

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**

**August 21, 2012  
3:30 PM**

**AGENDA**

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. MINUTES TO APPROVE
  - 1. [Minutes of the August 7, 2012 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. [Options for Regulating Electronic Billboards](#)
- F. ACTION ITEMS
  - 1. [Alternative Building Material for 1427 Province Terrace \(DeWitt Office\)](#)
  - 2. [Certified Survey Map - 1180/1212 Province Terrace \(Circle of Friends\)](#)
  - 3. [Site Plan Amendment – Circle of Friends Child Learning Center Addition, 1180 Province Terrace](#)
- G. ADJOURNMENT

**CITY OF MENASHA**  
**Plan Commission**  
**Council Chambers, City Hall – 140 Main Street**  
**August 7, 2012**  
**DRAFT MINUTES**

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*3:30 PM Informal Public Hearing – Proposed City of Menasha Year 2030 Comprehensive Plan Future Land Use Map Amendment*

Mayor Merkes opened the informal public hearing at 3:35 PM.

PP Homan explained that the comprehensive plan amendment was being pursued to ensure the Future Land Use Map was consistent with the City's proposed Tax Incremental District #13 Project Plan, as required by state statutes. She indicated that the entire Alliance industries site, as well as most of the surrounding parcels, was already zoned for Industrial, but the future land use map currently designates this area for Community Commercial. The proposed future land use map change would update the map to show a proposal for future Industrial.

Doug & Jill Werch, owners of 600 Third Street, provided the following comments related to the proposed Comprehensive Plan Amendment:

- How does the future land use designation differ than the zoning of the current property.
- Inquired about what residential homes along Third Street are designated for future commercial & which ones are currently zoned for commercial.

PP Homan provided an explanation of the purpose of the Future Land Use Map, and how that differs from a zoning designation. She also discussed current zoning along third street, and future land use designations.

Mayor Merkes closed the public hearing at 3:45 PM.

*3:30 PM Public Hearing – TID #13 Project Plan and Boundary*

Mayor Merkes opened the public hearing at 3:45 PM.

PP Homan provided an overview of the TID #13 boundary, the proposed Alliance expansion, and highlighted some of the TID projects contained within the plan.

Doug & Jill Werch, owners of 600 Third Street, provided the following comments related to the proposed TID #13 Project Plan:

- Wanted to know whether Alliance Industries was a 3-shift or 2-shift company.
- Expressed concerns about how the proposed expansion may affect property values of neighboring residences.
- Expressed concerns regarding how close a new addition could be constructed to their lot line.
- Given the powder coating that Alliance does, had worries about environmental issues such as VOC's, water and waste.
- Had questions about how the company will address loading issues that currently exist on the site.

PP Homan explained that the City has provisions in its code that would require a transitional area, consisting of dense vegetation or other screening of 20 feet between new industrial construction and residential districts. The proposed addition would provide for a series of loading docks, which would help alleviate the on-street parking of semi's. She also indicated that WDNR monitors emissions and waste streams for the company, but that the City Sanitarian may have more information on how these sites are monitored.

Mayor Merkes closed the public hearing at 4:04 PM.

3:30 PM *Public Hearing – Amendment #2 of TID #1 for the Purpose of Designating TID #1 as a Distressed Tax Increment District*

Mayor Merkes opened the public hearing at 4:04 PM.

No one spoke.

Mayor Merkes closed the public hearing at 4:05 PM.

**A. CALL TO ORDER**

The meeting was called to order at 4:05 PM by Mayor Merkes.

**B. ROLL CALL/EXCUSED ABSENCES**

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

PLAN COMMISSION MEMBERS EXCUSED: Commissioner Cruickshank

PLAN COMMISSION MEMBERS ABSENT: None

OTHERS PRESENT: PP Homan, Doug & Jill Werch (600 Third Street), Steve DeJong (Meridian Surveying), Tom Kispert (McMahon), Michael King (Post Crescent), Dave Allen (1920 E. Apple Creek, Appleton).

**C. MINUTES TO APPROVE**

1. **Minutes of the July 3, 2012 Plan Commission Meeting**

Motion by Comm. Sturm, seconded by Ald. Benner to approve the July 3, 2012 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. None

**ACTION ITEMS**

1. **Certified Survey Map – Arroyo – Abbey Avenue**

PP Homan described that the Arroyo's had acquired the property next door and had removed the home that had existed there. They desired to combine the property to consolidate tax bills and stormwater utility charges.

Steve DeJohn, Meridian Surveying, noted that the Arroyo's also desired to construct a new garage that would cross the lot line that currently exists between the two properties.

General discussion on whether a new garage could be constructed given that a garage already exists. PP Homan explained that the code has limitations on the number of garages and accessory structures that can be on a property and this would all be reviewed prior to any building permit being issued for a new garage.

Motion by Ald. Benner, seconded by DPW Radtke to recommend approval of the Arroyo CSM on Abbey Avenue as presented.

The motion carried.

2. **Site Plan Review – Neenah-Menasha Sewage Treatment Facility – 101 Garfield Avenue**

PP Homan provided an overview the proposed site plan, and indicated that there was no official

site plan on file for the Neenah-Menasha Sewage Treatment Facility, hence the need for this Site Plan approval. She noted that additional landscaping would need to be added to buffer the parking lot along Mathewson Street, given they will be completely repaving it; a lighting plan will need to be submitted as well. Lastly, she advised that this site is located in the I-2 district, where “public utility structures” are a permitted use requiring “conditional site plan approval,” which allows the Plan Commission to place conditions on the approval beyond what the city’s site plan regulations may require as a minimum. She advised that any additional condition should have a rational nexus between it and the negative externality it would address.

Tom Kispert, McMahon, provided Commissioners with a sample of the brick that will be utilized for the new building on the site. It was picked to match the brick used throughout the campus. He also noted that much of the site will be re-paved after construction is completed, as it is at the end of its life span. Lighting will be upgraded throughout the site as well. He noted that they are working with Public Works to review and approve all stormwater and erosion control provisions for the site.

Motion by DPW Radtke, seconded by Ald. Benner to approve the Neenah-Menasha Sewage Treatment Facility Site Plan at 101 Garfield Avenue, with the following conditions:

- Submittal of lighting plan to Community Development Staff for review and approval.
- Submittal to Community Development Staff of amended landscaping plan to include provisions for parking lot buffer along Mathewson Street for review and approval.

Motion by Comm. Sturm, seconded by Ald. Benner, to amend the motion to add the following condition:

- Request that the fence surrounding the parking lot along Mathewson Street be removed, if not necessary for site security or other safety reasons.

The motion, as amended, carried.

3. **Recommendation of Acquisition of Parcel #7-00011-08 – Manitowoc Road**

PP Homan stated that staff has been working with Emanona, LLC to contemplate a landswap that would trade this property for one owned by the city, just north of Stone Toad. She directed the Plan Commission to only consider whether acquisition of this property would be advantageous to the city, as terms and conditions of any real estate transaction would be debated by the Administration Committee and Common Council.

PP Homan indicated that this parcel would help facilitate development of two adjacent city-owned parcels that would be difficult to develop if not consolidated with this one. The Markway property would be the final property that would complete the property assembly if acquired in the future.

A general discussion occurred regarding the status of the Markway Building.

Motion by Ald. Benner, Seconded by Comm. Schmidt to recommend acquisition of Parcel #7-00011-08 with the following findings:

- Acquisition will be advantageous to the City.
- Acquisition will better implement the Comprehensive Plan’s future land use element.
- Acquisition will provide the City with an ability to control the use and development of the area when combined with the existing city-owned parcels.

