



PLAN COMMISSION AGENDA
Tuesday, August 20, 2019 - 6:00 pm
Town Hall - 1900 W. Grand Chute Blvd.

1. Roll Call.
2. Pledge of Allegiance.
3. Approval of Agenda.
4. Approval of Minutes – August 8, 2019 meeting.
5. Public Input.
6. Community Development Director’s Report.
7. **Special Exception Amendment (SEA1-01-14)** – Request by The Lamar Company of Green Bay to allow operation of a digital billboard at 1911 W. Wisconsin Avenue that was previously approved for operation at another location. **Action:** Recommend approval/denial of SEA1-01-14. (TOWN BOARD ACTION 9/3/2019)
8. **Site Plan Amendment (SPA2-00-85)** – Request by The Lamar Company of Green Bay to replace the westbound viewed static billboard at 1911 W. Wisconsin Avenue with a digital billboard. **Action:** Approve/deny SPA2-00-85.
9. **Special Exception Amendment (SEA1-03-14)** – Request by The Lamar Company of Green Bay to allow installation of a static billboard at 710 N. Bluemound Drive in a location that was previously approved for a digital billboard. **Action:** Recommend approval/denial of SEA1-03-14. (TOWN BOARD ACTION 9/3/2019)
10. **Site Plan Amendment (SPA2-00-83)** – Request by The Lamar Company of Green Bay to replace the northbound viewed digital billboard at 710 N. Bluemound Drive with a static billboard. **Action:** Approve/deny SPA2-00-83.
11. **Special Exception Amendment (SEA1-04-14)** – Request by The Lamar Company of Green Bay to allow installation of a digital billboard at 1280 S. Van Dyke Road that was previously approved for operation on the opposite side of the sign structure at this location. **Action:** Recommend approval/denial of SEA1-04-14. (TOWN BOARD ACTION 9/3/2019)
12. **Site Plan Amendment (SPA2-00-84)** – Request by The Lamar Company of Green Bay to exchange billboard placement on the sign structure at 1280 S. Van Dyke Road, by installing the digital billboard on the southbound viewed face and installing the static billboard on the northbound viewed face. **Action:** Approve/deny SPA2-00-84.
13. **Staff Report on 2020 Comprehensive Plan Update** – (No Plan Commission action required).
14. Adjournment.

Public Notice: Agendas are posted in the following locations: Town Hall bulletin boards & Town website www.grandchute.net 2015 Wisconsin Act 79 allows the publication of certain legal notices on an Internet site maintained by a municipality. This law allows these types of legal notices to be posted in one physical location in the jurisdiction (instead of three) if also placed on an Internet site maintained by the local government.

Special Accommodations: Requests from persons with disabilities who need assistance to participate in this meeting should be made to the Clerk’s Office at (920-832-5644) with at least 24-hour notice.

Notice of Possible Quorum: A quorum of the Town Board, Sanitary Districts, Board of Review, Community Development Authority, Licensing Committee, Parks Commission, Joint Review Board, Zoning Board of Appeals and/or Police and Fire Commission may be present at this meeting for the purpose of gathering information and possible discussion on items listed on this agenda. However, unless otherwise noted in this agenda, no official action by the Town Board, Sanitary Districts, Board of Review, Community Development Authority, Licensing Committee, Parks Commission, Joint Review Board, Zoning Board of Appeals and/or Police and Fire Commission will be taken at this meeting.

GRAND CHUTE PLAN COMMISSION MINUTES

August 8, 2019

Members Present: Chairman Dave Schowalter, Commissioners Bruce Sherman, Robert Stadel Julie Hidde, John Weber, Duane Boeckers, Pam Crosby, Cheryl Ulrich. Members Absent: None.

Also Present: James March, Town Administrator; Town Board Supervisor Eric Davidson; Dave Wallenfang, IT Client Support Services; Katie Schwartz, Public Works Director; Karen Heyrman, Deputy Public Works Director; Tim Bantes, Fire Chief; Robert Buckingham, Community Development Director; Michael Patza, Town Planner; Tracy Olejniczak, Administrative Assistant; interested parties (audience attendance -15)

1. **ROLL CALL**

Chairman Schowalter opened the meeting at 6:00 p.m.

