Meeting Date: 9/26/11
Agenda Item: #5g (i)

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

VILLAGE BOARD STAFF REPORT

REPORT TO: Burt McIntyre, President
Village Board of Trustees

REPORT FROM: Dave Wiese, Executive Director of Community Development

AGENDA ITEM: **Review and take action on the request from Poblocki Sign Company, representing Associated Bank, for a Planned Development District amendment to update all existing signs at 369 Cardinal Lane, VH-1290-1**

POLICY ISSUE
Should the Village Board approve a PDD amendment that will allow Poblocki Sign Company to update the existing signs at the Associated Bank, located at 369 Cardinal Lane, VH-1290-1?

BACKGROUND
The Associated Bank was originally approved in 2003. Associated Bank is requesting to replace all of their existing signs as part of their new branding initiative. Poblocki Sign Company is changing out signs at 243 sites in Wisconsin, Minnesota and Illinois.

RECOMMENDED ACTION
At its Sept. 19 meeting, the Plan Commission unanimously recommended approval.

POLICY ALTERNATIVE(S)
The Village Board 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

ATTACHMENTS
I. PDD Application

Attachment I

2456 Glendale Ave
Green Bay, WI 54313

PDD APPLICATION

See Following Pages
For Materials to be Submitted
With This Application

Application Fee: $200.00
Date:_____
Initials:_____
Application #:_____

Applicant
Name: Ross Manich
Address: 922 S. 70th Street West Allis, WI 53214
Phone: (414) - 777 - 4234 Email: manich@poblocki.com

Business Name: Associated Bank
PDD Site Address: 369 Cardinal Lane
Landowner of Record: Jill Henze
Address: 10708 W Janesville Rd, Hales Corners, WI
Phone: (414) - 525 - 3125 Email: Jill.Henze@associatedbank.com

Consultant(s)
Architect
Name: _____
Address: _____
Phone: ( ) - - Email: _____

Contractor/Engineer
Name: Poblocki Sign Company, LLC
Address: 922 S. 70th Street | West Allis, WI 53214
Phone: (414) - 777 - 4234 Email: manich@poblocki.com

Parcel/Building Information
Lot Size:____ Acres/Sq. Ft Current Zoning:_____ Parcel #: VH -_____
Lot Dimensions:_____ Does Current Zoning Permit Intended Use:_____
Bldg. Sq. Footage:_____ Street Frontage:_____

Describe Specifically the Nature of the Request: Install new signage for a Associated Banks rebranding project

Note: These are Poblocki recommended sign locations.

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POBLOCKI
SIGN COMPANY

414.453.4010 fax 414.453.3073
822 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Associated
Bank
80020

369 Cardinal Lane
Green Bay, WI

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CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

J50352

REVISION NO.

01

MISSING INFORMATION

- ☐ Color (s)
- ☐ Copy
- ☐ Accurate size (s)
- ☐ Clean artwork
- ☐ Other _____

REPRESENTATIVE: Gordon Lindemann

DRAWN BY: Amanda Weeks

DATE: 7/6/11

SCALE: None

SHEET: 00

DRAWING NO.: 50352

Approximate Size & Location Shown

Proposed **Custom MSA-70** Monument Sign

Illuminated Lexan
7'- 1" x 10'– 0" (9'– 0" OAH)
70 Sq. Ft.
NO BASE - New Cabinet

Existing

Location A

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PROJECT:

Associated Bank 80020

369 Cardinal Lane
Green Bay, WI

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- ☐ Accurate size (s)
- ☐ Clean artwork
- ☐ Other _____

REPRESENTATIVE: Gordon Lindemann

DRAWN BY: Amanda Weeks

DATE: 7/6/11

SCALE: None

SHEET: 01

DRAWING NO. 50352

Approximate Size & Location Shown

Proposed **LHA-50** Illuminated Letters
3'-4" x 23'-5" (2'-0"-A)
45 Sq. Ft.