The motion carried.

4. **Plan Commission Resolution 1-2012 Recommending Approval of an Amendment to the City of Menasha Year 2030 Comprehensive Plan Future Land Use Map**

PP Homan re-caped the overview of the Comprehensive Plan Amendment that was provided during the Public Hearing. The proposed change would change the future land use designation from Community Commercial to Industrial to facilitate the creation of TID #13. She indicated that all local and state regulations pertaining to notification and publication requirements have been followed in initiating this Comprehensive Plan Amendment.

Motion by Comm. Schmidt, seconded by Comm. Sturm, to approve Plan Commission Resolution 1-2012, recommending to Common Council the approval of the proposed Comprehensive Plan Amendment.

The motion carried.

5. **Plan Commission Resolution 2-2012 Recommending Approval of the Project Plan and Boundary of Tax Increment District #13**

PP Homan provided additional detail regarding the proposed TID #13 project plan. In particular, she highlighted the following projects within the plan:

- Infrastructure improvements, including closure of Appleton Street and electrical upgrades for Alliance Industries and Intertape Polymer Group.
- Streetscaping/landscaping upgrades along Racine St, Fourth Street, De Pere Street and Plank Road.
- Provisions for developer incentive to encourage the expansion of Alliance Industries.
- Capitalization of a Housing Rehabilitation Revolving Loan fund to service targeted neighborhoods within a ½ mile radius of TID #13.

Doug & Jill Werch, owners of 600 Third Street, commented on the closure of Appleton Street, and the pros and cons of doing so. They also expressed concerns for street trees on the West side of their property, which were damaged during the reconstruction of Third Street. One was blown over in 2011 during a severe storm, and the other is declining.

Mayor Merkes indicated that he would discuss this matter with City Forester Maas.

Motion by DPW Radtke, seconded by Comm. Sturm to approve Plan Commission Resolution 2-2012, conditioned on the adoption by the Common Council of the Year 2030 Comprehensive Plan Future Land Use Map amendment, as recommended in Plan Commission Resolution 1-2012.

The motion carried.

6. **Plan Commission Resolution 3-2012 Recommending Amendment #2 of TID #1 for the Purpose of Designating TID #1 as a Distressed Tax Increment District**

PP Homan indicated that the proposed amendment to TID #1 is to designate the TID as “distressed.” State statutes provide cities the ability to “distress” TIDs that have project costs that will not be recovered by TID revenues prior to the expiration date for the district. TID #1, which was created to revitalize the downtown district, will close at the end of 2012 if not extended via distressed designation.

By distressing the TID, the city is allowed to extend the TID up to 10 additional years to recoup project costs via TID increment. The city anticipated TID #1 expenditures will be paid within 3 years, at which point it would be retired. No additional projects or boundary changes can occur once a TID is distressed.

Motion by Comm. Schmidt, seconded by Ald. Benner to approve Plan Commission Resolution 3-2012.

The motion Carried.

**G. ADJOURNMENT**

Motion by Comm. Schmidt, seconded by DPW Radtke to adjourn at 5:35 p.m.

The motion carried.

*Minutes respectfully submitted by PP Homan.*



TO: Menasha Plan Commission

FROM: Mike Hopfensperger, CDD Intern 

DATE: August 16, 2012

**RE: Information Pertaining to Other Communities' Approaches to Regulating Electronic Billboards**

The surrounding cities of Appleton, Neenah, and Oshkosh do not allow the construction of new billboards and thus do not allow the construction of Electronic or Digital Billboards (EBB's).

There are cities in the state that do allow EBB's. Green Bay and Fond du Lac from Northeast WI, and La Crosse County from the Western side of Wisconsin, the State also allows the construction of EBB's to protect against distraction most of the State laws pertain to the duration and speed of a message; with a very vague limitation on illumination levels. The local laws from Green Bay, Fond du Lac, and La Crosse County, are far more specific on setbacks, heights, distance from other billboards (varying between EBB's and standard billboards), illumination levels, message duration and style, and the use of a mitigation points system to reduce the number of billboards for the construction of new boards. In Green Bay the new EBB is to pass through the permitting and approval process that includes the matter be brought up and passed through Plan Commission and City Council. The Green Bay regulations do reference their permitting process being a "conditional use" permit until the Federal Highway Administration (FHWA) study on digital billboards concludes, phase one is out but phase two and three are not completed. Fond du Lac has a very similar ordinance for EEB's to that of Green Bay's, mainly in the use of a mitigation points system to reduce the number of non conforming structures, which all billboards built before the date of adoption have been considered non conforming.

For more information, in the attachments I will have the web address for the phase 1 report and summary, along with the Green Bay, Fond du Lac, La Crosse County, and Wisconsin regulation on EBB's.

## La Crosse County

To put up an electronic billboard, it has to get a permit from the county. In order to get the permit, there will be a public hearing, the site will be reviewed, and the digital sign must hold an image for eight seconds.

First, such signs can only be off-premise and static signs can only be converted to a digital billboard after a public hearing, where notice is provided to all residents within 1000 feet of the sign and to the County Board Supervisors, media, and the town where the sign is located. Such signs are also subject to specific requirements, such as not exceeding certain brightness levels between dusk and dawn, must be located on a federal aid primary highway where traffic counts are greater than 20,000 vehicles per day, and can only be located a minimum of 1,320 feet from a zoned Residential or Public Facilities and Institutional District Line or sensitive area if adjacent to class 4 highways or 1500 feet from an RPA District Line for all other highways. Such billboards shall be separated from other digital billboards by a minimum 2500 feet.

Finally, any person who is aggrieved by a decision of the department shall have the right to appeal pursuant to Chapter 68 of the Wisconsin Statutes to the Planning, Resources and Development Committee.

Off-premise static signs are subject a number of restrictions, including that such signs must be a minimum of 900 feet from a RPA District Line if illuminated and 300 feet in non-illuminated. Off-premise static signs must also not exceed 300 square feet per side of the sign and shall not exceed 672 square feet per side of the sign along a class 4 highway. In addition, such signs shall not exceed a height of 30 feet above ground level at the site of the sign, except the maximum height shall be 50 feet above ground level at the sign site if located along class 4 highways, but in no event shall the maximum height exceed 50 feet above the adjacent road centerline.

Electronic Message Units that are in operation as of the date of the operation of the ordinance that are capable being re-programmed to comply with the ordinance must do so within 90 days.

## Green Bay

1. Standards and Prohibitions Applicable to All Signs – Signs must be maintained in good repair, must be structurally sound, must not be distracting or unsafe, and must not conflict with official signage or traffic signals.
2. Standards – The maximum size and height of billboards are limited, among other dimensional standards. They can be no more than 700 square feet per sign face and no taller than 30 feet.
3. Locational Limitations
  - a. Allowed only in zoning districts: C1-General Commercial, C2-Highway Commercial, LILight Industrial, or GI-General Industrial
  - b. Must be located outside of required front yard setbacks for the zoning district and must not project over right-of-way

- c. Not allowed in the Central Business District (CBD) (Map A of Section 13-2013 of the Zoning Ordinance)
- d. Not allowed along waterways, in natural areas, or in historic areas (Maps C and D of Section 13-2013 of the Zoning Ordinance)
- e. Not allowed within 50 feet of Residential zones, school properties, parks, or parkways or within 200 feet of such areas if the sign is facing the subject area (*Changes are proposed here. See next section.*)
- f. Not allowed within 350 feet of another billboard on the same street
- g. Not allowed within 750 feet of another billboard on the same freeway or expressway
- h. Multiple message signs must be located on a state or federal highway
- i. Multiple message signs must not be located within 500 feet of an intersection

j. No sign is allowed within the vision clearance triangle of an intersection

4. Mitigation – New billboards are only allowed as “replacements.” The total number of billboards

in the city is limited to the established maximum based on the off-premise sign inventory. A replacement sign may not exceed the sign face area of the sign being replaced.

