

CITY OF APPLETON MEMO

To: Board of Zoning Appeals

From: Kurt W. Craanen, Inspections Supervisor



Date: October 10, 2022

RE: Variance Application for 103 W. College Ave. (31-2-0070-00)

Description of Proposal

The applicant proposes to construct a projecting sign that is forty-eight (48) feet above grade. Section 23-525(c) of the Zoning Ordinance limits the height of projecting signs to sixteen (16) feet.

Impact on the Neighborhood

In the application, the applicant states that the lighting will be subtle and not interfere with surrounding businesses or traffic. The applicant also points out that there are other similar projecting sign in the area.

Unique Condition

In the application, the applicant states that this property is a registered historic property.

Hardship

In the application, the applicant states that if this variance is not granted, they would not have the ability to showcase the unique façade as a cohesive architecture landmark of the city. The applicant also states that complying with the Zoning Ordinance would be in violation of the NPS guidelines for preservation of historic structure.

Staff Analysis

This parcel is 6,654 sq. ft. The minimum size lot in the CBD zoning district is 2,400 sq. ft.

The applicant could install a code compliant sign at this location.

Return to: Department of Public Works
 Inspection Division
 100 North Appleton Street
 Appleton, Wisconsin 54911
 (920) 832-6411

City of Appleton Application for Variance

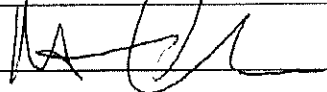
Application Deadline September 26, 2022 Meeting Date October 17, 2022 7pm

Please write legibly and also submit a complete reproducible site plan (maximum size 11" x 17"). A complete site plan includes, but is not limited to, all structures, lot lines and streets with distances to each. There is a non-refundable \$125.00 fee for each variance application. The nonrefundable fee is payable to the City of Appleton and due at the time the application is submitted.

Property Information	
Address of Property (Variance Requested) 103 W COLLEGE AVE	Parcel Number 31-2-0070-00
Zoning District CBD	Use of Property Residential <input type="checkbox"/> Commercial <input checked="" type="checkbox"/>

Applicant Information	
Owner Name ZUELKE FLATS LLC	Owner Address PO BOX 6331 FISHERS IN 46038
Owner Phone Number 317-525-1467	Owner E Mail address (optional) matt@tegethoffdevelopment.com
Agent Name Sign Art Studio - Ron Erickson	Agent Address 325 W Front St. Mount Horeb, WI 53572
Agent Phone Number 920-372-8131	Agent E Mail address (optional) ron@makesignsnotwar.com

Variance Information
Municipal Code Section(s) Project Does not Comply Section 23-525(e) The maximum height between the top of the sign and the normal grade shall not exceed sixteen (16) feet.
Brief Description of Proposed Project Install a projecting sign that is forty eight (48) feet above from grade. Section 23-525 (e) of the Zoning Ordinance limits the height of projecting signs to sixteen (16) feet.

Owner's Signature (Required):  Date: 9-19-22

Recp 121559910

Return to: Department of Public Works
Inspection Division
100 North Appleton Street
Appleton, Wisconsin 54911
(920) 832-6411

Questionnaire

In order to be granted a variance each applicant must be able to prove that an unnecessary hardship would be created if the variance were not granted. The burden of proving an unnecessary hardship rests upon the applicant. The attached sheet provides information on what constitutes a hardship. (Attach additional sheets, if necessary, to provide the information requested. Additional information may be requested as needed.

1. Explain your proposed plans and why you are requesting a variance:
Proposed plan is for one double-sided main projecting sign that properly identifies and pays tribute to the historical building and founder. Design intent features new brand colors with Irving Zuelke crest logo as featured throughout the building. Gold leaf and carved elements on the sign also integrate with building architecture. Please see current design concept attached with this application.
Requesting a variance to place the sign above the 2nd story and installed at 48' from grade to top of sign. This will allow historical preservation of the national landmark.

2. Describe how the variance would not have an adverse impact on the surrounding properties:
Internal sign lighting designed to be edge-lit and subtle so as not to interfere with surrounding business or vehicular traffic.
Other properties in the surrounding area have similar allowances for sign heights.
Please see Exhibit A photos of existing property signage for Johnson Bank, Spa Ben Mar Nicos, Copperleaf Hotel.

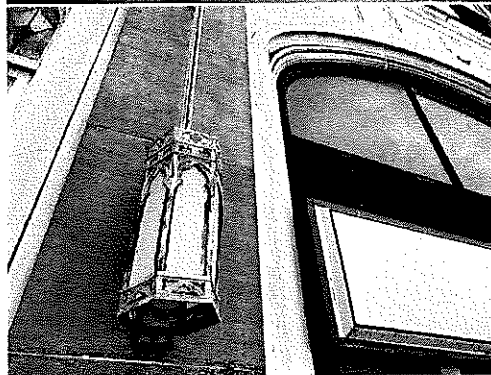
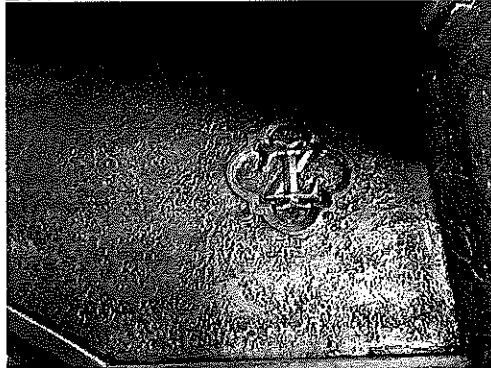
3. Describe the special conditions that apply to your lot or structure that do not apply to surrounding lots or structures:
Preservation of historic architecture on the first 2 floors.
Included in the National Registry of Historic Places, the building speaks of the cultural impact to the city and legacy of Irving Zuelke.
Please see Exhibit B building photos of neo-gothic architectural features.

