

Item 23-1107: Applicant is proposing a ground sign that is five hundred and ninety-two (592) sq ft. Section 23-529(c) of the Zoning Ordinance limits the ground signs along highway 41 to two hundred (200) sq. ft.

Item 23-1108: Within a larger sign, applicant is proposing an electronic message board (EMB) that is two hundred and eighty (280) sq. ft. Section 23-523(d) of the Zoning Ordinance limits EMBs to forty-eight (48) sq. ft.

Board of Zoning Appeals
Mon, Sep 18, 2023 7:00PM

Paul McCann (BOZ Chair) 02:12

We have no one in attendance this evening, so we will not have public appearances. So, we will move right into the cases at hand. Both cases are for 2500 East Capital drive, and we'll handle them individually. And I'm going to ask Kurt to read the request for variance 23-1107.

[There was cross talk as they tried to get the microphones figured out.]

Supervisor Kurt Craanen (Inspections) 03:05

There we go.

Paul McCann (BOZ Chair) 03:06

Sorry about that.

Supervisor Kurt Craanen (Inspections) 03:09

Applicant proposes a ground sign that is 592 square feet. Section 23-529(c) of the zoning ordinance limits the ground signs along Highway 41 to 200 square feet.

Paul McCann (BOZ Chair) 03:22

Okay. So, sir, we can see you on the screen if you would introduce yourself, please.

Andrew Navarro 03:28

Sure. My name is Andrew Navarro. I am with Hplex Solutions. We are the owner representatives for ThedaCare for this project and for other projects that we're doing in the Fox Valley with ThedaCare. So, for this project in specific, do we want to read both variances that we're after so I can present everything all at once? Or do we do it step by step however you'd like to...?

Paul McCann (BOZ Chair) 03:48

Yeah, we're gonna vote on them individually. But I know they kind of blend together here quite a bit. So, if you can just address the first one—the 592 square foot.

Andrew Navarro 04:02

So, I'll give a full project overview to give a good understanding of where we are and share the screen if that's a good way to start. Okay, so, general idea of the site—we're at the intersection of 41 and 441. First, everyone can see my screen, yes?

Paul McCann (BOZ Chair) 04:21

Yes, we can.

Andrew Navarro 04:22

Okay. So, we're at the site here that ThedaCare is now dubbing the North Campus. Was a combined—we have a few different buildings now, the new building Ortho Spine and Pain building that was constructed here just last year, and then the Encircle Health building that's located here. And so, the idea—I'll move into a site plan drawing now. You seeing the site plan drawing?

Paul McCann (BOZ Chair) 04:49

It hasn't updated yet. We still see the.... Yep, it's on.

Andrew Navarro 04:57

Okay. So, there's a couple things happening. Some of you or everyone may know that highway 41 is being expanded by WisDOT. So, they have quite a few plans going on. And I've done my best guesstimate at the anticipated highway expansion based on their latest drawings. They haven't issued anything official. So right now, we have the existing highway 41 here in green, and then they're expanding into this teal area, which they're also expecting to take about 15 feet of right away as an acquired space to do the work.

Andrew Navarro 05:29

So, all that leads us to two existing monument signs that are—would be, one, I would think non-compliant with the required setbacks for the future, as well as they could possibly inhibit the construction of the WisDOT expansion. So, the idea of the project is to demolish these two signs and build a new, larger proposed monument sign here closer to the building and further setback from the highway. So, it's a sort of a two for one deal as the project goes. Any questions on the site or what we're after? If none, then I'll jump right into the design of the sign and what we're trying to achieve here.

Paul McCann (BOZ Chair) 06:07

I don't see any questions developing. So why don't you go ahead.

Andrew Navarro 06:12

So, the sign design was taken from some signs that we see around the area. I know, there's some larger signs on 41 for some of the different developments, but really, the language of the sign design was taken from the new Ortho Spine and Pain building. Do you see here some of the detailing and accessories—you have the masonry here. So, jumping right into it, this is what we are looking to propose and build ultimately, is a masonry-based sign with a [tall?] piece, the ThedaCare Appleton North Campus designation at the top.

Andrew Navarro 06:42

And this leads into the second part of the variance is the electric display board, electronic display board here. It would change static images, to help with different partnerships, or different organizations that work with ThedaCare to have their representation as well.

Andrew Navarro 06:58

The purpose of the sign, generally speaking, is to consolidate, like I said, two to one, but also to improve wayfinding for the north campus as a whole because right now people are navigating to different buildings, and getting different GPS addresses and it gets to be pretty confusing. So off of 41, you'll see one sign out with the North Campus, all my health care provided there, that's where I'm going.

Andrew Navarro 07:18

So that's the general idea. Some flair to the sign, as I'll say is, we have this idea as to do a linear LED lighting effect on the sign so that during the nighttime, you'll have a illuminated bar of light that would be able to be color changing with the seasons, different health care events, like breast care awareness, things like that, so that it has a dynamic element to it, and the illuminated letters help for nighttime wayfinding, especially in the winter when things get darker sooner. So that's the five-minute pitch brief on what we are looking to achieve with the new monument sign and the two variances that we are after to achieve it.