5. Review Process

a. The closest comparable regulations in the current ordinance are for multiple message (tri-vision) billboards. These require conditional use approval.

6. Wisconsin Department of Transportation Standards – State standards also apply to off-premise signs erected along state, federal, or designated connecting highways.

a. Off-premise signs are limited to commercial and industrial zoning districts.

b. Sign messages may not flash or move or be animated or intermittent – they must be fully fixed and static during their time of display.

c. Additional provisions of Wisconsin Administrative Code Chapter Trans 201 may apply.

2. Additional Standards

a. Maximum luminance/brightness will be limited, and automatic dimming will be required.

b. Spill-over light onto a residential property will be prohibited.

c. A message must be displayed for a minimum of eight seconds.

d. Changing between messages must be completed in one second or less.

e. Movement, animation, speakers, and pyrotechnics will be prohibited.

3. Hazard Abatement – The city will have the means to turn off (until the issue can be resolved) a malfunctioning or otherwise hazardous digital billboard that is producing glare or interfering with a traffic signal.

4. Locational Limitations – These will remain the same as the existing ordinance, except that the separation from residential zones, school properties, parks, or parkways will be increased to 100 feet or 400 feet if the sign is facing the subject area.

5. Additional Mitigation – Since the maximum number of off-premise signs permitted in the city is

fixed at the number in the current sign inventory, and because digital billboards can display multiple messages, a new digital billboard (whether new construction or sign replacement) must be mitigated in three ways. **Based on the existing ordinance, (1) the total number of billboards**

in the city is limited to the established maximum based on the off-premise sign inventory, and (2) a new billboard may not exceed the sign face area of the sign or signs being replaced. In addition, (3) a new billboard must earn 5 mitigation points per sign face. All three measures must be satisfied, and one or more existing billboards will be removed as part of the mitigation process. The mitigation point system will weigh the removal of existing billboards based on the relative merit of the removal from the city's viewpoint and the relative value of the sign from the owner's viewpoint. Mitigation points can be earned in the following ways.

a. 5 points per sign face for the removal of a billboard that is nonconforming due to location in the downtown, a natural area, or a historic district

b. 4 points per sign face for the removal of any other nonconforming billboard

c. 3 points per sign face for the removal of a conforming billboard that is capable in its existing structural condition of safely supporting a digital billboard of the same area as the existing sign face

d. 2 points per sign face for the removal of any other existing billboard that is not capable in its existing structural condition of safely supporting a digital billboard of the same area as the existing sign face

e. 1 additional point per sign face for the removal of a billboard visible from a street or highway with a functional classification of Interstate, Freeway, or Principal Arterial

6. Review Process – Prior to the release of the Federal Highway Administration (FHWA) study on digital billboards, they will only be allowed with a conditional use permit. This means that approval by the Plan Commission and City Council will be required. Approval by the city Traffic Engineer will also be required.

7. Conditional Use Standards – For the near term, while the conditional use process is being utilized, the following will become standard conditions of approval. Other appropriate conditions of approval may also be required by the Plan Commission and City Council.

a. If the FHWA concludes before June 1, 2010 that digital billboards or their particular operation are detrimental to traffic safety, then the hazard posed by this sign shall be resolved. If the hazard can be effectively resolved by adjusting the brightness, length of display, or other such performance issue, then this shall be allowed as the course of action. If the hazard cannot be effectively resolved by adjusting the performance of the sign, then the sign shall be removed and may be replaced with an approvable sign.

b. The Department of Public Works shall be provided with the means to turn off a digital billboard in the case of hazardous glare, interference with the visibility or effectiveness of a traffic signal or control, or other traffic hazard caused by the sign.

- The Federal Highway Safety Administration study suggests that different standards are necessary
- The use of digital billboards in the city is contributing to an unsafe or hazardous traffic environment
- Valid community concerns are brought to the attention of the Plan Commission or City Council
- Any other situation arises that is in conflict with public health or safety or the other stated purposes of the City's adopted sign regulations

**Trans 201.15 Electronic signs.**

**(1) PURPOSE.** The purpose of this section is to set standards for the use of signs whose messages may be changed by electronic process in accordance with [23 USC 131](#) (c) (3) and (j), and ss. [84.30 \(3\) \(c\)](#) and [\(4\) \(b\)](#), Stats.

**(2) DEFINITIONS.** In this section:

**(a)** "Activities conducted on the property on which the signs are located" has the meaning provided in s. [Trans 201.19 \(2\)](#).

**(b)** "Message" means anything displayed on a sign, including copy, art animations and graphics.

**(c)** "Multiple message sign" means an outdoor advertising sign, display or device whose messages are on triangular louvered facings and are changed by electronic rotation of the louvers.

**(d)** "Public service information" means a message on an electronic sign which provides the time, date, temperature, weather, or information concerning civic, charitable or other noncommercial activities.

**(e)** "Segmented message" means any message or distinct subunit of a message presented by means of at least one display change on a variable message sign.

**(f)** "Traveling message" means a message which appears to move across a variable message sign.

**(g)** "Variable message sign" means an outdoor advertising sign, display or device without moving parts whose message may be changed by electronic process through the use of moving or intermittent light or lights.

**(3) VARIABLE MESSAGE SIGNS.** Signs authorized under s. [84.30 \(3\) \(c\)](#) and [\(e\)](#), Stats., may consist in whole or in part of a variable message sign subject to all of the following restrictions:

**(a)** Signs erected under s. [84.30 \(3\) \(c\)](#), Stats., may be used only to advertise activities conducted on the property on which the signs are located or to present public service information.

**(b)** Signs erected under s. [84.30 \(3\) \(e\)](#), Stats., may be used only to present public service information.

**(c)** No message may be displayed for less than one-half of a second.

**(d)** No message may be repeated at intervals of less than 2 seconds.

**(e)** No segmented message may last longer than 10 seconds.

**(f)** No traveling message may travel at a rate slower than 16 light columns per second or faster than 32 columns per second.

**(g)** No variable message sign lamp may be illuminated to a degree of brightness that is greater than necessary for adequate visibility. Signs found to be brighter than necessary for adequate visibility shall be

adjusted by the person owning or controlling the sign in accordance with the instructions of the department.

**(4) MULTIPLE MESSAGE SIGNS.** Signs authorized under s. [84.30 \(3\) \(c\)](#) and [\(e\)](#), Stats., may consist in whole or in part of a multiple message sign subject to all of the following restrictions:

**(a)** The louver rotation time to change a message shall be one second or less.

**(b)** The time a message remains in a fixed position shall be 6 seconds or more.

**(c)** During an appeal under s. [84.30 \(18\)](#), Stats., or any other litigation with the department concerning a multiple message sign, the person owning or controlling the sign shall place the louvers in a fixed position and may not rotate them until a final decision has been rendered.

**Note:** A multiple message sign as defined in s. [Trans 201.15 \(2\) \(c\)](#) refers to the sign known in the outdoor advertising industry as a tri-vision sign, and a variable message sign defined in s. [Trans 201.15 \(2\) \(g\)](#) includes the device known in the outdoor advertising industry as a commercial electronic variable message sign.

