City of Portage
Board of Zoning Appeals
Monday, July 1, 2019
Public Hearings, 5:25 p.m.
Regular Meeting, 5:30 p.m.
Municipal Building, 115 West Pleasant Street
Conference Room Two
Agenda

Members: Chuck Sulik, Chairperson; Traci Bartels, Craig Blau, Michael Paul, Jeff Wetzel, Ryan Jahn-Alternate, Liz Sienkowski-Alternate

1. Roll Call

2. Approval of minutes from previous meeting.

3. Discussion and possible action on the application for Dawn’s Foods, Parcel #3128.12, 1530 La Dawn Drive, Portage Columbia County, Wisconsin for variance to Chapter 90; Article II, Section 90-39 (5) to allow a minimum street side setback of 7 feet for a ground sign. A variance of 13 feet from the required minimum street side set back of 20 feet for signs. The property is zoned B-3 Interchange Industrial district.

Said variance would permit a ground sign to be within 7 feet of the street side setback, a variance of 13 feet. The minimum street setback is 20 feet for ground signs at 1530 La Dawn Drive.

4. Discussion and possible action on the application for Karen Storkson, owner, and Rexford L. Taylor, applicant, Parcel #652, 230 E. Howard Street, Columbia County, Wisconsin for variance to Chapter 90; Article II, Section 90-29 (5) to allow lot width of 46 feet, and a lot size of 5,520 sq ft. A variance of 24 feet from the required minimum lot width of 70 feet, and a variance of 2,480 sf from the required minimum lot size of 8,000 sf. The property is zoned R-3 Single and Two Family Residential district.

Said variance would permit the lot with of 46 ft lot width, a variance of 24 feet, and a 5,520 sf lot, a variance of 2,480 ft. The minimum lot width is 70ft., and the minimum lot size is 8,000 sf at 230 E. Howard Street.

5. Adjournment.

Chuck Sulik, Chairperson The meeting location is accessible to persons with disabilities. If you need reasonable accommodations due to a disability, please contact the City Clerk at 608-742-2176 no later than 48 hours prior to the meeting.
CITY OF PORTAGE
115 West Pleasant Street
Portage, Wisconsin 53901
Telephone: (608) 742-2176 • Fax: (608) 742-8623

NOTICE OF PUBLIC HEARING

Notice is hereby given that the attached application for a sign setback variance will be heard by the Board of Zoning Appeals in the Second Floor Conference Room 2 in the City of Portage Municipal Building, located at 115 West Pleasant Street, Portage, Wisconsin at 5:25 p.m. on Monday, July 1, 2019.

The application for Dawn’s Foods, Parcel # 3128.12, 1530 La Dawn Drive, Portage Columbia County, Wisconsin for variance to Chapter 90; Article II, Section 90-39 (5) to allow a minimum street side setback of 7 feet for a ground sign. A variance of 13 feet from the required minimum street side set back of 20 feet for signs. The property is zoned B-3 Interchange Industrial district.

Said variance would permit a ground sign to be within 7 feet of the street side setback, a variance of 13 feet. The minimum street setback is 20 feet for ground signs at 1530 La Dawn Drive.

Chuck Sulik
Chuck Sulik, Chairperson

Please Publish:
--------2019
NOTICE OF PUBLIC HEARING

Notice is hereby given that the attached application for variances to the minimum bulk requirements for a parcel in the R-3 Single and Two Family Residential zoning district will be heard by the Board of Zoning Appeals in the Second Floor Conference Room 2 in the City of Portage Municipal Building, located at 115 West Pleasant Street, Portage, Wisconsin at 5:25 p.m. on Monday July 1, 2019.

1. The application for Karen Storkson, owner, and Rexford L. Taylor, applicant, Parcel #652, 230 E. Howard Street, Columbia County, Wisconsin for variance to Chapter 90; Article II, Section 90-29 (5) to allow lot width of 46 feet, and a minimum lot size of 5,520 sq ft. A variance of 24 feet from the required minimum lot width of 70 feet, and a variance of 2,480 sf from the required minimum lot size of 8,000 sf. The property is zoned R-3 Single and Two Family Residential district.

Said variance would permit the lot with of 46 ft lot width, a variance of 24 feet, and a 5,520 sf lot, a variance of 2,480 ft. The minimum lot width is 70ft., and the minimum lot size is 8,000 sf at 230 E. Howard Street

Chuck Sulik
Chuck Sulik, Chairperson

Please Publish:
City of Portage
Board of Zoning Appeals

Public Hearing, 5:25 p.m.
Regular Meeting, 5:30 p.m.
June 3, 2019

Municipal Building, Conference Room Two

Minutes

Members present: Michael Paul, Jeff Wetzel, and Craig Blau.

