

CITY OF MENASHA
BOARD OF APPEALS
Room 132, Menasha City Center
100 Main Street, Menasha
April 5, 2019
MINUTES

A. CALL TO ORDER

Meeting called to order by Chairman Ellis at 9:03 a.m.

B. ROLL CALL

PRESENT: Commissioner Koslowski, Kubiak, Roush, Ellis

EXCUSED: Commissioner Tines

ALSO PRESENT: CDD Schroeder, CDC Heim, CA Captain, Clerk Galeazzi.

C. PUBLIC HEARING

1. Request of Bethel Lutheran Church to allow an Electronic Message Center (EMC) at 829 Appleton Road, Menasha.

Chairman Ellis opened the public hearing.

Charlie Stubblefield from Stubblefield Signs. He took responsibility for failure to take out the original sign permits for Bethel Lutheran Church.

Tim Meitner, Bethel Lutheran Church President. He stated the EMC will alert motorist child are present in that area, it will promote community activities at the church/school, and can display messages in multi languages. He has contacted some neighbors of the church/school and has not received any negative feedback.

Mark Becker, 816 Appleton Road, Menasha. He has no issues with allowing the EMC at Bethel Lutheran Church.

Ruth Huebner, 832 Appleton Road, Menasha. She commented there are no street signs to indicate a school/church area. The EMC will notify motorist of the school/church. She recommended dimming the sign at night.

Barbara Hanson, 1744 Lakeshore Drive, Menasha. She is the owner of 832 Appleton Road, Menasha. She does not have an issue with the EMC. She checked and it would not directly shine into the property at 832 Appleton Road.

Catherine Cruckshank, Plan Commission member. She explained the Plan Commission is in the process of reviewing the City ordinance on EMC. They want to establish guidelines for EMC.

Veronica Wendt, Teacher at Bethel Lutheran. She supports the EMC. It allows messages in multi languages. Menasha is a diverse community. She encourages the Board to grant the variance.

Chairman Ellis closed the public hearing.

D. MINUTES TO APPROVE

1. Board of Appeals, 1/9/19.

Moved by Comm. Roush seconded by Comm. Koslowski to approve minutes.

Motion carried on voice vote.

E. ACTION ITEMS

1. Request of Bethel Lutheran Church to allow an Electronic Message Center (EMC) at 829 Appleton Road, Menasha.

CDC Heim reported Bethel Lutheran Church is requesting to incorporate an electronic message center (EMC) with a proposed new internally illuminated monument sign. EMC is not permitted in a R-1, Single Family Residence District. She reviewed the regulations for granting a variance and explained Bethel Lutheran Church does not meet those regulations.

CDD Schroeder explained the requirement for granting a variance have not been satisfied. The decision to approve or deny the request for a variance must be on a case by case base. Staff recommends not granting the variance as they do not meet all the requirements. He explained changes to the City's EMC ordinance is being discussed by the Plan Commission and suggests letting the Plan Commission take up the issue.

General discussion ensued on:

- Timeline of when Plan Commission and Common Council will act on changes to EMC ordinance.
- Monument sign is allowed without EMC
- EMC was installed with monument sign without proper permits.
- EMC was turned off when notified of the violation.
- Other options to make motorist aware of the school/church area.
- Need to consider the entire City when updating ordinance.
- Other businesses and church/school that have EMC.
- Restrict hours EMC can operate.
- Requirements to grant variance have not been satisfied.

Moved by Comm. Ellis seconded by Comm. Roush to deny variance for an electronic message center as part of as part of the monument sign at 829 Appleton Road. A monument sign is still allowed. Also, the Plan Commission should continue to move forward on changes to the City ordinance on electronic message centers.

Motion failed on roll call 2-2.

Comm. Ellis and Roush voted yes. Comm. Koslowski and Kubiak voted no.

General discussion ensued on waiting until the Plan Commission and Common Council act on any changes to the EMC ordinance.

Moved by Comm. Kubiak seconded by Comm. Roush to postpone action on the variance request to on or before June 1, 2019.

Motion carried on roll call 4-0.

F. ADJOURNMENT

Moved by Comm. Ellis seconded by Comm. Kubiak to adjourn at 10:12 a.m.

Motion carried on voice vote.

Deborah A. Galeazzi, WCMC
City Clerk