

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 **8/28/2023** Meeting Date **9/18/2023**

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 non-refundable fee is payable to the City of Appleton and due at the time the application is submitted.

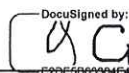
Property Information	
Address of Property (Variance Requested) <b>2500 E. Capitol Dr.</b>	Parcel Number <b>311660101</b>
Zoning District <b>C-2 General Commercial District</b>	Use of Property <input type="checkbox"/> Residential <input checked="" type="checkbox"/> Commercial

Applicant Information	
Owner Name <b>ThedaCare, Inc.</b>	Owner Address <b>3 Neenah Center Neenah, WI 54956</b>
Owner Phone Number <b>1 (800) 236-2236</b>	Owner E Mail address (optional)
Agent Name <b>Hplex Solutions - Andrew Navarro</b>	Agent Address <b>65 Hidden Ravines Drive, Suite 100 Powell, OH 43065</b>
Agent Phone Number <b>614-738-8776</b>	Agent E Mail address (optional) <b>andrew@hplex.com</b>

Variance Information
Municipal Code Section(s) Project Does not Comply Sec. 23-523 (a)/Sec. 23-529 (c) (2) - 150/200 S.F. allowable Sec. 23-523 (d) - 48 S.F. allowable
Brief Description of Proposed Project Construct new monument sign to combine wayfinding from Highway 41 for ThedaCare's Appleton North Campus. Project also includes demolition of the two existing monument signs along 41.

Owner's Signature (Required):

DocuSigned by:



VP

Date: **8/28/2023**

Recp 5590 -0005

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## 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:

Construct a new monument sign with an electronic message board in order to consolidate & improve the branding/wayfinding for patients/visitors to ThedaCare's Appleton North Campus.

We are requesting a variance to the allowable S.F. in area per sign face for both the monument sign and the electronic message board in order for the sign to be visible and legible from Highway 41.

2. Describe how the variance would not have an adverse affect on the surrounding properties:

The monument sign will not have an adverse affect on the surrounding properties as the nearest adjacent property is over 500' away from the proposed sign location. The proposed sign is also planned closer to the building so less impactful than the existing monument signs.

We believe the new sign is an improvement to the existing condition in two ways:

1. Included in the project is the demolition of two existing monument signs. This consolidation cleans up the frontage along highway 41 and supports easier navigation to ThedaCare's Appleton North Campus.
2. The sign is pulled further back from the highway in order to anticipate the future Highway 41 expansion, remaining in compliance after the new ROW is established.

3. Describe the special conditions that apply to your lot or structure that do not apply to surrounding lots or structures:

1. This lot is a complete Healthcare campus, providing healthcare to the community by both ThedaCare and Encircle Health. This unique arrangement has created the need to consolidate the branding & signage into a cohesive vision v.s. the existing separate monument signs.

2. This lot is going to be affected by the proposed Highway 41 project that will expand the highway through eminent domain and move the ROW for the property. The highway project would cause the existing signs to be very close to the expanded highway potentially impacting the feasibility of the construction and if left in place would be non-compliant in the future.

4. Describe the hardship that would result if your variance were not granted:

The existing monument signs would remain in place causing hardship for ThedaCare, Encircle Health, Patients/Visitors and potentially WisDOT.

ThedaCare/Encircle Health: Outdated/Incorrect branding of the Healthcare campus

Patients/Visitors: Misdirected or confused communication regarding where they are supposed to go for their care.

WisDOT: Potential interference or impediment of construction access and logistics to expand Highway 41.

## CITY OF APPLETON MEMO

To: Board of Zoning Appeals

From: Kurt W. Craanen, Inspections Supervisor



Date: September 8, 2023

RE: Variance Application for 2500 E. Capitol Dr. (31-1-6601-01)

### **Description of Proposal**

A ground sign is proposed that is a total of 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. Within this proposed sign is 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.

### **Impact on the Neighborhood**

In the application, the applicant states that the sign will not adversely affect the surrounding properties as the nearest adjacent property is over 500' away. The applicant believes the proposed sign will be an improvement because: 1) The two existing signs will be removed and 2) The proposed sign will be further away from highway 41.

### **Unique Condition**

In the application, the applicant states that the proposed sign is unique because: 1) The site is a healthcare campus that provides services to ThedaCare and Encircle Health. The sign consolidates each entities signage and branding. 2) The existing signs are required to be removed due to the highway 41 expansion.

### **Hardship**

In the application, the applicant states that if the variance request is not granted, the existing monument signs would remain in place, causing hardship for ThedaCare, Encircle Health, patients/visitors and potentially WIDOT and outdated and incorrect branding would misdirect and confuse visitors.

### **Staff Analysis**

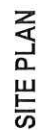
This parcel is 39 acres. The minimum size lot in the C2 zoning district is 14,000 sq. ft.

