

CITY OF APPLETON MEMO

To: Board of Zoning Appeals

From: Kurt W. Craanen, Inspections Supervisor 

Date: April 7, 2021

RE: Variance Application for 740 E. College Ave. (31-1-0431-00)

Description of Proposal

The applicant proposes to place a second ground sign on this property. Section 23-522(b)(1) of the Zoning Ordinance only allows a second ground sign if both street frontages are two hundred (200) feet. This lot is a three (3) frontage lot and only one frontage is over two hundred (200) feet. The proposed location of the sign is next to an existing ground sign. Section 23-522(b)(4) of the Zoning Ordinance prohibits two (2) ground signs on the same street frontage.

Impact on the Neighborhood

In the application, the applicant states that since the sign is relatively small, it will not interfere with any sightlines. The applicant also states that this is the location where the governing church body of EUMC voted to place the sign.

Unique Condition

In the application, the applicant states that this lot is set inside a primarily residential district. The lot is the size of five (5) or six (6) residential lots and has a large building and parking lot.

Hardship

In the application, the applicant states that this is a unique lot. It is made up of multiple properties, has a triple frontage, the front and back are two different sizes, the depth of the lot is 320 feet and there is a total of 700 feet of street frontage.

Staff Analysis

This parcel is 56,670 sq. ft. There is no minimum lot size for lots in the PI zoning district.

The proposed plan shows a second ground sign located along side the existing sign for Emmanuel United Methodist Church. Having two (2) signs on the same frontage is specifically prohibited in Section 23-522 (b)(4) of the Zoning Ordinance. There are alternative locations on the property to place a second ground sign.

Although the parcel is large and has three (3) street frontages, only one (1) street frontage is at least 200 feet. Section 23-522(b)(1) requires each street frontage to be 200 feet.

In conclusion, this is a uniquely shaped and large lot, but having two (2) signs next to each other on a busy intersection near downtown is not a situation that is consistent with the intent of the Zoning Ordinance relating to sign placement. There are alternative locations on the property for a second sign to be located.

April 5, 2021
April 12, 2021
Acct. 17035

City of Appleton

NOTICE OF HEARING FOR VARIANCE

NOTICE IS HEREBY GIVEN that a meeting of the Board of Appeals, established under the provisions of Chapter 23 of the Ordinance, and known as the Zoning Ordinance, to be held on the 19th day of April 2021, at 7:00 P.M., in Committee Room "6A/B", 6th Floor, City Hall, 100 North Appleton Street, of the City of Appleton, Wisconsin, will be heard to consider the Appeal of:

from the ruling of the City Building Inspector in granting a permit for the construction, alteration, rebuilding, or occupancy of a nonconforming building on, or for the use of the property known and described as follows:

740 E. College Ave.

Tax Key Number: 31-1-0431-00

The applicant proposes to place a second ground sign on this property. Section 23-522(b)(1) of the Zoning Ordinance only allows a second ground sign if both street frontages are two hundred (200) feet. This lot is a three (3) frontage lot and only one frontage is over two hundred (200) feet. The proposed location of the sign is next to an existing ground sign. Section 23-522(4) of the Zoning Ordinance prohibits two (2) ground signs on the same street frontage.

Notice is further given that the said meeting is open to the public and that the appellant and any other person interested may appear and be heard for or against the granting of aforesaid permit by this Board.

CITY OF APPLETON,
Appleton, Wisconsin
The Board of Appeals

**REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES
WILL BE MADE UPON REQUEST AND IF FEASIBLE.**

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

City of Appleton Application for Variance

March 29, 2021

Meeting
Date

April 19, 2021 7pm

Recpt 1941-0004

Application Deadline

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)
740 E. College Ave.

Parcel Number
31-1-0431-00

Zoning District

PI

Use of Property

Residential ☐ Commercial ☒

Applicant Information

Owner Name
**EMMANUEL UNITED METHODIST
CHURCH**

Owner Address
**740 E COLLEGE AVE
APPLETON WI 54911**

Owner Phone Number
(920) 731-3288

Owner E Mail address (optional)

Agent Name
Ryan Korb

Agent Address
1331 Radcliff Rd., Neenah, WI 54956

Agent Phone Number
(920) 915-2013

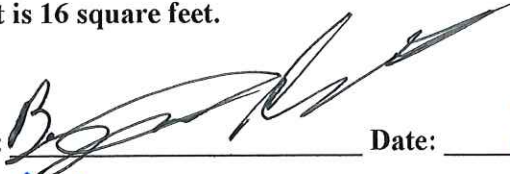
Agent E Mail address (optional)
rvau@rvankorb.com

Variance Information

Municipal Code Section(s) Project Does not Comply
**23-522(b)(1) –For corner lots, each street frontage must be a least two hundred (200) fee
before two (2) signs are allowed.**

Brief Description of Proposed Project
Add a second ground sign that is 16 square feet.