4. Describe the hardship that would result if your variance were not granted:
Without a variance granted we would not have the ability to showcase the unique façade as a cohesive architectural landmark for the city, which would undermine the historical significance of the property.
Existing signage is not historically significant or effective. Replacing with like kind within the code standards would be in violation of NPS guidelines for preservation of historic structures.

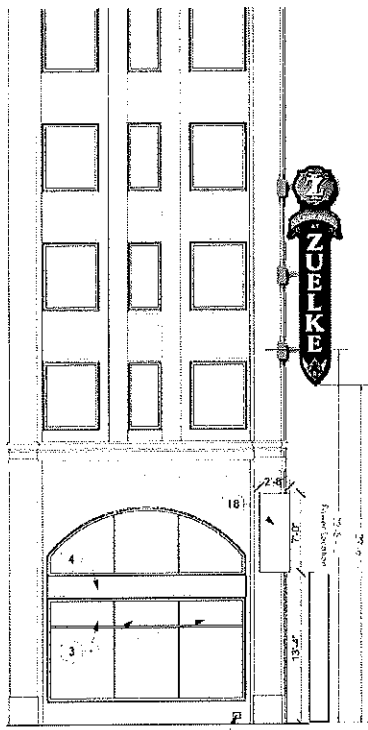
Exhibit A:



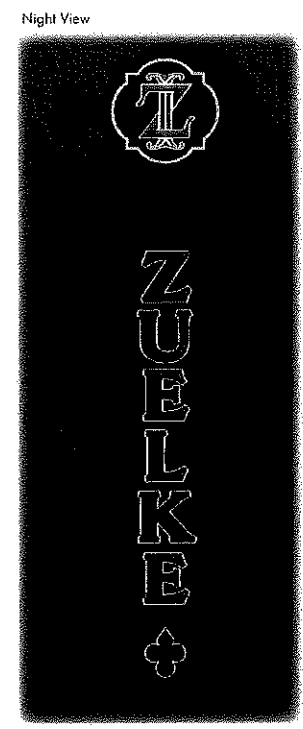
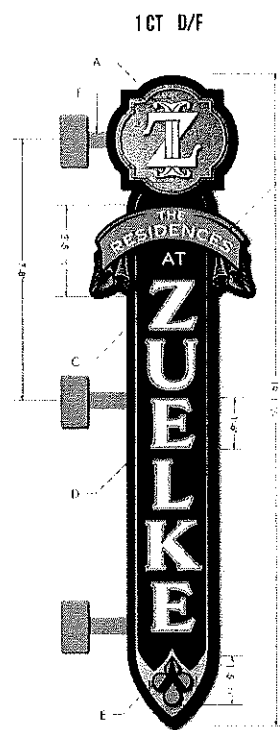
Exhibit B:



DATE: 08/30/2022 CUSTOMER: GREENFIRE - IRVING ZUELKE BUILDING ADDRESS: 103 WEST COLLEGE AVENUE, APPLETON, WI 54911



Mounting location / East Elevation



Night View

- LEGEND
- A. Sign shall be 27" x 107" high and 12" wide, adjustable with two (2) hand panels.
 - B. Minimum frame thickness: 4.200 G. 04
 - C. Sign shall be made of aluminum extrusion with 1/2" thick panels with two (2) hand panels.
 - D. Sign shall be made of aluminum extrusion with 1/2" thick panels with two (2) hand panels.
 - E. Sign shall be made of aluminum extrusion with 1/2" thick panels with two (2) hand panels.
 - F. Sign shall be made of aluminum extrusion with 1/2" thick panels with two (2) hand panels.

- FINISHES
- AN Glass 2004
 - 24" G. 04
 - AN Glass 2004 (2)
 - 24" G. 04 (2)
 - 24" G. 04 (2) (2)
 - 24" G. 04 (2) (2) (2)

GREENFIRE

GREENFIRE - IRVING ZUELKE BUILDING

SIGNART
 BUILD
 makesignsnotwar.com
 225 W Front St Mount Horeb WI 53672

CUSTOMER APPROVAL: _____ DATE: _____ LANDLORD APPROVAL: _____ DATE: _____

I hereby approve the design and construction of the above sign for the above building. I understand that the sign is subject to the applicable laws and regulations of the State of Wisconsin and the City of Appleton, Wisconsin. I understand that the sign is subject to the applicable laws and regulations of the State of Wisconsin and the City of Appleton, Wisconsin.

BI

