



Meeting Date: November 21, 2011
Agenda Item: 11

Mission Statement

Provide quality services in a modern, courteous and cost-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 the sign plan for Community First Credit Union, 2949 Riverview Drive, VH-485-1.

ACTION REQUESTED: Approval of the Site Plan

POLICY ISSUE

Is the design and site layout of the proposed sign package consistent with the trend of development in the neighborhood and with the desires of the Village for development along the Riverview Drive corridor?

RECOMMENDED ACTION BY PLAN COMMISSION

The Plan Commission should review the applicant's submittal and approve the sign plan if it is acceptable.

POLICY ALTERNATIVE(S)

The Plan Commission could take the following action:

- Approve the request.
- Approve the request with additional conditions.
- Deny the request.
- Table the request until a later meeting date.

BASIC INFORMATION

Project Name	Community First Credit
Applicant	Kelli Lax
Phone	920-676-7757
Consultant/ Engineer	Mau & Associates
Parcel Size	2.93 Acres
Existing Zoning	B-1 Business
Proposed Zoning	B-1 Business

ADJACENT LAND/ZONING MATRIX

	LAND USE	ZONING
North	Residential, vacant	B-1
South	Legends	B-1
East	Residential	R-2
West	Professional Office	I-6 Ind. Park Corp Headquarters

BACKGROUND

The subject property is located on Riverview Drive north of Legends restaurant. The property is currently vacant. The applicant is requesting approval for the sign plan submitted. The signs are for the 5,600-square-foot office building (with drive up canopy.) The property is currently zoned B-1 Business. The principal structure is located just north of Legends restaurant. The building is an all-brick building with an asphalt shingle roof. The majority of parking is located in the front of the building as it faces Riverview Drive. There will be two entrances – one onto Riverview Drive and the other on Riverdale Avenue. The property will be landscaped with a mixture of trees and shrubs. The bio-filter will be planted with additional plants according to stormwater plan specifications. The overall site will have approximately 49.14% of green space.

Plan Commission review is required per the Zoning Ordinance which requires the following:

“No building or any improvement shall be erected, placed, or altered on any building site in the B-1 Business 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 B-1 Business 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 zoned B-1 business. The proposed use would be permitted in the B-1 zoning district.
2. **Setbacks** The minimum setbacks are: 35 foot front, 10 foot side and 15 foot rear. The proposed site plan is in compliance.
3. **Parking** Required parking has been met. The zoning ordinance requires 21 stalls. They have provided 31 parking stalls.
4. **Floodplain, Shoreland Zoning & Stormwater Management** Stormwater management will need to be provided on site and approved by the Village of Howard Engineering Department.
5. **Land Division** N/A
6. **Lighting** A detailed lighting plan has been submitted. Photometrics indicate approximately 0 at the lot lines. The light fixtures are proposed as 90 degree cutoff fixtures.
7. **Fire Protection** This property is currently served by the municipal water system and is located approximately 2.5 from the nearest fire station.
Signage The proposed sign plan is attached for review. Proposed total square footage is 221 square feet broken down as follows: 186 square feet (61.9 square feet per side) for the monument sign, 30 square feet (7.5 square feet per side) for the four directional signs, and 5 square feet for the ATM sign.
8. **Garbage/Recycling** The proposed garbage/recycling area is to be located at the end of the northeast parking lot. It will be need to be screened with materials that match the principal structure (brick.)

CODE REQUIRED CONDITIONS

1. Except as specifically allowed in Division 4 of Article VI of this chapter, exempt signs, and except as specifically allowed in Subsection (2) of this section, only monument signs and signs mounted on a building or building appurtenance are permitted in the business (B-1) zoning district.
2. The total area of all signs on a lot shall not exceed 300 square feet.
3. No more than one monument sign shall be permitted on a lot.
4. Sidewalks and pedestrian walkways shall be provided in all developments as an integral part of an overall circulation and transportation network. Public sidewalk needs to be installed on Riverdale Drive and Riverview Drive with a designated link to the front entrance at the developer's expense.