2. **PLEDGE OF ALLEGIANCE**

3. **APPROVAL OF AGENDA**

Motion (Sherman/Boeckers) to approve the agenda. Motion carried, all voting aye.

4. **APPROVAL OF MINUTES** – JULY 16, 2019 MEETING.

Motion (Hidde/Crosby) to approve the minutes. Motion carried, all voting aye.

5. **PUBLIC INPUT** – There was no public input.

6. **COMMUNITY DEVELOPMENT DIRECTOR'S REPORT** – Director Buckingham stated that at its August 20 meeting, the Commission would review the timeline and process for the Comprehensive Plan update.

7. **PUBLIC HEARING #1** – SPECIAL EXCEPTION (SE-11-19) REQUESTED BY RICHARD T. KNIGHT, DBA AUTO CONNECTION OF APPLETON, LLC, 4845 W. GREENVILLE DRIVE, FOR OPERATION OF AN AUTOMOBILE SALES AND SERVICE BUSINESS. (CONTINUED FROM JULY 16, 2019 MEETING)

Chairman Schowalter announced continuation of Public Hearing #1 at 6:03 p.m. There was no public input.

Motion (Sherman/Boeckers) to close Public Hearing #1 at 6:03 p.m. Motion carried, all voting aye.

8. **SPECIAL EXCEPTION (SE-11-19)** – REQUEST BY RICHARD T. KNIGHT, DBA AUTO CONNECTION OF APPLETON, LLC, 4845 W. GREENVILLE DRIVE, FOR OPERATION OF AN AUTOMOBILE SALES AND SERVICE BUSINESS. (DEFERRED FROM JULY 16, 2019 MEETING)

Planner Patza stated that the applicant has submitted the required landscape plan.

Motion (Sherman/Crosby) to recommend approval of the Special Exception (SE-11-19) requested by Richard T. Knight, dba Auto Connection of Appleton, LLC, 4845 W. Greenville Drive, for operation of an automobile sales and service business. Motion carried, all voting aye.

9. **SITE PLAN AMENDMENT (SPA1-00-95)** – REQUEST BY RICHARD T. KNIGHT, DBA AUTO CONNECTION OF APPLETON, LLC, 4815 W. GREENVILLE DRIVE, FOR APPROVAL OF SITE LANDSCAPING IMPROVEMENTS.

Motion (Hidde/Weber) to approve the Site Plan Amendment (SPA1-00-95) requested by Richard T. Knight, dba Auto Connection of Appleton, LLC, 4845 W. Greenville Drive, subject to Town Board approval of Special Exception SE-11-19. Motion carried, all voting aye.

10. **PUBLIC HEARING #2** – SPECIAL EXCEPTION (SE-12-19) REQUESTED BY AUTOZONE INC., DBA AUTOZONE AUTO PARTS, 5150 W. INTEGRITY WAY, FOR OPERATION OF AN AUTOMOBILE PARTS BUSINESS. (CONTINUED FROM JULY 16, 2019 MEETING)

Chairman Schowalter announced continuation of Public Hearing #2 at 6:06 p.m. There was no public input.

Motion (Crosby/Sherman) to close Public Hearing #2 at 6:06 p.m. Motion carried, all voting aye.

11. **SPECIAL EXCEPTION (SE-12-19)** - REQUEST BY AUTOZONE INC., DBA AUTOZONE AUTO PARTS, 5150 W. INTEGRITY WAY, FOR OPERATION OF AN AUTOMOBILE PARTS BUSINESS. (DEFERRED FROM JULY 16, 2019 MEETING)

Planner Patza stated that the Certified Survey Map for the project has been filed with the Town.

Motion (Sherman/Boeckers) to recommend approval of the Special Exception (SE-12-19) requested by AutoZone Inc. dba AutoZone Auto Parts, 5150 W. Integrity Way, for operation of an automotive parts business, subject to staff approval of a lot-split Certified Survey Map. Motion carried, all voting aye.

