



City of Reedsburg
134 South Locust Street, P.O. Box 490
Reedsburg, WI 53959
Ph. 608-524-6404 Fax. 608-524-8458
www.reedsburgwi.gov

Zoning Board of Appeals Agenda
December 21, 2021
Reedsburg City Hall Council Chambers
12:00 PM

DUE TO THE RESTRICTIONS CAUSED BY THE COVID-19 PANDEMIC, SOME VOTING MEMBERS MAY BE PRESENT VIA TELECONFERENCE OR VIDEO CONFERENCE, AS PROVIDED BY THE RECOMMENDATIONS OF THE WISCONSIN DEPARTMENT OF JUSTICE. [HTTPS://WWW.DOJ.STATE.WI.US/NEWS-RELEASES/OFFICE-OPEN-GOVERNMENT-ADVISORY-CORONAVIRUS-DISEASE-2019-COVID-19-AND-OPEN-MEETINGS](https://www.doj.state.wi.us/news-releases/office-open-government-advisory-coronavirus-disease-2019-covid-19-and-open-meetings)

NOTICE IS HEREBY GIVEN THAT A MAJORITY OF THE MEMBERS OF THE COMMON COUNCIL MAY ATTEND THIS MEETING TO GATHER INFORMATION ABOUT A SUBJECT OVER WHICH THE COMMON COUNCIL HAS DECISION-MAKING AUTHORITY. IF A QUORUM OF THE COMMON COUNCIL ATTENDS THIS MEETING, NO ACTION WILL BE TAKEN BY THE COMMON COUNCIL AT THIS MEETING.

CALL TO ORDER

APPROVAL OF MINUTES

I. APPROVE MINUTES FOR THE MEETING HELD ON NOVEMBER 16, 2021:

THE COMMITTEE WILL RECEIVE INFORMATION ON NON-AGENDA TOPICS BROUGHT BEFORE THE COMMITTEE BY MEMBERS OF THE PUBLIC. THE COMMITTEE WILL NOT DISCUSS THESE TOPICS, AND WILL NOT TAKE ACTION ON ANY OF THEM AT THIS MEETING

I. GENERAL BUSINESS:

- A. Consider zoning variance per § 690-108(A) to add to an off premise ground sign where the sign is on a different tax parcel than the business (First Weber/Chelsey Steele & Viking Shopping Center). – 1643 E Main St; Parcel #276-2051-10000. – La Crosse Sign Group

II. ADJOURN:



The City of Reedsburg does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by calling (608) 524-6404. To be able to meet the needs of a request for a different format contact the City Clerk-Treasurer at 134 S. Locust Street, Reedsburg, WI at least 48 hours prior to the commencement of the meeting so that any necessary arrangements can be made to accommodate each request.

City of Reedsburg
Zoning Board of Appeals Minutes
November 16, 2021

Present: Richard Braun, Pat Andera, Walter Luepke
Absent: Nathan Johnson, Charlie Brumer
Others: Brian Duvalle, Pastor Steven Neyhart, John Holmes

Richard Braun called the meeting to order at 12:00 PM.

Motion by Luepke, seconded by Andera to approve the minutes from the October 19 and August 17, 2021, meetings.

Motion approved 3-0

Consider zoning variance per § 690-102 to exceed minimum ground sign size and previous variance approval. Sign would add approximately 12 square feet. – 1400 8th St; Parcel #276-2195-00000 – Faith Evangelical Lutheran Church

A variance was approved in 2000 for the current 40 SF ground sign, which is being replaced with same size sign. However, while that overall sign size is not expanding, the applicant proposes to add a metal covering to the support post that would include words and symbols making it a sign by definition. Discussion on the covering and lighting.

Moved by Luepke, seconded by Andera to approve the variance as presented on sign plans.

Motion approved 3-0

Consider zoning variance per § 690-50 to have an 8'-high fence in the side yard. – 1517 Coventry Ct; Parcel #276-2150-00000 – John Holmes

Holmes stated that there is a lack of privacy through a view corridor with use a 6' high fence that does not meet his needs. There has been loss of vegetation and trees on surrounding properties, and a neighbor dog that barks whenever the applicant is outside. New arbor vitae was discussed but is susceptible to deer.

Motion by Andera, seconded by Luepke to approve the 8'-high fence panels as presented on fence site plan.

Motion approved 3-0

Moved by Luepke, seconded by Andera to adjourn the meeting at 12:16 PM.

Motion approved 3-0

Respectfully submitted,

Brian Duvalle
Zoning Administrator

Staff Report

DATE: 12/21/21

APPLICANT: La Crosse Sign Group

LOCATION: 1643 E Main St; Parcel #2051-1

ZONING: B-2 Business

PROPOSED LAND USE REQUEST: Zoning Variance

DESCRIPTION: Consider zoning variance per § 690-108(A) to add to an off premise ground sign where the sign is on a different tax parcel than the business (First Weber/Chelsey Steele & Viking Shopping Center).

