

Zoning Board of Appeals Agenda
August 15, 2023
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

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 § 690-111 to exceed the maximum number of three (3) wall signs. – 101 S Albert Ave; Parcel #276-0043-00000 – La Crosse Sign Group / Kwik Trip

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.

Staff Report

DATE: August 15, 2023 – 12:00 PM

APPLICANT: La Crosse Sign Group / Kwik Trip

LOCATION: 101 S Albert Ave; Parcel #276-0043-00000

ZONING: B-2 Business

DESCRIPTION: Consider zoning variance per § 690-111 to exceed the maximum number of three (3) wall signs. LED lighting would also be added to canopy.

General Findings

SURROUNDING LAND USES:

- North – Residential, Commercial
- West – Residential
- South – Residential, Commercial
- East – Residential

ZONING:

- North – B-2, B-3
- West – B-3
- South – B-2, R-1
- East – B-3

TOPOGRAPHY: Flat slopes

STREET R.O.W./TRAFFIC/ACCESS: E Main St / S Albert Ave; 66' ROW

ENVIRONMENTAL HAZARDS/CONDITIONS: None known

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.**
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- a. The Board finds that the parcel is zoned B-2 Business.
 - b. The Board finds that the parcel contains an existing Kwik Trip.
 - c. The Board finds that § 690 -111 limits wall signs to a total of three (3).
 - d. The Board finds that the main store has at least one wall sign; three new signs are proposed for the gas pump canopy.
 - e. The Board finds that the parcel is 0.621 acres.
 - f. The Board finds that the property is located at the intersection of W Main & S Albert (Hwy 23/33).
 - g. The Board finds that the total sign square footage would be under the maximum 200 SF permitted.

STAFF COMMENTS:

The signage proposed here is similar to what the east side Kwik Trip currently has on their canopy. While not precedent setting, the future Kwik Trip next to the airport received a sign variance in May 2022. I think the bigger question is the LED lighting proposed around the canopy since the site is surrounded by residential properties. If a sign variance is approved, a condition may need to be added for the lighting.

Exhibit List

- A. City of Reedsburg Comprehensive Plan
- B. Zoning Ordinance, City of Reedsburg, Wisconsin
- C. August 15, 2023, ZBA Agenda
- D. Land Use Change Application
- E. Staff Report
- F. Request for Review
- G. Notice of Public Meeting

All information saved 9:55 a.m.

DELETE FORM

Application form Zoning Variance

All required fields are marked with *

ZONING VARIANCE

Close ^

BACK TO WORKSPACE

The current use of the gas canopy signage is vinyl signage.

Proposed use

We are proposing lit, LED channel letters and canopy stripe.

PLEASE DESCRIBE HOW YOUR REQUEST MEETS EACH OF THE FOLLOWING VARIANCE STANDARDS

Close ^

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

- 1) The variance will not be contrary to the public interest *

The signs proposed would not exceed 200 square feet. Three, 18" lit, LED Kwik Trip channel letters on the canopy equate to 40.5 square feet. Combined with the sign on the building, a set of non-lit, 18" 'Kwik Trip' letters, the total square footage with the new signs would be 54 square feet. If the canopy signage was included, it would add 113 square feet to signs, a total of 164 square feet, still not exceeding the 200.

2) Substantial justice will be done by granting the variance.

Please provide more information *

Kwik Trip maintains a brand image that is universal across its stores. Allowing the variance will help Kwik Trip maintain its branding image.

3) The variance is needed so that the spirit of the ordinance is observed.

Please provide more information *

The total square footage, including the canopy stripe and building letters, is still less than 200 square feet (totaling 167 square feet), which would observe the variance.

4) Due to special conditions, a literal enforcement of the provisions of the zoning ordinance will result in unnecessary hardship.

Please provide more information *

If approved, we can continue producing the canopy stripe and letters, install once the fascia is completed, and have a complete job. If it is not approved, La Crosse Sign Group would need to return the CAD drawings to Kwik Trip, they would draft a new set, then we would resubmit a permit application for approval. Each time the drawing is rejected, it will repeat that process until approved. This would take time

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release/230712 (a2713142d79b8089d75b28709e7c178d509cfefe) 2023-08-01T09:43:16.442Z (23)

KWIK TRIP

The Kwik Star logo, featuring the word "Kwik" in a bold, italicized, sans-serif font above the word "Star" in a similar font, with a five-pointed star replacing the letter "a". The logo is red with a white outline.

CANOPY LAYOUT PLAN	101 S Albert Ave Reedsburg, WI CONVENIENCE STORE #839
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#	DATE	DESCRIPTION
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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SCALE	MULTIPLE
PROJ. NO.	0001
DATE	2023 07-11
SHEET	66 1

GC-1

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- * (1) POWER SUPPLY CAN RUN 28'-0" OF LED OR (40) LED MODULES MAXIMUM HANLEY LED
- * POWER SUPPLY TO BE CENTERED IN EACH SECTION OF LED STRIPE RUN, CENTER-LOADING LEDS IN EACH RUN
- * POWER SUPPLY DRAWS .8 AMP AT 120V INPUT
- * (12) POWER SUPPLIES REQUIRED TOTAL (AS SHOWN ON PLAN)
- * TOTAL LED STRIPE LENGTH = 167'-0"

SOUTH

Overall dimensions: 70'-3" (width) x 30'-5" (height).

LED Stripe locations and dimensions:

- Top LED Stripe: 58'-8" long, 1'-6" high.
- Bottom LED Stripe: 58'-8" long, 1'-6" high.
- Left LED Stripe: 31'-3" high, 20'-0" wide.
- Right LED Stripe: 18'-5" high, 9'-0" wide.

Power Supply locations and dimensions:

- 1 POWER SUPPLY IN TRANSFORMER BOX FOR LED STRIPE (Top Left): 9'-7" x 9'-7".
- 1 POWER SUPPLY IN TRANSFORMER BOX FOR LED STRIPE (Top Center): 20'-0" x 9'-7".
- 1 POWER SUPPLY IN TRANSFORMER BOX FOR LED STRIPE (Top Right): 19'-4" x 9'-7".
- 1 POWER SUPPLY IN TRANSFORMER BOX FOR LED STRIPE (Bottom Left): 9'-7" x 9'-7".
- 1 POWER SUPPLY IN TRANSFORMER BOX FOR LED STRIPE (Bottom Center): 20'-0" x 9'-7".
- 1 POWER SUPPLY IN TRANSFORMER BOX FOR LED STRIPE (Bottom Right): 19'-4" x 9'-7".
- 1 POWER SUPPLY IN TRANSFORMER BOX FOR LED STRIPE (Right Side): 18'-5" x 9'-0".

Lettering locations and dimensions:

- #01 - 18" LED KWIK TRIP LETTERS (Top Right): 9'-0" x 1'-6".
- #02 - 18" LED KWIK TRIP LETTERS (Right Side): 9'-0" x 1'-6".
- #03 - 18" LED KWIK TRIP LETTERS (Bottom Right): 9'-0" x 1'-6".

1/8" = 1'-0"





Proposed signage: (3) sets, lit 18" Kwik Trip channel letters
8" tall, lit canopy stripe, surrounding canopy