Excused: Chuck Sulik; Ryan Jahn, Alternate 1; and Liz Seinkowski, Alternate 2


Media present: Elsie McElroy, Cable TV

Public hearing convened at 5:20 p.m. on the application for UW Health, Parcel # 3095.07, 2977 County Road CX, Portage Columbia County, Wisconsin for variance to Chapter 90; Article II, Section 90-35 (5) to allow a minimum front street side setback of 17 feet and a minimum side setback of 0 feet for a ground sign. A variance of 3 feet from the required minimum front street side set back of 20 feet, and a variance of 10 feet from the required minimum side setback of 10 feet for signs. The property is zoned B-3 Interchange Business district.

Said variance would permit a ground sign to be within 0 feet of the side setback, a variance of 10 feet, and to be within 17 feet of the front street side setback, a variance of 3 feet. The minimum front setback is 20 ft and the minimum side setback is 10 feet for ground signs at 2977 County Road CX.

Acting Chair Paul called the public hearing to order and read the public hearing notice aloud.

Chair Paul asked if there was anyone present who wished to speak for or oppose the petition.

Luke Severson, 325 Front Street, Mount Horeb, representing the applicant, spoke in favor. He indicated that the proposed sign replaces an existing sign at that location. Because of the unusual shape of the lot, not allowing a sign there would cause tremendous confusion. Patients would not be able to intuitively determine which driveway to use to access the clinic building, which is not visible from the road. This creates an unnecessary hardship. No one has expressed opposition to the proposed sign, and approving the variance would not harm the public.

Chair Paul asked a second time if there was anyone present who wished to speak for or against the petition.

Hearing none, Chair Paul asked a third time if there was anyone present who wished to speak for or against the petition.
Hearing none, Chair Paul closed this portion of the public hearing at 5:23 p.m.

Public hearing convened at 5:24 p.m. on the application for UW Health, Parcel # 3095.07, 2977 County Road CX, Portage Columbia County, Wisconsin for variance to Chapter 90; Article II, Section 90-35 (5) to allow a minimum side setback of 5 feet for a ground sign. A variance of 5 feet from the required minimum side setback of 10 feet for signs. The property is zoned B-3 Interchange Business district.

Said variance would permit a ground sign to be within 5 feet of the side setback, a variance of 5 feet. The minimum side setback is 10 feet for ground signs at 2977 County Road CX.

Chair Paul called the public hearing to order and read the public hearing notice aloud.

Chair Paul asked if there was anyone present who wished to speak for or oppose the petition.

Luke Severson, representing the applicant, spoke in favor. He indicated that the proposed sign is on an abnormal and hard to find lot. The long private driveway curves with the lot line running parallel to the roadway before it accesses the parking lot and building. The proposed directional sign along this driveway would direct patients to the building and parking. This sign would allow patients to find the building entrance and parking, creating a proper flow. Not allowing the sign creates an unnecessary hardship by causing patients to needlessly drive around the building to find an entrance. The sign does not harm the public.

Chair Paul asked a second time if there was anyone present who wished to speak for or against the petition.

Hearing none, Chair Paul asked a third time if there was anyone present who wished to speak for or against the petition.

Hearing none, Chair Paul closed this portion of the public hearing at 5:29 p.m.

1. Roll Call

   The meeting was called to order by Acting Chairperson Paul at 5:30 pm. Roll was taken with the above members present.

2. Approval of minutes from the previous meeting.

   Motion by Blau, second by Wetzel, to approve the May 6, 2019 meeting minutes. Motion carried unanimously on a call of the roll.

3. Consider the application for UW Health, Parcel # 3095.07, 2977 County Road CX, Portage Columbia County, Wisconsin for variance to Chapter 90; Article II, Section 90-35 (5) to allow a minimum front street side setback of 17 feet and a minimum side setback of 0 feet for a ground sign. A variance of 3 feet from the required minimum front street side setback of 20 feet, and a variance of 10 feet from the required
minimum side setback of 10 feet for signs. The property is zoned B-3 Interchange Business district.

Said variance would permit a ground sign to be within 0 feet of the side setback, a variance of 10 feet, and to be within 17 feet of the front street side setback, a variance of 3 feet. The minimum front setback is 20 ft and the minimum side setback is 10 feet for ground signs at 2977 County Road CX.

Chair Paul asked if the proposed sign would be illuminated. Mr. Severson indicated that the sign would not be illuminated.

Director Sobiek indicated that the Board of Zoning should consider whether a variance application meets the following three legal criteria for granting a variance, including:

- Imposition of the zoning requirement creates an unnecessary hardship;
- Property has a unique condition;
- Variance does not harm the public interest.

This variance application would seem to meet these criteria given the fact that the parcel has a very unique and irregular configuration with a very narrow street frontage. The boundaries of the parcel then run parallel to a long private driveway that curves, obscuring any view of the building from the street, County Road CX. Imposing the zoning code would leave the applicant with no visible signage or identification for patients to ascertain where or how to find the clinic, creating an unnecessary hardship. With no public opposition expressed, including from neighboring parcel owners, the variance application does not appear to harm the public interest.

