

# Memo

To: Plan Commission, Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: ACTION RE: SIGN EXCEPTION REQUEST FROM LAMAR ADVERTISING SIGN FOR BILLBOARD SIGN LOCATED AT 1224 S MONROE AVENUE

Date: 20 April 2017

A request for a sign exception was received from Lamar Advertising Sign to allow a multi-message face on the existing billboard sign located at 1224 S Monroe Avenue.

Lamar Advertising Sign does not own the property, but has a perpetual easement for the sign.

The current billboard is an existing, non-conforming sign, as the sign does not meet the current size, height, or type of sign allowed. The property is also zone "A" Residential, which does not allow commercial signs. The sign code does not allow for non-conforming signs to change in shape, size, or type (see below).

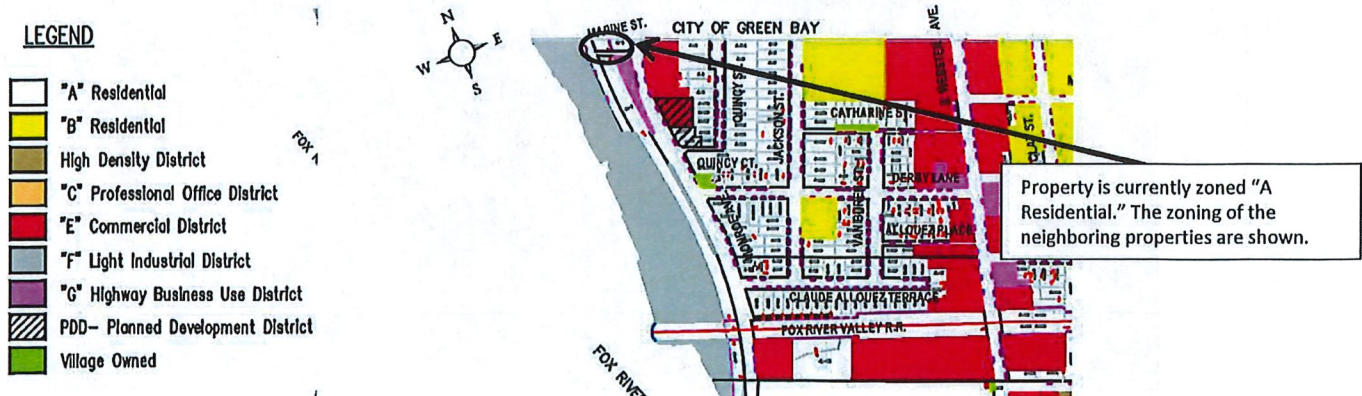
**Section 475-77: Nonconforming signs.** For the purpose of this article, a nonconforming sign shall be defined as a sign existing at the effective date of this article but which could not now be built or erected under the terms of this article or any other Village ordinance. All on-site and off-site nonconforming signs not otherwise prohibited by the provisions of this article shall be removed or shall be altered to conform to the provisions of this article when the nature of the business conducted on the premises changes, the lifetime cost of repair, maintenance, and alterations, either structural or cosmetic, exceeds 50% of the replacement cost of a new sign the same or nearly identical to the existing nonconforming sign, or the sign is changed or modified either in shape, size, or type. No nonconforming sign may be enlarged or altered in a way which would increase its nonconformity.

It is the interpretation of staff that the request by Lamar Advertising will be changing the type of sign. The company does not believe the request is changing the type of sign and believes there is hardship and therefore, Lamar Advertising is seeking a sign exception.

Plan Commission reviewed the request recommended not to approve the sign exception. **The Village Board is asked whether or not to approve the sign exception.**