12. **SITE PLAN (SP-17-19)** – REQUEST BY AUTOZONE INC., DBA AUTOZONE AUTO PARTS, 5150 W. INTEGRITY WAY, FOR CONSTRUCTION OF A COMMERCIAL BUILDING AND ASSOCIATED SITE IMPROVEMENTS.

Planner Patza provided background on the project. He noted that site signage is restricted to placement on the existing Menards multi-tenant sign. This signage would require separate approval in the future.

Motion (Crosby/Sherman) to approve the Site Plan (SP-17-19) requested by AutoZone Inc., dba AutoZone Auto Parts, 5150 W. Integrity Way, for construction of a commercial building and associated site improvements, subject to: (1) Town Engineer approval of Stormwater Management and Erosion Control Plans; (2) Staff approval of the Site Lighting Plan; (3) Staff approval of a lot-split Certified Survey Map; and, (4) Town Board approval of Special Exception SE-12-19. Motion carried, all voting aye.

13. **NEIGHBORHOOD INFORMATION MEETING #1** – CONDITIONAL USE PERMIT (CUP-11-19) REQUESTED BY VHE II-2 LLC, ON BEHALF OF PACON CORPORATION, 2525 N. CASALOMA DRIVE, TO ALLOW GRADNG, FILLING AND A STORMWATER POND WITHIN 300 FEET OF A NAVIGABLE STREAM.

Chairman Schowalter opened Neighborhood Information Meeting #1 at 6:10 p.m.

Terry Doughty, 5322 Clairemont Drive, questioned whether the navigable stream is under WDNR jurisdiction.

Planner Patza stated that the stream is classified as navigable and Outagamie County requires a Conditional Use Permit for any work being done within 300 feet of the stream. In this case, there are no impacts to the stream as a result of the proposed work.

Motion (Hidde/Sherman) to close Neighborhood Information Meeting #1 at 6:12 p.m. Motion carried, all voting aye.

14. **CONDITIONAL USE PERMIT (CUP-11-19)** – REQUEST BY VHE II-2 LLC, ON BEHALF OF PACON CORPORATION, 2525 N. CASALOMA DRIVE, TO ALLOW GRADING, FILLING AND A STORMWATER POND WITHIN 300 FEET OF A NAVIGABLE STREAM.

Planner Patza provided background on the project, noting that a County Special Exception Permit is also required since the property is within the 10,000 foot buffer of the Airport Overlay District

Motion (Stadel/Crosby) to recommend approval of the Conditional Use Permit (CUP-11-19) requested by VHE II-2 LLC, on behalf of Pacon Corporation, 2525 N. Casaloma Drive, to allow grading, filling and a stormwater pond within 300 feet of a navigable stream. Motion carried, all voting aye.

15. **SITE PLAN (SP-05-19)** – REQUEST BY VHE II-2 LLC, ON BEHALF OF PACON CORPORATION, 2525 N. CASALOMA DRIVE, FOR CONSTRUCTION OF A BUILDING ADDITION, STORMWATER POND AND ASSOCIATED SITE IMPROVEMENTS.

Motion (Sherman/Hidde) to approve the Site Plan (SP-05-19) requested by VHE II-2 LLC, on behalf of Pacon Corporation, 2525 N. Casaloma Drive, for construction of a building addition, stormwater pond and associated site improvements, subject to Town Board approval of Conditional Use Permit CUP-11-19. Motion carried, all voting aye.

16. **NEIGHBORHOOD INFORMATION MEETING #2** – CONDITIONAL USE PERMIT (CUP-12-19) REQUESTED BY DANIEL R. AND OLGA H. HIETPAS, 4282 N. BOUNTIFUL LANE, TO ALLOW GRADING, FILLING AND HOUSE CONSTRUCTION WITHIN THE SHORELAND ZONING DISTRICT.

Chairman Schowalter opened Neighborhood Information Meeting #2 at 6:15 p.m.