STAFF RECOMMENDED CONDITIONS

1. Staff would recommend the proposed free-standing sign that is shown be a single monument sign. As noted above in the code required conditions, only one monument sign shall be permitted on a lot.

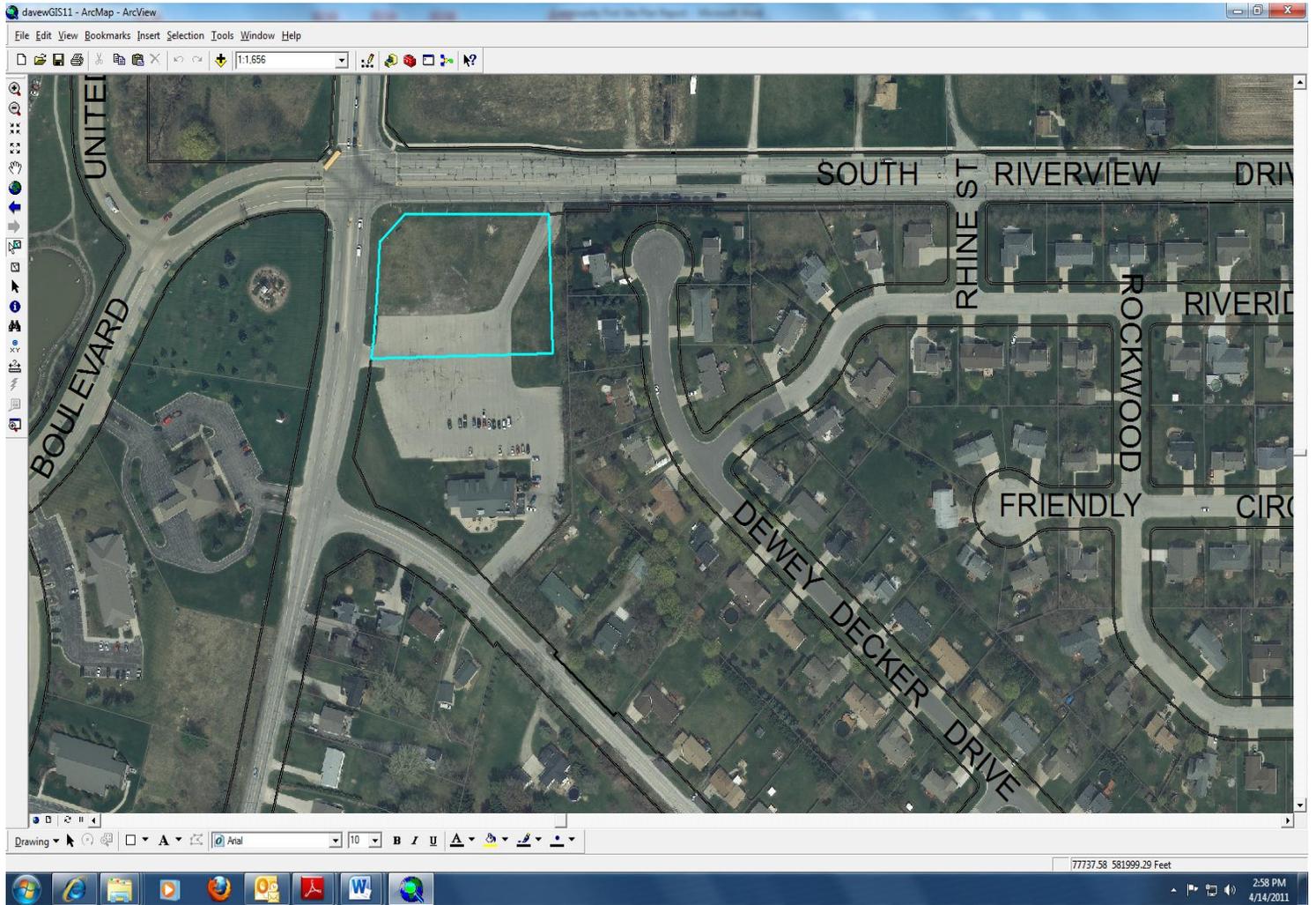
ATTACHMENTS

- I Plat map of property
- II Sign plan

COPIES EMAILED TO

Chris Linskens-Mau & Associates

ATTACHMENT I



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 #
	2949 Riverview Drive			
PROPERTY OWNER	PROPERTY OWNER'S FULL NAME	DAYTIME PHONE #	ALTERNATE PHONE #	
	Cathie Tierney - President	920-830-7200		
	PROPERTY OWNER'S MAILING ADDRESS (include Zip Code)	PROPERTY OWNER'S E-MAIL ADDRESS		
	2626 S. Oneida St., Appleton WI 54915	Cathie.Tierney@CommunityFirstcu.org		
APPLICANT/ AGENT	APPLICANT/AGENT FULL NAME AND BUSINESS NAME	APPLICANT/AGENT PHONE #	ALTERNATE PHONE #	
	Kelli Lax - Creative Sign Company	920-676-7757	336-8900	
	APPLICANT/AGENT MAILING ADDRESS (include Zip Code)	APPLICANT/AGENT E-MAIL ADDRESS		
	505 Lawrence Dr., De Pere WI 54115	Kelli@greenbaysign.com		
USE	BRIEFLY DESCRIBE THE EXISTING AND PROPOSED USE OF THE PROPERTY			
	new credit union, empty lot previously - New Signage (Landscaping (see attached))			
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	Kml	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
