

It is expected that a Quorum of the Board of Public Works, Park Board, Administration Committee, and/or Common Council may attend this meeting: (although it is not expected that any official action of any of those bodies will be taken)

**CITY OF MENASHA
PLAN COMMISSION
Council Chambers
140 Main Street, Menasha**

**January 17, 2012
3:30 PM**

*3:30 PM – Informal Public Hearing – Special Use Permit – Electronic Message Center, 59 Racine Street
Parcel No. 5-00001-00*

AGENDA

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. MINUTES TO APPROVE
 - 1. [Minutes of the December 6, 2011 Plan Commission Meeting](#)
- D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA
Five (5) minute time limit for each person
- E. DISCUSSION
 - 1. [EMANONA, LLC Concept Plan for Manitowoc Rd / Province Terrace Area](#)
- F. ACTION ITEMS
 - 1. [Special Use Permit – Electronic Message Center, 59 Racine St, Parcel No. 5-00001-00](#)
- G. ADJOURNMENT

CITY OF MENASHA
Plan Commission
Council Chambers, City Hall – 140 Main Street
December 6, 2011
DRAFT MINUTES

A. CALL TO ORDER

The meeting was called to order at 3:38 p.m. by Mayor Merkes.

B. ROLL CALL/EXCUSED ABSENCES

PLAN COMMISSION MEMBERS PRESENT: Mayor Merkes, Commissioners Sturm and Schmidt, DPW Radtke and Ald. Benner.

PLAN COMMISSION MEMBERS EXCUSED: Commissioner Cruickshank

PLAN COMMISSION MEMBERS ABSENT: None

OTHERS PRESENT: CDD Keil, PP Homan and Doug Bodway, Valley Marine

C. MINUTES TO APPROVE

1. **Minutes of the November 22, 2011 Plan Commission Meeting**

Motion by Ald. Benner, seconded by DPW Radtke to approve the November 22, 2011 Plan Commission meeting minutes as presented.

The motion carried.

D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA

1. No one spoke.

E. DISCUSSION

1. **Annual Comprehensive Plan Review**

Commissioners discussed:

- Expanding zero lot line zoning for existing duplexes
- Reframing housing plan goals to promote housing opportunities for all income groups
- Needs and possibilities for encouraging housing rehabilitation
- Promotion of benefits of a municipally owned electric utility
- Downtown promotion and organizational structural
- Creation of charging sites for electric vehicles
- Expanding multi-modal transportation opportunities

There was consensus that staff should bring back recommendations concerning the above.

F. ACTION ITEMS

1. **Lease of Water Street Property Adjacent to Valley Marine Mart**

CDD Keil distributed a draft of the proposed lease agreement. Commissioners discussed:

- Public use of the launch site by motorized and non-motorized watercraft
- Trailer parking and boat launch fee considerations
- Subleasing of the property
- Notice to parties of lease termination
- Insurance

Motion by Ald. Benner, seconded by Comm. Sturm to recommend approval of the lease agreement with the deletion of reference to public access to the site and modifying the lease

termination to provide for 60 days notice by either party prior to the annual renewal date of the lease.

The motion carried.

G. ADJOURNMENT

Motion by Ald. Benner, seconded by DPW Radtke to adjourn at 5:05 p.m.

The motion carried.

Minutes respectfully submitted by CDD Greg Keil.

EMANONA LLC
1920 East Apple Creek Rd.
Appleton, WI 54913
920-540-0095 888-348-7890 (fax) dallen@new.rr.com

January 9, 2012

Via e-mail to : khomam@ci.menasha.wi.us

Re: Waverly Sanitary District request for information regarding SE corner Manitowoc Rd
/Province Terrace, City of Menasha

Dear Kara,

Please see attached pdf file of cad drawing and the cad file.