**History:** Cr. [Register, July, 1983, No. 331](#), eff. 8-1-83; r. and recr. [Register, April, 1998, No. 508](#), eff. 5-1-98.

Federal Highway Administration (FHWA) study on digital billboards web address

<http://www.fhwa.dot.gov/realestate/cevms.htm>

Summary

<https://www.fhwa.dot.gov/realestate/elecbbbrd/chap2.htm>

## BILLBOARDS/OFF-PREMISE ADVERTISING 11.12 F.

### 11.12 F. BILLBOARDS/OFF-PREMISE ADVERTISING

1. **Purpose.** The purpose of this section is to provide minimum standards to protect the life, health, safety, property, welfare, convenience, and enjoyment of the general public by regulating and controlling the location, use and maintenance of outdoor advertising signs and sign structures. The provisions of this section are intended to mitigate the aesthetic impact on a neighborhood that affects the visual environment, and to contribute to the development and maintenance of an attractive visual environment for the community while facilitating the communication of messages to the public.

The provisions of this section do not apply to properties located within 500 feet of either side of the centerline of U.S. Highway 41 or U.S. Highway 151, except that existing off-premise signs may be replaced if mitigated in accord with the provisions of this section.

2. **Existing signs.** Off-premise signs in existence prior to February 22, 2012 shall be considered a nonconforming use and shall represent the maximum number of off-premise signs permitted within the City of Fond du Lac.
3. **Replacement/Relocation.**
  - a. Digital multiple message or static off-premise advertising signs may be permitted in the following zoning districts, upon City Council approval of a Special Use Permit:
    - (1) Business districts: B-4, B-5, B-6, C-R
    - (2) Manufacturing districts: M-1, M-2
  - b. The mitigation credit for removal/replacement of an existing off-premise sign shall be one new sign permitted for the removal of two existing signs. An existing sign must be a minimum of 200 square feet to qualify for a mitigation credit. Each sign face shall constitute a sign.
  - c. A replacement sign installed in the same location as an existing sign but does not meet all requirements of this ordinance may be allowed upon approval of a special use permit without necessity of a variance that might otherwise required to meet requirements for sign height and placement.
  - d. Any new sign shall be installed within one year after the issuance of a building permit.

## **BILLBOARDS/OFF-PREMISE ADVERTISING 11.12 F.3.e.**

- e. A demolition permit is required for the removal of an existing off-premise sign in mitigation of a new off-premise sign. A sign permit shall not be issued for a new/replacement off-premise sign until all conditions of the demolition permit have been met.

### **4. General Requirements.**

- a. The maximum surface area per face of an off-premise sign is 300 square feet, including the frame and trim. Each sign face shall constitute a sign.
- b. Maximum sign height shall not exceed 30 feet. Sign height shall be measured from the average height at road grade elevation to the highest point of the sign.
- c. Minimum sign setback from the front lot line shall be not less than fifteen (15) feet. Setback distance shall be measured from the property line to the outermost physical extension of the sign.

### **5. Digital Multiple Message Signs**

Signs shall meet all regulations of this section and applicable State of Wisconsin regulations, including the following:

- a. The time the message remains in a fixed position shall be eight (8) seconds or more before changing to the next message.
- b. The transition time, or the time it takes to change a message, shall be one second or less.
- c. No sign shall interfere with the visibility or the operation of any traffic signal or railroad control device.
- d. Movement, flashing, blinking, scrolling and/or animation is prohibited.
- e. Audio speakers and all forms of pyrotechnics are prohibited.
- f. Digital signs shall be equipped with automatic dimming capability, and light produced by such signs shall not exceed 0.3 foot candles over ambient light levels.

the parapet on all sides of the building to be as high as the equipment, or a secondary roof screening system that encloses groups of units. Screens shall be aesthetically incorporated into the design of the building and have materials that are compatible with the building. In no case shall wooden or vinyl fences, or chain-link fencing with slats be used as rooftop equipment screens.

- (6) Ground Equipment. Ground mounted mechanical equipment shall be screened from view with wing walls, landscaping, or a combination of both.
- (7) Customer/Public Entrances. Customer and public entrances shall be designed with one or more of the following: canopy, overhang or arch above entrance, recess or projection in the building facade surrounding the entrance, peaked roof or raised parapet structure over the door.

(8) Building Materials.

- a. For buildings constructed after January 1, 2000 for the following shall apply:
  - 1. Primary building materials shall ordinarily be limited to not more than four types per building provided, however, that long uninterrupted expanses of a single material shall be prohibited.
  - 2. The use of metal siding exclusively on any building is prohibited.
  - 3. At a minimum, the following shall apply:

District	Minimum Construction Material Requirement
Special Uses in the R-1, R-1A, R-2, R-2A, R-3, and R-4 districts	75% Brick or natural stone
R2A	Front façade only, brick or natural stone
R-3	75% Brick or natural stone
R-4	75% Brick or natural stone
C-1	75% Brick or natural stone
C-2	75% Brick or natural stone
C-3	75% Brick or natural stone
C-4	75% Brick, natural stone or decorative concrete masonry units
I-1	Lower 1/3 of the building shall be architectural masonry, architectural composite aluminum or steel panels, glass or a combination on any side of the building fronting upon or open to view from a public view or highway
I-2	Lower 1/3 of the building shall be architectural masonry, architectural composite aluminum or steel panels, glass or a combination on any side of the building fronting upon or open to view from a public view or highway
PUD	See Section 13-1-33
R-MH	See Article H
TND	See Section 13-1-38

- 4. EFIS shall not be allowed on the bottom 3 feet of a building or on more than 25 percent of a building elevation.
- 5. Except in the I-1 and I-2 Districts, vinyl siding, aluminum siding,

enameled steel, non-decorative concrete masonry units, and glass are prohibited as primary façade materials for any building elevation.

6. Secondary façade materials may be used for architectural details or enhancements. Such materials shall be high quality, durable, and not cover more than twenty-five percent (25%) of the building façade for all districts except the I-1 and I-2 districts. All secondary materials shall be approved by the Plan Commission.
- b. For buildings constructed prior to January 1, 2000, the following shall apply:
1. The primary façade materials for all additions shall be brick or natural stone. The Plan Commission may consider the use of alternative façade materials that are durable and of high quality for such additions or expansions. The considerations for such alternative materials shall be limited to the following criteria:
    - (a) Compatibility with the building materials and architecture of the existing structure.
  2. Secondary façade materials may be used for architectural details or enhancements. Such materials shall be high quality, durable, and not cover more than twenty-five percent (25%) of the building façade. All secondary materials shall be approved by the Plan Commission.
  3. Exterior alterations affecting more than fifteen percent (15%) of the exterior wall area of the structure including the replacement of existing siding or other wall coverings or coatings, and the installation of new or replacement windows, doors or other architectural features shall meet the following criteria:
    - (a) The new or replacement materials shall meet or exceed the generally accepted standard for the use or application of such materials on commercial buildings.
    - (b) The new or replacement materials shall be of the same type as used in the original construction, except that the Plan Commission may require the use of other durable, high quality materials if it determines that the original materials are no longer commercially available or have less than a 30-year durability rating. Such durability shall be determined based on the manufacturer's guarantee.
    - (c) The Plan Commission may require the use of one or more of the following to be applied in conjunction with the proposed exterior alteration:
      - 1) The use of a secondary building material
      - 2) The use of secondary colors
      - 3) The use of materials with varying textures
      - 4) The use of architectural embellishments
      - 5) The use of façade modulation
- c. For new buildings in an existing campus setting the following shall apply:
1. The primary façade materials for new buildings shall be brick or natural stone. The Plan Commission may allow other materials that are durable and of high quality. The consideration of such alternative materials shall be limited to the following standards and criteria:
    - a. Compatibility with the common design theme of the campus.