Owner's Signature (Required):



Date:

3/29/21

Pastor
Ry KL

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:

I am proposing to put a 4' x 4' Appleton Music Academy sign next to the existing sign for Emmanuel United Methodist Church. The AMA rents space from EUMC and significantly helps the church with its operational expenses. I am requesting the variance so we can have sign to let people know where we are.

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

The sign will be located in the current landscaping next to the existing church sign. Since it is relatively small, it will not interfere with any sight-lines. Additionally, this is the place that the governing church body of EUMC voted to place the sign.

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

Our lot is set inside primarily residential homes. It is the size of at least 5 or 6 of the residential lots surrounding us. We have a large building and adjoining parking lot.

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

Our lot is unique. It is made up of multiple lots and has a triple frontage lot. The depth of our lot is over 320 feet. The front and back of our lot is 2 different sizes, so there is a total of over 700 feet of street frontage. I believe that this sign request complies with Sec. 23-522 (b)(2). The sizes of the current sign and our proposed sign will comply with Sec. 23-522(b)(3) and Sec. 23-522(b)(4).

Client:	APPLETON MUSIC ACADEMY
Contact:	Ryan Korb
Project:	Building Signs
Date:	12.2.20
Sales:	Larissa Pettratti
Designer:	Becky Knuth
File:	126520 Appleton Music Academy
Revisions:	1

ITEM DESCRIPTION

- A. • digital print • 300D vinyl • 850 matte laminate •
• 6mil aluminum • black aluminum frame •
double-side

B. •

C. •

D. •

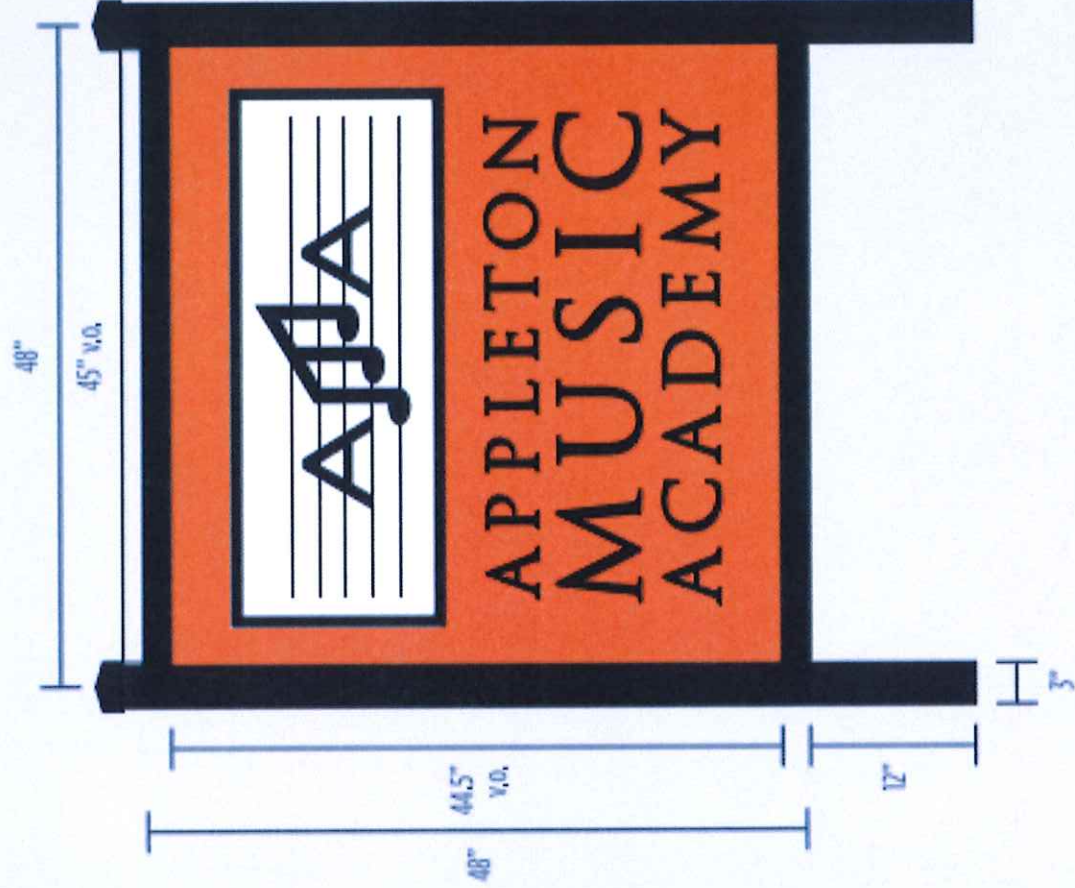
Other requirements: Installation

Square Footage:

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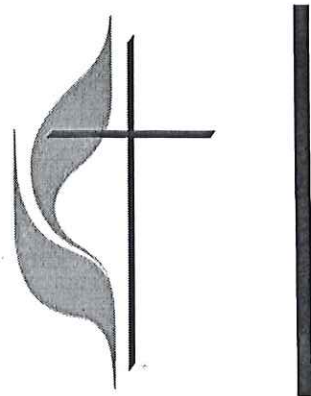
This rendering is private & confidential



Client signature for approval: **X**

Date: / /

By signing this release, you are approving production of the work as specified on this document. Please examine all proofs carefully for accuracy.