Also attached is a summary of parcels affected (except for the off-site parcel s. of fire station).
Note the cad file was traced from GIS and other drawings and is NTS. It is concept only

Our intent is to work with Menasha on our parcel 7-00011-08 and their parcels and ultimately the Schierl parcel to develop the vacant acreage with duplex (or single family) at the south and R-3 residential (18/acre) as a special exception or duplex (right) on the remainder. The City owned parcels are in TIF.

The current concept anticipates approx. 2.75 acres for R-3 and the remaining 21,000 sf (on main site) and 13,500 sf (on parcel adjacent to firehouse) for duplex or single family. A PD overlay concept is anticipated

A significant part of the evaluation process is the location of utilities and the associated cost for construction, hookup, and on-going costs for services.

The exact location and density of the duplex (or SF) and apartments is speculative. We would like to know the cost formulas that Menasha that apply to our proposed uses and any other feedback you may have.

Sincerely,

Dave Allen
Member

	PIN	OWNER	OWNER ADDRESS	STREET ADDRESS	AREA	LAND	IMP	TOTAL AV	FMV	TAX
	7-00012-00	Guehls, Daniel	W7255 MANITOWOC RD	7255 Manitowoc Rd	1.3163912	59300	116300	175600		4387
	7-00011-08	Emanona LLC	W7255 MANITOWOC RD		1.0332415	33100		33100	33468	839
	7-00015-01	menasha city			1.294674					
	7-00011-06	schierl, mark		7285 Manitowoc Rd	0.3008035	13400	56700	70100		1711
	7-00015-02	menasha city			0.6198347					
	total				3.2485537	46500	56700	103200	33468	2550



**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 DIE11 COLOR (SEE C&F)
5	MESS. CENT.	19MM 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 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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Tel: 920.734.1601 Fax: 920.734.1622

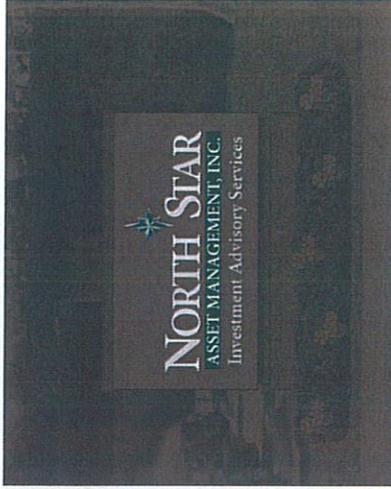
BRANCH
6510 Aurora Road West Bend, WI 53090
Tel: 262.299.1601 Fax: 262.299.1622

CLIENT	NORTH STAR ASSET MANAGEMENT
STREET ADDRESS	59 Racine St.
CITY/STATE	Menasha, WI
DATE	12/30/11
SALES	JIM SIZAK
ARTIST	ERIC CATES
PAGE TIME	.25 Hours
DRAWING ID	3152-7 (PAGE 2)

EXISTING VIEW (RENDERING - NOT ACTUAL PHOTO OF SIGN)



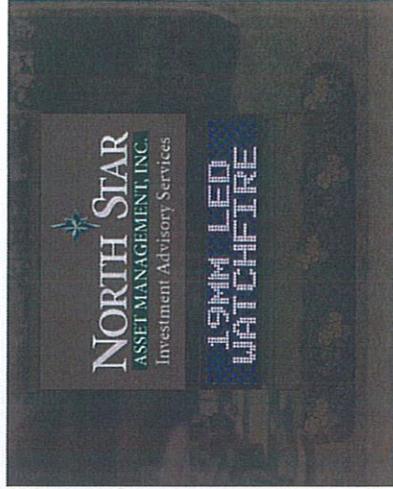
SCALE 1/4" = 1' 0"



NIGHT VIEW



SCALE 1/4" = 1' 0"