Lisa Schmidt and Ed Schmidt, representing Schmidt Brothers Custom Homes, stated the permit is necessary to grade and fill for a new house. There will be no grading or filling within the floodplain areas of the lot.

Trevor Thompson, 3066 W. Old Oak Drive, stated that as developer of the subdivision, he previously received a conditional use permit for grading and filling related to roads, stormwater management, and lot grading. He noted that the work related to this request will not impact subdivision drainage or the adjoining stream.

Motion (Crosby/Hidde) to close Neighborhood Information Meeting #2 at 6:17 p.m. Motion carried, all voting aye.

17. **CONDITIONAL USE PERMIT (CUP-12-19)** – REQUEST BY DANIEL R. AND OLGA H. HIETPAS, 4282 N. BOUNTIFUL LANE, TO ALLOW GRADING, FILLING AND HOUSE CONSTRUCTION WITHIN THE SHORELAND ZONING DISTRICT.

Motion (Hidde/Boeckers) to recommend approval of the Conditional Use Permit (CUP-12-19) requested by Daniel R. and Olga H. Hietpas, 4282 N. Bountiful Lane, to allow grading, filling and house construction within the Shoreland Zoning District. Motion carried, all voting aye.

18. **NEIGHBORHOOD INFORMATION MEETING #3** – CONDITIONAL USE PERMIT (CUP-13-19) REQUESTED BY THE TOWN OF GRAND CHUTE, ON BEHALF OF THE COENEN FAMILY REVOCABLE TRUST, TO ALLOW GRADING AND FILLING ON PROPERTY LOCATED AT THE NORTHWEST CORNER OF N. MCCARTHY ROAD AND COUNTY HIGHWAY GV.

Chairman Schowalter opened Neighborhood Information Meeting #3 at 6:19 p.m.

Terry Doughty, 5322 Clairemont Drive, asked for an explanation of the work being done and if this requires a zoning change.

Judy Coenen-Eichhorn, representative of the property owner, said that this work will rectify some problems that have been caused by runoff from adjoining properties to the north. She also asked for clarification on how it was determined that the stream is navigable.

Motion (Hidde/Sherman) to close Neighborhood Information Meeting #3 at 6:22 p.m. Motion carried, all voting aye.

19. **CONDITIONAL USE PERMIT (CUP-13-19)** - REQUEST BY THE TOWN OF GRAND CHUTE, ON BEHALF OF THE COENEN FAMILY REVOCABLE TRUST, TO ALLOW GRADING AND FILLING ON PROPERTY LOCATED AT THE NORTHWEST CORNER OF N. MCCARTHY ROAD AND COUNTY HIGHWAY GV.

Director Buckingham provided responses to the questions raised, noting that there is no zoning change being requested. The property is in agricultural use now and will be restored to the same use after the grading and filling

work is completed. There will be minimal change to overall grades on the site. The area will be leveled and balanced. Even though the stream has only intermittent flow after large rain events, Outagamie County characterizes it as navigable. Consequently, a Conditional Use Permit is required.

Motion (Hidde/Sherman) to recommend approval of the Conditional Use Permit (CUP-13-19) requested by the Town of Grand Chute, on behalf of the Coenen Family Revocable Trust, to allow grading and filling, associated with the McCarthy Road urbanization project, on property at the northwest corner of N. McCarthy Road and County Highway GV. Motion carried, all voting aye.

20. **SITE PLAN (SP-18-19)** – REQUEST BY BRAUER & BRAUER PROPERTIES LLC, DBA FAST SIGNS, 135 S. CASALOMA DRIVE, FOR CONSTRUCTION OF A BUILDING ADDITION AND ASSOCIATED SITE IMPROVEMENTS.

Motion (Sherman/Boeckers) to approve the Site Plan (SP-18-19) requested by Brauer & Brauer Properties LLC, dba Fast Signs, 135 S. Casaloma Drive, for construction of a building addition and associated site improvements. Motion carried, all voting aye.

