

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

City of Appleton Application for Variance

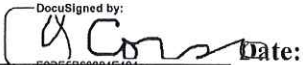
Application Deadline 8/28/2023 Meeting Date 9/18/2023

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

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

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):  Date: 8/28/2023

VP

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.



PLANIT

TheadaCare

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 packages. The sign vendor awarded the contract by CLIENT and its approved sub-contractors shall be responsible for all design, engineering, 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 materials not specified herein. Signs or products developed without prior written consent from 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.

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Date: 7/6/23

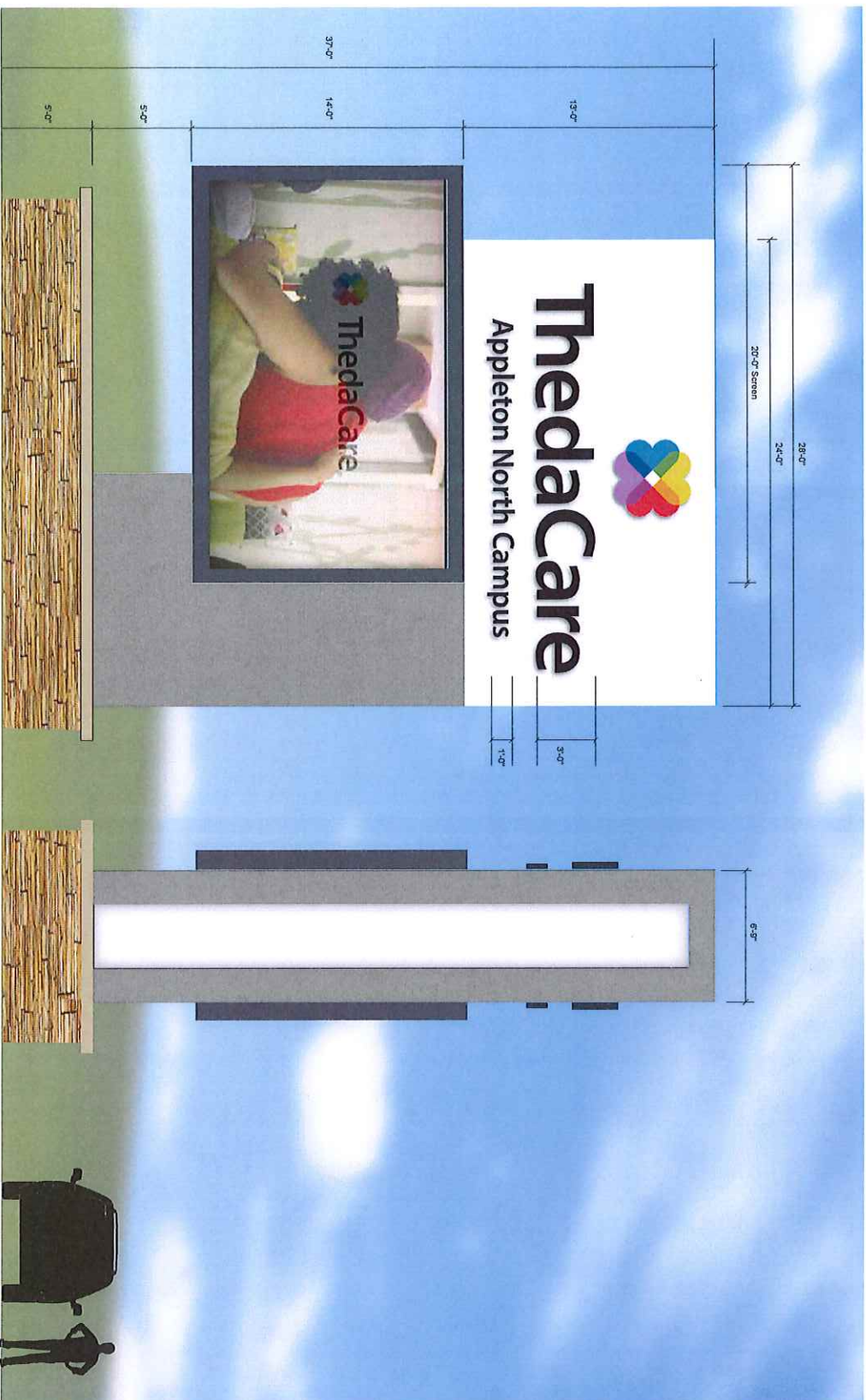
**Revised Freeway
Sign Elevation**



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Date: 7/6/23



ELEVATION

END ELEVATION



Exterior Freeway
Sign Concepts

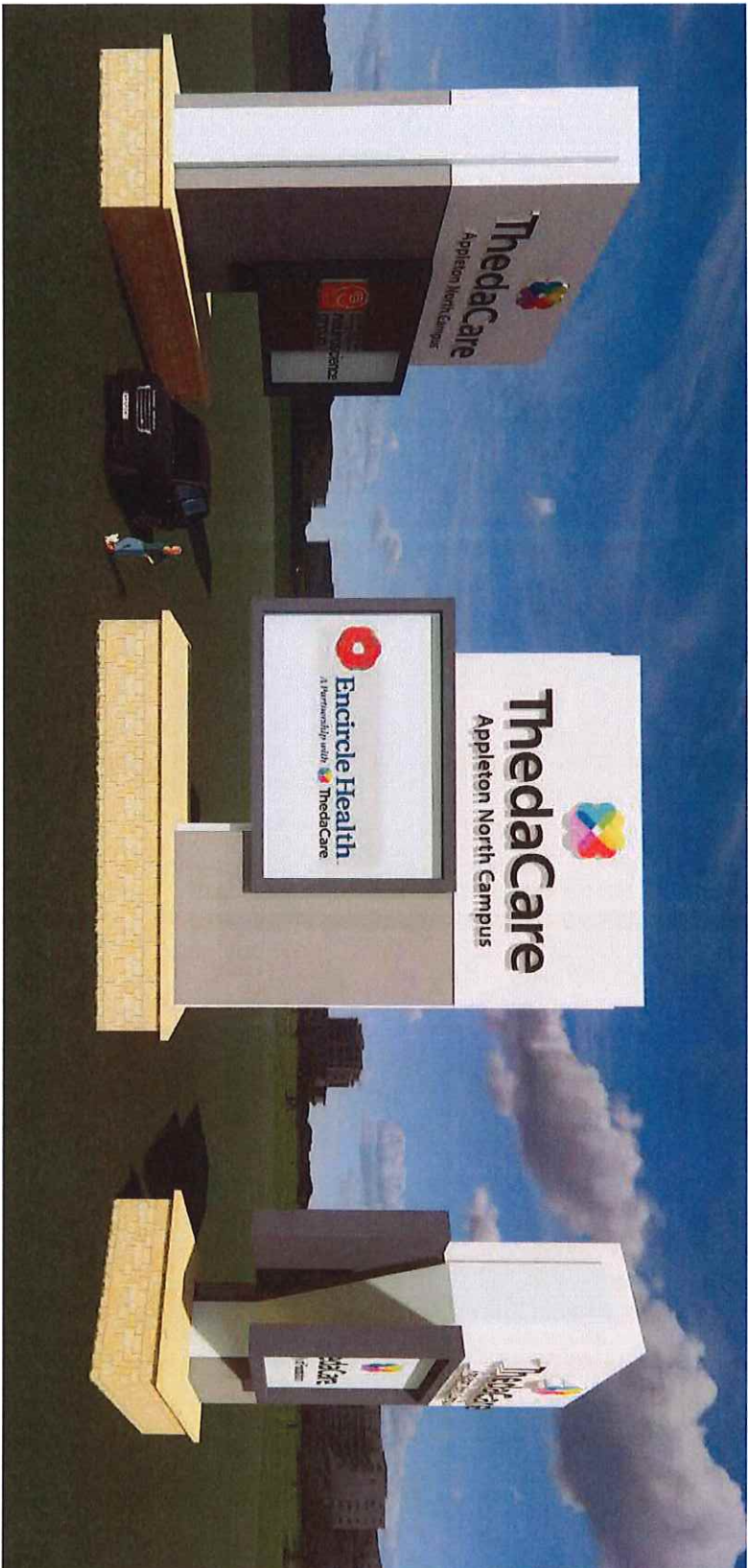
Design Development
Drawing Package

Revised Freeway
Sign Rendering
OPTION 3
Day View



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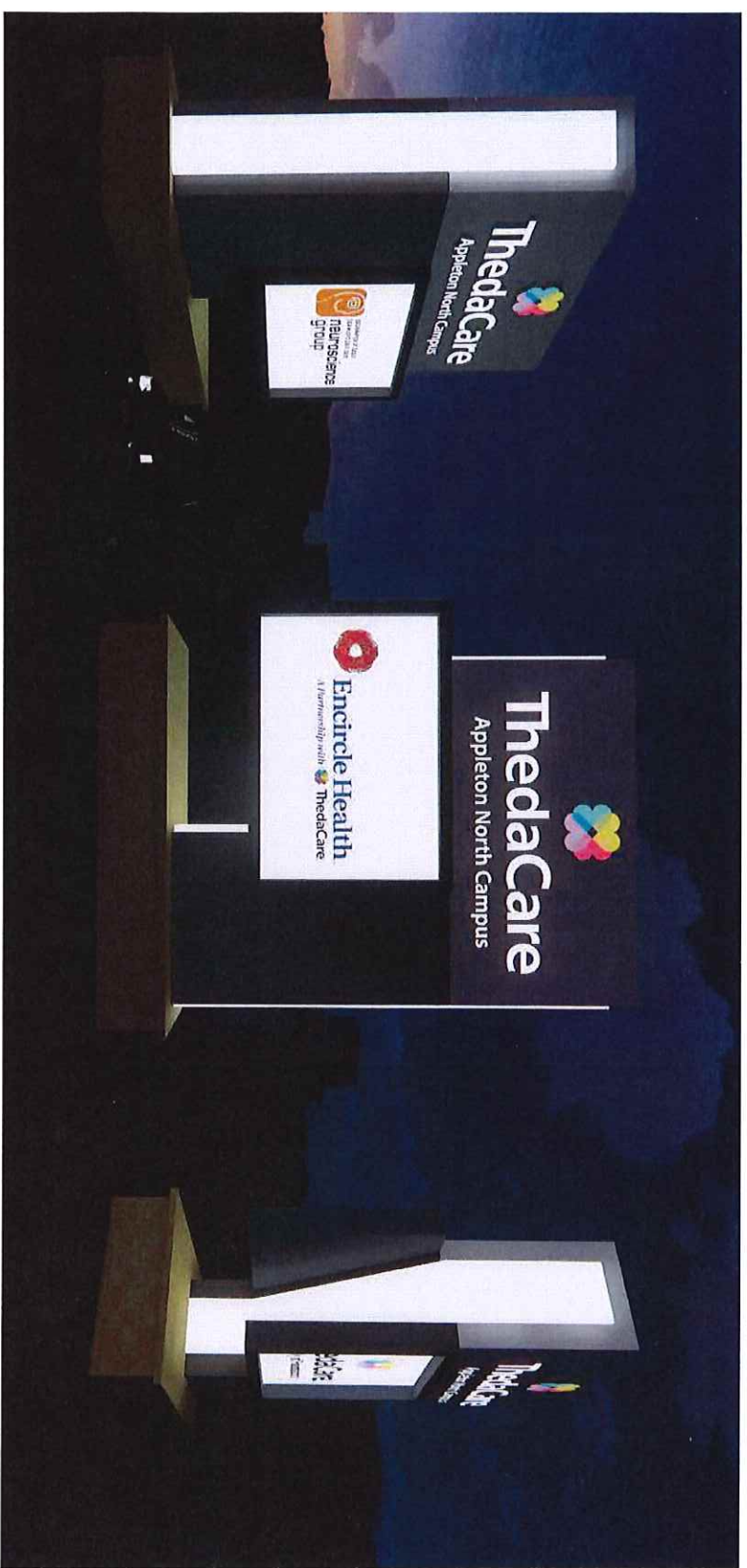