On October 19, 2015, a variance was approved to allow on this parcel five (5) ground signs with a cumulative size of 722.08 sq. ft. and two (2) ground signs to be within on the same frontage.

There are currently two (2) ground signs along the north side of this property. The signs will be removed because of a State highway expansion project along highway 41.

A large EMB along highway 41 could create a safety issue. The applicant has the option of an EMB that meets the standards of the Zoning Ordinance.





NORTH





PLANIT

# ThedaCare

Freeway Sign Design Concepts  
Revised Concept 3 Design

July 6, 2023





- Reference Images
- Form
  - Connectivity
  - Lighting
  - Contrast

Building forms that inform the sign design development

- Form
- Material
- Texture
- Color
- Alignment



Exterior Freeway  
Sign Concepts

Design Development  
Drawing Package

Sign Concept  
Reference Images



The sole purpose of these design intent drawings are to provide visual design intent with development of the signage package. The sign vendor awarded the contract by USITT and its approved sub-contractor, USITT, shall be responsible for the design, drawings, engineering, materials selection, sign fabrication and installation based on latest state and federal building codes for this specific location.

CLIENT assumes no responsibility for final engineering, materials not specified herein, sign fabrication and installation, or use of the design intent drawings for any other purpose. CLIENT, CLIENT hereby disclaims any and all expressed or implied warranties if these drawings are used for any purpose other than to provide visual design intent only to CLIENT sign contractors and their sub-contractors.

The design intent drawings within this document are for informational use only. Any other use of these drawings, in whole or in part, without the prior written consent of CLIENT is prohibited.

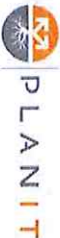
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Exterior Freeway  
Sign Concepts