General Findings

SURROUNDING LAND USES:

- North – Commercial
- West – Commercial
- South – Commercial
- East – Commercial

ZONING:

- North – B-2 Business
- West – B-2 Business
- South – B-2 Business
- East – B-2 Business

TOPOGRAPHY: Flat slopes

STREET R.O.W./TRAFFIC/ACCESS: E Main / Viking Dr, 90' / 100' ROW

ENVIRONMENTAL HAZARDS/CONDITIONS: None

COMPREHENSIVE PLAN DESIGNATION: Commercial

COMMENTS

ADMINISTRATOR:

AMBULANCE:

FIRE:

POLICE:

PUBLIC WORKS:

SCHOOL:

UTILITIES:

OTHER:

Variance Findings – § 690-12(B)

- 1. The variance will not be contrary to the public interest.**
- 2. Substantial justice will be done by granting the variance.**
- 3. The variance is needed so that the spirit of the ordinance is observed.**
- 4. Due to special conditions, a literal enforcement of the provisions of the zoning ordinance will result in unnecessary hardship.**
 - a. The Board finds that the parcel is zoned B-2 Business.
 - b. The Board finds that the existing parcel contains an existing real estate office.
 - c. The Board finds that a new sign would be 15' high and 74 square feet in size.
 - d. The Board finds that there would be an LED portion, per § 690-104.
 - e. The Board finds that § 690-108(A) prohibits off-premise signs.
 - f. The Board finds that a portion of the sign is for the adjacent shopping mall.
 - g. The Board finds that the lot is 0.20 acres.
 - h. The Board finds that surrounding lots contain commercial uses.

From the sign designer:

1. *Real black brick on the bottom.*
2. *The white and black around the sign is aluminum cladding and tubing with a painted finish.*
3. *Sign cabinet is all aluminum construction with 1/8" thick aluminum faces. The white is 1/2" thick acrylic pushed through the face by 1/4". So there will be some dimension on the lettering.*
4. *The top and bottom sign will be internally illumined with white LED's. Only the white lettering will light up.*
5. *The message center is a Daktronics model the same as across the street at Viking Foods. This message center has 65 levels of dimming with a photo cell. They dim down a lot more at night than some of the foreign made models that you have around town. Chelsey will program the sign so there will not be any flashing and moving messages as that is not allowed on a state highway by state guidelines.*
6. *The support poles will be steel. The concrete foundation will be down below frost and there will be a concrete pad poured at grade to set the brick on.*

STAFF COMMENTS:

This sign request also went to the Plan Commission for a larger size and was approved. It also requires ZBA review because the proposal is to add a non-premise portion to the overall sign. The applicant claims it is needed to reduce confusion for newer customers.

Exhibit List

- A. City of Reedsburg Comprehensive Plan
- B. Zoning Ordinance, City of Reedsburg, Wisconsin
- C. Tuesday, December 21, 2021, ZBA Agenda
- D. Land Use Change Application
- E. Staff Report
- F. Request for Review
- G. Notice of Public Meeting

City of Reedsburg Land Use Application

134 S. Locust St.
PO Box 490
Reedsburg, WI 53959

Ph: 608-524-6404
Fax: 608-524-8458
bduvalle@ci.reedsburg.wi.us

APPLICANT: La Crosse Sign Group James Fuchsel 608-780-7382 cell

ADDRESS: 1450 Oak Forest Dr **CITY:** Onalaska **STATE:** WI

ZIP: 54650 **PHONE:** 608.781.1450 **FAX:** 608.781.1451

E-MAIL: jamesf@lacrossesign.com

PROPERTY OWNER: (if different from Applicant) CLS Investments LLC

LOCATION: 1643 E Main St **PARCEL #:** 276-2051-10000

LAND USE REQUEST

(Please describe one or more as applicable – attach extra pages/maps if necessary)

☐ **Certified Survey Map (CSM):** _____

☐ **Conditional Use Permit:** _____

For *CONDITIONAL USE PERMIT* requests, also answer “A & B” on back page.

☐ **Preliminary Plat:** _____ **Final Plat:** _____ **Name of Plat:** _____

☐ **Rezoning - From:** _____ **To:** _____ **TID #** _____

☐ **Site Plan Review:** (See “B” on back page) _____

☐ **Zoning Appeal / Interpretation:** _____

☒ **Zoning Variance:** _____

For *VARIANCE* requests, also answer “C” on back page.

☐ **Other or Annexation:** _____

AFFIDAVIT

I certify that the information and plans submitted are true and accurate to the best of my knowledge. I also give permission to City zoning officials to enter my property for inspection purposes and for a temporary Zoning sign to be placed in my yard prior to the meeting.

James Fuchsel | 12/8/2021
Applicant Signature / Date

Chelsey Steele | 12/8/2021
Owner Signature / Date

Extraterritorial Committee Date: _____
Plan Commission Date: _____
Board of Zoning Appeals Date: _____
City Council Action & Date: _____

Account #10-461500-00

**The applicant or representative MUST
ATTEND the meeting.**

G:\wpnet\Zoning - Planning\Land Use Appl.doc

Cond Use Permit	\$200	_____
Cond Use-Agriculture	\$400	_____
Variance	\$125	_____
Rezoning	\$200	_____
C.S.M.	\$175	_____
Subdivision Plat	\$610	_____
- w/ Stormwater Plan	\$100	_____
Site Plan Review	\$175	_____
Annexation	\$200	_____
Plan Amend	\$200	_____
Date Paid		_____
Receipt #		_____

A. Please describe how your request meets each of the following Conditional Use standards as applicable. Attach additional pages if needed.

