

City of Reedsburg
Zoning Board of Appeals Minutes
September 19, 2023

Present: Nathan Johnson, Jessie Phalen, Walter Luepke, Jesse Arias
Absent: Richard Braun
Others: Tim Becker, Tim Lindloff, Brian Duvalle and Kelli Voegele

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

Motion by Luepke, seconded by Phalen to approve the minutes from the August 8 and August 15, 2023 meetings.

Motion approved 4-0

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.

Kelli Voegele from La Crosse Signs indicated that Kwik Trip would like to upgrade the canopy signage for their updated branding. Chairman Johnson indicated that a concern about the brightness in a residential area. Voegele indicated they can hook up power to the signs and if neighbors complain, they would have to option to turn them off.

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. The Lindloffs would have no problem with the lighting if they can adjust the brightness.

Brian Duvalle asked if it was an option to have dimmable lights. Kelli indicated that it is a possibility but would need Kwik Trip approval for that. Kelli also indicated that the signs can be lit and not the strip around the canopy. Discussion was held on comparison to the east side Kwik Trip variance, but that store is in a commercial area. This location is surrounded by mostly residences. Tim Becker stated that in his experience, Kwik Trip wants to be good neighbors. Lindloff replied they have had issues with this location across from them.

Motion by Phalen, seconded by Arias to approve all three proposed signs with no lighting on the canopy but allow sign above entrance door to be lit.

Motion approved 3-1 (Luepke Nay)

Consider zoning variance per § 690-104 & 106 to alter a legal non-conforming sign and exceed the maximum size for an electronic ground sign. – 1720 E Main St; Parcel #276-2084-00000 (Airport) – Lamar Advertising

The sign at 1720 E Main St (Airport) will remain the same size and at the same location but would like to change it to an electronic version. The brightness of the sign is adjustable and movement would conform to Wis DOT standards.

Motion by Luepke, seconded by Phalen to approve the variance as presented.

Motion approved 4-0

Consider zoning variance per § 690-104 & 110 to exceed the maximum size for an electronic sign and overall ground sign. – 1501 Viking Dr; Parcel #276-2046-00000 (Fieldhouse) – City of Reedsburg

Duvalle explained that the current sign is electronic but that the new sign would exceed the size limit. The current sign was approved for a variance. Tim Becker explained that there are a lot of tenants at the location and wanted to give them all an opportunity to advertise on the proposed sign. None of the neighbors have come forth with any opposition.

Motion by Arias, seconded by Luepke to approve the variance as presented.

Motion approved 4-0

Motion by Luepke, seconded by Arias to adjourn at 12:30 PM.

Motion approved 4-0

Respectfully submitted,

Julie Strutz
Deputy Clerk-Treasurer