

Memo

To: Plan Commission, Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: ACTION RE: SIGN EXCEPTION REQUEST FROM CP FOR A SECOND WALL SIGN AT 2801 S. WEBSTER AVENUE

Date: 22 August 2019

A request for a sign exception was received from CP to allow a second wall sign at 2801 S. Webster Avenue.

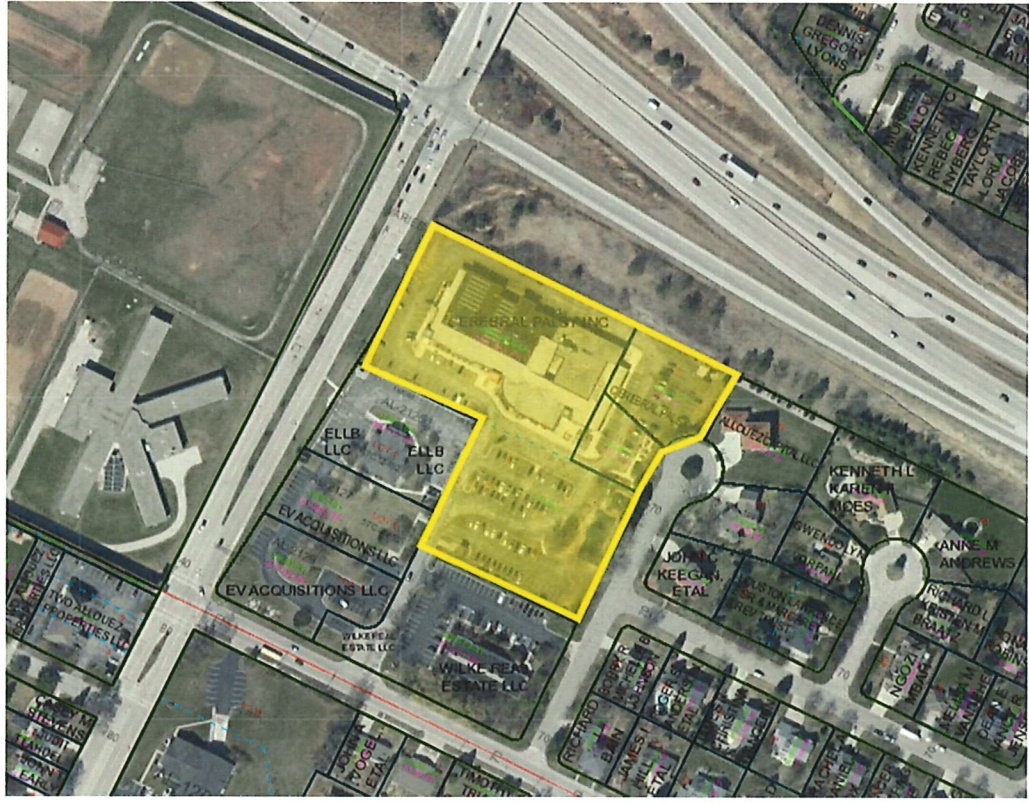
The current building only has a reader board mounted on the wall, with no monument sign. The location of the building entrance is the challenging factor to erecting a sign in conformance with the village sign code. The petitioner is requesting an exception from the requirements listed below – to allow the placement of a second wall sign. The sign would be located near their front entrance and would not be immediately visible from Webster Avenue. All other requirements as part of the sign code are expected to be met.

§ 475-78C(2)(b): Design Standards –Wall signs.

...Wall signs shall be limited in number to one wall sign per business, with the exception of lots directly abutting a recreational trail...

Staff recommends approval of this request because the criteria in section 475-71C appear to be met.

Plan Commission is asked to review the request and make a recommendation to the Village Board regarding the sign exception.



August 19, 2019



Village of Allouez Planning Commission:

CP is a local nonprofit, providing therapy and life skill services for children and adults with physical, cognitive and sensory conditions. We serve 2,100 families each year and have been fortunate and proud to be located in Allouez for a majority of our 65 year history.