- (A) *Proposed operation* - No Conditional Use shall be approved by the Plan Commission unless it finds that the use for which such permit is sought will not be injurious to the neighborhood or otherwise detrimental to the public welfare and will be in harmony with the general purpose of this ordinance and will not place demands on fire, police, or other public resources in excess of current capacity.
-
- (B) *Architectural plans; existing and proposed structures* - The proposed conditional land use shall be designed, constructed, operated, and maintained so as not to diminish the opportunity for surrounding properties to be used and developed as zoned.
-
- (C) *Character and use of adjoining buildings and those in the vicinity* - The proposed conditional land use shall not involve uses, activities, processes, materials, or equipment that would create a substantially negative impact on other conforming properties in the area by reason of traffic, noise, smoke, fumes, glare, and odors.
-
- (D) *Traffic generation, circulation and parking areas* - The arrangement of public or common ways for vehicular and pedestrian circulation shall respect the pattern of existing or planned streets and pedestrian or bicycle pathways in the area.
-
- (E) *Traffic generation and circulation, highway access and driveway locations* - The proposed conditional land use shall be adequately served by public or private streets.
-
- (F) *Sewerage and water systems* - The proposed conditional land use will be adequately served by water and sewer facilities, and refuse collection and disposal services.
-

B. Site Plan Requirements.

- (A) North arrow
- (B) Location of property lines, dimensions, and setbacks.
- (C) Location of existing and proposed public roads, rights-of-way and private easements of record.
- (D) Location of existing water bodies, surface drainage ways, stormwater controls, floodplains, and wetlands.
- (E) Location of existing and proposed buildings.
- (F) Location of parking areas and all exterior lighting.
- (G) Location of all loading / unloading areas.
- (H) Location of all sidewalks, walkways, bicycle paths and areas for public use.
- (I) Location of all utilities on the site.
- (J) Location and specifications for all fences, walls, and other screening features.
- (K) Location and specifications for all existing and proposed perimeter and internal landscaping.
- (L) Location and specifications for screening of all trash receptacles and other solid waste disposal facilities.
- (M) Location and specifications for proposed signs.
- (N) Elevation drawings for proposed commercial structures.
- (P) Floor plans, when needed to determine the number of parking spaces required.

C. Please describe how your request meets each of the following Variance standards. Attach additional pages if needed.

To grant a variance, the Board of Appeals must find four things:

- 1) The variance will not be contrary to the public interest. Signs are allowed in this zoning district to identify businesses.
- 2) Substantial justice will be done by granting the variance. Naming the entire area as Viking Village Shopping Center will lessen confusion with Viking Foods. area.
- 3) The variance is needed so that the spirit of the ordinance is observed. Putting Shopping Center name out on corner within another sign is better than 2 signs.
- 4) Due to special conditions, a literal enforcement of the provisions of the zoning ordinance will result in unnecessary hardship.

Owner of Viking Village Shopping Center and Viking Foods says there is too much confusion between both entities and labeling the Shopping Center on the corner will help with this confusion without having to install a totally separate sign structure. The owners did not want to list separate store names as each store has their own sign but a name for the entire area is needed at this location.

- (C) Variance Hardship. A property owner bears the burden of proving "unnecessary hardship" by demonstrating either of the following:
- 1) For an area variance, that strict compliance with a zoning ordinance would unreasonably prevent the property owner from using the property for a permitted purpose or would render conformity with the zoning ordinance unnecessarily burdensome.
 - 2) For a use variance, that strict compliance with a zoning ordinance would leave the property owner with no reasonable use of the property in the absence of a variance. In both situations, the property owner bears the burden of proving that the unnecessary hardship is based on conditions unique to the property, rather than personal considerations, and that the unnecessary hardship was not created by the property owner.



La Crosse
Sign Group

ONALASKA | MADISON | EAU CLAIRE

GROUND SIGN.



SPECIFICATION NOTES

A GROUND SIGN CONCEPT.

Approved by: _____ Date: _____ Landlord: _____ Date: _____

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DESIGN

SALES

FILE

COLOR KEY

*COLORS ON SKETCH ARE ONLY A REPRESENTATION, ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER



ONALASKA | MADISON | EAU CLAIRE
1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
2242 Mustang Way • Madison, WI 53718 • 608-222-5353
2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: MICHAEL V JOLIN
Sign Type: GROUND SIGN.
Date Created: 11/16/2021
Last Modified: 11/24/2021
Scale:

Job Name: CheSteGroSign
Job 1643 EAST MAIN STREET
Address: REEDSBURG WI, 53598
Sales Consultant : JAMES FUCHSEL
Job Number: #114479

Job File Location:
S:\C\Chelsey Steele Real Estate\
Reedsburg\1643 East Main
St\114479 Digital Monument Sign