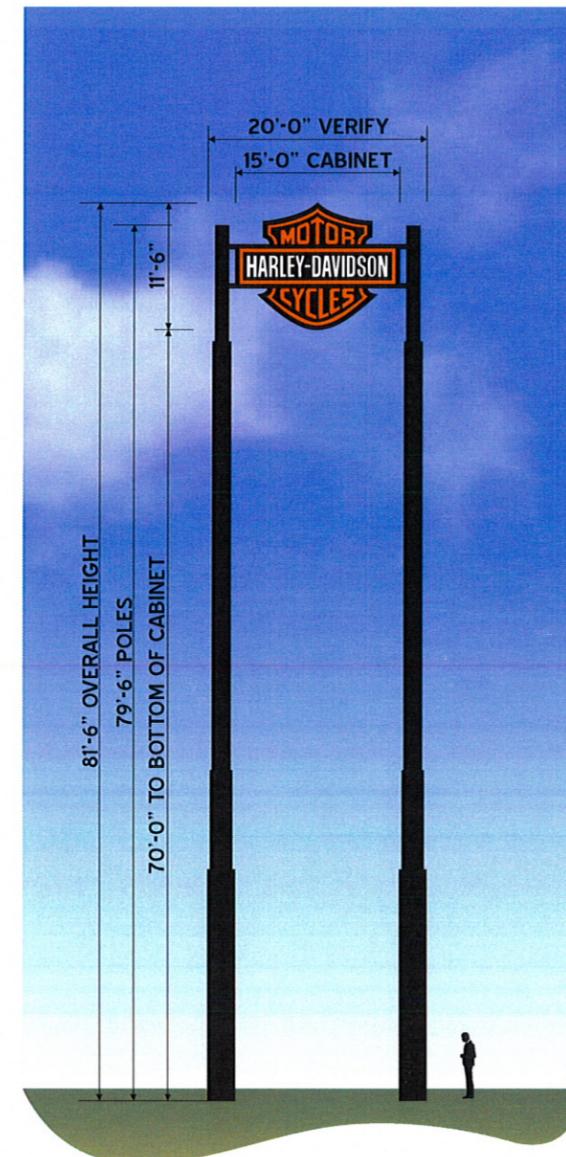


**SIGN SQUARE FOOTAGE CALCULATIONS**  
 TOTAL SQUARE FOOTAGE = 653.135 SQ. FT.

 <p><b>TLC Sign</b>          TRUSTED. LOYAL. CREATIVE.   A DIVISION OF TIM'S LIGHTING COMPANY, INC.  <b>TLCSIGN.COM</b></p>	<p><b>EASTERN WISCONSIN:</b>          O: 920-731-4111 F: 920-733-3148          558 EISENHOWER DR.          KIMBERLY, WI 54136</p> <p><b>CENTRAL WISCONSIN:</b>          17255 32ND CT.          WEVAUNUEGA, WI 54983          O: 920-867-4111 F: 920-867-3625</p>	<p><b>CLIENT: VANDERVEST HARLEY DAVIDSON PG: 8 OF 10</b></p> <p>ADDRESS: GREEN BAY, WI          DATE: 11.02.11          FILE NAME: 11-0222C.CDR          REVISED BY: KRISTY</p>	<p>DESIGNER: KRISTY STACY          SCALE: NONE          REV. DATE: 01.30.12</p>	<p>NOTES:</p> <p>Files\1\1\Vandervest Harley Davidson\          Pylon Sign\11-0222C.cdr</p>	<p>CUSTOMER SIGNATURE FOR DESIGN APPROVAL</p> <p>THIS IS AN ORIGINAL DRAWING CREATED BY TIM'S LIGHTING COMPANY, INC. NO PART OF THIS DOCUMENT MAY BE USED OR REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM TIM'S LIGHTING COMPANY, INC. COLORS SHOWN ON ART MAY VARY DUE TO VARYING SURFACE MATERIALS AND PAINT.</p>
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EXISTING D/F ILLUMINATED CABINET ON NEW POLES



