

A QUORUM OF THE ADMINISTRATION COMMITTEE, BOARD OF PUBLIC WORKS, PARK BOARD, 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
Landmarks Commission
City Hall Council Chambers, 140 Main Street
January 16, 2008

4:00 PM

AGENDA

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1. CALL TO ORDER

A. -

2. ROLL CALL/EXCUSED ABSENCES

A. -

3. MINUTES TO APPROVE-MINUTES & COMMUNICATIONS TO RECEIVE

Minutes to approve:

A. **Minutes of the December 12, 2007 Landmarks Commission Meeting.**



[Attachments](#)

4. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE CITY

Five (5) minute time limit for each person

A. -

5. DISCUSSION

A. **Sign Guidelines for the C-2 Central Business District**



[Attachments](#)

6. ADJOURNMENT

A. **Adjournment**

Menasha is committed to its diverse population. Our Non-English speaking population or those with disabilities are invited to contact the Community Development Department at 967-3650 at least 24-hours in advance of the meeting so special accommodations can be made.

CITY OF MENASHA
LANDMARKS COMMISSION
COUNCIL CHAMBERS

DATE: 12/12/07

MINUTE NOTES
CHE—SECRETARY

0. REGULAR OR SPECIAL MEETING (Circle One)

1. CALL TO ORDER

- a. TIME: 4:07
- b. CHAIR: Gary

2. ROLL

a. LANDMARKS MEMBERS (Mark Present or Absent)

- i. Chair: Gary Schmude present
- ii. Vice Chair: Patti Rudolph present
- iii. Ald. Don Merkes present
- iv. Kristi Lynch present
- v. Mary Nebel present
- vi. Chris Evenson present
- vii. Charlie Cross present
- viii. _____

b. OTHERS PRESENT

- i. Jessica Beckendorf
- ii. _____
- iii. _____
- iv. _____
- v. _____

3. MINUTES

- a. Date(s) of meeting minutes: 11-7-07
- b. Motions:
 - i. Amendments: None
 - ii. Motion to approve:
 - 1. By: Gary
 - 2. 2nd: Mary
 - 3. Result: Approved

4. SUBSTANTIVE AGENDA ITEMS

A. Sign Design Guidelines

- i. Discussion
- ii. Attachments: Draft of Menasha Sign Design Guidelines
- iii. Presenter: Jessica
- iii. Discussion: Review of draft begun with some suggested additions, corrections and alternative language; Balance of review postponed to later meeting with individual review by commission member in preparation for next meeting.

5. NEXT MEETING

- a. DATE: 1-9-08
- b. TIME: 4:00 pm
- c. LOCATION: Chambers

7. ADJOURNMENT

- a. TIME: 5:20 p.m
- b. MOTION
 - i. BY: Don
 - ii. 2ND: Kristi
 - iii. Result: Approved

Differences in C-2 Sign Ordinance vs. Proposed Downtown Menasha Sign Design Guidelines

Sign Type	Restrictions		Allowable Sign Area per Building Exposure		Min & Max Sign Area per Business*		Maximum #	
	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines
Wall	external or halo-lit	external or halo-lit	1 sq. ft. for each linear ft. of the building exposure	Should not exceed 15% of the building façade	at least 10 sq. ft., not to exceed 50 sq. ft.	1 sq. ft. for each linear foot of storefront*, with a max. of 50 sq. ft.	Sign area applied/building exposure	1 per storefront, upstairs tenants may have one sign above entrance door
Awning / Canopy	external or halo-lit	external or halo-lit	1 sq. ft. for each linear ft. of the building exposure	N/A	at least 10 sq. ft., not to exceed 50 sq. ft.	N/A	Sign area applied/building exposure	N/A
Marquee	external or halo-lit	external or halo-lit	1 sq. ft. for each linear ft. of the building exposure	1 sq. ft. for each linear foot of building exposure, not to exceed 50 sq. ft.	at least 10 sq. ft., not to exceed 50 sq. ft.	N/A	Sign area applied/building exposure	N/A
Projecting	external or halo-lit	external or halo-lit	Max. 25 sq. ft./sign face, not to exceed 50 sq. ft./sign	Max. area of 5 sq. ft. **	NA	N/A	1/business	N/A

* Propose either lowering the maximum or create a per/tenant requirement with a lower maximum?