As the Commission is aware, CP recently completed its building addition and renovation project which allowed us to expand our services, meeting the needs of clients and families in our area. While our building is up and running, there are a small number of facility projects that remain, including our exterior signage.

Our new facility has presented us with challenges which we think can be resolved with some additional exterior signage. Because of this, CP is asking for an exception to the existing Allouez sign ordinance citing the following reasons:

Sign ~~1~~: CP Logo on south side (main entrance) of CP's facility

Reasoning: We are experiencing consistent issues with visitors locating our main entrance. Oftentimes, visitors pass our main entrance and find themselves at the Aquatic Center in error. We strongly feel that a logo over the main entrance (along with other signage already in place) will help better identify CP's facility and help direct visitors to the main entrance as soon as they turn into our driveway.

Sign ~~2~~: CP Replace current reader board with a 4x10 digital sign on west side of CP's facility

Reasoning: Being located on the corner of Webster Avenue presents a unique opportunity for CP to share messages and promote the agency with the community. Our current reader board is outdated, only allows for one message at a time, and is quite labor intensive to update.

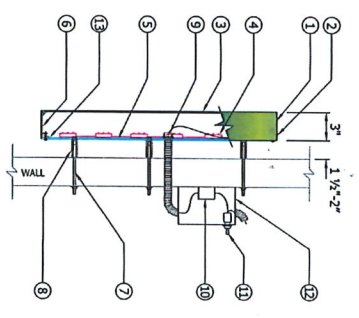
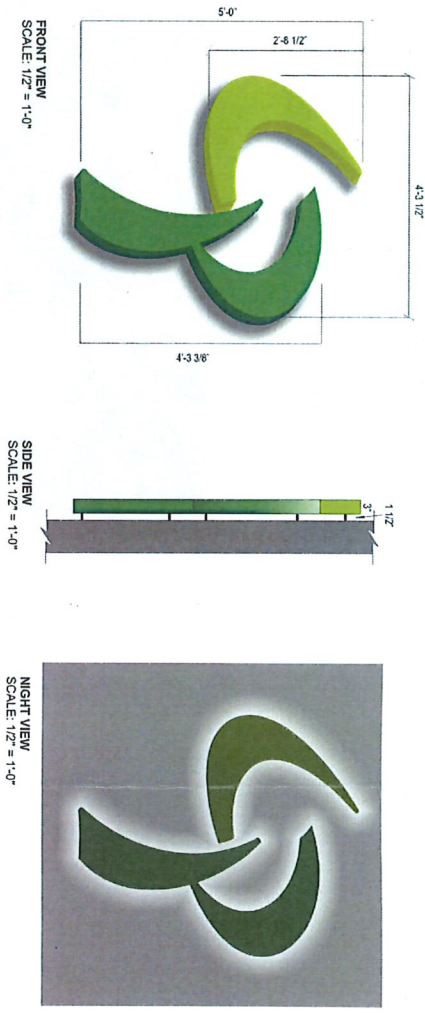
CP explored the option of a monument sign with a digital message center, however, there were several factors that called the feasibility into question. First was the expense. The cost for a monument sign is nearly \$40,000. As a non-profit organization, we are charged with being responsible fiscal stewards and do our best to keep our expenses focused on providing programming and services for our clients. Replacing our current reader board with a digital sign will cut the cost in half, to approximately \$20,000.

Adding a monument sign also meant we would have to eliminate several of our parking spaces, and we did not want to sacrifice the convenience of these spaces for our clients.

In addition, we had concerns that another monument sign so close to the Orthodontic Specialists of Green Bay's sign would be too distracting and would not be an attractive option for Allouez. We also do not want to compete with our neighbors.

