

CITY OF MENASHA
BOARD OF APPEALS
Room 132, Menasha City Center
100 Main Street, Menasha
November 29, 2018
MINUTES

A. CALL TO ORDER

Meeting called to order by Comm. Ellis at 11:02 a.m.

B. ROLL CALL

PRESENT: Commissioner Ryan Ellis, Ken Kubiak, Antoine Tines

EXCUSED: Commissioner Jim Koslowski

ALSO PRESENT: CDD Schroeder, PP Stephenson, Clerk Galeazzi, Cathy Tierney, Jeff Schweitzer and Amanda Secor (representing Community First Credit Union), Kelli Lax and Chad Defenbaugh (representing Creative Sign Company).

C. PUBLIC HEARING

1. Request of Creative Sign Company to allow a full color electronic message center on the proposed sign located at Community First Credit Union, 670 Lake Park Road, Menasha.

No one spoke.

D. MINUTES TO APPROVE

1. Board of Appeals, 11/7/18.

Moved by Comm. Ellis seconded by Comm. Kubiak to approve minutes.

Motion carried on voice vote

E. ACTION ITEMS

1. Request of Creative Sign Company to allow a full color electronic message center (EMC) on the proposed sign located at Community First Credit Union, 670 Lake Park Road, Menasha.

PP Stephenson explained the request of Creative Sign Company to install a multi-color electronic message center (EMC) at Community First Credit Union, 670 Lake Park Road. The current zoning code allows electronic message center but not with multi-color lighting. He reviewed the criteria that needs to be met to grant a variance. He stated an electronic message center can still be install, but with only one color lights. Staff recommends denying the variance as all the requirements for granting a variance have not been satisfied.

CDD Schroeder explained the requirements to issue a variance as per State Statute. He stated the Plan Commission is discussing updating the City's zoning code pertaining to electronic message centers.

Jeff Schweitzer presented a letter of support from David Voss, President & CEO of Miron Construction. Mr. Schweitzer stated there is a hardship due to required property setbacks of Department of Transportation. He stated there will be extra landscaping installed to enhance the area around the EMC. He also stated that Community First Credit Union buildings in other communities have multi-colored EMC.

Cathy Tierney stated she is glad the Plan Commission is looking at updating the City's zoning code. Single-colored technology is hard to support.

Amanda Secor explain the use of the EMC as a benefit to the City. She stated they will promote events in the City.

Chad Defenbaugh stated the way the current City zoning code is written does not direct which colors can be used for EMC. He commented that certain colors make people relate to certain situations.

Kelli Lax mentioned a few communities that allow multi-color EMC.

Commissioners discussed:

- Community First Credit Union's EMC meets all other requirements except the multi-color factor;
- Zoning code has not been expanded to keep current with technology;
- Safety concerns where EMC will be located on the property;
- Other options available with single color EMC;
- Timeline for updates to zoning code

Moved by Comm. Kubiak seconded by Comm. Ellis to approve variance as overhead wires and setback requirements are hardship and not enhancing.
Motion carried on roll call 2-1. Comm. Tines voted no.

F. ADJOURNMENT

Moved by Comm. Kubiak seconded by Comm. Tines to adjourn at 11:35 a.m.
Motion carried on voice vote.

Deborah A. Galeazzi, WCMC
City Clerk