# Heritage Hill™ Vinyl Siding

Packaging Information	Sqs/Carton	Length	Sqs/Crate
Double 4.5" Dutch Lap	2	12'1"	32
Double 4" Traditional Lap	2	12'6"	38
Double 5" Traditional Lap	2	12'	34



LEED FOR HOMES — POSSIBLE POINTS

0

LEED NEW CONSTRUCTION — POSSIBLE POINTS

2

NAHB STANDARDS — POSSIBLE POINTS

9 - 36



### HERITAGE HILL HAS BEEN GREEN APPROVED BY THE NAHB RESEARCH CENTER.

This means you can be assured that Heritage Hill complies with specific greenpractice criteria in the National Green Building Standard.

Visit [www.GreenApprovedProducts.com](http://www.GreenApprovedProducts.com) for more details.

Distributed by



[www.bluelinxco.com](http://www.bluelinxco.com)

BlueLinX Corporation  
 4300 Wildwood Parkway  
 Atlanta, Georgia 30339  
 1-888-502-BLUE  
 1-800-839-2588 (Eastern Sales Region)  
 1-800-830-7370 (Western Sales Region)

LURAN is a registered trademark of BASF.

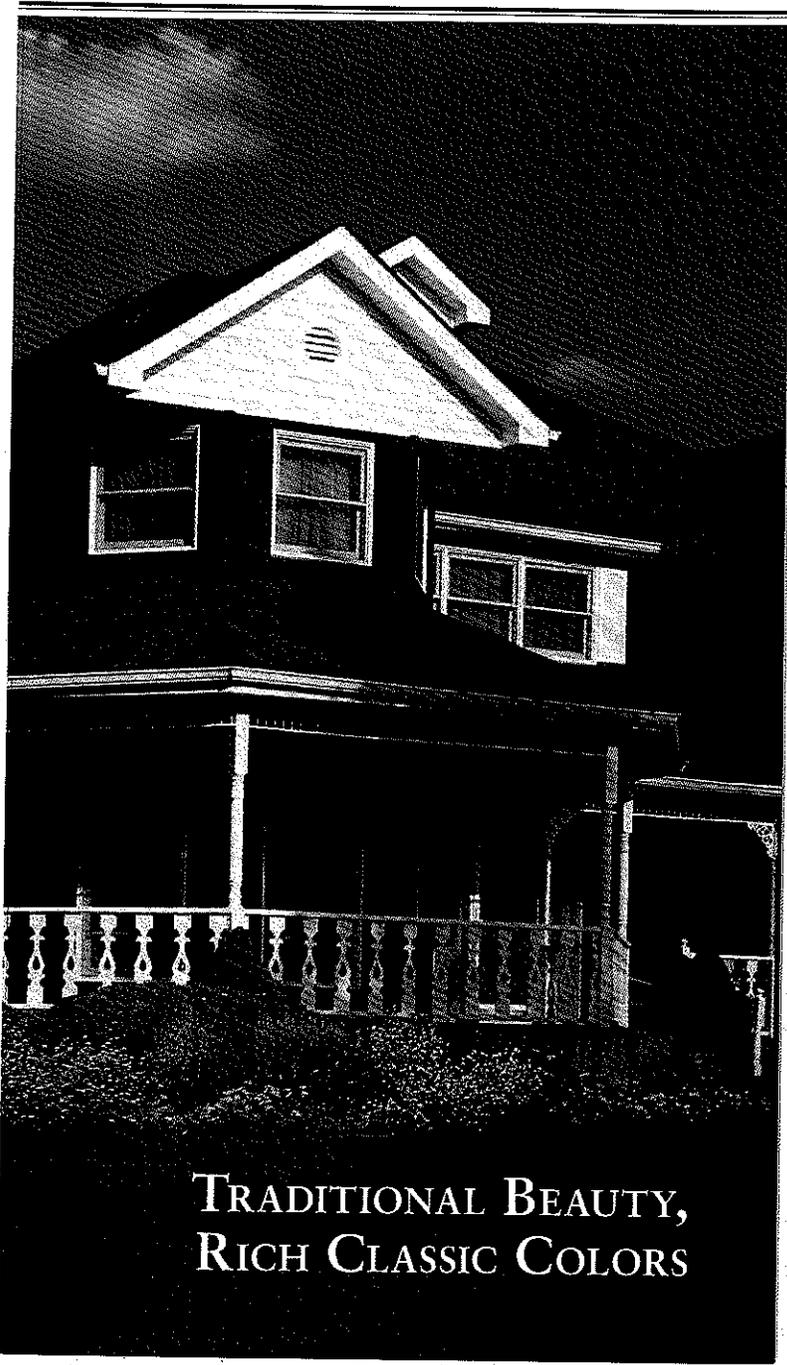
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Consult the VSI Web site at [www.vinylsiding.org](http://www.vinylsiding.org) for a current list of qualified products and colors.

# HERITAGE HILL™ Vinyl Siding



## TRADITIONAL BEAUTY, RICH CLASSIC COLORS



# HERITAGE HILL™

## Vinyl Siding

TRADITIONAL BEAUTY IN  
RICH, CLASSIC COLORS.

Whether you are building a new home or residing in your current one, no detail reflects the personality of a home quite like its color. In fact, the hue you select in siding affects the perception of its size and architectural detail.

- Tough, weather-resistant vinyl — never paint or stain again!
- Finely embossed, authentic woodgrain texture and ultra low-gloss finish
- Durable .044" panel thickness, 9/16" panel projection
- Color-through technology minimizes the appearance of scratches
- Full roll-over nail hem helps resist wind loads up to 215 mph\*
- Luran® S ASA resin used in Natural Traditions collection adds extra UV protection to deep, rich colors
- Homeowner's Limited Lifetime Transferable Warranty\*\*

### PROFILES

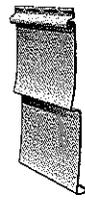
Double 4"  
Traditional Lap



Double 4.5"  
Dutch Lap



Double 5"  
Traditional Lap



### COLORS

#### Standard Colors



Almond



Beige



Clay



Cream



Flint



Gray



Mist



Olive



Pearl



Tan



Thistle



White

#### Natural Traditions® Colors



Briarwood



Cobblestone



Hampton Red†



Pewter



Sagebrook



Wedgewood

Due to printing limitations color representations may not be exact.

See dealer for product availability in your area.