Exterior Freeway
Sign Concepts

Design Development
Drawing Package

Revised Freeway
Sign Rendering
OPTION 3
Night View
Face Illumination



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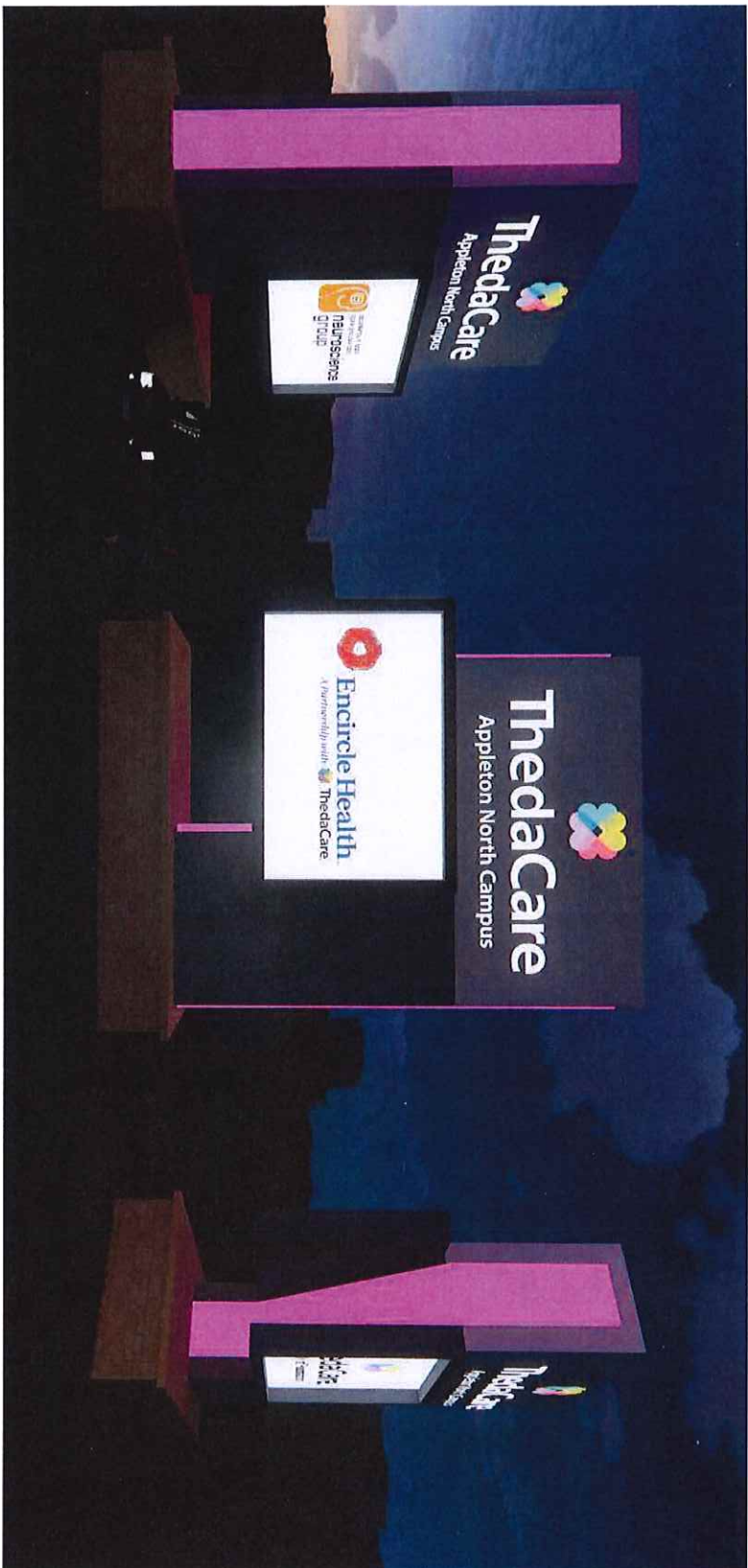
Date: 7/6/23



Exterior Freeway
Sign Concepts

Design Development
Drawing Package

Revised Freeway
Sign Rendering
OPTION 3
Night View
Color Variants



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