FUTURE PROPSAL  
SCALE: 1/16"=1'-0"

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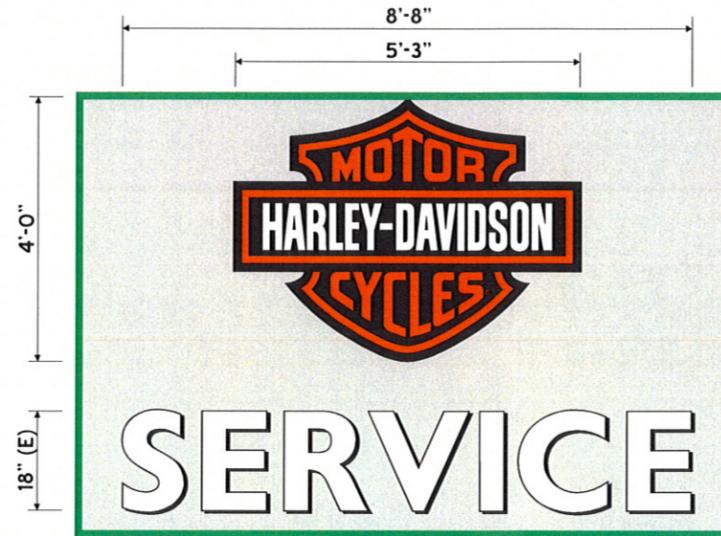
EASTERN WISCONSIN:  
O: 920-731-4111 F: 920-733-3148  
558 EISENHOWER DR.  
KIMBERLY, WI 54136  
CENTRAL WISCONSIN:  
N7255 32ND CT.  
WEVAUWEGA, WI 54983  
O: 920-867-4TLC F: 920-867-3625

CLIENT: VANDERVEST HARLEY DAVIDSON PG: 1 OF 10  
ADDRESS: GREEN BAY, WI  
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FILE NAME: 11-0222C.CDR  
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**OPTION A: ILLUMINATED CHANNEL LETTERS**

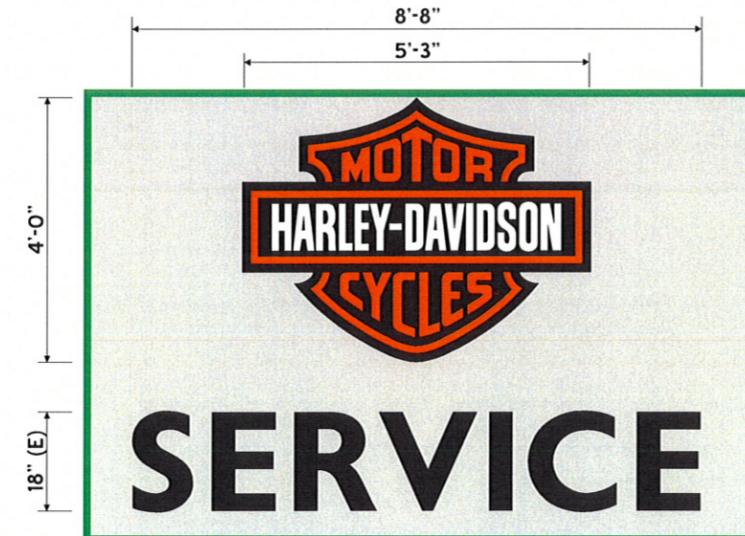
"HARLEY BAR & SHIELD" S/F INTERNALLY ILLUMINATED CABINET - SUPPLIED BY OTHERS  
 "SERVICE" FABRICATED ALUMINUM CHANNEL LETTERS W/LEDS - SUPPLIED BY TLC SIGN

FACES: WHITE POLY  
 TRIM CAP: BLACK  
 RETURNS: BLACK  
 SIZE: 18" UPPCASE HEIGHT  
 MOUNTING: FLUSH TO WALL  
 ILLUMINATION: WHITE LEDS

