



**Community Development Department
Plan Commission Staff Report
January 11, 2012**

**Agenda Item F.1. Special Use Permit – Electronic Message Center – 59 Racine St,
Parcel No. 5-00001-00**

Applicant: Kenneth J. Brusda, North Star Asset Management, Inc., agent for Vern Larsen, Property Owner.

Requested action: Special Use Permit approval

Proposed: Installation of an Electronic Message Center

Location: 59 Racine St.

Existing Zoning: C-1 General Commercial

Surrounding Zoning: C-2 Central Business District (West and Northwest), C-1 General Commercial (North, South and East), and R-1 Single Family Residence (Northeast)

Existing Land Use: Commercial Offices

1. General

Northstar Asset Management, Inc. is proposing to install an Electronic Message Center on their existing Monument Sign. They have concurrently applied for a sign permit, which is pending until this Special Use Request is considered for approval. The subject site is zoned C-1 General Commercial District and requires a Special Use Permit as the sign will be located within two hundred (200) feet of a residential use, per Sec. 13-1-67(d)(1)(a) of the Municipal Code.

2. Site Characteristics

The proposed Electronic Message Center would be installed on the pre-existing monument sign, located on the southwest part of the property, immediately adjacent to Racine Street (see enclosed maps). The property is adjacent to the Central Business District to the West, multi-family condominium to the east, the Racine Street Bridge to the South, single-family Residential to the Northeast, vacant city-owned property to the north, and the Post Office to the Northeast.

3. Sign Dimensions & Specifications

The proposed Electronic Message Center is 8 square feet (6'3" by 1'5"). The existing sign face is 19 square feet (see enclosed sign drawings). The proposed Electronic sign will constitute 29.6% of the total sign face, which is under the maximum 30% allowed by Sec 13-1-67(d)(4) of the Municipal Code.

As presented, the proposed digital sign appears to comply with all other stipulations related to general sign standards (Sec 13-1-66(b)), Electronic Message Centers (Sec 13-1-67(d)), and Monument Signs (Sec 13-1-67(e)).

4. Recommendation

Community Development staff finds that the proposed Electronic Message Center is compatible with surrounding land uses, as the proposed location of the digital sign screens it from all neighboring residential uses. The proposed electronic sign as proposed complies with minimum standards for this type of signage, per the Municipal Code, as outlined in Section 3 of the report.

The Community Development Department **recommends approval of the Special Use Permit to install an Electronic Message Center** at 59 Racine Street, parcel 5-00001-00, with the following conditions:

- The digital sign must be installed on the existing monument sign as proposed, which is screened from all neighboring residential uses.
- The sign will be installed only after approval of the pending sign permit application.



Prepared by: Kara Homan, AICP, Principal Planner



Site of Proposed Electronic Message Center
North Star Asset Management, Inc.
59 Racine St, Parcel No 5-00001-00
Winnebago County, Menasha, WI



**City of Menasha
Department of Community Development**

140 Main Street
Menasha WI 54952
(920) 967-3650 (920).967-5272 fax

**APPLICATION FOR
SIGN PERMIT**

Date: 12/29/11	
Site Address: 59 RACINE ST.	
Zoning: C-1	Parcel #: 050000400
Name of Business: NORTH STAR ASSET MANAGEMENT, INC.	
Property Owner: VERN LARSEN	Phone: (920) 722-4293
Address: 59 RACINE ST. MENASHA, WI	Fax:
Email:	
Applicant: NORTH STAR ASSET MGT.	Phone: (920) 729-7908
Contact: KEN BRUSDA	Fax: (920) 729-7904
Address: 59 RACINE ST. MENASHA, WI	Email: kbrusda@northstarinvestments.com
<p>The undersigned hereby agrees to install all signs in accordance with applicable ordinances and holds the City of Menasha harmless from any and all damages, claims or causes of action whatsoever of any nature by reason of installation, use, continuances, or maintenance of said sign(s).</p> <p><i>[Signature]</i> _____ Date: 1/3/12</p> <p>Property Owner Signature _____ Date</p>	

Required Submissions (staff use only)	
<input checked="" type="checkbox"/>	Site Plan
<input checked="" type="checkbox"/>	Building Elevations
<input checked="" type="checkbox"/>	Sign Illustration & Description
<input checked="" type="checkbox"/>	Permit Fee(s)
	Total: \$ 250.00 (+350 s.u. fee)
	Receipt: # 116
Review & Approval (staff use only)	
<input checked="" type="checkbox"/>	Zoning - Special Use Required
<input checked="" type="checkbox"/>	C-2 Central Business District Design Standards
<input checked="" type="checkbox"/>	Landmarks Commission - Historic District
<input checked="" type="checkbox"/>	Common Council - Special Use Permit
<input checked="" type="checkbox"/>	Public Works - Vision Control Area/ROW
Final Approval	
Conditions: _____	

