

# Memo

To: Plan Commission, Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: ACTION RE: SIGN EXCEPTION REQUEST FROM CP FOR A WALL MOUNTED ELECTRONIC MESSAGE CENTER (EMC) SIGN AT 2801 S. WEBSTER AVENUE

Date: 28 August 2019

A request for a sign exception was received from CP to allow a wall mounted electronic message center (EMC) sign at 2801 S. Webster Avenue.

The current building only has a reader board mounted on the wall, with no monument sign. The cost of the sign 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 an EMC sign on the wall facing Webster Avenue. This is a larger EMC sign than would be allowed on a monument sign. All other requirements as part of the sign code are expected to be met.

**§ 475-74H: General Regulations – LED message center.**

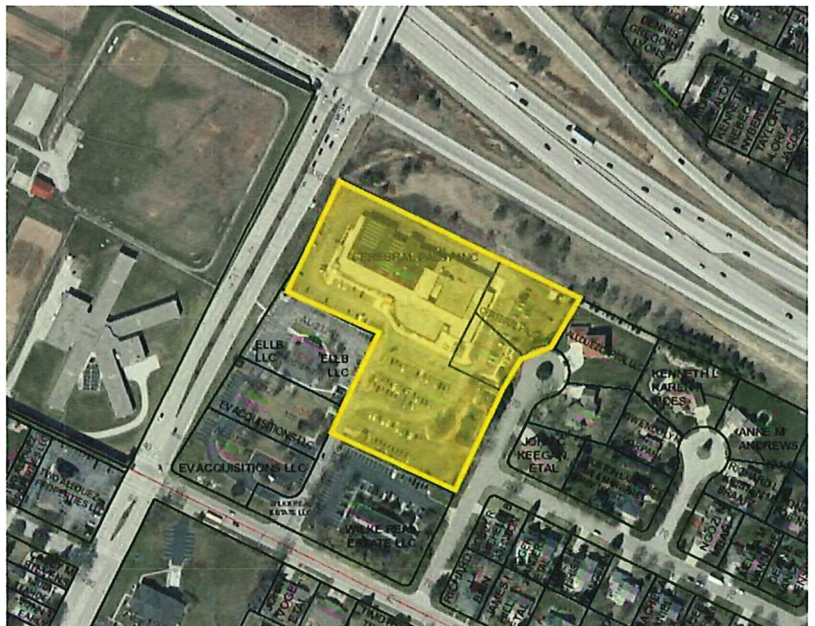
*...Signs of this nature are permitted only as an ancillary part of a permanent monument sign as defined in this article, making up not more than 40% of such signs, with a maximum of 19.2 square feet per side...*

Staff does not recommend approval of this request because the criteria in section 475-71C are not met.

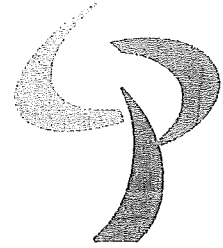
Plan Commission recommended approval of the sign exception at the August 26, 2019 meeting. Discussion at this meeting included:

- The potential of flashing messages
- The challenges of the visibility in this area
- Surrounding businesses and “lack” of neighbors across the street from Webster Avenue (Green Bay Correctional Institution)
- The challenging layout of the site is unique to this property.

Village Board is asked to review the request and make a motion 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.

Installing a smaller digital sign in the location of our current reader board allows CP to promote our events and services with the community without being a distraction and, we feel, is more in line with the beautification standards of Allouez.

Plans for both signs are included with this letter, and we welcome any questions or feedback. We appreciate your consideration of our request.

Sincerely,



Jon Syndergaard  
Executive Director, CP



Kristen Paquet  
Director of Marketing & Communications, CP

**SQUARE FOOTAGE: 42.5**  
**FIELD SURVEY REQUIRED**



**SPECIFICATIONS**

1. REPLACE THE EXISTING 4' X 10' READER BOARD WITH A 4'-3" X 10' WATCHFIRE FULL COLOR DISPLAY, 16MM PIXEL PITCH, FIBER OPTIC COMMUNICATION

**COLORS/FINISHES**  
P-1 BLACK  
SCREEN HOLD


**NOTES**  
**REMOVE AND SCRAP BANNER**

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JOB #: 242031-R6  
DATE: 10.30.2019  
DESIGNER: Jim Pogo  
SALES REP: Nick Lison  
PROF. MEP: Julie Pittz

PREC	DATE	BY	DESCRIPTION
2	8/24/17	JM	NON-PAID TO ACCOUNTS PAY OUTSIDE
3	8/24/17	JM	RECEIVED CASH DEPOSIT
3	8/24/17	JM	POST CASH ON HAND LETTER TO NEW YORK
4	8/24/17	JM	POST CASH ON HAND LETTER TO NEW YORK
5	8/24/17	JM	POST CASH ON HAND LETTER TO NEW YORK
6	8/24/17	JM	POST CASH ON HAND LETTER TO NEW YORK
7	8/24/17	JM	POST CASH ON HAND LETTER TO NEW YORK
8	8/24/17	JM	POST CASH ON HAND LETTER TO NEW YORK
9	8/24/17	JM	POST CASH ON HAND LETTER TO NEW YORK

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	QC APPROVAL DATE

 <p>Cerebral Palsy, Inc. 2807 S. Webster Ave Green Bay, WI 54301</p>	<p>DESIGN PHASE: CONCEPTUAL</p>
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