Paul McCann (BOZ Chair) 07:58

Thank you. So could you go back to the drawing that showed the dimensions for me. Okay. So, what—what wasn't clear to me (and maybe it's the second dimension above the top sign) what—without the video board? So currently, the request for 529 feet is everything shown here—right?—the profile of the white and the video board, combined.

Andrew Navarro 08:27

I believe for this, how we can how we calculated it, that it's 500 and change for the whole thing. And then within that is the electronic display board. Is that right?

Supervisor Kurt Craanen (Inspections) 08:36

Yeah. Can I address that, Chair Paul? Okay. So, when we did—when I determined what the square footage was, we came up with the 592. I just took the size of the ThedaCare Appleton North box, and then the electronic display board. You have some supports—like another way to look at it was draw a box around the whole thing, including the supports

Paul McCann (BOZ Chair) 09:03

The pedestal, you mean?

Supervisor Kurt Craanen (Inspections) 09:03

Yeah, the pedestal that supports it. I decided that that's just the support, not part of the sign. That's where I came up with the 592. Now, we could look at that another way, but I just think that that in a shape like this it's sort of like the pole is not part of the—it doesn't have any language on it or anything like that.

Paul McCann (BOZ Chair) 09:23

Right. So, sir, if you could just read that the middle dimension on the top for me because my eyes can't.

Andrew Navarro 09:31

So, we have 24 feet is the dimension here along the length. And then it's 13 feet here on the height of this white element here.

Paul McCann (BOZ Chair) 09:41

Okay. Kelly's doing the math as fast as I am.

Kelly Sperl (BOZ Member) 09:56

312. Yeah.

Paul McCann (BOZ Chair) 09:58

So that's really 592 minus the 280, so it works to be.

Michael Babbitts (BOZ Member) 10:02

Yeah, just the white.

Paul McCann (BOZ Chair) 10:03

So, tell me, Kurt, what, what's allowed? And what's currently been approved for the site with the two signs?

Supervisor Kurt Craanen (Inspections) 10:15

Well, you tell you what, I have four files here from previous variances. Okay? So, these two signs that are currently there, there's a whole series of events that occurred over the years. I tried researching and had to try to get a good idea in my head how it all transpired. But I—it was a lot. So, I think that one time, these were two different parcels, and there was an off-premise sign variance at one time. Then there was a project by ThedaCare to have a whole a whole series of signs that were cumulatively too big. So those signs that are there now are compliant signs that just had a whole series of variances to make them compliant.

Paul McCann (BOZ Chair) 10:56

Right. And that's the 722 square feet overall, covering the campus?

Supervisor Kurt Craanen (Inspections) 11:01

That sounds, that sounds right, from previous variance.

Paul McCann (BOZ Chair) 11:04

So, sir, do you know the two signs that are being replaced what the square footage—

Andrew Navarro 11:10

is of those signs?

Paul McCann (BOZ Chair) 11:12

—of those two signs? Yeah.

Andrew Navarro 11:14

I don't have that information. No. I wasn't—I know where they are on the site. But I haven't actually measured there—

Paul McCann (BOZ Chair) 11:19

All right.

Andrew Navarro 11:19

—their faces to understand that. No, I do not know.

Paul McCann (BOZ Chair) 11:23

Okay. So, if 592 is not acceptable for some reasons after we go through trying to understand what a hardship might be, is 312—the white sign—that's how you would have to go; is that—let's say that that replaces the other two signs square foot for square foot somehow. Is that sufficient to share the message along Highway 41 and get people to the right way point?

Andrew Navarro 12:01

Sure. So, the only sticking point, and really, it's—the electronic display board is there to both raise awareness for different events on the campus, but also for different groups within the campus that are partners to ThedaCare.

And so that was a, I think a big piece. Like the Neuroscience Group is within the Orthospine and Pain building, Encircle Health has their own portion of the building. So, it's a way to share in the growing partnerships that ThedaCare fosters. We couldn't do that with just one static sign that had "ThedaCare Appleton North Campus". So that—if we're talking hardships, that would be one of the hardships to ThedaCare. But, you know, we're here to figure out how we, how we find our way through so.

Paul McCann (BOZ Chair) 12:42

So, we're trying to identify a hardship that meets the criteria that we can go ahead and approve something like this size sign. We've had several signs up and down the 41 corridor where, let's say lots of entities want to attract attention to all the people that are driving down. And it's a concern. And the city has obviously put together some restrictions or some requirements that are tighter than other communities. And we're trying to respect the people who put this ordinance together. So, we're—one of the requirements for us is to, is to find a hardship. What about this property makes it so unique or so different from all the rest, that this should be allowed?