Zoning Administrator	Date Issued

Sign Permit Application Instructions

- It is recommended that applicants consult with the Zoning Administrator during the initial planning stages to avoid delays and ensure that all proposed signage complies with City of Menasha ordinance requirements.
- Before construction or installation of any sign(s) requiring a permit, applicants shall submit a sign permit application package that includes:
 - A completed permit application form with the signature of the property owner.
 - Required permit fees for each sign.
 - For monument/pole signs, an accurate plot plan drawn to scale of the entire lot on which the sign(s) will be located showing the location of buildings, parking lots, driveways, and landscaped areas on the lot.
 - For wall-mounted signs, location of each sign on the building(s), with building elevations (e.g., over doors, over windows, awnings, etc)
 - An accurate indication on the plot plan of the location and orientation of all existing signs, each sign for which a permit is requested, and the anticipated location of future signs requiring a permit.
 - A description and illustration of each proposed sign including the following:
 - Colors and materials to be used in sign construction (e.g., limestone base with bronze letters, etc);
 - Style of lettering for all signs;
 - Appearance/location of logos or icons;
 - All sign proportions; and,
 - Types of illumination (e.g. external illumination with description of type of outdoor light fixture).
 - In addition, optional submittals may be required by the Zoning Administrator if deemed necessary due to the character of the proposed signs and/or site.

Over – Please complete both sides of the application form

Appleton SIGN
COMPANY

CORPORATE
2400 Holly Road, Neenah, WI 54956
Tel: 920.734.1601 Fax: 920.734.1622

BRANCH
6510 Aurora Road, West Bend, WI 53090
Tel: 262.299.1601 Fax: 262.299.1622

CLIENT	NORTH STAR ASSET MANAGEMENT
STREET ADDRESS	69 Racine St.
CITY / STATE	Menasha, WI
DATE	12/30/11
SALES	JIM SLEZAK
ARTIST	ERIC CATES
PAGE TIME	.25 Hours
DRAWING ID	3152-7 (PAGE 1)

MONUMENT SIGN - MESSAGE CENTER

1	SIGN	EXISTING
2	POLE	EXISTING 4" SQUARE TUBE W. MATCH PLATES FOR RAISING - (SEE SHOP DRAWING)
3	NEW REVEAL	3" HIGH - FABRICATED ALUMINUM
4	COLOR	PAINTED DYE(1) COLOR (SEE C&F)
5	MESS. CENT.	18MM WATCHFIRE LED (D/F UNIT)
6	SIZE	17" HIGH X 6'-3" WIDE X 8" DEEP
7	COLOR	FULL COLOR
8	SKIN	SHEETED ALUMINUM - PAINT MAP BLACK
9	MOUNTING	BACK TO BACK ON POLE AS SHOWN
10	NOTE:	SIGN WAS FABRICATED WITH THE PURPOSE OF ADDING THIS MESSAGE CENTER

The colors shown in this drawing are conceptual only and DO NOT represent actual paint, vinyl, neon or acrylic colors. Actual samples are available for your viewing upon request.

www.AppletonSIGN.com



Option #2
 FABRICATE & INSTALL AN LED MESSAGE CENTER ONTO AN EXISTING MONUMENT SIGN
 (SEE LOCATION VIEW & SHOP DRAWING)

ART REQUIRED ART TO BE CLEANED UP ART ON FILE FONTS REQUIRED SHOP DRAW. REQUIRED SURVEY REQUIRED

Signature: _____
 Date Signed: _____

* THIS DOCUMENT IS A CONCEPTUAL REPRESENTATION OF SERVICES PROVIDED BY APPLETON SIGN COMPANY. BY SIGNING THIS DOCUMENT YOU ARE AGREEING TO THE SPECIFICATIONS LISTED ON THIS DESIGN.
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2400 Holly Road Neenah, WI 54956
Tel: 920.734.1601 Fax: 920.734.1622

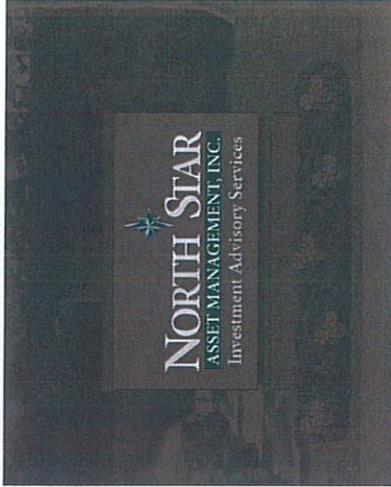
BRANCH
6510 Aurora Road West Bend, WI 53090
Tel: 262.299.1601 Fax: 262.299.1622

CLIENT	NORTH STAR ASSET MANAGEMENT
STREET ADDRESS	59 Racine St.
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SALES	JIM SIZAK
ARTIST	ERIC CATES
PAGE TIME	.25 Hours
DRAWING ID	3152-7 (PAGE 2)