			11-4-11

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.

PROJECT: 100000177201209125
LOCATION: 2040 Riverside Drive, Green Bay
DRAWN BY: Amanda S.
SALESPERSON: Kelli Lax
DATE: 10/31/11
DESIGN #: 05261
PAGE: 1261
NOTES: X
SCALE: See View
REVISION: 11/4/11

MONUMENT SIGN MULTIVIEWS
QUANTITY: (1) Triple-Sided
SIGN TYPE: Illuminated Monument Sign
OAH: 0'
TOP CAB FACE: (3 Faces) 119" x 36"
LOW CAB FACE: (3 Faces) 119" x 29"
REVEALS: (3 Faces, 2 Reveals Each) 117" x 1.5"
BRICK BASE: (3 Faces) 119" x 2 1/4" (Masonry By Others)
WATCHFIRE: 16mm Full Color (3 Faces)
CAB: 1 1/2" x 20" (Back)
VD: 108" x 2 1/4"
LETTERS: LED Illuminated Push-Thru
VINYL: Purple-Printed Perforated (Night/Day)
Gerber 230 Teal (PMS 329 C)
ILLUM: White LED
MISC: 0' Beam To Be Made By Customer
ALL CABS: Painted PMS TBD
FLAG: American Flag and Silver 25' Flag Pole
Provided And Installed By Creative Sign.

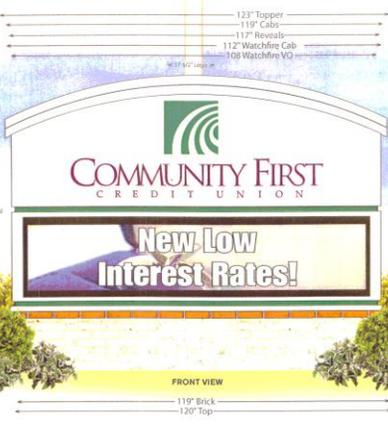
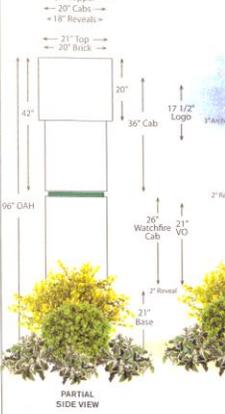
<input type="checkbox"/> ART PROVIDED	<input type="checkbox"/> FINISH REQUIRED
<input type="checkbox"/> ART TO BE CLEANED UP	<input type="checkbox"/> SIGN REMOVAL REQUIRED
<input type="checkbox"/> ART ON FILE	<input type="checkbox"/> SURVEY REQUIRED