Andrew Navarro 13:42

So, I guess I would say the—back to the partnership piece. With a parcel like this, where you have three or four or five different operating entities from a single campus, having them all try and put their own sign, or have a single monument sign that had a litany of names, seems to be more, I would call, a little bit more highway junk if you had a lot of names on a on a vertical list or you had a sign for each person who had a vested interest in the site. Because you would have Encircle Health coming to have a sign. You'd have Neuroscience group coming to have a sign. And then you have ThedaCare coming to have a sign. And that would, I think, create more distractions on the highway than a single consolidated point that tells you everybody who is at this campus, and that's kind of the unique element where they combined parcels, they have multiple operators. And those operators change too, so we don't have to come back through, demolish signs. That is, I think, the unique aspect of the healthcare campus that they're trying to build here.

Andrew Navarro 13:42

Yeah, the one, the one difficulty with trying to make a hospital exception is that the City Council's already anticipated that and has written up for hospital exceptions, and, I mean, it allows a ground sign for every 500 feet of frontage, subject to height and setback restrictions in accordance with division 4 of 23-529. So, it's already taken into consideration, and this would not be allowed.

Andrew Navarro 15:26

That explains having to get the two signs. Right now, I see 13—about 1300 linear feet of frontage. That's how we got two signs under the 1,000. Yeah, that works for two partnerships, but there's a lot more than that now on a campus with health care and the density being provided with different specialty groups, right? So, it worked when there were only two folks providing care on this campus. But now, like I said, I think there's four operators within these two buildings.

Paul McCann (BOZ Chair) 15:55

Any other questions? Go ahead.

Karen Cain (BOZ Member) 16:12

I would just like to know, with the electronic board, how do you envision that changing? How often will that change? Or how is that—how does that display get generated?

Andrew Navarro 16:25

Sure. So ThedaCare marketing would work with their different partner groups. And the idea is that it would be static images that rotate every minute, every five minutes, something that we haven't gone through in detail, but the idea is to have an opportunity to both message either events around the community or partnerships within the campus so that people know, one, who's there and, two, anything unique about what's going on, on the Appleton North Campus. So, it's not anything like a moving video. It's just static images cycling through on a display board.

Kelly Sperl (BOZ Member) 17:00

Where is the exception you were talking about? The exception you were talking about for the hospitals?

Paul McCann (BOZ Chair) 17:06

It's 5-29.

Kelly Sperl (BOZ Member) 17:10

Okay, there it is. I had it right in front of me.

Kevin Loosen (BOZ Member) 17:15

Well, there's a 41 and 441 exception too, freeway.

Paul McCann (BOZ Chair) 17:17

Yeah, there's both, and you know, so you start to look at the unique nature of the property or the businesses on the property, both have been addressed by the City Council.

Scott Engstrom (BOZ Member) 17:30

We might have to do some more math, but there's also the 41 and 441 freeway exceptions—

Paul McCann (BOZ Chair) 17:36

Right.

Scott Engstrom (BOZ Member) 17:36

—as well.

Paul McCann (BOZ Chair) 17:38

That's what we're—that's what we're under here with the 200 square feet.

Scott Engstrom (BOZ Member) 17:44

Okay, got it. My bad.

Paul McCann (BOZ Chair) 17:45

Yeah, that's actually the—if we do a variance tonight, it will be to Section C there.

Andrew Navarro 17:51

If I may ask, when was the last time the code was updated by City Council? Do you know.

Paul McCann (BOZ Chair) 18:13

I think—I don't know when section 23 5-28 was updated. But we see a new version of this almost annually.

Andrew Navarro 18:23

It's one of those things as someone who operates in healthcare exclusively, the pace of change in healthcare, and the way they provide care to their patient populations almost always outstrips the capacity for legislation to keep up. But it's one of those things that with increased density comes increased needs from, obviously, many different competing groups underneath a single umbrella. And this is our best way to achieve a single point of information for patients and a single point of representation for the different groups.

Paul McCann (BOZ Chair) 19:03

So, Kurt just mentioned that the sign code is four years old. So, 2019 would have been the last update. There was one property—or one provider on this property. But we've seen—this property when it was two parcels was brought to us, and then we approved the multiple signs on the combined properties three years ago, probably. Two or three years ago.

Andrew Navarro 19:31

That's part of what we're trying to do here is sort of clean up those other both variances and signs across the highway, maybe help WisDOT out, get out of their way. Not really a necessarily unique thing to this property, because all along 41 will be properties that might have monument signs that need to be demolished, but still unique to have WisDOT expanding. We're very close to the highway. We have two existing signs that required variances to build and we're trying to consolidate that to one, albeit larger but I think a better, solution in the long term for the ever-changing landscape of healthcare.

Karen Cain (BOZ Member) 20:08

Does the current acreage play into consideration? Its frontage on the highway?

Paul McCann (BOZ Chair) 20:15

Right.

Scott Engstrom (BOZ Member) 20:18

There's a nine acreage—or nine acres mentioned in sub 3 C 3. But yeah.