21. **SITE PLAN AMENDMENT (SPA1-00-73)** – REQUEST BY BULLETPROOF REAL ESTATE GROUP LLC, DBA BENSOT LLC, 415 N. PERKINS STREET, FOR CONSTRUCTION OF DRIVEWAY MODIFICATIONS AND ASSOCIATED SITE IMPROVEMENTS.

Motion (Crosby/Boeckers) to approve the Site Plan Amendment (SPA1-00-73) requested by Bulletproof Real Estate Group LLC, dba BenShot, LLC, 415 N. Perkins Street, for driveway modifications and associated site improvements, subject to staff approval of Drainage and Erosion Control Plans. Motion carried, all voting aye.

22. **SITE PLAN AMENDMENT (SPA1-13-18)** – REQUEST BY BRANDT HOSPITALITY GROUP, INC., DBA FAIRFIELD INN & SUITES, 130 S. NICOLET ROAD, FOR INSTALLATION OF A MONUMENT SIGN.

Motion (Hidde/Sherman) to approve the Site Plan Amendment (SPA1-13-18) requested by Brandt Hospitality Group, Inc., dba Fairfield Inn & Suites, 130 S. Nicolet Road, for installation of a monument sign. Motion carried, all voting aye.

23. **AFFIDAVIT OF CORRECTION (FPA1-01-12)** – REQUEST BY STEVEN J. AND DENISE A. ZHRINGER, 4824 N. INDIGO LANE, FOR APPROVAL OF AN AFFIDAVIT OF CORRECTION TO THE PLAT OF EDGEWOOD ACRES, RELEASING EASEMENT RIGHTS ON A PEDESTRIAN PATH/DRAINAGE/UTILITY EASEMENT LOCATED ON THE EAST 10 FEET OF LOT 10.

Motion (Hidde/Weber) to recommend approval of FPA1-01-12 - Affidavit of Correction to the Plat of Edgewood Acres, releasing easement rights on a pedestrian path/drainage/utility easement located on the east 10 feet of Lot 10 (4824 N. Indigo Lane). Motion carried, all voting aye.

24. ADJOURNMENT.

Motion (Sherman/Boeckers) to adjourn the meeting at 6:32 p.m. Motion carried, all voting aye.

Respectfully Submitted,

Tracy Olejniczak/BB
Com. Dev. Admin. Asst.

Town of Grand Chute Special Exception Amendment Request The Lamar Company Green Bay

To: Plan Commission

From: Robert Buckingham, Community Development Director

Date: August 12, 2019

Address: 1911 W. Wisconsin Avenue

App. #: SEA1-01-14

REQUEST

1. **Proposed Use:** Continued use as off-premises advertising sign (billboard).
2. **Project Description:** Replace westbound viewed static billboard with a digital billboard previously approved at another location.
3. **Plat/CSM Accurate parcel lines/lot recorded:** Yes.

ANALYSIS

In 2014, the sign structure at this location was approved for a digital billboard on one side (eastbound view), with an existing static billboard remaining on the other side (westbound view). At the same time, a digital billboard was approved for placement on a sign structure at 710 N. Bluemound Drive. Since that time, the applicant has determined a need to adjust this arrangement by relocating the digital billboard from Bluemound Drive to Wisconsin Avenue. After this change, the number of static and digital billboards between these two locations remains the same at two of each type. The change is that Wisconsin Avenue now has digital billboards on both sides, while Bluemound Drive has static billboards on both sides. The relocated digital billboard meets all of the operational requirements of the Sign Code. A photometric plan for the sign was previously approved. Mitigation requirements were previously completed when the digital billboard was approved at Bluemound Drive.