CUSTOMER SIGNATURE FOR DESIGN APPROVAL _____

DATE _____

DETAIL VIEWS

SCALE: 1/2"=1'



Masonry: Brick to Match Building

PARTIAL SIDE VIEW

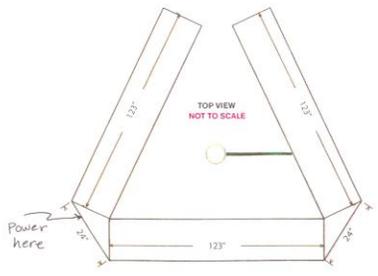
FRONT VIEW

SIDE VIEW
NOT TO SCALE

MAP



NIGHT VIEW



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CLIENT: Community First Credit Union
LOCATION: 2949 Riverside Drive, Green Bay
DRAWN BY: Amanda S.
SALESPERSON: Kelli Lav
DATE: 11/14/11
DESIGN #: D0561
PAGE: 1263
NOTES: X
SCALE: Not To Exact Scale
REVISION: 11/14/11

MONUMENT SIGN LOCATION SHOTS

QUANTITY: (1) Triple-Sided
SIGN TYPE: Illuminated Monument Sign
O&N: B
TOP CAB FACE: (3 Faces) 119" w x 36" h
LOW CAB FACE: (3 Faces) 119" w x 29" h
REVEALS: (3 Faces, 2 Reveals Each) 117" w x 15" h
BRICK BASE: (3 Faces) 119" w x 21" h (Masonry By Others)
WATCHFIRE: 16mm Full Color (3 Faces)
CAB: 112" w x 26" h Black
VO: 108" w x 21" h
LETTERS: LED Illuminated Push-Thru
VINYL: Purple-Printed Perforated (Night/Day)
Gerber 230 Teal (PMS 229 C)
ILLUM: White LED
MISC: 3' Berm To Be Made By Customer.
ALL CABS: Painted PMS TBD
FLAG: American Flag and Silver 25' Flag Pole
Provided And Installed By Creative Sign.

- | | |
|---|---|
| <input type="checkbox"/> NOT REQUIRED | <input type="checkbox"/> FENCE REQUIRED |
| <input type="checkbox"/> NOT TO BE CLEANED UP | <input type="checkbox"/> SHOW TRAINING REQUIRED |
| <input type="checkbox"/> NOT ON FILE | <input type="checkbox"/> SURETY REQUIRED |

CUSTOMER SIGNATURE FOR DESIGN APPROVAL



CLIENT: Greenbriar Park (2021/11/21)
LOCATION: 2949 Riverview Drive, Green Bay
DRAWN BY: Amanda S.
SALES PERSON: Todd Lay
DATE: 4/21/11
DESIGN #: D5973
PAGE: 1
NOTES: X
SCALE: See View
REVISION: 9/16/11

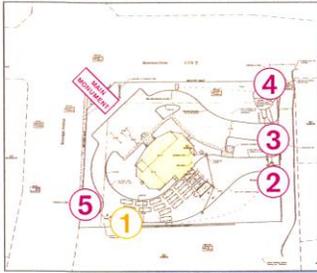
DIRECTIONAL SIGN #1

QUANTITY: 1 Double-Sided
SIGN TYPE: LED Illuminated Directional Sign
OAH: 56"
ARCHES: 38" x 6.25" x 14" (15")
TOP CAB: 34" x 32" x 12"
LOWER CAB: 18" x 32" x 12"
LETTERS: Illuminated Push-Thru
FONT: Futura Book
VINYL: Perforated (Night/Day)
Gerber 230 Teal (PMS 329 C)
ILLUM: White LED
MISC: X

- | | |
|---|--|
| <input type="checkbox"/> ART REQUIRED | <input type="checkbox"/> ZONE REQUIRED |
| <input type="checkbox"/> ART TO BE CLEANED UP | <input type="checkbox"/> SIGN SHOWN REQUIRED |
| <input type="checkbox"/> ART ON FILE | <input type="checkbox"/> SURVEY REQUIRED |