## Surrounding Zoning

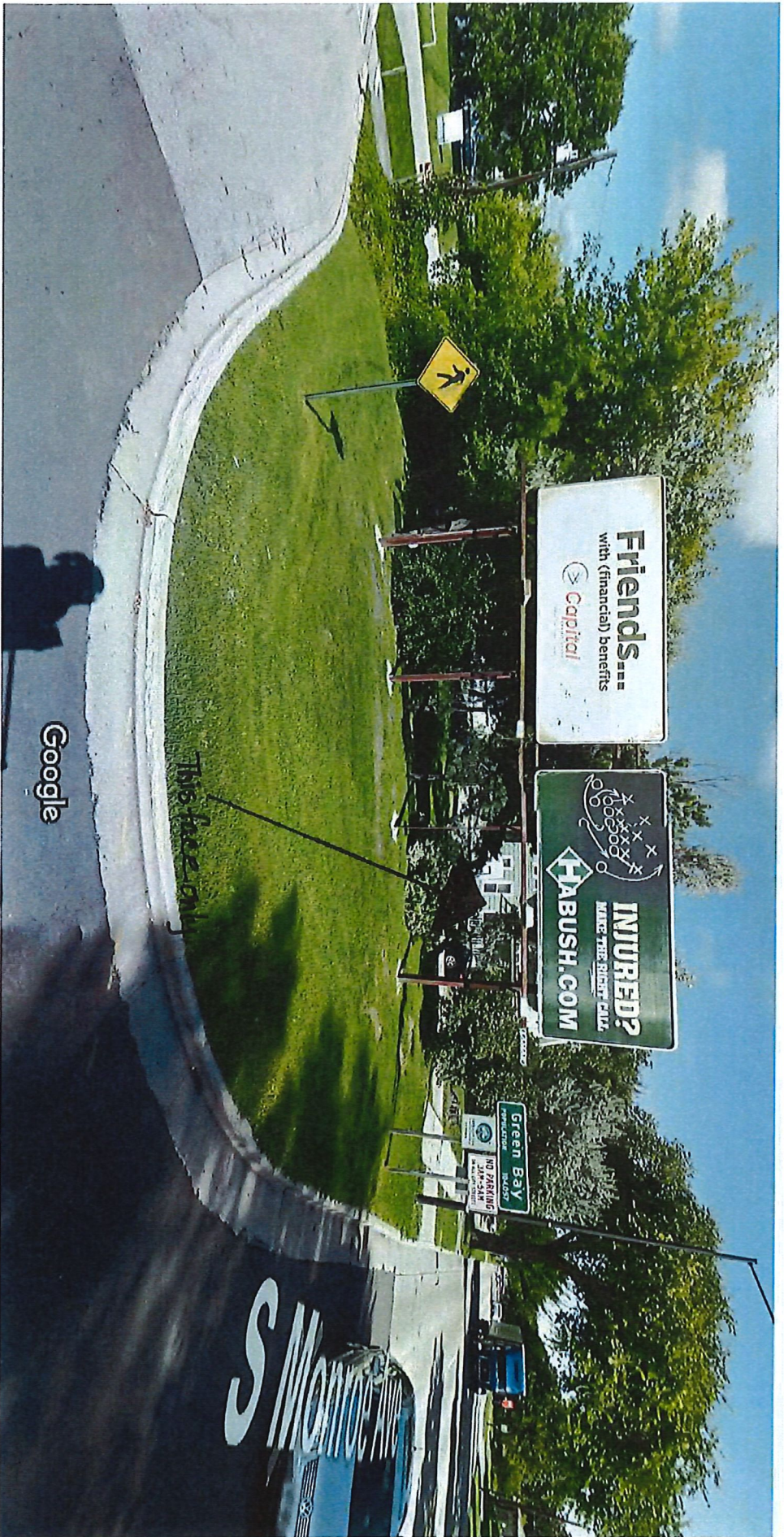
The property is currently zoned "A Residential." The zoning of the neighboring properties are shown in the zoning map below.