Paul McCann (BOZ Chair) 20:26

I think it meets all those criteria for maximum use of these two exceptions. This is beyond those two exceptions. I wish I wish I knew what the total square footage was of the existing signs that have been approved. Because I think it—you know, to allow them to have one sign that has that many square feet seems reasonable to me, right? Reduce from two signs to one sign and not increase the number of square feet. And that may very well be this big, you know, or the 312 at least.

Michael Babbitts (BOZ Member) 21:07

I have a question. So, the 200 square feet maximum per sign is an extension that's given based on being more than 10 feet from the right of way, and for every—is it for every foot, you get an extra 10 square feet?

Paul McCann (BOZ Chair) 21:25

Above 150, to a maximum of 200.

Michael Babbitts (BOZ Member) 21:27

So, it contemplates that you could have a 200 square foot sign 15 feet from the right of way.

Paul McCann (BOZ Chair) 21:34

Or more.

Michael Babbitts (BOZ Member) 21:34

What's being proposed here is much further than that. If there's no potential to put it closer, could that be a hardship? You understand what I'm saying?

Paul McCann (BOZ Chair) 21:47

Yeah. You mean, if they were disallowed?

Michael Babbitts (BOZ Member) 21:49

Or if there's just no opportunity for the site? Or—because now they're not being afforded that same visibility?

Karen Cain (BOZ Member) 21:57

Is there a sound barrier that that the highway's putting in?

Michael Babbitts (BOZ Member) 22:00

Yeah, I have no idea? Or is there just nowhere closer that that would work on the site?

Kevin Loosen (BOZ Member) 22:07

I you have to do [indecipherable] more like a residential neighborhood, and not—

Paul McCann (BOZ Chair) 22:07

What's the distance?

Karen Cain (BOZ Member) 22:10

It's on the other side.

Paul McCann (BOZ Chair) 22:14

You must know the distance from the proposed sign to the proposed right of way, right? Is there....

Andrew Navarro 22:22

So, what we're expecting—and again, it's something that we haven't seen officially from WisDOT—is we'll be about 134 feet from the property line, maybe—depending on—116. So much more than that 50 additional square feet, you'd get if you were just—

Kelly Sperl (BOZ Member) 22:42

15 feet.

Andrew Navarro 22:43

—right off the parcel line. It's one of those things that we want to try and future proof this. It's a pretty big expenditure for a monument sign of this caliber, and building something right on the highway where, obviously, growth continues to happen in the Fox Valley. But we don't—we don't want to be demolishing this in five years, because we need more space for the right of way or anything like that.

Andrew Navarro 23:03

We did initially look at putting the sign kind of right up against the highway. But it questions future-proofing, and also, you know, we didn't want to distract drivers either with a large sign in their face. Something a little

further back, a little larger, they get to see it on their way by and know where they're going. But it's not something that's kind of screaming their attention.

Paul McCann (BOZ Chair) 23:23

So, Michael, I think following your scale—right?—I mean, what you're imagining—right? They're 134 feet from the highway, not 15?

Michael Babbitts (BOZ Member) 23:32

Yes.

Paul McCann (BOZ Chair) 23:32

So, if you give them the 119 feet times two, because you get two for every foot they'd get an additional 238 feet, you'd be at 444 maximum—

Michael Babbitts (BOZ Member) 23:43

Just trying to find some logic.

Paul McCann (BOZ Chair) 23:45

—probably less than what they already have on site. But, yeah, I mean, it's good logic and it's good—it's good to try to figure out some kind of why if the hardship is because of the uncertainty with where the highway is going to go, they need to put it 134 feet off the highway and so then you need to have something larger to be visible. That makes perfect sense.

Kelly Sperl (BOZ Member) 24:09

The part that I struggle with that though is if you want the visibility and the exposure and it to be seen from the highway, why pull it so far back then? Why not find the happy medium, get it up closer to the highway so it's visible versus being right on top of it before you may see it at the highway? Plus, this is a sign that is really not at the entrance, it's to catch your eye. It's not at the entrance to the site because that's over off a Capital Drive. So, you know, the need for all of that exposure out on 41 is what, you know—if it's the let people know that's where the complex is that's one thing, but if it's to do advertising out there, is that needed? You know?

Paul McCann (BOZ Chair) 24:57

Yeah, it—because coming—well this is east west. Right? The highway's east west. So going west here, you could see that sign and get off on Ballard Road. And going east you can't, right?

Kevin Loosen (BOZ Member) 25:16

Right.

[Cross talk]

Kelly Sperl (BOZ Member) 25:21

But who is really driving looking for the sign in today's world? Everybody's got it Googled and...

Paul McCann (BOZ Chair) 25:27

He was saying that that's one of the issues is that GPS isn't necessarily finding precisely where you're supposed to go.

Kelly Sperl (BOZ Member) 25:34

But then to me, the directive signage should be at the entrance telling you where in the complex, you're going, once you got that address.