Chair Paul stated he believed the variance application clearly meets these legal criteria for granting a variance.

Director Sobiek stated there were no public comments expressed either supporting or opposing the variance request.

Motion by Paul, second by Blau, to approve the variance application. Motion carried unanimously on a call of the roll. Variance approved.

4. Consider the application for UW Health, Parcel # 3095.07, 2977 County Road CX, Portage Columbia County, Wisconsin for variance to Chapter 90; Article II, Section 90-35 (5) to allow a minimum side setback of 5 feet for a ground sign. A variance of 5 feet from the required minimum side setback of 10 feet for signs. The property is zoned B-3 Interchange Business district.

Said variance would permit a ground sign to be within 5 feet of the side setback, a variance of 5 feet. The minimum side setback is 10 feet for ground signs at 2977 County Road CX.

Director Sobiek indicated that the applicant did a good job demonstrating that the variance application meets the three legal criteria for granting a variance. Imposition of the zoning
requirement in this case creates an unnecessary hardship as shown by the applicant. In addition, the unique configuration of the lot would not allow the proposed directional signage to comply with the zoning code.

There is no evidence that the variance application harms the public interest.

Chair Paul also stated he believed the variance application meets the legal criteria for granting a variance.

Director Sobiek stated there was an inquiry from an adjoining parcel owner who indicated general support for the signage. No other public comment for or against the application was received by the City.

Motion by Paul, second by Wetzel, to approve the variance application. Motion carried unanimously on a call of the roll. Variance approved

5. Adjournment

Motion by Blau, second by Wetzel, to adjourn the meeting. Motion carried unanimously on a call of the roll at 5:38 p.m.

Respectfully submitted,

Steven Sobiek
Director, Business Development and Planning

DATE APPROVED: ____________________
May 28, 2019

City of Portage
Attn: Steven Sobiek,
Director | Business Development and Planning
1800 Kutzke Road, Suite 109
Portage, WI 53901

RE: Sign Variance for Dawn's Foods, 1530 La Dawn Drive, Portage WI

Dear Mr Sobiek,

On behalf of Dawn's Foods, we are proposing a sign variance to allow a new ground sign to be set back 7 ft from the LaDawn Drive right of way. The right of way/property line is about 18 ft from the curb. The sign shall conform to all other applicable requirements within the sign ordinance.

The sign set back at 7 ft from the right of way/property line will give proper visibility as a new driveway is currently being constructed. This will also assist large truck and trailer traffic flow as the sign will be better visible from street side, improving traffic flow and safety concerns with unnecessary maneuvers when needing to access this facility.

We are hopeful that the city understands we are simply trying to improve our facilities visibility and provide a safe and more efficient environment to our employees and customers.

Thank you for your consideration in this matter.

Respectfully,

Amy Ciaccio
Project Manager

Enclosures
Dawn's Foods
1530 La Dawn Drive, Portage, WI

Ground sign set back is 25 ft from edge of sign head to property line (edge of curb).

Property line

New driveway

Proposed new sign
CITY OF PORTAGE
SIGN PERMIT ADDENDUM

Application is hereby made for a permit to erect/rebuild or alter a sign in conformity with the Ordinances of the City of Portage, upon the property designated below in the manner described herein:

Owner Name: Dawn's Foods
Address of Proposed Sign: 1530 La Dawn Drive
Contact Phone #: 608-477-2226
Contractor Installing Sign: Graphic House Incorporated
Contractor Address: 400 S 72nd Ave, Wausau, WI 54401
Contact Phone #: 715-842-0402 x229
Zoning of Property: Manufacturing

A SKETCH illustrating the size, shape and message of every proposed sign MUST accompany this addendum. A site plan drawing showing the positioning of the sign with respect to the highway, height above grade, setbacks, buildings, and/or respect to other signs on the premise MUST accompany this application. Current photos of building site are encouraged.

Type of Sign: Wall Sign [ ] Free Standing/Ground Sign [X] Projecting Sign [ ] Window [ ]
Number of Signs Proposed: Wall Sign [ ] Free Standing/Ground Sign [X] Projecting Sign [ ] Window [ ]
Signs Other: [ ]
(see descriptions in the attached ordinance)

Dimensions: (H) x (W) Total Square Feet: 22.7 (wall sign depth)
( ) Single Face [ ] Double Faced [X]
Type of Lighting: LED (within sign)
Value of Sign: $6,700.00

CERTIFICATE OF APPLICANT: I hereby certify that the above application is a true and correct statement of the work to be done; that any changes shall be submitted for approval and that the sign shall conform to all City of Portage Ordinances and State Codes where such may apply.

Owner/Agent: [Signature] Date: 1/6/19

OFFICE USE ONLY
Compliant [ ] Non-Compliant [ ] Fee Received: $  
Building Inspector: [ ] Date: 
Zoning Administrator: [ ] Date: 

This permit expires in one year from the date of issuance if the sign is not constructed. Construction of the sign must be completed within 90 days of commencement on construction.