

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

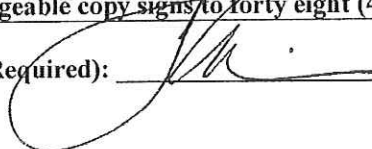
City of Appleton Application for Variance

Application Deadline **February 26, 2018** Meeting Date **March 19, 2018 at 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 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) 1919 E. Calumet St.	Parcel Number 31- 9-1116-00
Zoning District PDC2	Use of Property Commercial
Applicant Information	
Owner Name Calumet Village Partners	Owner Address 3305 N. Ballard Road Appleton, WI 54911
Owner Phone Number	Owner E Mail address (optional)
Agent Name Julie Braun	Agent Address 558 Eisenhower Fr. Suite A Kimberly, WI 54136
Agent Phone Number 920-731-4852	Agent E Mail address (optional) julie@tlcsign.com
Variance Information	
Municipal Code Section(s) Project Does not Comply Section 23-523(d)- Changeable copy signs cannot exceed forty-eight (48) sq. ft.	
Brief Description of Proposed Project It is being proposed that a changeable copy sign be installed on the wall of the business at 1919 E. Calumet St. that fifty-four (54) sq. ft. Section 23-523(d) of the Zoning Ordinance limits the size of changeable copy signs to forty eight (48) sq. ft.	

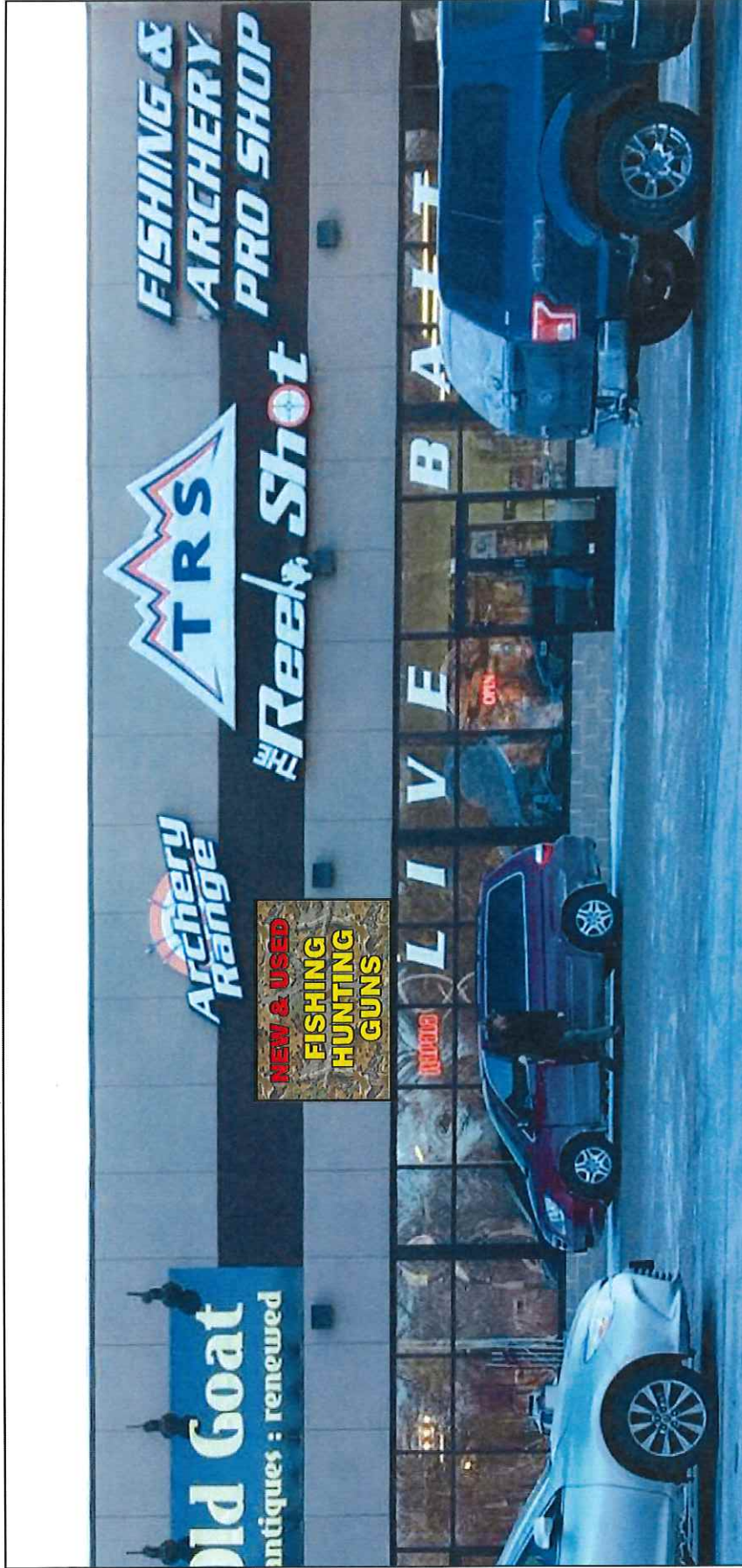
Owner's Signature (Required):



Date:

2.26.18

111" EMC CABINET



77" EMC CABINET

MESSAGE CENTER

INSTALL WATCHFIRE
16MM FULL COLOR MESSAGE CENTER
108 x 162 LED MATRIX
6'-5" H x 9'-3" W
6' H x 9' W VIEWING AREA

THE REEL SHOT STORE FRONT SIGNAGE

STORE FRONT AREA: 678"W x 288"H, 1,356 SQ. FT
TOTAL SIGNAGE ALLOWED = 350 SQ. FT
'TRS' FABRICATED ALUMINUM ILLUMINATED CABINET: 171"W x 72"H, 85.5 SQ. FT
'THE REEL SHOT' ILLUMINATED CHANNEL LETTERS: 231.25"W x 38.25"H, 61.4 SQ. FT
'FISHING & ARCHERY PRO SHOP' ILLUMINATED CHANNEL LETTERS: 161.5"W x 72"H, 80.75 SQ. FT
'ARCHERY RANGE' ILLUMINATED CHANNEL LETTERS 120"W x 58.5"H, 48.75 SQ. FT
MESSAGE CENTER CABINET 111"W x 77"H, 59.35 SQ. FT
TOTAL STORE FRONT SIGNAGE: 335.75 SQ. FT

TLC Sign
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EASTERN WISCONSIN:
O: 920-733-411C F: 920-733-3148
558 ESENHOWER DR.
KIMBERLY, WI 54136
CENTRAL WISCONSIN:
N7255 12ND CT
WEAUWATIGA, WI 54983
O: 920-867-411C F: 920-867-3625

CUSTOMER: THE REEL SHOT

ADDRESS: 1919 E CALUMET ST. APPLETON, WI 54915

DATE: 12.18

FILE NAME: 18-0580B.CDR

REVISED BY:

PG: 1 OF 2

NOTES:

DESIGNER: MARINA NIKOLOV

SCALE: 1:88

REV. DATE:

CUSTOMER SIGNATURE FOR DESIGN APPROVAL

THIS IS AN ORIGINAL DRAWING CREATED BY TIM'S LIGHTING COMPANY, INC. NO PART OF THIS DOCUMENT MAY BE USED OR REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM TIM'S LIGHTING COMPANY, INC. COLORS SHOWN ON ANY MAY VARY DUE TO VARYING SURFACE MATERIALS AND PAINT.

158" FACE SIZE



DOUBLE SIDED PYLON SIGN QTY: 2

TRANSLUCENT CUT VINYL GRAPHICS 8500-006 INTENSIVE BLUE (NEW & USED: FISHING. HUNTING. GUNS.)
APPLIED TO EXISTING PAN FORMED FACES ON DOUBLE SIDED PYLON SIGN



SIGN LOCATION (NOT TO SCALE)

 TRUSTED. LOYAL CREATIVE. A DIVISION OF TIM'S LIGHTING COMPANY, INC. TLC SIGN.COM		EASTERN WISCONSIN: O: 920-733-411C F: 920-733-3148 555 EISENHOWER DR. KIMBERLY, WI 54136 CENTRAL WISCONSIN: N7255 32ND CT WEAUMEGA, WI 54983 O: 920-887-411C F: 920-467-3625		CLIENT: THE REEL SHOT	PG: 2 OF 2	NOTES:	CUSTOMER SIGNATURE FOR DESIGN APPROVAL
		ADDRESS: 1919 E CALUMET ST, APPLETON, WI 54915		DESIGNER: MARINA NIKOLOV			
		DATE: 1.2.18		SCALE: 1:32			
		FILE NAME: 18-0580B.CDR		REV. DATE:			
		REVISED BY:					

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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:

Reel Shot/Ye Old Goad is owned by Brian and Meghan Keller. Two businesses side by side in the same building.

Both businesses in this C2 district are under the maximum allowed 35% of wall space and have sufficient room to add signage on the store front. The building is set back approximately 220' from the street and the entire building with three tenants has a total street frontage of approximately 550'.

The current ordinance states in section 23-253 (d) *Changeable copy signs*. The maximum area of changeable copy cannot exceed forty-eight (48) square feet.

They would like to install 54 sq. ft. Electronic Message Center on the front of their building to be used for both businesses, overall size is 6' 5" x 9' 3" with a 6' x 9' viewing area. Reference our attached rendering simulating the install. 18-0580B.pdf Since the sign they want to install is over the size allowed in the ordinance we are requesting a variance to allow the increased size of a changeable copy sign.

Property owner has signed the variance application request indicating they do not have any issue with the tenant installed the requested changeable copy sign.

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

We don't believe this will have any negative effects on the area. There are other LED message center units along Calumet in the C2 district as well, and

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other than the square footage it complies with the rest of the regulations. It is a very minimal amount of additional signage.

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

The building being set back further than the surrounding buildings is a special condition compared to the surrounding businesses. As well as one sign being used for the benefit of multiple businesses in the multi-tenant property. The size allows for somewhat larger text and graphics to increase content readability and effectiveness of the sign from the street.

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

Denial of the variance is a financial hardship because they already own the 6' x 9' unit which used to be installed at their Mall Dr. location in Grand Chute, which is now closed. Under the current code it is our understanding they would each be allowed to install a 48 sq. ft. unit totaling 96 sq. ft. of EMC. They prefer and feel it would also benefit the city as well, to install the one 54 sq. ft. unit instead of one unit each totaling 96 sq. ft.

Denial may also be a hardship to the Reel Shot as they are expanding into new areas of sporting goods. If they are denied this variance and required to purchase a new 4 x 8 unit that adds to their overhead and which is detrimental to the overall cost of running a business. Same scenario for Ye Old Goad.

EMC's are very effective method of communication to the client that is already right there. Using more channel letters or box signs on the store front to market/advertise who they and what they have for service is not as effective or as good as ROI (return on investment). As the City itself know the benefit of this type of signage since they have several of their own at Parks, Children's Museum etc.