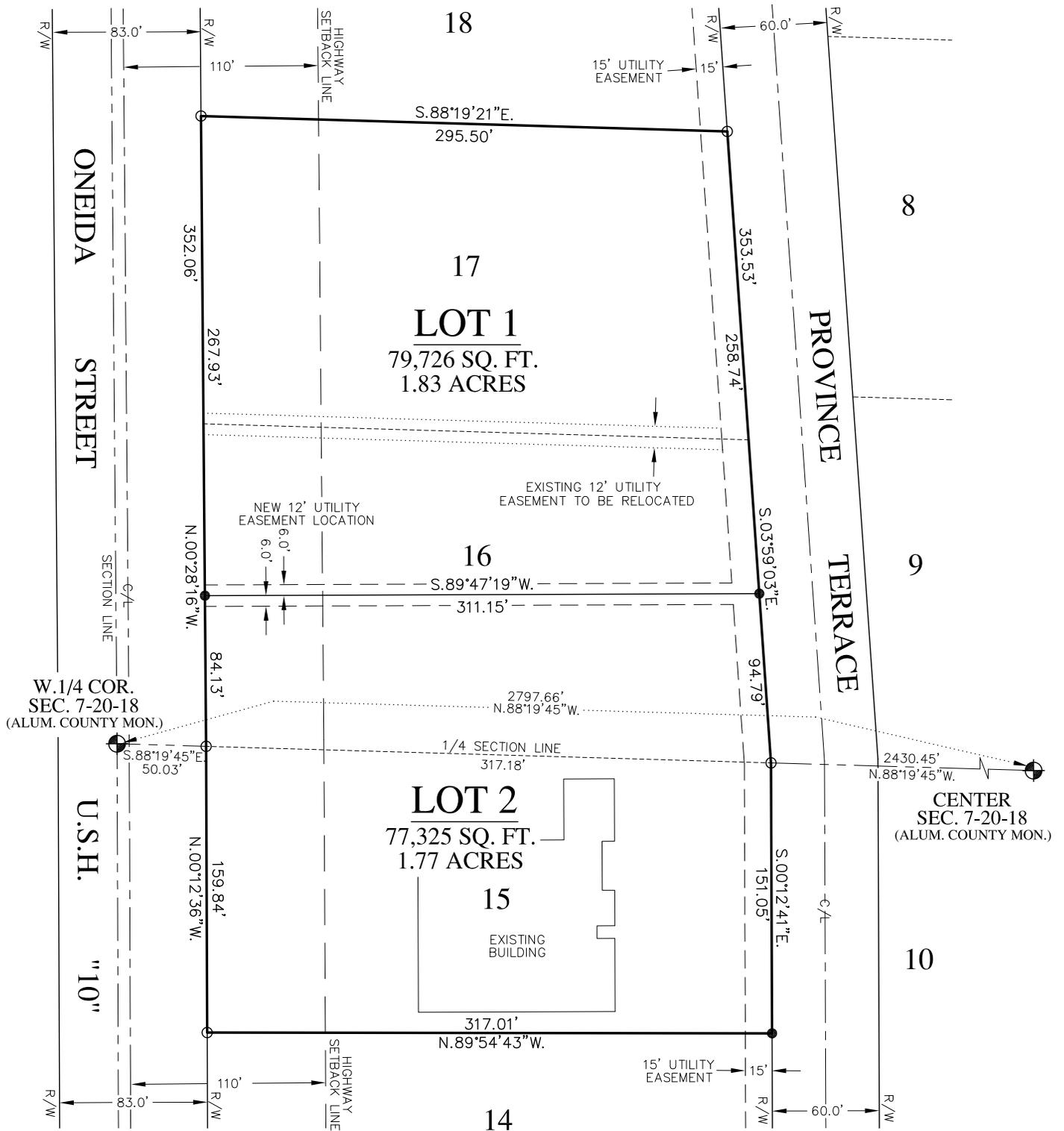
\*Check local codes for specific wind load requirements. Actual wind speed can vary depending on building design and location.

\*\*Georgia-Pacific Corporation does not manufacture, distribute or warrant the products described in this brochure. For a copy of the manufacturer's warranty, call 1-888-502-BLUE.

† Available in Double 4" Traditional Lap and Double 4.5" Dutch Lap.

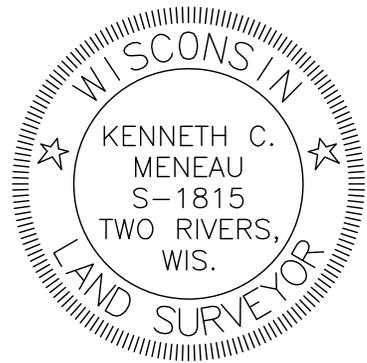
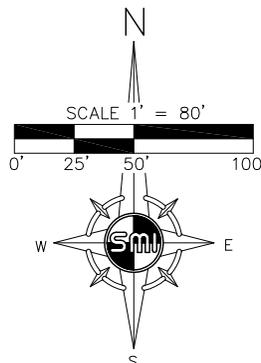
**CERTIFIED SURVEY MAP NO. \_\_\_\_\_**

Being a re-division of Lots 15, 16 and 17 of Province Terrace Subdivision,  
located in the NW1/4 of the SW1/4 and in the SW1/4 of the NW1/4,  
Section 7, Town 20 North, Range 18 East, City of Menasha, Calumet County, Wisconsin



**LEGEND**

- ⊕ - GOVERNMENT CORNER
- - EXISTING IRON PIPE
- - IRON ROD SET WEIGHING 1.50 lbs./ft



SURVEY PREPARED FOR:  
WIEGERT ENTERPRISES LLC  
N 5999 OLD KESHENA ROAD  
SHAWANO, WI 54166

BEARINGS ARE REFERENCED  
TO THE WEST LINE OF THE  
NORTHWEST 1/4 OF SECTION  
7, RECORDED AS N.00°28'16"W.



**STEINBRECHER & MENEAU, INC.**  
ENGINEERS & SURVEYORS  
MANITOWOC, WI.  
PHONE: (920) 684-5583 FAX: (920) 684-5584

CERTIFIED SURVEY MAP NO. \_\_\_\_\_

SURVEYOR'S CERTIFICATE

I, Kenneth C. Meneau, Registered Land Surveyor with Steinbrecher & Meneau, Inc. do hereby certify that we have surveyed and mapped the following described tract:

A tract being a re-division of Lots 15, 16 and 17 of Province Terrace Subdivision, located in the NW1/4 of the SW1/4 and in the SW1/4 of the NW1/4, Section 7, Town 20 North, Range 18 East, City of Menasha, Calumet County, Wisconsin and described as follows:

Commencing at the West 1/4 Corner of said Section 7; thence S.88°19'45"E. along the 1/4 section line, 50.03 feet to the east right-of-way line of Oneida Street (U.S.H. "10"), being the southwest corner of said Lot 16 and the point of beginning; thence N.00°28'16"W. along said right-of-way line, 352.06 feet to the northwest corner of said Lot 17; thence S.88°19'45"E. along the north line of said Lot 17, 295.50 feet to the northeast corner of said Lot 17 and the west right-of-way line of Province Terrace; thence S.03°59'03"E. along said right-of-way line, 353.53 feet to the southeast corner of said Lot 16; thence continue along said right-of-way line S.00°12'41"E., 151.05 feet to the southeast corner of said Lot 15; thence N.89°54'43"W. along the south line of said lot 15, 317.01 feet to the southwest corner of said Lot 15 and the east right-of-way line of Oneida Street (U.S.H. "10"); thence N.00°12'36"W. along said right-of-way line, 159.84 feet to the point of beginning.

Said tract contains 157,051 square feet (3.60 acres) of land.

I further certify that the attached map is a true representation of said property and correctly shows the exterior boundary lines and correct measurements thereof. Also that I have fully complied with the requirements of Chapter 236.34 of the Wisconsin Statutes and the Municipal Code of the City of Menasha, Wisconsin.