CUSTOMER SIGNATURE FOR DESIGN APPROVAL

DATE



DESIGN INSPIRATION



LOCATION VIEW
SCALE: 1/4"=1'



DETAIL VIEWS
SCALE: 1/2"=1'

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ENLARGED LETTER SAMPLE



NIGHT VIEW



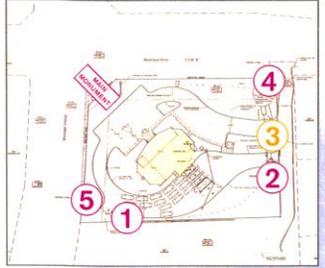
CUSTOMER INFORMATION
 CLIENT: Community Foundation
 LOCATION: 2349 Riverside Drive, Green Bay
 DRAWN BY: Amanda S.
 SALESPERSON: Kelli Lax
 DATE: 10/16/11
 DESIGN #: 05273
 PAGE: 3
 NOTES: X
 SCALE: See View
 REVISION: X

DIRECTIONAL SIGN #3
 QUANTITY: 1 Double-Sided
 SIGN TYPE: LED Illuminated Directional Sign
 OAH: 56"
 ARCHES: 38" x 6.25" x 14" (19")
 TOP CAB: 34" x 32" x 12"
 LOWER CAB: 18" x 32" x 12"
 LETTERS: Illuminated Push-Thru
 FONT: Futura Book
 VINYL: Perforated (Night/Day)
 Color: 230 Teal (PMS 329 C)
 ILLUM: White LED
 MISC: X

- | | |
|---|--|
| <input type="checkbox"/> ART REQUIRED | <input type="checkbox"/> FONTS REQUIRED |
| <input type="checkbox"/> ART TO BE CLEANED UP | <input type="checkbox"/> SIGN DRAWING REQUIRED |
| <input type="checkbox"/> ART ON FILE | <input type="checkbox"/> SIGNET REQUIRED |

CUSTOMER SIGNATURE FOR DESIGN APPROVAL

DATE



LOCATION VIEW
SCALE: 1/4"=1'



ENLARGED LETTER SAMPLE



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QUANTITY: 1 (2 Double Sided)
LOCATION: 2249 Riverview Drive, Green Bay
DRAWN BY: Amanda S
SALESPERSON: Kelli Lax
DATE: 9/16/11
DESIGN #: 150273
PRICE: \$
NOTES: X
SCALE: See View
REVISION: X

DIRECTIONAL SIGN #2
QUANTITY: 1 Double Sided
SIGN TYPE: LED Illuminated Directional Sign
OH: 50"
ARCHES: 32" x 6.25" x 14" (15°)
TOP CAB: 34" x 32" x 12"
LOWER CAB: 18" x 32" x 12"
LETTERS: Illuminated Push-Thru
FONT: Futura Book
VINYL: Perforated (Night/Day)
Gertler 230 Teal (PMS 329 C)
ILLUM: White LED
MISC: X

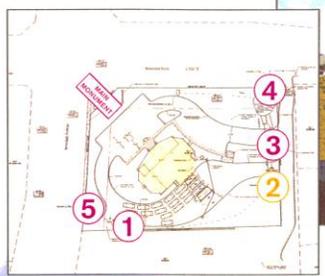
- | | |
|---|---|
| <input type="checkbox"/> ART REQUIRED | <input type="checkbox"/> FONTS REQUIRED |
| <input type="checkbox"/> ART TO BE CLEANED UP | <input type="checkbox"/> SHOW ISSUANCE REQUIRED |
| <input type="checkbox"/> ART FILE | <input type="checkbox"/> SIGNS REQUIRED |

CUSTOMER SIGNATURE FOR DESIGN APPROVAL _____

DATE: _____



ENLARGED LETTER SAMPLE



LOCATION VIEW
SCALE: 1/4"=1'



DETAIL VIEWS
SCALE: 1/2"=1'