**OPTION B: NON-ILLUMINATED CHANNEL LETTERS**

"HARLEY BAR & SHIELD" S/F INTERNALLY ILLUMINATED CABINET - SUPPLIED BY OTHERS  
 "SERVICE" FABRICATED ALUMINUM CHANNEL LETTERS - SUPPLIED BY TLC SIGN

FACES: WHITE POLY  
 TRIM CAP: BLACK  
 RETURNS: BLACK  
 SIZE: 18" UPPCASE HEIGHT  
 MOUNTING: FLUSH TO WALL  
 ILLUMINATION: NONE



**OPTION C: NON-ILLUMINATED PLASTIC FORMED LETTERS**

"HARLEY BAR & SHIELD" S/F INTERNALLY ILLUMINATED CABINET - SUPPLIED BY OTHERS  
 "SERVICE" PLASTIC FORMED GEMINI LETTERS - SUPPLIED BY TLC SIGN

FONT: GIL SANS BOLD  
 SIZE: 18" UPPCASE HEIGHT  
 COLOR: BLACK  
 MOUNTING: STUD MOUNT TO WALL  
 ILLUMINATION: NONE

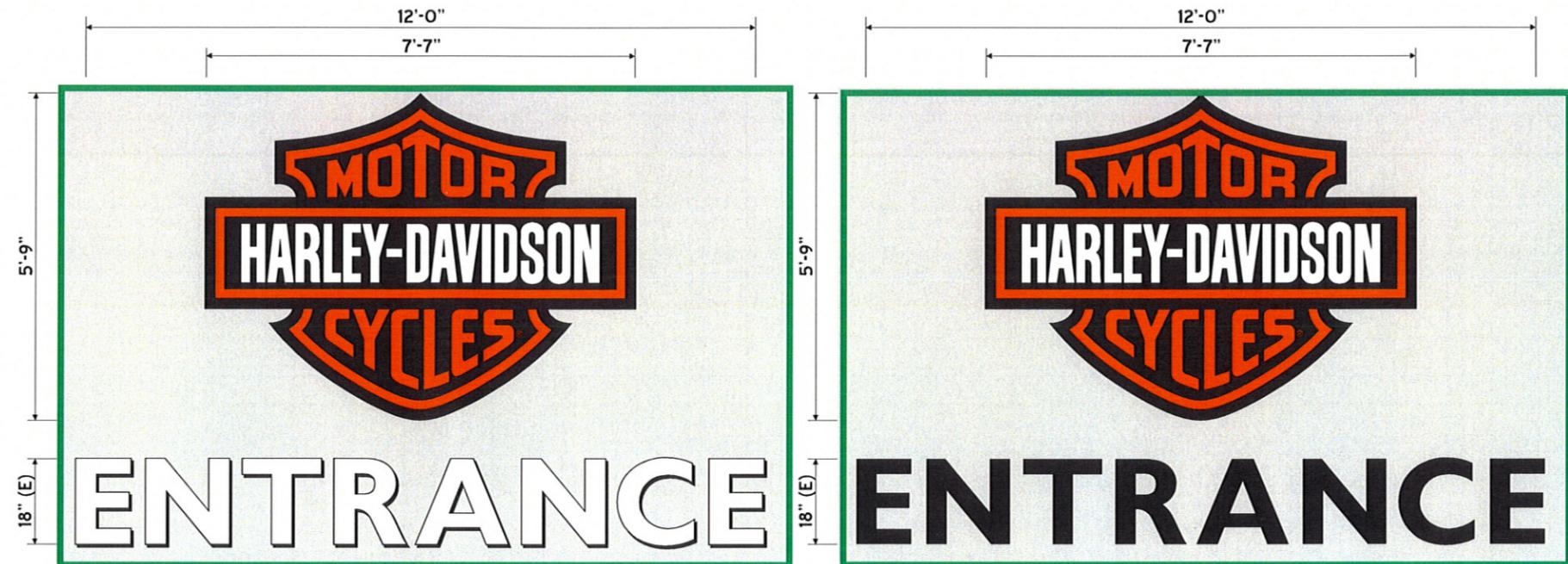


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 N7255 32ND CT  
 WEYAUWEGA, WI 54983  
 O: 920-867-4111 800-921-0770  
 F: 920-867-3625