Design Development  
Drawing Package

Revised Freeway  
Sign Elevation

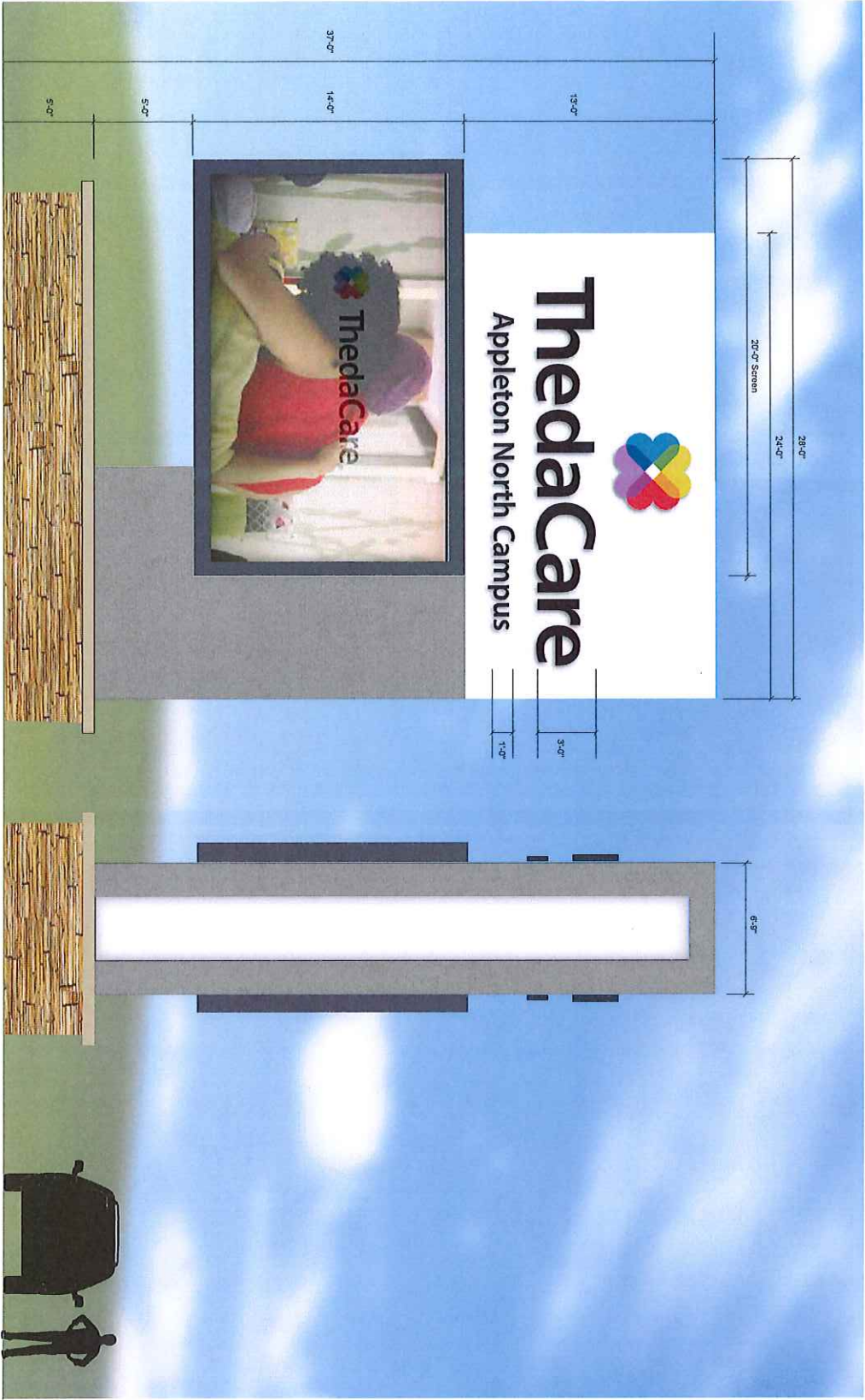


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Date: 7/6/23



ELEVATION

END ELEVATION





Exterior Freeway  
Sign Concepts

Design Development  
Drawing Package

Revised Freeway  
Sign Rendering  
OPTION 3  
Day View

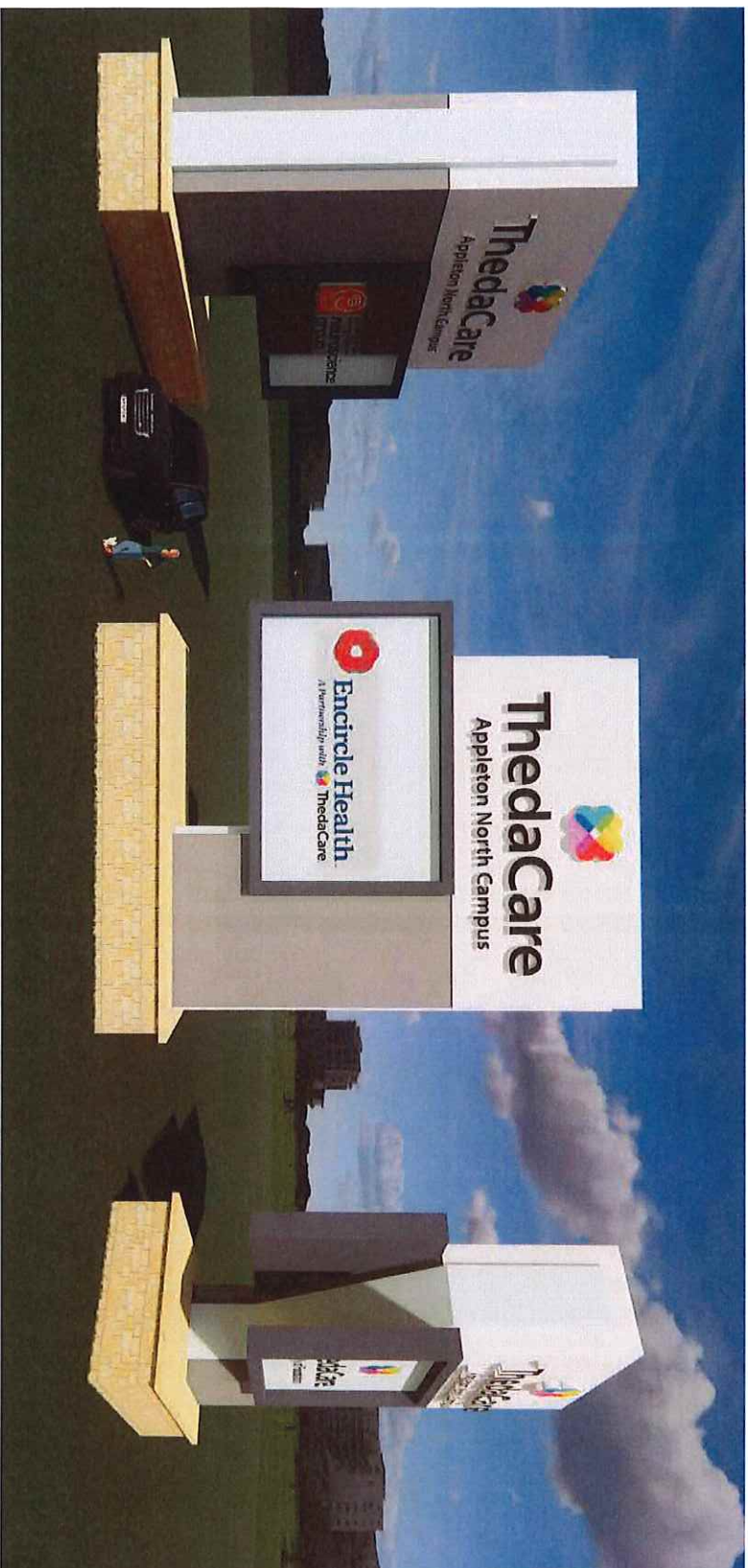


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CLIENT assumes no responsibility for final engineering, materials not specified herein, sign fabrication and installation, or use of any non-compliant CLIENT signs or products developed without prior written consent from CLIENT. CLIENT shall be responsible for all expressed or implied warranties if these drawings are used for any purpose other than to provide visual design intent only to CLIENT sign contractors and their sub-contractors.