NIGHT VIEW



DESIGN INSPIRATION

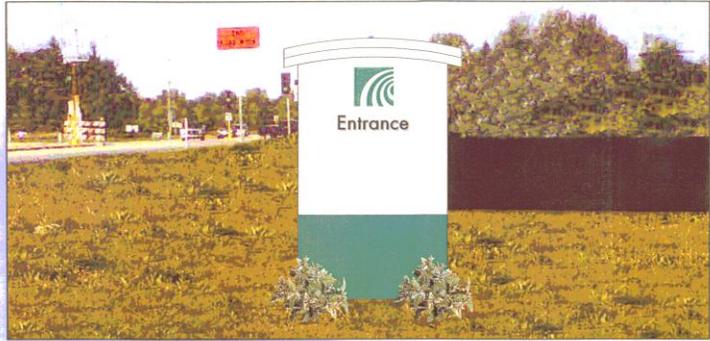
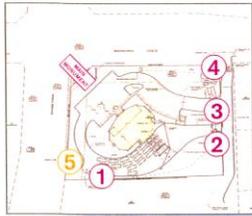
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CLIENT: **Rockwood Inn & Club House**
LOCATION: 7949 Riverside Drive, Green Bay
DRAWN BY: Amanda S.
SALESPERSON: Kelli Lee
DATE: 9/19/11
DESIGN #: DS273
PAGE: 5b
NOTES: X
SCALE: See View
REVISION: X

DIRECTIONAL SIGN #3
QUANTITY: 1 Double-Sided
SIGN TYPE: LED Illuminated Directional Sign
OAH: 56"
ARCHES: 30" x 6.00" x 14" (15")
TOP CAB: 34" x 32" x 12"
LOWER CAB: 18" x 32" x 12"
LETTERS: Illuminated Push-Thru
FONT: Futura Book
VINYL: Perforated (Night/Day)
Gerber 230 Teal (PMS 329 C)
ILLUM: White LED
MISC: X

- | | |
|---|--|
| <input type="checkbox"/> ART REQUIRED | <input type="checkbox"/> FINISH REQUIRED |
| <input type="checkbox"/> ART TO BE CLEANED UP | <input type="checkbox"/> SIGN DRAWING REQUIRED |
| <input type="checkbox"/> ART ON FILE | <input type="checkbox"/> SURVEY REQUIRED |

CUSTOMER SIGNATURE FOR DESIGN APPROVAL:
DATE:



LOCATION VIEW
SCALE: 1/2"=1'



DETAIL VIEWS
SCALE: 1/2"=1'



ENLARGED LETTER SAMPLE



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503 Lawrence Dr.
De Pere, WI 54115
920-336-8900
greenbaysigns.com

CLIENT: **Walmart**
LOCATION: 2949 Riverview Drive, Green Bay
DRAWN BY: Amanda S.
SALESPERSON: Kelli Law
DATE: 4/21/11
DESIGN #: 05261
PAGE: 4
NOTES: X
SCALE: See View
REVISION: 9/19/11

ILLUMINATED CABINET (ENTRANCE OF DRIVE THRU)
QUANTITY: (1) Single-Sided
SIGN TYPE: Illuminated Wallmount Sign
CABINET: 60" w x 12" h x 6" d
RETAINERS: 1"
VO: 58" w x 10" h
COLOR: White
FONT: Futura Bold Condensed
ILLUM: White LED
MISC: X

- | | |
|---|---|
| <input type="checkbox"/> ART REQUIRED | <input type="checkbox"/> FINISHES REQUIRED |
| <input type="checkbox"/> ART TO BE CLEANED UP | <input type="checkbox"/> SIGN DRAWING REQUIRED |
| <input checked="" type="checkbox"/> ART ON FILE | <input checked="" type="checkbox"/> SURVEY REQUIRED |

CUSTOMER SIGNATURE FOR DESIGN APPROVAL: _____
DATE: _____

LOCATION VIEW
SCALE: 3/8"=1'

NIGHT VIEW

SIDE VIEW
SCALE: 1 1/2"=1'

DETAIL VIEW
SCALE: 1 1/2"=1'

60" Cab
12" Cab
10" VO
58" VO
36" 36"

DRIVE-UP ATM

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