Dated \_\_\_\_\_

\_\_\_\_\_  
Kenneth C. Meneau R.L.S. 1815

OWNER'S CERTIFICATE

We, the undersigned, hereby certify that we caused the land described above to be surveyed, divided and mapped, all as shown and represented on this map.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
(print or type name)

\_\_\_\_\_  
(print or type name)

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(signature)

STATE OF WISCONSIN )  
                                  ) SS  
\_\_\_\_\_ COUNTY )

STATE OF WISCONSIN )  
                                  ) SS  
\_\_\_\_\_ COUNTY )

Personally came before me on the \_\_\_\_\_ day of \_\_\_\_\_, 2012, the above named owners to me known to be the persons who executed the foregoing instrument and acknowledged the same.

Personally came before me on the \_\_\_\_\_ day of \_\_\_\_\_, 2012, the above named owners to me known to be the persons who executed the foregoing instrument and acknowledged the same.

\_\_\_\_\_  
(Notary name)

\_\_\_\_\_  
(Notary name)

my commission expires \_\_\_\_\_

my commission expires \_\_\_\_\_

COMMON COUNCIL RESOLUTION

Resolved by the Common Council of the City of Menasha, that this Certified Survey Map is hereby approved. Passed and approved by resolution number

\_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Clerk

TREASURER'S CERTIFICATE

I hereby certify that there are no unpaid taxes or unpaid special assessments on any of the lands shown hereon.

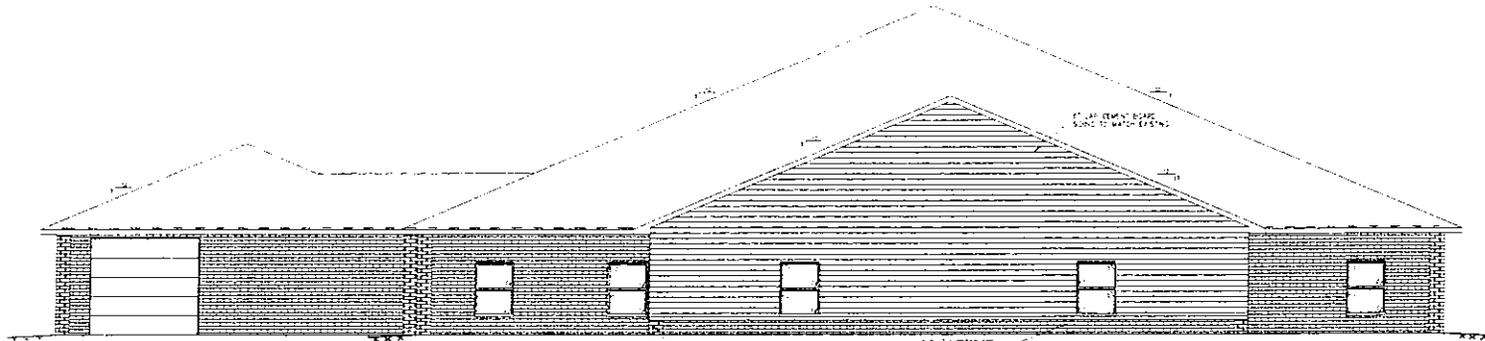
\_\_\_\_\_  
City Treasurer

\_\_\_\_\_  
County Treasurer

\_\_\_\_\_  
Date:

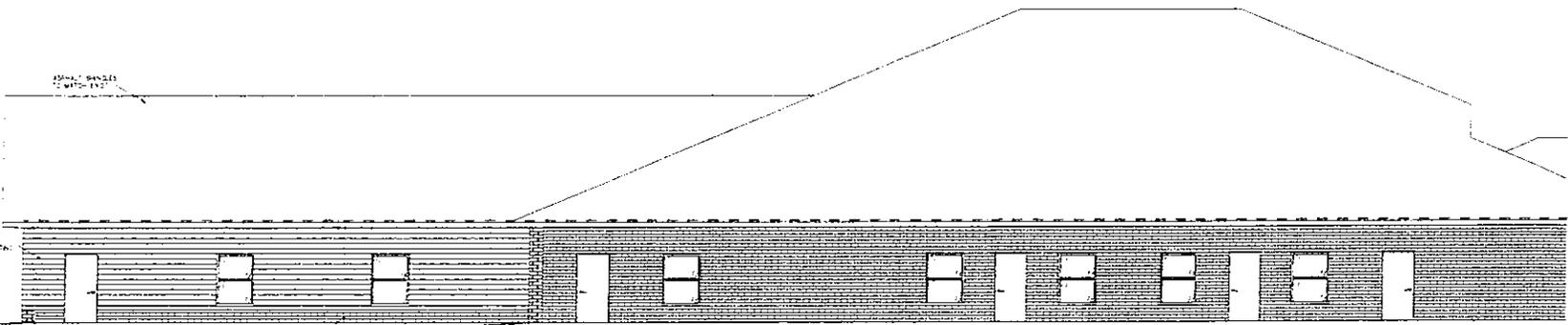
\_\_\_\_\_  
Date:





PROPOSED WEST ELEVATION

1100 Wisconsin Ave. S. Ste 200  
 Minneapolis, MN 55415  
 (612) 338-1100



PROPOSED SOUTH ELEVATION

1100 Wisconsin Ave. S. Ste 200  
 Minneapolis, MN 55415  
 (612) 338-1100

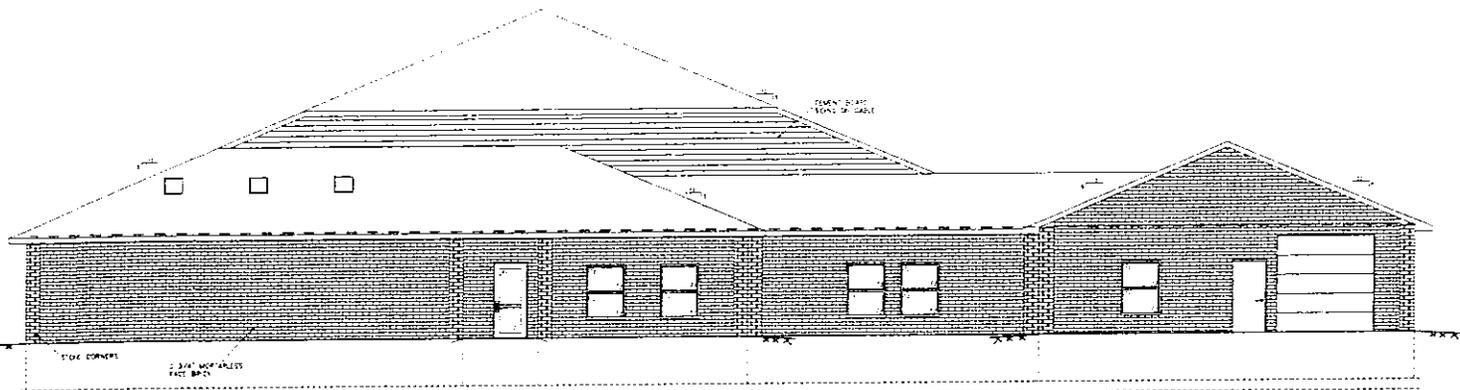
Proposed Addition for  
**CIRCLE OF FRIENDS CHILD LEARNING CENTER MENASHA**

STEINBRECHER & MENEAU, INC.  
 ENGINEERS AND LAND SURVEYORS  
 MANITOUCHE AVENUE DRIVE  
 FOND DU LAC, WI 53404-3147  
 F.L. 04-013-0131