EXISTING VIEW (RENDERING - NOT ACTUAL PHOTO OF SIGN)



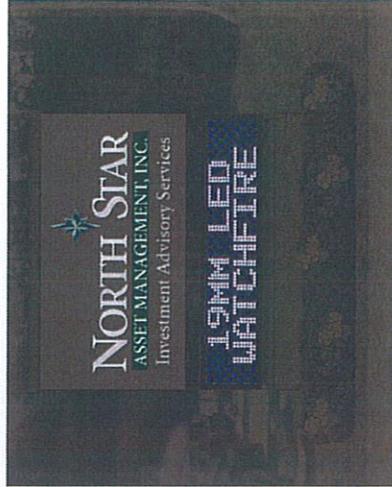
SCALE 1/4" = 1' 0"



NIGHT VIEW



SCALE 1/4" = 1' 0"



NIGHT VIEW

LOCATION VIEW

Option #2 SEE SPECS ON PAGE 1

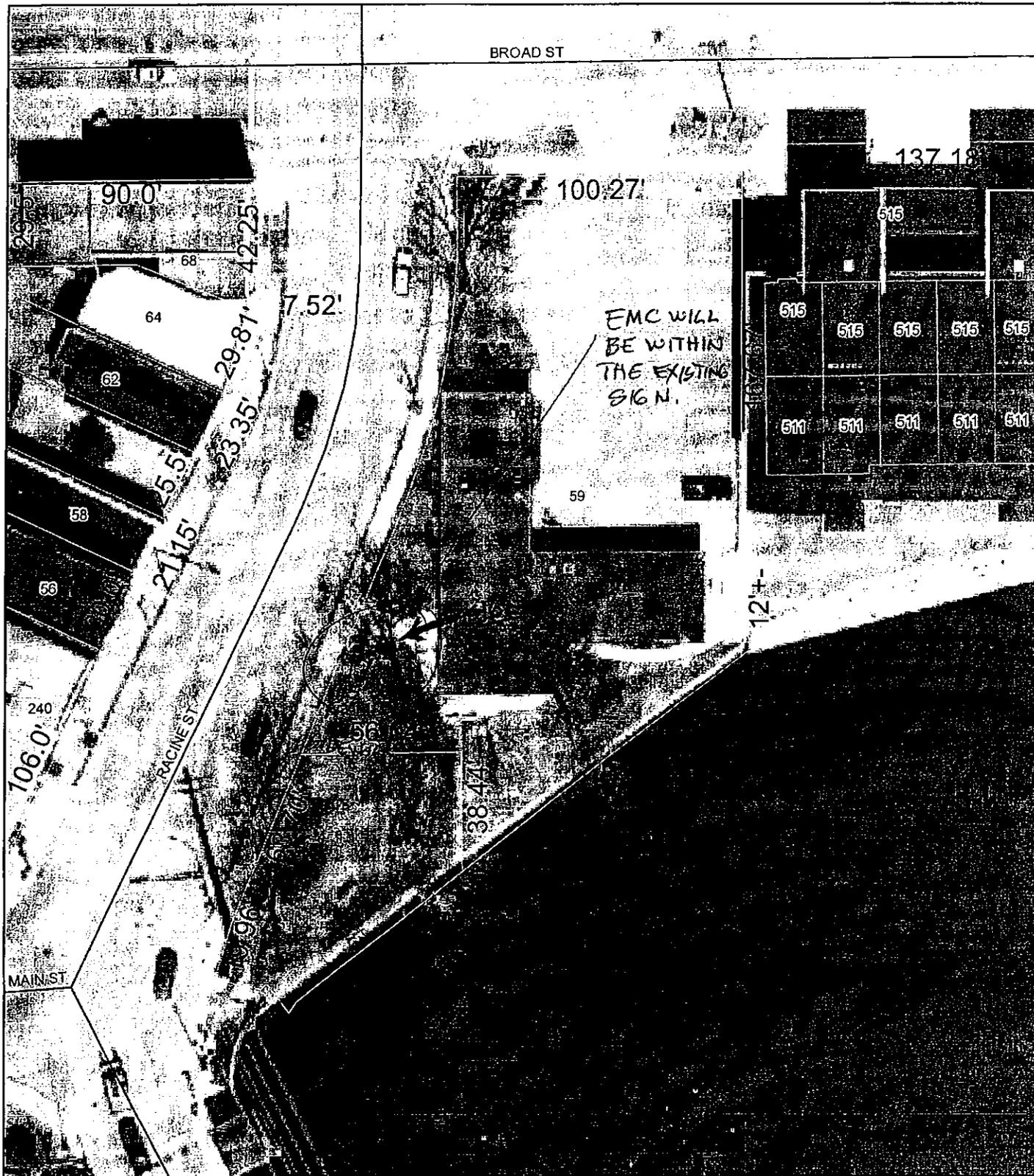
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Date Signed: _____

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Northstar Sign Map
 Racine & Broad
 Menasha, WI