

CITY OF APPLETON MEMO

To: Board of Zoning Appeals

From: Kurt W. Craanen, Inspections Supervisor



Date: November 8, 2022

RE: Variance Application for 110 N. Kensington Dr. (31-4-5565-00)

**Description of Proposal**

The applicant proposes to construct a second ground sign on a parcel. Section 23-522(a) of the Zoning Ordinance limits ground signs to one (1) per parcel.

**Impact on the Neighborhood**

In the application, the applicant states that the request will only impact Valley Packaging Inc. and their customers, as there are no other businesses in the area.

**Unique Condition**

In the application, the applicant states that there are two separate driveways that lead to two building entrances. A sign at each driveway would help in reducing confusion.

**Hardship**

In the application, the applicant states that truck and bus traffic would not know to use the designated driveway and may enter the property driveway where there is pedestrian traffic. Congested traffic patterns and safety of pedestrians would be potential hardships if this variance is not granted.

**Staff Analysis**

This parcel is 25.11 acres. The minimum size lot in the M2 zoning district is 8,000 sq. ft.

The large size of this property makes it unique. However, the code does not provide an exception for large lots.

The applicant does have an alternative to place legal directional signs near the entrances according to Section 23-507(a)(4). Because of this, the application does not satisfy the criteria for a hardship.

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 10.31.22 Meeting Date Nov. 21<sup>st</sup> 2022

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)	Parcel Number
<u>110 N. Kensington Dr.</u>	<u>314556500</u>
Zoning District	Use of Property
<u>M2 General Industrial</u>	<input type="checkbox"/> Residential <input checked="" type="checkbox"/> Commercial

Applicant Information	
Owner Name	Owner Address
<u>Valley Packaging</u>	<u>110 N. Kensington Dr. Appleton 54915</u>
Owner Phone Number	Owner E Mail address (optional)
<u>920.882.2816</u>	
Agent Name	Agent Address
<u>Appleton Sign</u>	<u>2400 Hilly Rd. Neenah. 54956</u>
Agent Phone Number	Agent E Mail address (optional)
<u>920.560.6820</u>	<u>magiew@appletonsign.com</u>

Variance Information
Municipal Code Section(s) Project Does not Comply
<u>73-507(a)</u>
Brief Description of Proposed Project
<u>Add a second ground sign</u>

Owner's Signature (Required):  Date: 10.24.22  
 TIANA KAMINSKI  
 UPI  
 VICE PRESIDENT

Recp 4168-0013

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:

VPI WANTS TO USE 108 N. KENSINGTON FOR DISTRIBUTION AND 110 N. KENSINGTON AS OFFICE AND PRODUCTION. WE WANT TO MOVE TRAFFIC PATTERNS OF THE TRUCKS AND BUSES AWAY FROM PEDESTRIANS AND ATTEMPT TO REDUCE PROPERTY DAMAGE OF BROKEN CONCRETE AND RUTTED GRASS.

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

THIS REQUEST WILL ONLY IMPACT VPI AND OUR CUSTOMERS AS THERE ARE NO OTHER BUSINESSES IN THIS ADDRESS RANGE.

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

THERE ARE TWO SEPARATE DRIVEWAYS THAT LEAD TO TWO ~~ENTRANCES~~ BUILDING ENTRANCES. A SIGN AT EACH DRIVEWAY WOULD HELP IN REDUCING CONFUSION.

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

TRUCK AND BUS TRAFFIC WOULD NOT KNOW TO USE THE DESIGNATED DRIVEWAY AND WOULD END UP ENTERING THE PROPERTY WHERE WE HAVE PEDESTRIAN TRAFFIC. CONGESTED TRAFFIC PATTERNS AND SAFETY OF PEDESTRIANS WOULD BE POTENTIAL HARSHIPS IF THIS VARIANCE IS NOT GRANTED.

CLIENT:	VALLEY PACKAGING INDUSTRIES
STREET ADDRESS:	110 N KENSINGTON DR
CITY / STATE:	APPLETON, WI
DATE:	8/5/22
SALES:	ERIC GATES
DESIGNER:	MIKE FRASSETTO

GENERAL SPECIFICATIONS	
VOLTAGE:	
POWER DRAW:	
SQUARE FOOTAGE:	

REQUIRED ITEMS FROM CLIENT	
BRANDING STANDARDS?	

COLOR SCHEDULE	

SURVEY ITEMS REQUIRED	
FIELD SURVEY?	
<input type="checkbox"/> ON SITE COLOR MATCH	<input type="checkbox"/> TRUCK ACCESS? YES or NO
<input type="checkbox"/> AVAILABLE AREA	<input type="checkbox"/> BEHIND WALL ACCESS? YES or NO
<input type="checkbox"/> FACE DETAILS	<input type="checkbox"/> ELECTRICAL EXISTING? YES or NO
<input type="checkbox"/> POLE DETAILS	
<input type="checkbox"/> ALL SIGN DETAILS	
<input type="checkbox"/> OTHER:	

SURVEY UPDATE	

PLEASE SIGN BELOW STATING THAT THIS DESIGN IS APPROVED

**X**

BY SIGNING THIS DOCUMENT, YOU ARE AGREEING TO ALL SPECIFICATIONS SCOPE OF WORK DESCRIBED ON THIS DRAWING & THE PROPOSAL MATCHING THE DESIGN & PRODUCTION OF THIS PROJECT WILL NOT BE ALLOWED WITHOUT A SIGNATURE.

**OPT. 1 220842-02**

**DETAILED DESIGN!  
CAN BE USED FOR PRODUCTION**



**SITE PLAN**

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