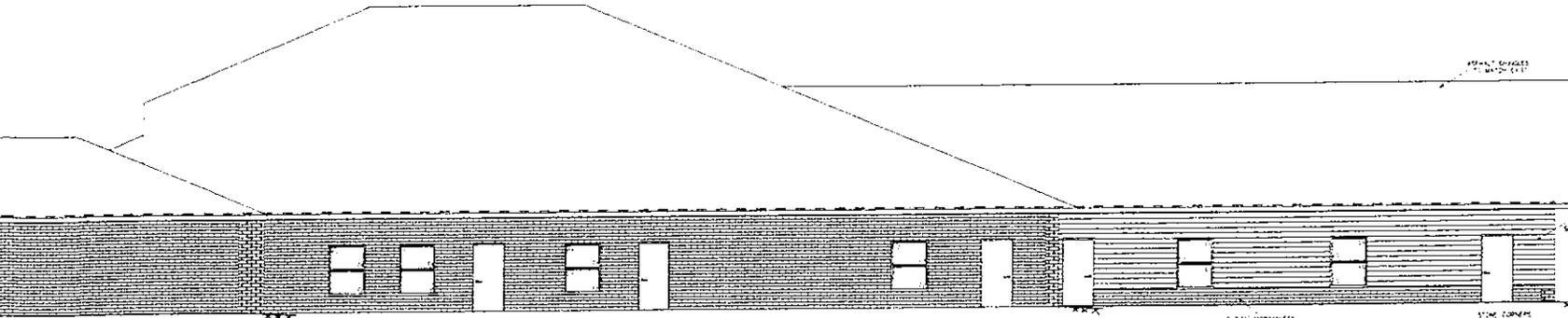


**Jim and Kay Wiegert**  
 4001 First Hill, Menasha  
 Foxworth, Jim, Menasha  
 WI 54952-2101

PROJECT	
DATE	JUN 17, 2012
DRAWN BY	J. OZGROVE
CHECKED BY	J. OZGROVE
SCALE	AS SHOWN
DATE	
BY	



**EXIST, EAST ELEVATION**  
 132' 50" FT O.P.S.  
 148' 50" FT BRICK STONE  
 158' 50" FT SPANNELS  
 22' 50" FT STONE



**PROPOSED NORTH ELEVATION**  
 132' 50" FT O.P.S.  
 148' 50" FT BRICK STONE  
 158' 50" FT SPANNELS

**Proposed Addition for**  
**CIRCLE OF FRIENDS CHILD LEARNING CENTER MENASHA**

**STEINBRECHER & MENEAL, INC**  
**ENGINEERS AND LAND SURVEYORS**  
 102 REVERE DRIVE  
 MANITOWOC, WI 54220-3147  
 PHONE: 920.754.5564 FAX: 920.754.5564



**Jim and Kay Wiegert**  
 102 Revere Drive  
 Manitowoc, WI 54220-3147  
 Phone: 920.754.5564

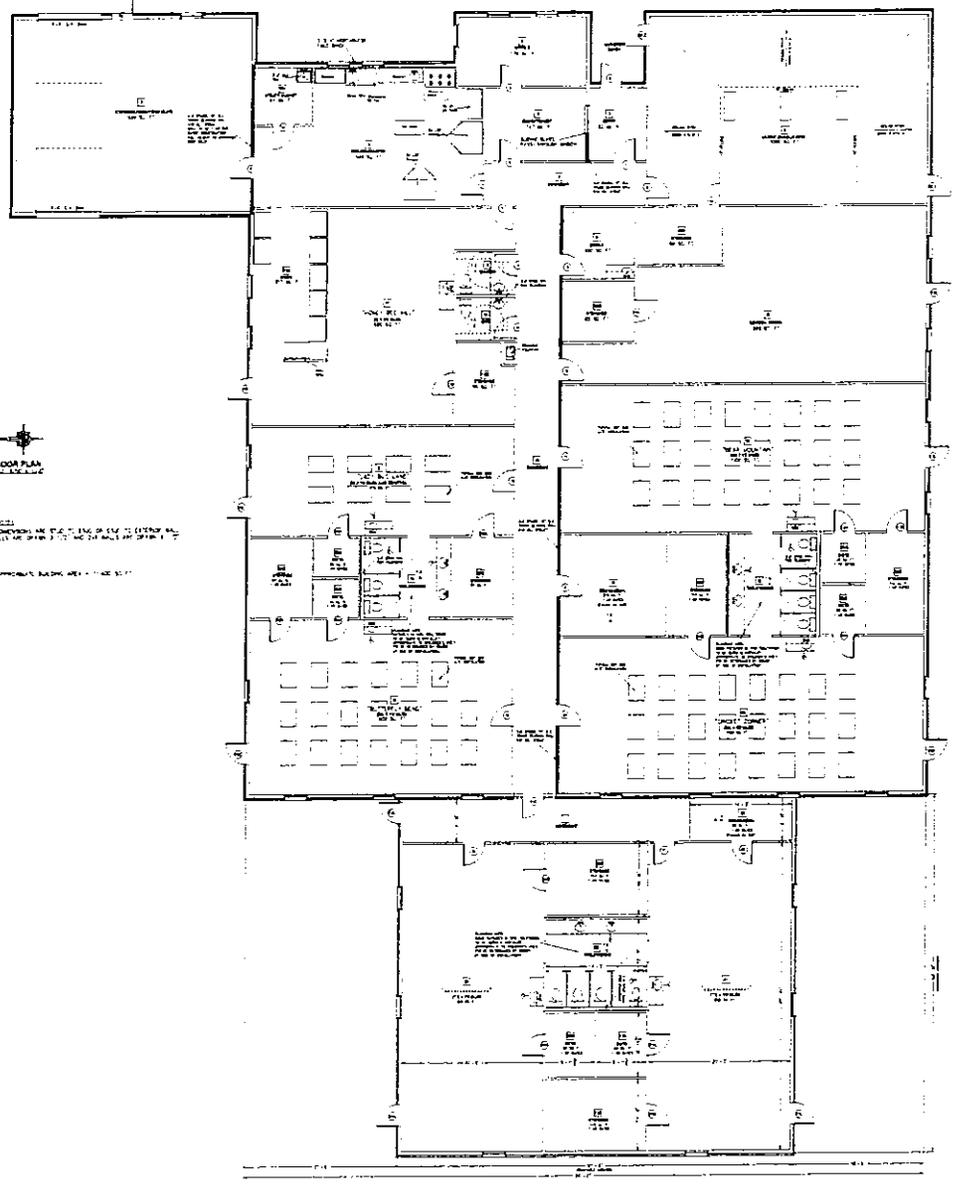
DATE	JUN 17, 2012
DRAWN BY	J. Gordon
LOG NO.	12-228-BU
SCALE	AS SHOWN
SHEET	OF 1

**Not for Construction**  
 EXISTING AND PROPOSED

**A3.1**



1. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.  
 2. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.  
 3. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.



Not for Construction  
 SUBJECT TO PLAN APPROVAL PERMITS

PROJECT	PROPOSED ADDITION FOR <b>CIRCLE OF FRIENDS CHILD LEARNING CENTER MENASHA</b>
CLIENT	Jim and Kay Wiegert 2100 Emerald Street Circle of Friends PO Box 210-2000
DATE	JAN 17, 2016
DESIGNER	J. Gordon
JOB NO.	12-228-BU
SCALE	AS SHOWN
SHEET	1 OF 1
REVISIONS	
DATE	
BY	
DESCRIPTION	
DATE	
BY	
DESCRIPTION	
DATE	
BY	
DESCRIPTION	

STEINBRECHER & MENEALL, INC.  
 ENGINEERS AND LAND SURVEYORS  
 102 REVERE DRIVE  
 MANITOWOC, WI. 54220-3147  
 PHONE 920-754-0303 FAX 920-754-0304