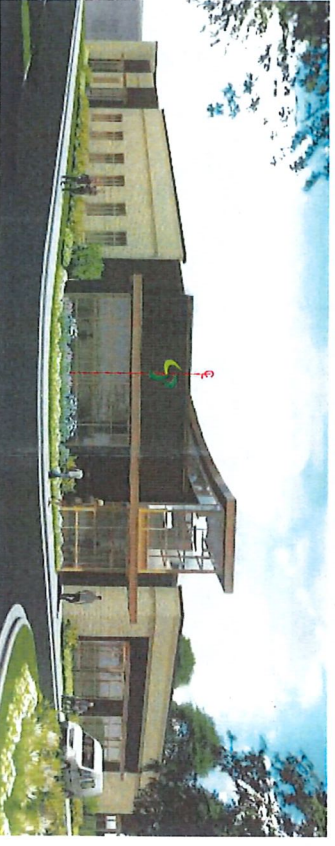
CL.1 HALO LIT CHANNEL LETTERS (Qty 1)

SQUARE FOOTAGE: 21.45
FIELD SURVEY REQUIRED



REMOTE WIRED HALO LIT REVERSE CHANNEL LETTERS
STANDARD
SCALE: NTS

- 1 0.63" X 3/8" ALUMINUM RETURNS WELDED TO ALUMINUM FACE P-1, P-2
- 2 COUNTERSUNK SCREWS P-1, P-2
- 3 125 ALUMINUM FACES P-1, P-2
- 4 LEDs / 1 ROW SECURED TO REMOVABLE BACK
- 5 150" WHITE POLYCARBONATE BACK TEK SCREWED TO ALUMINUM TABS
- 6 125 ALUMINUM TABS FASTENED TO RETURNS WITH COUNTERSUNK SCREWS
- 7 MOUNTING HARDWARE (TBD BY WALL CONSTRUCTION)
- 8 3/8" OD PVC SPACERS P-4
- 9 7/8" ELECTRICAL HOLE / 3/4" COUPLER WITH FLEXIBLE CONDUIT TO TRANSFORMER BOX
- 10 LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- 11 TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 12 POWER SUPPLY BOX
- 13 1/4" DIA. WEEP HOLES IN BACK (EXTERIOR APPLICATIONS ONLY)



PROPOSED
SCALE: N.T.S.

SPECIFICATIONS
1. SEE DETAIL

COLORS/FINISHES
P-1 NP MATCH TO PMS 378C
P-2 NP MATCH TO PMS 353C
P-4 NP MATCH TO BUILDING

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JOB # 242031-R6			
DATE 10.30.2018	DESIGNER Jim Pogg		
SALES REP Nick Lison			
PROJECT Julie Pihl			
REV	DATE	BY	DESCRIPTION
1	04.14.17	JF	ISSUED TO MANUFACTURING
2	04.14.17	JF	REVISED TO MANUFACTURING
3	04.14.17	JF	REVISED TO MANUFACTURING
4	04.14.17	JF	REVISED TO MANUFACTURING
5	04.14.17	JF	REVISED TO MANUFACTURING
6	04.14.17	JF	REVISED TO MANUFACTURING
7	04.14.17	JF	REVISED TO MANUFACTURING
8	04.14.17	JF	REVISED TO MANUFACTURING
9	04.14.17	JF	REVISED TO MANUFACTURING
10	04.14.17	JF	REVISED TO MANUFACTURING
11	04.14.17	JF	REVISED TO MANUFACTURING
12	04.14.17	JF	REVISED TO MANUFACTURING
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16	04.14.17	JF	REVISED TO MANUFACTURING
17	04.14.17	JF	REVISED TO MANUFACTURING
18	04.14.17	JF	REVISED TO MANUFACTURING
19	04.14.17	JF	REVISED TO MANUFACTURING
20	04.14.17	JF	REVISED TO MANUFACTURING

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
DC	DATE



Cerebral Palsy, Inc.
2807 S. Webster Ave
Green Bay, WI 54301

DESIGN PHASE CONCEPTUAL

SHEET NUMBER
1.0

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