Andrew Navarro 25:44

We do have monument signs at the entrance at East Capitol drive indicating the different buildings once you turn in. It's the, that designating this entire combined parcel as the Appleton North Campus for ThedaCare and all their partners is what we're trying to achieve. So yeah, heading west, you'd be on the North Ballard and then Capital Drive you pick up the sign there. And then, you know, heading east, it would be a little bit harder off of 41/441.

Paul McCann (BOZ Chair) 26:10

Yeah. And in October of 2015, it was approved to put 700 square feet of signs to try to solve some of the problems with finding the two providers that were there at the time.

Andrew Navarro 26:24

That's it. Yeah, I mean, if it was 770 then, and we're looking for 500 and some change now it's... Push—pulling it further back, we don't want to get in the way. And we want to kind of make it visible what the whole campus is. Partners change, right? You never know who's in these buildings, and something that can change on digital design board allows them to be achievable.

Paul McCann (BOZ Chair) 27:05

So, if we if we could just for a minute, because separating them seems impossible. Let's move it—let's set this aside for a minute (the overall square footage) and talk about the second request for variance. And Kurt, I don't know, do you want to read that one quickly?

Supervisor Kurt Craanen (Inspections) 27:31

Within a larger sign applicant is proposing an electronic message board that is 280 square feet. Section 23 5-23(d) of the zoning ordinance limits electronic message boards to 48 square feet.

Paul McCann (BOZ Chair) 27:50

So, if we're going to talk about this one on its own merit what, what makes it a hardship that you can't stay within four foot by eight foot for an electronic messaging sign?

Andrew Navarro 28:08

The distance from the highway makes that one, I think, pretty, pretty clear. I don't I don't know how you would see going 70 miles an hour, a 48 square foot sign 100 and—over 100 feet away from the road. I was going to draw it here on scale just so we could see the comparison. But it would be a very small display board that I don't—wouldn't have much use, honestly for a highway sign. I'm wondering if they anticipated electronic sign boards on the highway or not?

Paul McCann (BOZ Chair) 28:40

I think they did. I believe they did, and I believe that they're concerned about the use of them on the highway. I mean, I've talked, I've talked with Council members who said that, I mean, the largest concern is the rolling copy signs and things that distract people from keeping their eyes on the road. You're talking about a static sign here that just changes, you know, every 15 seconds or whatever you're going to program it to do. I mean that certainly would be a little less distracting, but not if I'm looking for Orthopedic and the 30 seconds, I'm looking it's not the one up there.

Kelly Sperl (BOZ Member) 29:23

That's where I—I tend to lean that this is really more about advertising than it is signage. And I—we've had a couple of these come across this in the past, and I know this is not a fair comparison. But we had one not too terribly long ago that was trying to get a big billboard the same way.

Paul McCann (BOZ Chair) 29:40

Yeah, it does. I mean, there's certainly a marketing component.

Andrew Navarro 29:46

Yeah. Yeah, I wouldn't deny that it's for ThedaCare and their partnerships to market their business, but it's not like they're posting sales or anything like that on the. It's who's there and probably some inspirational comments and things like that, that you've seen. I think right now they have a banner on the OSP building that you can see from 41 that has, like, "Live Inspired". Those sorts of things are probably the types of messages you'd want to—you would be seeing on this display board. And I think the zoning code, if I remember, right, explicitly prohibits rolling images. So that was something that obviously we're not going to be entertaining. Something static that changes to.

Kelly Sperl (BOZ Member) 29:46

Right.

Paul McCann (BOZ Chair) 30:27

Yeah. Yeah.

Andrew Navarro 30:29

I think in my conversations with marketing, their vision of it is an outreach to the community more than it is anything else. I guess that's considered advertising for healthcare. But however you want to slice it.

Paul McCann (BOZ Chair) 30:43

Sure. Yeah, I understand the prohibition, but I've also noticed its enforcement is really difficult. Because the school systems and others who have these signs, you know, they have volunteers and others programming them, and they put on there what they can. So, it's a little tough to manage if, once you put an electronic message board sign up, what happens with it. But we respect that, I mean, you guys are gonna put up static copy and, you know, I'd take that, take your word for that. With that, I mean, this was a huge, huge screen.

Andrew Navarro 31:28

Yes.

Paul McCann (BOZ Chair) 31:29

And...

Andrew Navarro 31:30

I won't [you to record] and say it's a small little screen, but it is far away. We—part of a design process, we went through a mock up to put the sign, some cardboard (or more than cardboard), but a cardboard sign up there, and had folks trying to buy to see what they could see from 41. And it wasn't—it didn't jump out at you. They actually wanted to move it closer and closer, but with the—there's some wetlands right here. We have the site, the driveway here, it became difficult to get any closer without starting to get in WisDOT's way.

Paul McCann (BOZ Chair) 32:07

So, on the on the north side of the driveway where the—yeah, that curved line kind of coming off the sign, isn't a room there?