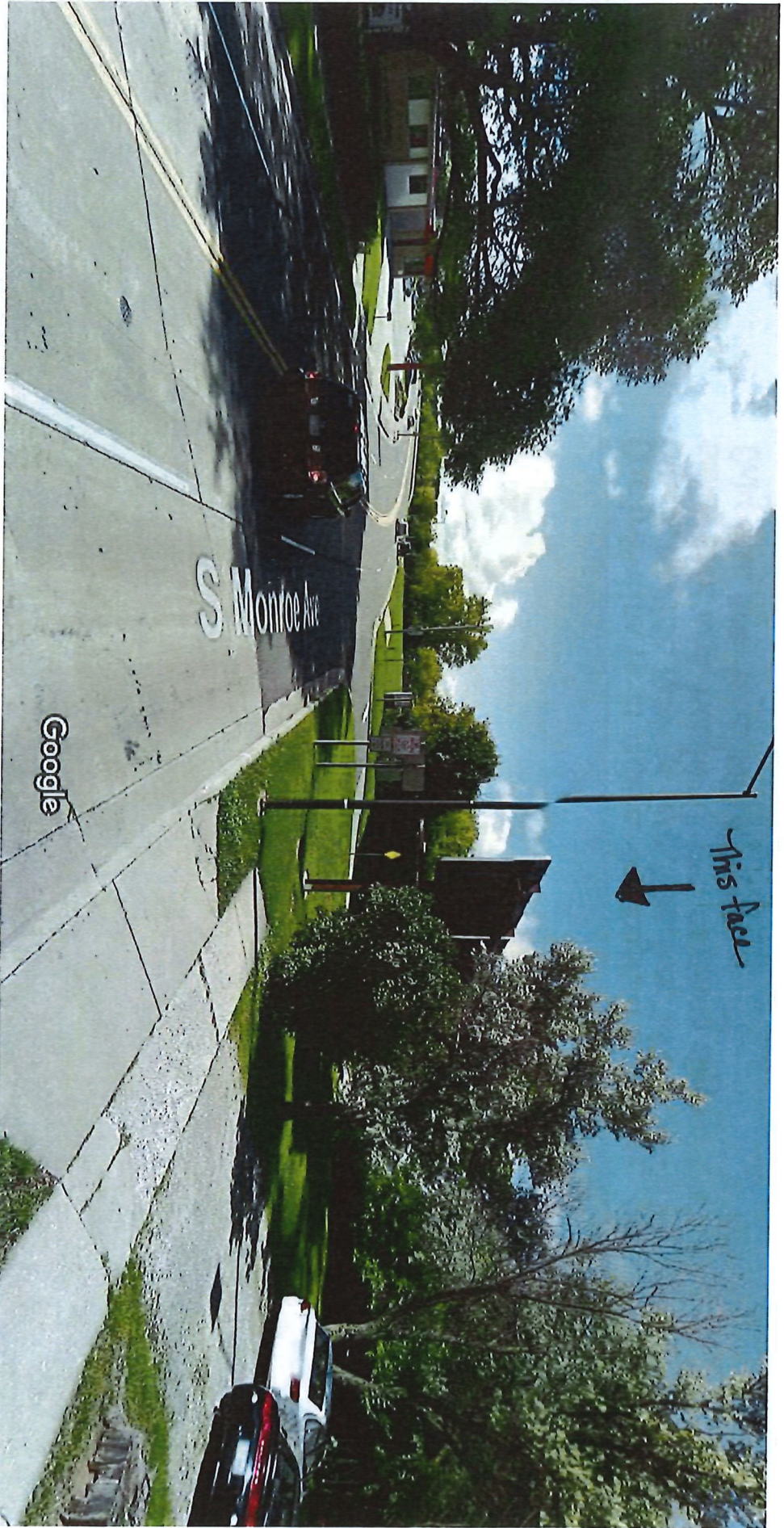
Our intention is to replace the existing sign face with a Multiple Message face. The face will be the same size and height of the existing sign. Only the one face will change.

Image capture: Sep 2016 © 2017 Google

Green Bay, Wisconsin  
Street View - Sep 2016









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### INFORMATIONAL NOTICE

Request for a sign exception was received from Lamar Advertising Sign to allow a multi-message face on their existing billboard sign on Parcel Number AL-3, located at 1224 S Monroe Avenue.

This request will be the subject at a Village Board meeting to be held on **TUESDAY, MAY 2, 2017 AT 6:30 P.M. AT THE ALLOUEZ VILLAGE HALL, 1900 LIBAL STREET.**

The Plan Commission at their meeting on April 24, 2017 recommended the Village Board not approve the sign exception. The Plan Commission is advisory to the Village Board, therefore the Village Board will review the recommendation and petition and make final determination.

For more information, please visit the Village of Allouez website at <http://www.villageofallouez.com/>.

Dated this 26<sup>th</sup> day of April, 2017.

Trevor Fuller  
Allouez Planning and Zoning Administrator

cc: Property Owner