** Propose changing to maximum area of 10 sq. ft.

Differences in C-2 Sign Ordinance vs. Proposed Downtown Menasha Sign Design Guidelines

Sign Type	Restrictions		Allowable Sign Area per Building Exposure		Min & Max Sign Area/Business*		Maximum #	
	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines	Ordinance	Proposed Guidelines
Monument	external or halo-lit	external or halo-lit	1 sq. ft. for each linear ft. of the building exposure; not to exceed 50 sq. ft.	Maximum sign height of 8 feet	8' from road center line	Maximum sign height of 8 feet	1/street frontage. For corner lots choose either 1) one such sign may be placed along each street frontage or 2) In lieu of two signs, a single sign not to exceed 125% of the permissible sign area for one frontage may be erected	
Sidewalk (A-Frame)	No more than 2 sign faces	Ground floor tenants shall receive approval for a period of 4 days per calendar year	8 sq. ft./sign face, 16 sq. ft./sign	The maximum sign area per A-frame sign is 8 square feet. Sign area is calculated on one side only	6' from road center line	The maximum sign area per A-frame sign is 8 square feet. Sign area is calculated on one side only	1 per building exposure, and total of three for multi-tenant buildings	Ground floor tenants shall receive approval for a period of 4 days per calendar year

Comparison of Temporary (Portable) Sign Ordinances

Current City of Menasha Ordinance	Davis, CA Guidelines
<p>Limited to thirty days at a time, and not more frequently than three times per calendar year at any on business</p>	<p>Temporary signs are to be displayed for no more than thirty days in a calendar year</p>
<p>For a special event, such as a grand opening or special sale, multiple portable signs for special events shall be permitted one time per calendar year per business, not to exceed thirty days at a time. This time period will be counted towards the allowable sign use of three times per calendar year</p>	<p align="center">N/A</p>
<p>Maximum size of any portable sign shall be 32 square feet per sign face, 64 square feet per sign</p>	<p>Temporary signs shall not cover more than 10% of the total window and door sign area visible from the exterior</p>
<p>Shall be securely mounted, legible, and maintained in good condition</p>	<p>Temporary signs may contain written messages and should use a simple font that is easy to read. They should be made of durable materials. Temporary signs are to be allowed on the interior of the business establishment only</p>
<p>Portable signs with commercial messages are prohibited on properties employing the use of electronic message centers</p>	<p>Temporary signs shall not incorporate fluorescent or intensely bright colors</p>

Time Frame

Special Events

Size

Sign Materials & Location

Restrictions

Comparison of A-Frame (Sandwich) Signs

Current City of Menasha Ordinance	Davis, CA Guidelines
Allowed only from 5:00 a.m. to 10:00 p.m.	Ground floor tenants shall receive approval for a period of 4 days per calendar year
8 sq. ft. per sign face, 16 sq. ft. total sign	The maximum sign area per A-Frame sign is 8 square feet. Sign area is calculated on one side only
6' from road center line, constructed from thin sign board material such as; aluminum, Centrex, or other quality grade material	Constructed from durable materials that can withstand various weather conditions
Signs must be portable. The number of signs shall be limited to 1 per building exposure per business with direct street and/or public area entry. Multi-tenant buildings are allowed a total of three portable signs per street and/or public area entry. Signs cannot have more than two faces, and must be approved by the Landmarks Commission	A-Frame signs must not be permanently affixed to any object, structure, or the ground. A-Frame sign designs shall be uncluttered, with a minimum of text. Logos and graphics are encouraged

Proposed Guidelines that are not in current Sign Ordinance

Sign Type	Location	Clearances	Size	Lettering	General Recommendations
Window Sign	Applied directly to interior glazed area	N/A	Should not exceed 15% of the window area to maintain visibility	Sign copy should not exceed 8 inches in height	Should be created from high quality materials
Plaque Signs	Located only on wall surfaces adjacent to tenant entries	Maximum projection of 2 inches from wall surface	Should fit within an imaginary rectangle with a maximum area of 2 square feet	Should include business name and a business logo	Signs are encouraged to include unique designs or other visually stimulating decorations and may be irregular in outline shape
Restaurant Menu Signs	Should be located in a permanently mounted display box on the surface of the building adjacent to the entry	N/A	Maximum area of 6 sq. ft., Restaurant menu signs are not included in the calculation of maximum sign area	N/A	Restaurant menu signs should be provided for all restaurants with table service, taping a menu to a box is not an appropriate menu sign
Tenant Directory Signs	Shall be mounted flat against a solid wall or incorporated into a freestanding sign located on the property on which the tenants are located	N/A	Maximum sign height, including the sign base, is not to exceed 8 feet	The letter size of the building name, project name, or logo shall not exceed 4 inches in height, and all other copy should not exceed 2 inches in height	The sign copy may include the following: building or project name, project logo, address, business tenant names, and suite numbers or letters
Permanent Banner Signs	Banner signs shall be mounted perpendicular to the face of the façade at both the top and bottom	Banner projections from the face of buildings shall be limited to 36 inches at a sidewalk	N/A	Banner signs may contain a business name and logo but they are not to contain any other written message	Banner signs shall look like architectural elements of the building and shall hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building.

Proposed Guidelines that are not in current Sign Ordinance

Sign Type	Location	Clearances	Size	Lettering	General Recommendations
Temporary Signs	Temporary signs are to be allowed on the interior of the business establishment only	N/A	Shall not exceed 10 sq. ft. in size, and (or) should not cover more than 10% of the total window and door sign area visible from the exterior	Should not have more than 5 sq. ft. of text	Temporary signs are to be displayed for no more than thirty days in a calendar year. Additionally, they should not incorporate fluorescent or intensely bright colors