**CLIENT: VANDERVEST HARLEY DAVIDSON PG: 3 OF 10**  
 ADDRESS: GREEN BAY, WI  
 DATE: 11.02.11  
 FILE NAME: 11-0222C.CDR  
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 DESIGNER: KRISTY STACY  
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 REV. DATE: 01.30.12

NOTES:  
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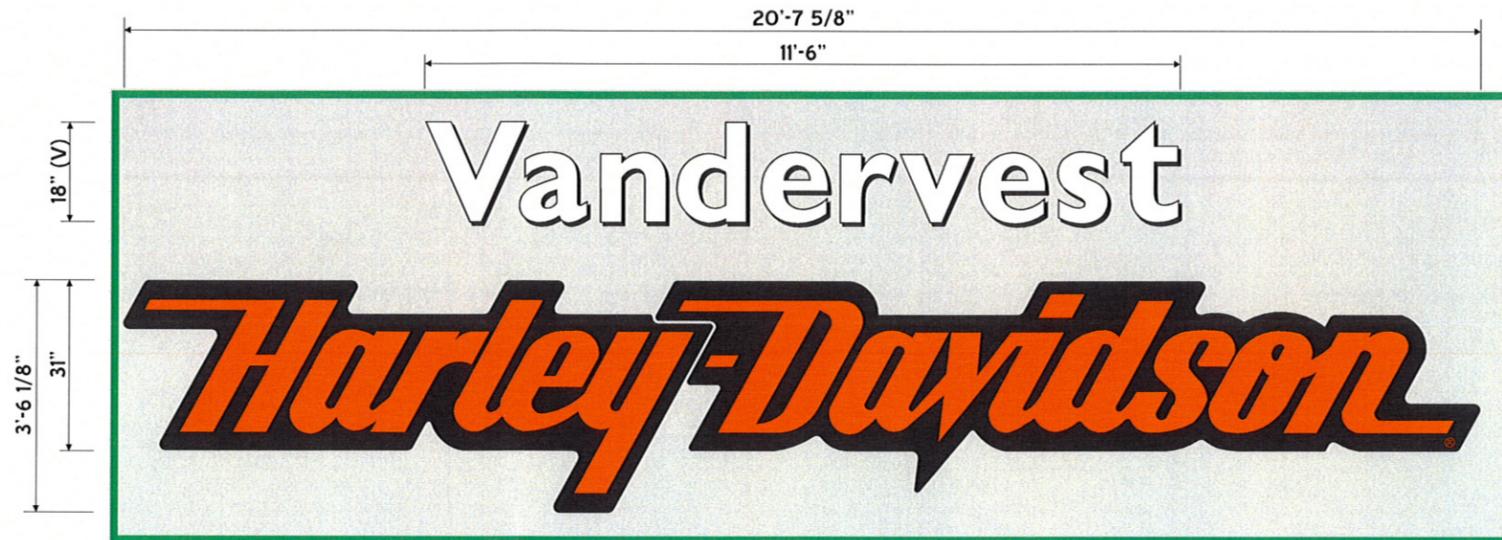


