

City of Reedsburg
Zoning Board of Appeals Minutes
August 15, 2023

Present: Nathan Johnson, Jessie Phalen, Walter Luepke
Absent: Richard Braun
Others: Tim Lindloff and Brian Duvalle

Chair Nathan Johnson called the meeting to order at 12:00 PM.

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

Kwik Trip would like to replace their signs on the gas pump canopy which would put them over the limit for the number of wall signs they are allowed. They would meet the total square footage of signs but over the maximum number of three signs. Currently, there are un-lit signs on each side of the canopy. They would like to replace all 4 current signs with three LED lighted signs on the north, east and west sides of the canopy along with a red LED lighted strip all the way around the canopy. There is also an existing wall sign on the store.

Tim Lindloff, neighbor across the street from Kwik Trip, spoke about safety concerns of the new LED lighting. He indicated that the intersection at Kwik Trip is dangerous enough without having the LED lighting. He feels it will be more of a distraction at the intersection.

Motion by Luepke, seconded by Phalen to approve the variance as presented. There was discussion on the LED lighted strip around the canopy. Luepke added a condition to his motion, second by Phalen, that they would not be allowed to install the LED lighted strip around the canopy. Phalen mentioned tabling it until the next regular meeting. Luepke and Phalen withdrew their motion. Motion by Luepke, seconded by Phalen to table it until the September 19 meeting at 12 noon to give La Crosse Sign Group and/or Kwik Trip another opportunity to attend the meeting.

Motion approved 3-0

Motion by Phalen, seconded by Luepke to adjourn at 12:16 PM.

Motion approved 3-0

Respectfully submitted,

Julie Strutz
Deputy Clerk-Treasurer