



Meeting Date: 9/17/12
Agenda Item: #12

Mission Statement
Delivering quality services in a courteous,
cost-effective and efficient manner

VILLAGE PLAN COMMISSION STAFF REPORT

REPORT TO: President Burt McIntyre and Village Plan Commission

REPORT FROM: Dave Wiese, Executive Director of Community Development

AGENDA ITEM: **Review and take action on sign plan for Family Dentistry located at 2625 Tulip Lane VH-747-A-24**

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

The applicant is requesting to build a new monument sign. The sign will include an electronic reader board. The overall structure will be 6'6" wide by 8' tall. The sign area is approximately 32 square feet in size.

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.

Electronic Signs

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.

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.

EXECUTIVE ANALYSIS

Zoning

The property is presently zoned B-1 Business.

Setbacks

The proposed sign 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

N/A

Lighting

No additional exterior lighting has been shown with this request.

Fire Protection

This property is currently served by the municipal water system and is located approximately .75 miles from the nearest fire station.

STAFF RECOMMENDED CONDITIONS

Staff recommends approval.

ATTACHMENTS

I Plan 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

LOCATION	ADDRESS OF SUBJECT PROPERTY (Street Number and Name)	LOT #	SUBDIVISION	TAX PARCEL #
PROPERTY OWNER	PROPERTY OWNER'S FULL NAME Kirk R. Fishbaugh			DAYTIME PHONE # 920 434-1515
	PROPERTY OWNER'S MAILING ADDRESS (Include Zip Code) 2625 Tulip Lane, Green Bay, WI 54313			ALTERNATE PHONE # 920 619-2233
APPLICANT/ AGENT	APPLICANT/AGENT FULL NAME AND BUSINESS NAME Nathan Helm for: ORDE Sign & Graphics, Inc			PROPERTY OWNER'S E-MAIL ADDRESS dr-fish@new-tr.com
	APPLICANT/AGENT MAILING ADDRESS (Include Zip Code) 1825 Nimitz Dr., DePere, WI 54115			APPLICANT/AGENT PHONE # 920 339-4635
USE	BRIEFLY DESCRIBE THE EXISTING AND PROPOSED USE OF THE PROPERTY General Dentistry			ALTERNATE PHONE # 920 445-6851
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 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	KRF	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	9-4-12
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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 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.



DOUBLE FACE INTERNALLY ILLUMINATED GROUND MOUNT

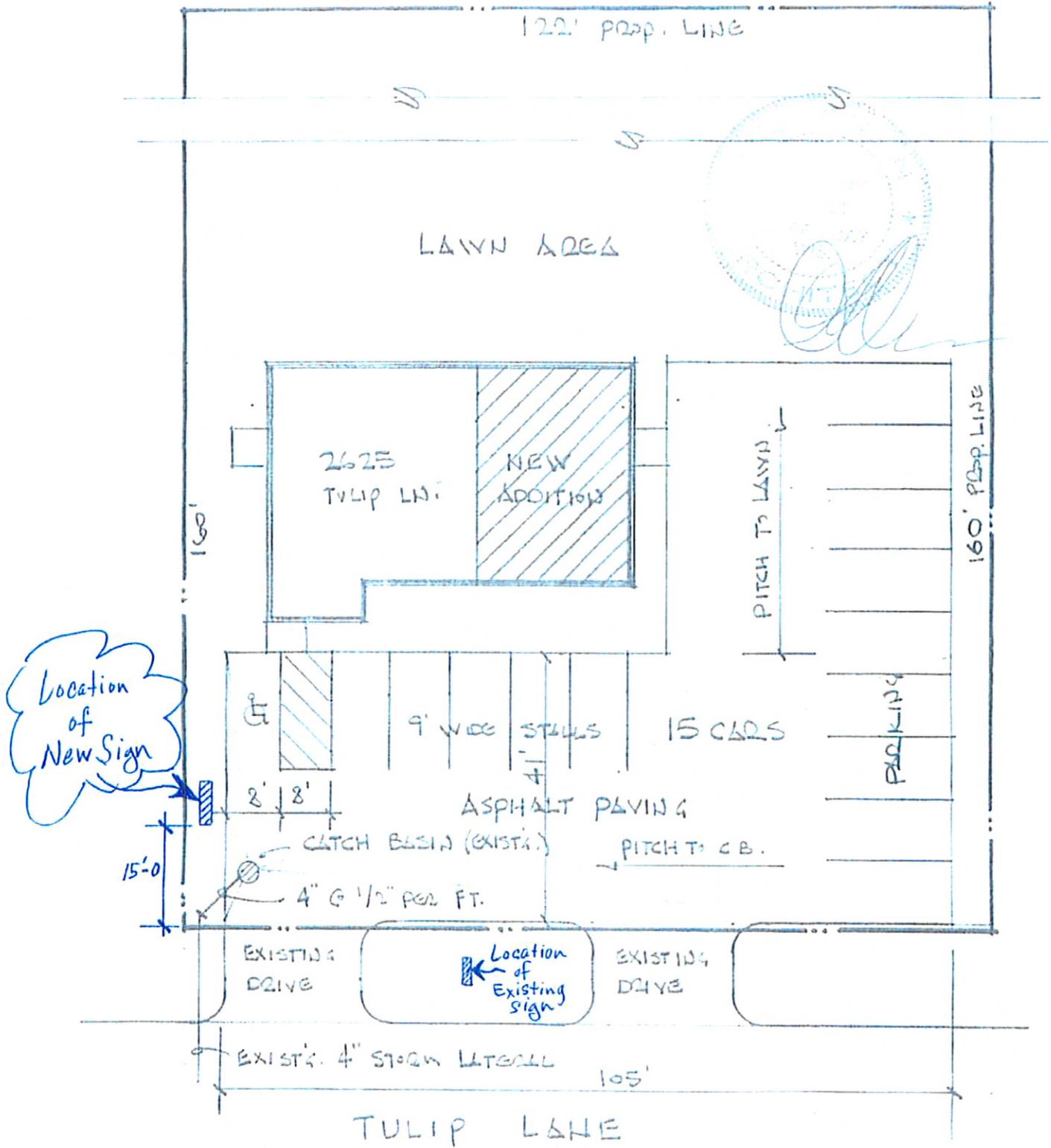
Lexan Faces w/Gerber 230 Series Vinyl
 Flat Aluminum Panel w/Vinyl Address
 20mm Optec Color Message Center - Matrix: 24x96
 Textures Plus Faux Brick Panels