Existing

Location B

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PROJECT:
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Green Bay, WI

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REVISION NO.
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MISSING INFORMATION
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- ☐ Copy
- ☐ Accurate size (s)
- ☐ Clean artwork
- ☐ Other _____

REPRESENTATIVE: Gordon Lindemann
DRAWN BY: Amanda Weeks
DATE: 7/6/11
SCALE: None
SHEET: 02
DRAWING NO. 50352

Approximate Size & Location Shown

Proposed

NLHA-06 Non-Illuminated Letters
Aluminum Paint std. colors
1'-1" x 7'-10" (8'-4)
6 Sq. Ft (OA)

Existing

Location C

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PROJECT:

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REVISION NO.

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- ☐ Accurate size (s)
- ☐ Clean artwork
- ☐ Other _____

REPRESENTATIVE: Gordon Lindemann

DRAWN BY: Amanda Weeks

DATE: 7/6/11

SCALE: None

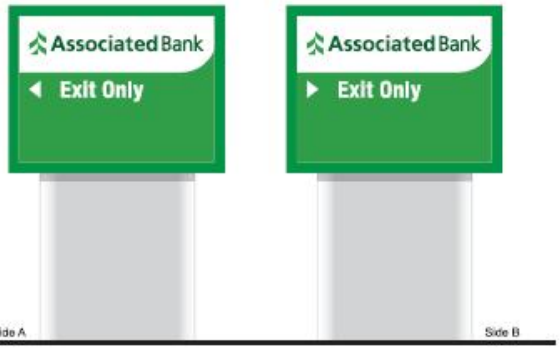
SHEET: 03

DRAWING NO. 50352

Approximate Size & Location Shown

Proposed

DA-5 Directional Sign (D/F)
Lexan; Illuminated
2'-0" x 2'-7" (4'-0" OAH)
5 Sq. Ft.



Existing

Location D

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PROJECT:

Associated Bank 80020

369 Cardinal Lane
Green Bay, WI

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- ☐ Clean artwork
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REPRESENTATIVE: Gordon Lindemann

DRAWN BY: Amanda Weeks

DATE: 7/6/11

SCALE: None

SHEET: 04

DRAWING NO.: 50352

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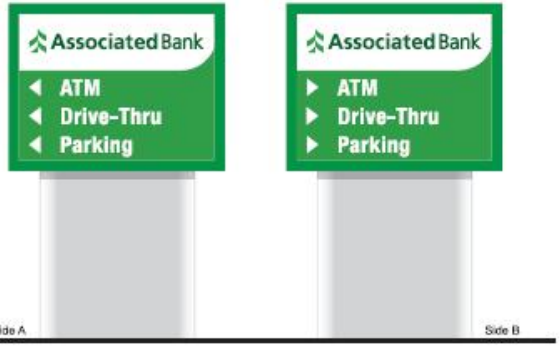
Approximate Size & Location Shown

Proposed **DA-5** Directional Sign (D/F)
Lexan; Illuminated
2'-0" x 2'-7" (4'-0" OAH)
5 Sq. Ft.



Existing

Location E

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PROJECT:
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80020

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Green Bay, WI

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- ☐ Accurate size (s)
- ☐ Clean artwork
- ☐ Other

REPRESENTATIVE: Gordon Lindemann
DRAWN BY: Amanda Weeks
DATE: 7/6/11
SCALE: None
SHEET: 05
DRAWING NO.: 50352

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Approximate Size & Location Shown

Proposed **DA-5** Directional Sign (S/F)
Lexan; Illuminated
2'-0" x 2'-7" (4'-0" OAH)
5 Sq. Ft.