Andrew Navarro 32:18

There is. we have easements for utilities that will be running through here that I don't—constructing over easements always gets a little dicey, particularly with utility companies and their rights to either remove or demolish whatever you put up. So, trying to stay out of any utility work and the highway work kept pushing us further and further back from the highway.

Paul McCann (BOZ Chair) 32:45

So, you have WisDOT and easements and a driveway that push you to where you are.

Scott Engstrom (BOZ Member) 32:51

And wetlands?

Paul McCann (BOZ Chair) 32:53

The wetlands keep them from going west.

Scott Engstrom (BOZ Member) 32:55

Right.

Paul McCann (BOZ Chair) 32:58

There's still a right of way issue.

Andrew Navarro 33:04

It's pretty well forested over here, too. So, the visibility would be low. But there's just a lot going on along the highway here. And, again, we're just trying to do a little future planning with our with our design here that's up closer to the building but still large enough to be seen from the highway.

Paul McCann (BOZ Chair) 33:30

So, let's go back and we will address—if there's no other questions, we'll entertain a motion on 23-1107 for the 592 square foot sign.

Scott Engstrom (BOZ Member) 33:48

I'll make a motion to approve for purposes of bringing it to discussion.

Paul McCann (BOZ Chair) 33:55

Is there a second?

Karen Cain (BOZ Member) 33:56

Seconded.

Paul McCann (BOZ Chair) 33:59

Any further discussion?

Paul McCann (BOZ Chair) 34:06

I think if I knew the size of the two signs that are currently there, I could rationalize approving a single sign that many square feet.

Karen Cain (BOZ Member) 34:21

Equaling that?

Paul McCann (BOZ Chair) 34:23

Do we know what that is?

Scott Engstrom (BOZ Member) 34:24

It's one of them.

[Note: Mr. Engstrom had been handed a document by Supervisor Craanen that presumably showed the size of at least one of the existing signs, and he showed this to Chairman McCann.]

Paul McCann (BOZ Chair) 34:26

We have one that's 306. 30—the ThedaCare sign according to this is 26 feet by some undefined measurement. Oh 11 foot 10. Is that right? So, 306?

Supervisor Kurt Craanen (Inspections) 34:50

It's roughly the same size as the one that's being proposed.

Paul McCann (BOZ Chair) 34:57

Yeah, so it's—yeah, it's... And we don't know how big the Encircle sign is, is that right?

Supervisor Kurt Craanen (Inspections) 35:08

I can certainly look it up if you want to give me some time.

Kelly Sperl (BOZ Member) 35:12

It's probably similar in size, I would think.

Supervisor Kurt Craanen (Inspections) 35:20

Yeah, it's very similar in size.

Paul McCann (BOZ Chair) 35:22

So, to approve 592 square feet doesn't seem to be outside the replacement value, if you will, of the two signs that are there.

Kelly Sperl (BOZ Member) 35:36

I don't struggle as much with the square footage of this one as you're stating. It's an—and I know this is a separate variance. It's the other one that seems to be bouncing around as far as the need or the intent of it. And if this sign is that big, I mean, is there not a way to get, you know, in a permanent static way to get everybody's name on these—on this individual sign versus having to add the message board as well?

Paul McCann (BOZ Chair) 36:14

Yeah. So, the Encircle sign that Kurt has found on the Google Maps or whatever appears similar in size. I mean, it's—

Karen Cain (BOZ Member) 36:24

Similar in size to just the ThedaCare?

Paul McCann (BOZ Chair) 36:26

It's a full pedestal, and I'm sure, again, we're measuring the—

Kelly Sperl (BOZ Member) 36:30

Sign only.

Paul McCann (BOZ Chair) 36:31

—sign only.

Andrew Navarro 36:37

Here's this one down the way. So really, it's taking this sign and putting it on top of a display board that hosts these rotating folks really. **[Note: it seemed like they were looking at a picture of one of the existing signs on Google Maps.]**

Paul McCann (BOZ Chair) 36:53

Right.

Michael Babbitts (BOZ Member) 36:54

Can you can you point to where it would go if you back up on the highway a little bit?

Andrew Navarro 37:01

Here's the hill. So back up.

Paul McCann (BOZ Chair) 37:06

Now you're driving on the wrong side of the road.

Andrew Navarro 37:08

Yeah, don't tell anyone. Alright, so from here, it would be right—if you see this little crested hill here, the idea is to place it kind of right here on the hill.

Karen Cain (BOZ Member) 37:22

So, it's on the building side of that service route.

Andrew Navarro 37:26

So, there's a—right here is a utility yard fence. It'll be kind of right out here. I guess, there's your marker. And, right, we have all these wetlands and—

Kelly Sperl (BOZ Member) 37:26

Yeah.

Paul McCann (BOZ Chair) 37:38

So, the rectangle that you have there, that's nothing in particular, right? It's just...?

Andrew Navarro 37:44

No, that's I think Google is probably going to turn.