5'-0 7/8" x 6'-3"
 5.0833 x 6.25 = 31.77 sq-ft.
 31.77 x 5.⁰⁰ = \$158.85

DESIGN #: 12534-02	Pg.: 3	DESIGN STAGE:	APPROVALS:
CLIENT: KIRK FISHBAUGH DENTISTRY		<input type="checkbox"/> CONCEPTUAL	WITH APPROVAL OF THIS DESIGN I HEREBY AGREE THAT ALL SPECIFICATIONS, MATERIALS, AND ELEVATIONS LISTED ARE CORRECT AND ANY CHANGES MADE AFTER PRODUCTION WILL RESULT IN ADDITIONAL CHARGES.
ADDRESS: GREEN BAY, WI		<input checked="" type="checkbox"/> FINAL	CLIENT SIGNATURE:
DATE: AUGUST 15, 2012		ITEMS NEEDED PRIOR TO FABRICATION	PC ESTIMATOR SIGNATURE:
SCALE: 3/8"=1'-0"		<input type="checkbox"/> FIELD SURVEY/MEASUREMENTS REQUIRED	
A.C.: NATHAN HELM		<input type="checkbox"/> COMPUTER FILE OF LOGO REQUIRED	
DESIGNER: JULIE MAHOHL	CONSULTED W/:	<input checked="" type="checkbox"/> COLORS TO BE DETERMINED	
REVISED BY: SM, JM	DATE: 9/4/12		

ORDE Sign & Graphics Inc.
 1825 Nimble Drive / 920.339.4600
 De Pere, WI 54120 / 920.339.4611
 WWW.ORDSIGN.COM

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4305 S.F. ASPHALT PAVING (4" PIPE PER TABLE 82.36.2 W/ PLUMBING CODE)

DR. PATRICK FISHER ADDITION

SITE PLAN SCALE: 1" = 20'-0" 10-8-96

Current Site Plan

Photos w/ sign super-imposed



This existing sign is in the road right-of-way and is only allowed to be there because of action by the Board of Appeals in 1994. New or replacement signs cannot be placed here.

This is the property line or road right-of-way line. No improvement can be placed north of (on the street side of) this line.

This is the 15' setback line. New signs not exceeding 3 feet in height may be located between this line and the front property line. Signs exceeding 3 feet in height must be set back behind this line.



<p>ORDE Sign & Graphics 1825 Nimitz Drive / 920.339.4600 De Pere, WI 54115 / 920.339.4811 WWW.ORDSIGN.COM</p> <p><small>© COPYRIGHT 2012 BY ORDE SIGN & GRAPHICS, INC. ALL RIGHTS RESERVED. NO PART OF THIS DOCUMENT MAY BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT PERMISSION IN WRITING FROM ORDE SIGN & GRAPHICS, INC.</small></p>	<p>DESIGN #: 12534 Pg.: 4</p> <p>CLIENT: KIRK FISHBAUGH DENTISTRY ADDRESS: GREEN BAY, WI DATE: AUGUST 30, 2012 SCALE: 1/32" = 1'-0"</p> <p>DESIGNER: JULIE MAROHL CONSULTED BY: REVISED BY: DATE:</p>	<p>MEMBERS OF:</p> <p>3sgd WSA WSA <small>Member For Wisconsin Sign Association</small> <small>Graphic Design • 1100 E. 17th St. • Madison, WI 53703</small></p> <p>APPROVALS: WITH APPROVAL OF THIS DESIGN I HEREBY GIVE ORDE SIGN & GRAPHICS, INC. PERMISSION TO BEGIN PRODUCTION ON THE SIGNAGE ILLUSTRATED. I AGREE THAT ALL SPECIFICATIONS, SPELLING, COLORS AND ANY CHANGES MADE AFTER PRODUCTION HAS STARTED WILL RESULT IN ADDITIONAL CHARGES.</p> <p>CLIENT SIGNATURE DATE ESTIMATOR SIGNATURE DATE</p>	<p>DESIGN STAGE:</p> <p><input type="checkbox"/> CONCEPTUAL <input checked="" type="checkbox"/> FINAL</p> <p>ITEMS NEEDED PRIOR TO FABRICATION</p> <p><input type="checkbox"/> FIELD SURVEY/MEASUREMENTS REQUIRED <input type="checkbox"/> COMPUTER FILE OF LOGO REQUIRED <input checked="" type="checkbox"/> COLORS TO BE DETERMINED</p>
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