Existing

Location F

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REPRESENTATIVE: Gordon Lindemann
DRAWN BY: Amanda Weeks
DATE: 7/6/11
SCALE: None
SHEET: 06
DRAWING NO. 50352

Approximate Size & Location Shown

Proposed (2) FP-01 Flat Panel
Aluminum; non-lit
8" x 2'-3 1/2"

Existing

CLEARANCE 10'-6"

Qty: 1

CLEARANCE 11'-0"

Qty: 1

Location G Clearance 10'-6"
Location H Clearance 11'-0"

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REPRESENTATIVE: Gordon Lindemann
DRAWN BY: Amanda Weeks
DATE: 7/6/11
SCALE: None
SHEET: 07
DRAWING NO. 50352

REGULATORY S/F

* See Message Schedule/ Site Plan

TOTAL QUANTITY

Post Qty: 2 Panel Qty: 00

PANEL THICKNESS

■ .080

SIZE ■ 2" x 2"

SHAPE ■ Square

MATERIAL

■ Aluminum

INSTALLATION

- ☐ Direct bury
- ☐ Direct bury (Break-away)
- ☐ Plate mount
- ☐ Portable
- ☐ Existing Structure

(Verify mounting preference with job order notes)

POSTS/ BACK FACE

Vivid Green SIGN 50603, Satin Finish

V3 — 3M White Vinyl

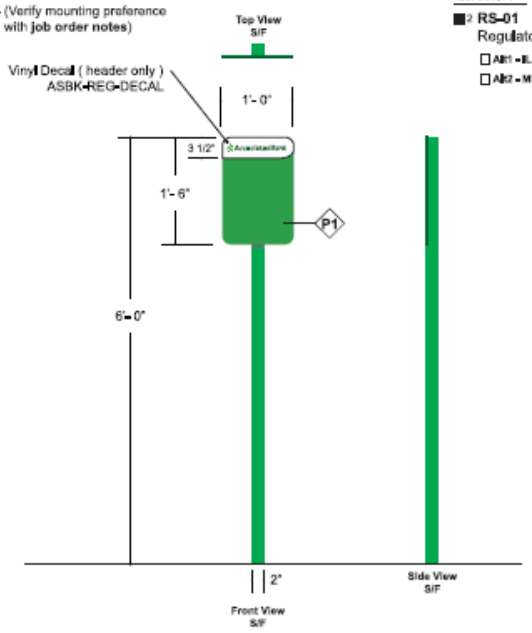
P1 — Vivid Green SIGN 50603, Satin Finish

1 — TAPCO silkscreened Green

2 — TAPCO silkscreened Blue

3 — Red vinyl

NOTE: Secondary Panels(i.e. "250 Fine) will be placed with 1/2" spacing between when mounted above or below the Primary Panel.



QUANTITY

■ 2 RS-01 Regulatory

☐ Alt1 - IL

☐ Alt2 - MN

QUANTITY

☐ 1 RS-02 Combination Regulatory

☐ Alt1 - IL

☐ Alt2 - MN

QUANTITY

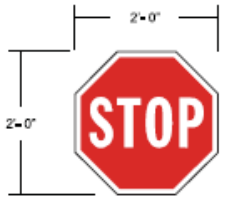
☐ 1 RA-02A Supplemental Regulatory

QUANTITY

☐ 1 RA-02B Supplemental Regulatory

* Note: $250 is IL State minimum fine for disabled parking. Municipalities can charge maximum $350.

* Note: Fine is included on MN Layout of Handicap Regulatory. No Fine panel needed for MN Locations



QUANTITY

☐ 1 RS-03 Regulatory

QUANTITY

☐ 1 RS-04 Regulatory

* Note: State Statute needs to change with each location state.

QUANTITY

☐ 1 RS-05 Regulatory

QUANTITY

☐ 1 RS-06 Regulatory

QUANTITY

☐ 1 RS-07 Regulatory

QUANTITY

☐ 1 RS-08 Regulatory

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☐ 1 RS-09 Regulatory

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☐ 1 RS-10 Regulatory

QUANTITY

☐ 1 RS-11 Regulatory

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822 S. 70th St., West Allis WI 53214

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PROJECT:

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Green Bay, WI

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- ☐ Clean artwork
- ☐ Other _____

REPRESENTATIVE: Gordon Lindemann

DRAWN BY: Amanda Weeks

DATE: 7/6/11

SCALE: 3/4" = 1'-0"

SHEET: RS

DRAWING NO.: 50352

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