Emmanuel United Methodist Church

740 E. College Avenue - Appleton, WI 54911 - 920-731-3288 - EmmanuelUMC@tds.net - www.Emmanuel-UMC.org

Kurt W. Craanen
Inspections Supervisor
City of Appleton

Mr. Craanen:

I am writing on behalf of Ryan Korb and the Appleton Music Academy, regarding their sign variance application.

Since 2010, Appleton Music Academy has been a faithful tenant of our building. Even during the pandemic, they never missed a payment on their rent. By partnering with Mr. Korb and AMA in 2020, Emmanuel installed high speed internet. This enhanced our ability to have online worship, but also enabled the Academy to offer their lessons via Zoom. Appleton Music Academy has invested in the infrastructure of our building and the success of our ministry.

Perhaps even more important is the value the Appleton Music Academy offers as part of our church community. Our church is a busy place throughout the week. But there are many days that a staff member from the Academy is the one opening the doors of our church to someone from the community, welcoming them to use the restroom or phone. An Academy Staff person helps us receive packages to help us sustain our Corner Food Pantry ministry. We consider Appleton Music Academy a valuable partner in our ministry and would be proud to have their signage visible on our lawn.

Sincerely,

Ben Morris, Pastor
wisconsinpastorben@gmail.com

We welcome! We worship! We witness!

Washington St.

227.6

1682.91

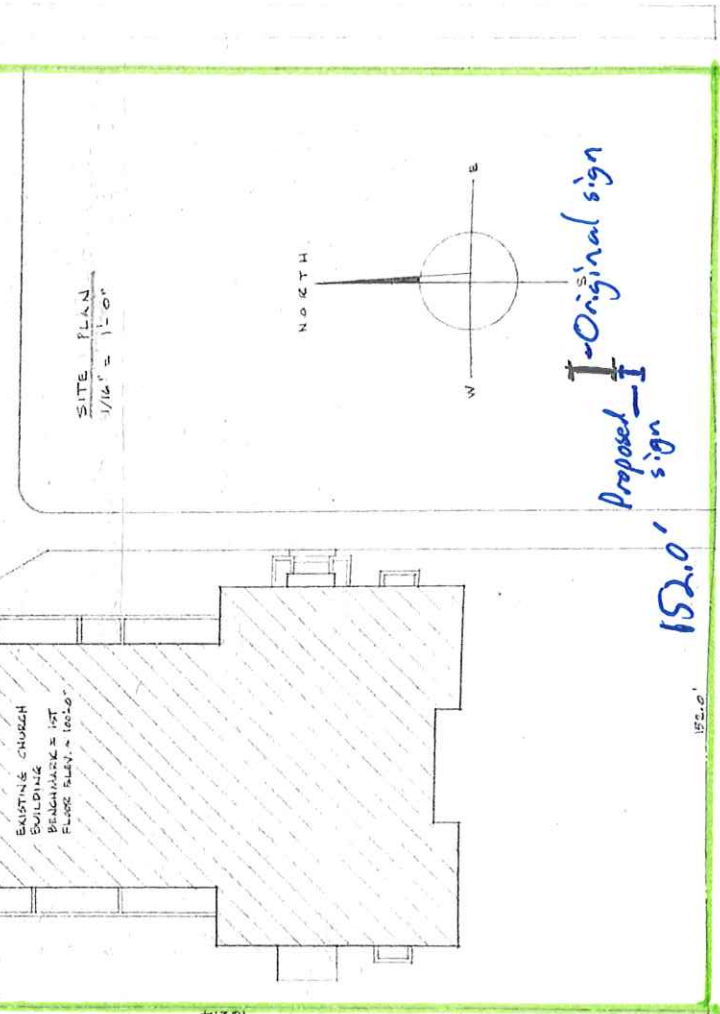
75.6'

162.4'

325.29'

Meade St.

KEY TO SITE PLAN	
	EXISTING SPOT ELEVATION
	ESTABLISHED ELEVATION
	EXISTING ELEVATION - REUSED
	UTILITY POLE
	CONCRETE
	BITUMINOUS CONCRETE
	TREE
	EXISTING CONTOUR - UNCHANGED
	EXISTING CONTOUR - ABANDONED
	REVISED CONTOUR
	PROPERTY LINE



Proposed ~~I~~ Original sign

152.0' sign

EAST COLLEGE AVENUE

College Ave.

Emmanuel United Methodist Church
740 E. College Ave
Appleton, WI 54911
(Appleton Music Academy)