

CITY OF STURGEON BAY
Zoning Board of Appeals
July 11, 2023

The City of Sturgeon Bay Zoning Board of Appeals was called to order at 12:00 p.m. by Chairperson William Murrock in Council Chambers, City Hall, 421 Michigan Street.

Roll call: Members William Murrock, Dave Augustson, Nancy Schopf and Bill Chaudoir were present. Member Morgan Rusnak was excused. Staff present were Community Development Director Marty Olejniczak, Planner/Zoning Administrator Stephanie Servia and Community Development Administrative Assistant Cindy Sommer.

Adoption of agenda: Moved by Ms. Schopf, seconded by Mr. Chaudoir to adopt the following agenda:

1. Roll call.
 2. Adoption of agenda.
 3. Approval of minutes from May 23, 2023.
 4. Public Hearing: Variance from Section 27.12(4) of the municipal code for Bay View Lutheran Church located at 340 W. Maple St, parcel #281-64-60050103A.
 5. Consideration of: Variance from Section 27.12(4) of the municipal code for Bay View Lutheran Church located at 340 W. Maple St, parcel #281-64-60050103A.
 6. Adjourn.
- All ayes. Carried.

Approval of minutes from May 23, 2023: Moved by Mr. Chaudoir, seconded by Mr. Augustson to approve the minutes of May 23, 2023. All ayes. Motion carried.

Public Hearing: Public Hearing: Variance from Section 27.12(4) of the municipal code for Bay View Lutheran Church located at 340 W. Maple St, parcel #281-64-60050103A:

Chairperson Murrock opened the public hearing at 12:03 p.m. Ms. Servia explained that Bay View Evangelical Lutheran Church would like to install an electronic variable message (EVM) sign on their church property located at 340 W. Maple Street, however these types of signs are not permitted in the Single-Family Residential (R-2) zoning district without a variance. The proposed sign would be 24 square feet and the applicants worked with staff to meet the operation and maintenance standards, a copy of which is in the meeting packet. There have been two similar variances granted for two other churches in the city. Mr. Olejniczak added that this Board set conditions for the past variances. This would be the only sign on the property. All other ground signs on the property would be removed.

Kay Baker, representing the church, explained that the church would like the EVM sign to inform members and visitors of the events happening at the church as they do a lot of community outreach programs. They would also like to post their worship dates/times on the sign in order to inform the members, as well as to attempt to increase their declining membership. The EVM sign would allow passersby to read the sign without disrupting the traffic flow. The variable portion of the sign would be active from 5:00 a.m. until 11:00 p.m., with a brightness that could be altered either automatically or manually. The sign would be placed 6 feet from the sidewalk and about 62 feet from N Ithaca Avenue and would provide an appropriate vision triangle. They will provide landscaping around the sign. Ms. Baker noted that the sign cabinet provided in the agenda packet would be black, not white as shown in the photo.

Rick Wiesner, also representing the church, explained that the sign will be set on 2 piers that are set 4 feet into the ground. Power will be provided from the current bell tower to the new sign. He also stated that he spoke with Sturgeon Bay Methodist Church, who indicated that their EVM sign has been very successful.

No one from the public presented for comment and there were no letters submitted. Ms. Baker indicated that she personally stopped at each house that would have a visible site line to the sign and there was no negative feedback. She also indicated that the variable messages would change with the different events

and this portion of the sign would be shut off after 10:00 p.m. so only the top portion with their name would be lit, and it could be dimmed to a lower brightness as well. Mr. Olejniczak noted that there are no time restrictions on the other churches for the variable portion of the sign.

The public hearing was closed at 12:19 p.m.

Consideration of: Variance from Section 27.12(4) of the municipal code for Bay View Lutheran Church located at 340 W. Maple St, parcel #281-64-60050103A:

Mr. Augustson stated that he is in support of the EVM sign but would like the interval time between messages to be set at 30 seconds to attempt to prevent traffic from slowing. Mr. Murrock indicated that this is a positive, modern way to communicate with the public. The members discussed whether to require some type of planting around the base of the sign. Mr. Wiesner indicated that he would prefer to have some type of vegetation there to avoid damage to the sign cabinet when trimming weeds, however the variable message portion would only be about 15" above the ground level so low plants would be preferred.

Mr. Chaudoir motioned to approve the variance request as presented with the reasoning that it may help with the conditions that the message intervals be set at 30 seconds and that a planting bed, to be approved by staff after submitting a site plan for review, would be required around the base of the sign. Ms. Schopf seconded motion. Roll call vote, all ayes. Motion carried.

Moved by Mr. Augustson, seconded by Ms. Schopf to adjourn. All ayes. Motion carried. The meeting adjourned at 12:25 p.m.

Respectfully submitted,

Cindy Sommer
Community Development Administrative Assistant