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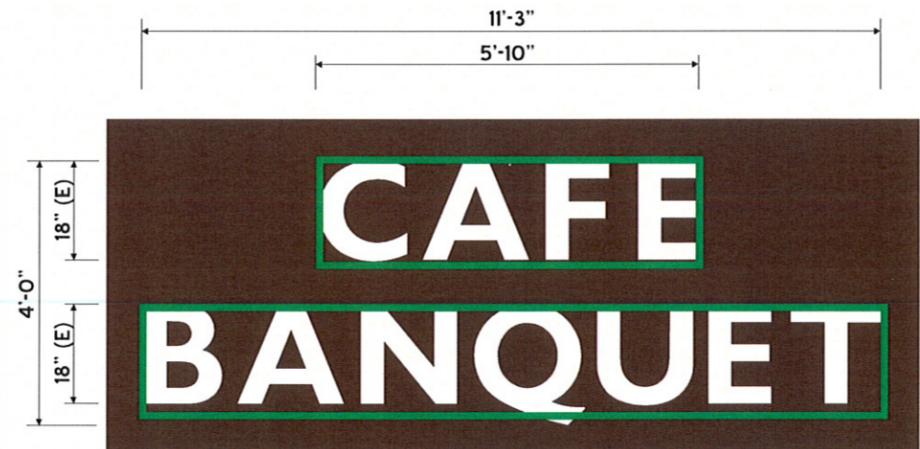
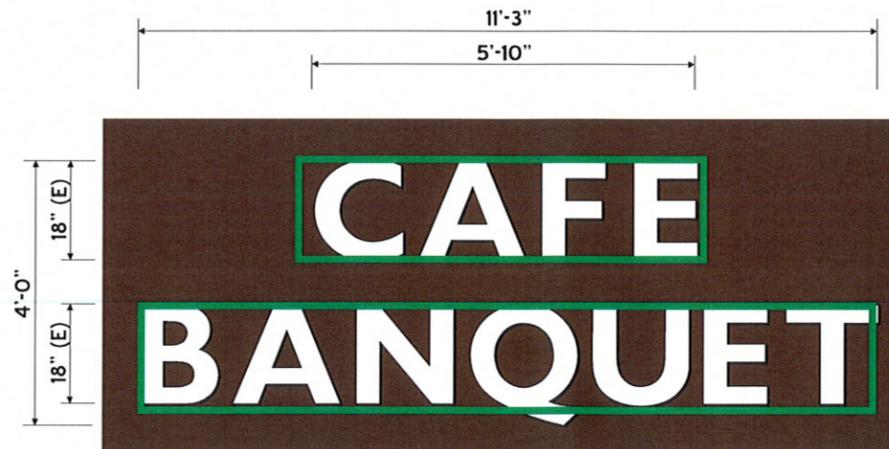


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 "VANDERVEST" PLASTIC FORMED GEMINI LETTERS - SUPPLIED BY TLC SIGN

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 SIZE: 18" UPPCASE HEIGHT  
 COLOR: BLACK  
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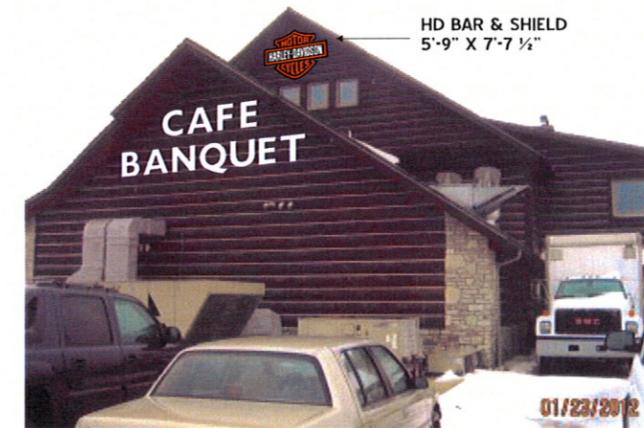
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NOT TO SCALE--FOR VISUAL REPRESENTATION ONLY

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**CLIENT: VANDERVEST HARLEY DAVIDSON PG: 7 OF 10**

ADDRESS: GREEN BAY, WI  
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DESIGNER: KRISTY STACY  
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