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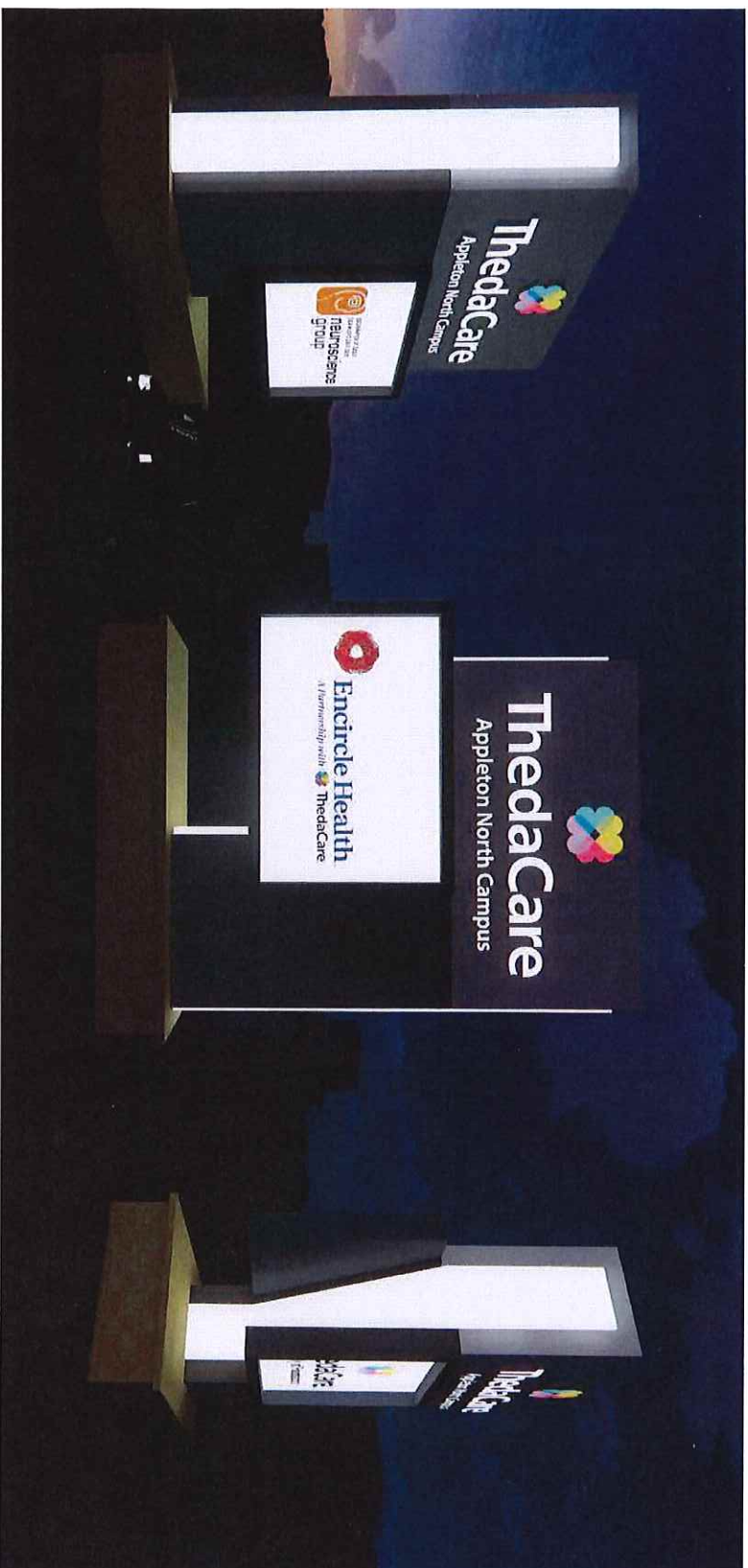






Exterior Freeway  
Sign Concepts

Design Development  
Drawing Package



Revised Freeway  
Sign Rendering  
OPTION 3  
Night View  
Face Illumination



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The design intent drawings within this document are for the exclusive use of CLIENT. Any other use of these drawings without the prior written consent of CLIENT is prohibited.

Date: 7/6/23



Exterior Freeway  
Sign Concepts

Design Development  
Drawing Package

Revised Freeway  
Sign Rendering  
OPTION 3  
Night View  
Color Variants



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