NIGHT VIEW

LOCATION VIEW

SEE SPECS ON PAGE 1

Option #2

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

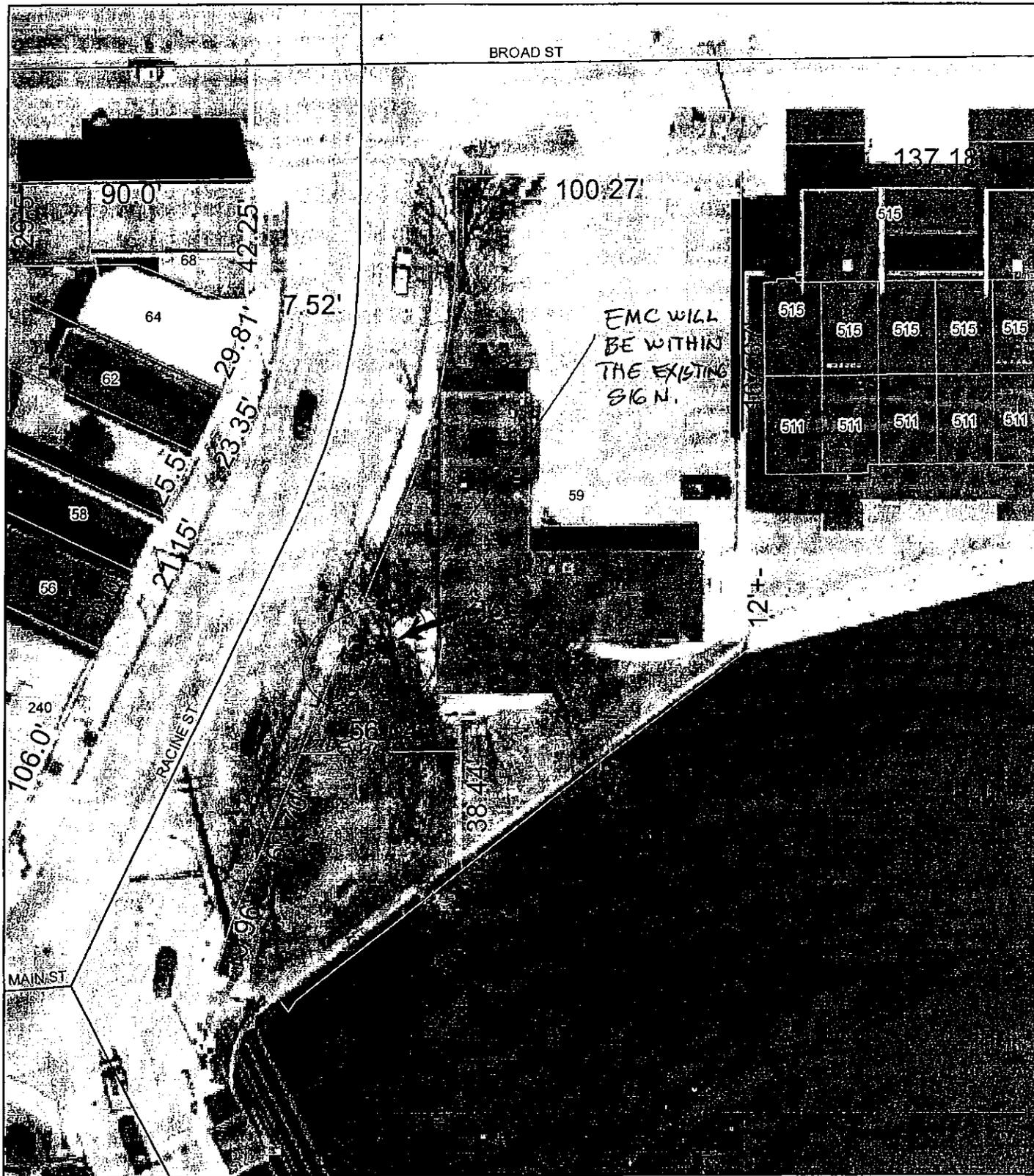
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Signature: _____

Date Signed: _____

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Mimaki CRITICAL **f e in**
www.AppletonSIGN.com



Northstar Sign Map
 Racine & Broad
 Menasha, WI