Paul McCann (BOZ Chair) 37:47

It appears to be the same size as the Encircle sign. So just gives you an idea of what 300 square feet is.

Andrew Navarro 37:57

I mean, I don't think that's the scale in any way. But there will be a rectangle there is what we're hoping to achieve.

Kevin Loosen (BOZ Member) 38:07

Quite a bit further back?

Kelly Sperl (BOZ Member) 38:09

And I don't see any wetlands in the area north of that utility road.

Paul McCann (BOZ Chair) 38:14

That's what that whole...

Kelly Sperl (BOZ Member) 38:15

Yeah, but no further than the Encircle sign that wouldn't have to go—you know, that sign is not in the wetlands or it wouldn't have been allowed. So, but I don't know what the new easements and setbacks from the highway are going to be proposed. But those two signs aren't in wetlands.

Andrew Navarro 38:35

—how close they are. This is kind of built up out of it. Yeah.

Karen Cain (BOZ Member) 38:41

So currently, the Encircle sign and the ThedaCare sign are 500-and-something square feet.

Paul McCann (BOZ Chair) 38:46

Probably 600.

Kelly Sperl (BOZ Member) 38:47

600.

Karen Cain (BOZ Member) 38:47

And what we're talking about, what they're talking about, is combining those?

Paul McCann (BOZ Chair) 38:51

Yeah, as he said, the ThedaCare sign's gonna be the same size.

Karen Cain (BOZ Member) 38:55

Yeah.

Paul McCann (BOZ Chair) 38:55

And then the Encircle health sign is roughly the size of the message board. So, they'll be tucked—it'll be tucked underneath the ThedaCare sign and then hoisted in the air on a pedestal. So obviously, if those are two static

entities just like that, and there's no message board you can read both and you can see the two entities. Problem stated is there's more than two

Andrew Navarro 39:26

And it changes. It's the nature of the business, I think.

Paul McCann (BOZ Chair) 39:35

Okay, so moved and seconded to approve 592 square feet.

Kelly Sperl (BOZ Member) 39:48

Not sure what the hardship is, but I don't know if Scott stated one or—?

Scott Engstrom (BOZ Member) 39:54

I moved to just for purposes of discussion.

Paul McCann (BOZ Chair) 40:01

So, I would add, then, I mean, based on consolidation of the two signs that have been approved for this property in a previous variance and affected by pending changes from the Department of Transportation, it makes sense to me to allow that many square feet of sign on a single sign if that's what these folks care to do. Now they can move both of these signs inland if they want or, you know, inbound from where they are and preserve them as is, but it seems it meets the spirit of what we've already approved.

Paul McCann (BOZ Chair) 40:47

Any further discussion? Take a vote them. Mr. Engstrom?

Scott Engstrom (BOZ Member) 40:53

I'll vote aye.

Paul McCann (BOZ Chair) 40:54

Miss Cain?

Karen Cain (BOZ Member) 40:55

Aye.

Paul McCann (BOZ Chair) 40:56

Mr. Loosen?

Kevin Loosen (BOZ Member) 40:57

Aye.

Paul McCann (BOZ Chair) 40:58

Mr. Sperl?

Kelly Sperl (BOZ Member) 40:59

Aye

Paul McCann (BOZ Chair) 41:00

Four aye votes. You have the opportunity to build a 592 square foot sign.

Andrew Navarro (BOZ Member) 41:06

Thank you.

Paul McCann (BOZ Chair) 41:07

So, let's move forward then to a 280-foot electronic message board. Is there any additional questions of the applicant? If not, we'll entertain a motion on that variance as well.

Karen Cain (BOZ Member) 41:35

I move to approve as requested.

Paul McCann (BOZ Chair) 41:39

Okay.

Kevin Loosen (BOZ Member) 41:39

And I'll second it.

Paul McCann (BOZ Chair) 41:41

Moved and seconded. Any discussion? Miss Cain, is there any basis that you'd like to put in the record?

Karen Cain (BOZ Member) 41:49

Um, I think my primary supportive reason is that it's moving away from the highway in terms of the sightlines. If it right on thee—if it were right on the highway, that's—I don't think that would be—I don't think that was sort of the purposes of the grounds that we've set forth. But I think moving it back is helpful.

Kelly Sperl (BOZ Member) 42:15

To me, if this were a static or a permanent sign, and it had everybody's names on it, I wouldn't have such an issue with it. But it's five and a half, almost six times as large as the code allows, and I struggle with that. And it's—it seems to me to be—you know, we initially heard that they're doing it so they can provide everybody's names, but yet, it's messages about, you know, this month or that month, and this event and that event, and so it's really more of an advertising sign, not so much focused on who's there. I mean, if they had a permanent sign that size, in addition to what we just approved, and it had everybody's permanent name on there, that that was there in that complex, I wouldn't have such an issue with it. But I—something that's five and a half times the size I struggle with as a electronic messaging board.

Paul McCann (BOZ Chair) 43:17

I think I agree a little bit with that concern. I mean, I think you could, in 48 square feet, put in some changeable copy that would direct people, you know that this is where these places are. And I think there's space now on a board or on a sign almost 600 square feet plus a pedestal that you could put all the entities on there. And if it is expensive, or you know, it's inconvenient or expensive, that's not an issue that we can really call into play. If you have to replace Orthopedic and Spine was somebody else or, you know, however you have to do that, that's not a hardship for us to consider.

Kevin Loosen (BOZ Member) 44:06

I think if you go with a smaller board, and you're 134 feet from the highway, how much can you see it from the highway as you're going 70 miles an hour?

Paul McCann (BOZ Chair) 44:13

Sure. Good question.

Michael Babbitts (BOZ Member) 44:16

Could be 15 feet away, right?

Kevin Loosen (BOZ Member) 44:20

I mean, you're seeing all these billboards. They're huge and changing all the time.

Paul McCann (BOZ Chair) 44:25

Which is what the City Council didn't want to have in Appleton, or we'd have electronic billboards up and down the corridor here.

Kevin Loosen (BOZ Member) 44:34

Oh, like Bergstrom?

Karen Cain (BOZ Member) 44:36

In Grand Chute.

Paul McCann (BOZ Chair) 44:37

Grand Chute which was non-compliant when it first went up. All right, any other discussion? Okay, then we'll, take a vote. This cane.

Karen Cain (BOZ Member) 44:54

Based on what Mr. Sperl brought forward, I would say nay

Paul McCann (BOZ Chair) 44:58

Okay. Mr. Loosen?

Kevin Loosen (BOZ Member) 45:00

I would say aye.

Paul McCann (BOZ Chair) 45:01

Aye?

Kevin Loosen (BOZ Member) 45:02

Aye.

Paul McCann (BOZ Chair) 45:02

Okay. Mr. Sperl?

Kelly Sperl (BOZ Member) 45:04

Nay.

Paul McCann (BOZ Chair) 45:05

Mr. Engstrom?

Scott Engstrom (BOZ Member) 45:06

Nay.

Paul McCann (BOZ Chair) 45:08

I will vote no as well, just to make sure there's no possibility of four yes votes. So that particular part of the request is denied.

Andrew Navarro 45:19

Okay. Understood. So, within the 500-and-some-change, I guess, for further discussion, may I ask what would be an acceptable size electronic message board to the to the group here?

Paul McCann (BOZ Chair) 45:35

No. I think other than 48 feet, I don't think we can address that.

Scott Engstrom (BOZ Member) 45:41

Yeah, we're not able to issue advisory opinions or anything like that.

Paul McCann (BOZ Chair) 45:46

So, 48 feet is what's allowed in the code. That's what you can work with without a variance, and if you were to bring a variance forward, that's when we can consider that.

Andrew Navarro 45:59

So, is there approval on one denial of the other—can come back on the other for a new design within the 500?

Paul McCann (BOZ Chair) 46:09

Sure, yeah. Within the 592 that's approved, you're welcome to—if you bring back something to the city that is not compliant within the code, it'll come back to this group.

Andrew Navarro 46:23

Okay. Understood.

Paul McCann (BOZ Chair) 46:27

Yes, Kurt?

Supervisor Kurt Craanen (Inspections) 46:28

Can I just for the record, just clarify something [so then]. If the variance has been approved for 592, it doesn't necessarily have to be this design. It could be any other design. Is that? We're not just saying you have to have these two different rectangles and the electronic message center size would just have to be a regular sign. They could come in with a whole nother design?

Paul McCann (BOZ Chair) 46:52

Course.

Supervisor Kurt Craanen (Inspections) 46:53

One big sign that's not necessarily like the one that was brought here.

Kelly Sperl (BOZ Member) 46:56

Plus, a 48 square foot EMB too, right?

Kelly Sperl (BOZ Member) 46:59
Within that.

Supervisor Kurt Craanen (Inspections) 46:59
Yes.

Supervisor Kurt Craanen (Inspections) 47:00
Within that. Within that.

Andrew Navarro 47:04
Okay, thanks for the clarification. Understood.

Paul McCann (BOZ Chair) 47:06
Sure. Anything else for that applicant then?

Michael Babbitts (BOZ Member) 47:09
Is there is there any consideration to the distance that needs to be tied to this?

Paul McCann (BOZ Chair) 47:15
You mean, they get...?

Michael Babbitts (BOZ Member) 47:16
In theory, if we don't clarify, it could be brought back that you have a 600 square foot sign 15 feet from the right of way?

Paul McCann (BOZ Chair) 47:23
Yep. We did not specify that. So, I think he's allowed a 592 square foot sign anywhere on this property that the DOT will him put it. Okay? All right. Thank you for joining us.

Andrew Navarro 47:45
Thank you all for your time. Have a good evening.

Kelly Sperl (BOZ Member) 47:47
Thank you.