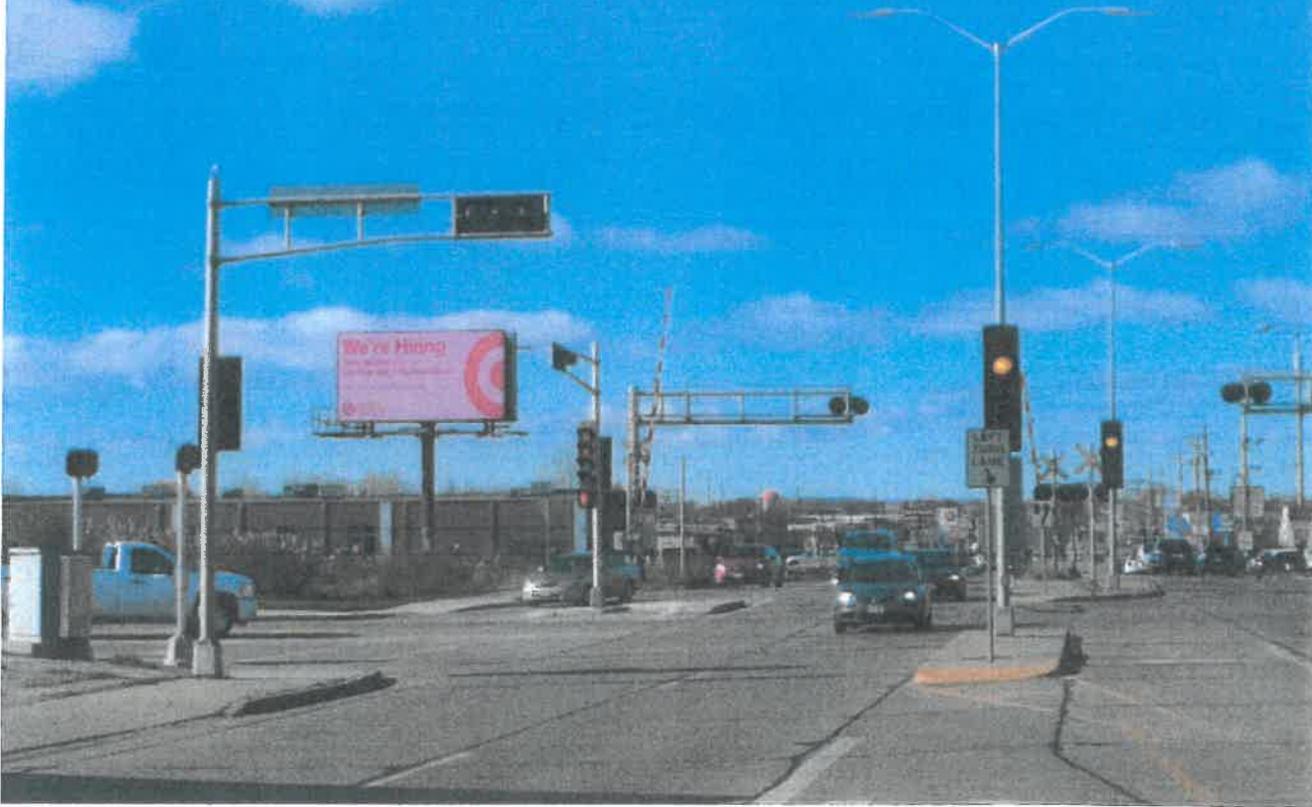
FINDINGS OF FACT IN GRANTING OF A SPECIAL EXCEPTION

- a. **The establishment, maintenance or operation of the proposed Special Exception use or structure at the proposed location will not be detrimental or injurious to the use and enjoyment of existing uses on adjacent properties or properties in the vicinity. Found.**
- b. **The establishment, maintenance or operation of the proposed Special Exception use or structure, alone or in combination with other existing Special Exception uses and structures in the vicinity will not cause traffic hazards. Found.**
- c. **Adequate provision is made for surface water drainage, ingress and egress to the property, and off-street parking. NA.**
- d. **Adequate public facilities and services are available for the proposed Special Exception use of structure. Found.**

RECOMMENDATION

Staff has reviewed and supports a Plan Commission recommendation for approval of the Special Exception Amendment (SEA1-01-14) requested by The Lamar Company Green Bay, to allow operation of a digital billboard at 1911 W. Wisconsin Avenue that was previously approved for operation at another location.

1911 W. WISCONSIN AVE. NEW DIGITAL BILLBOARD



Location # 1

Grand Chute

N Lyndonville St

N Lyndonville St



N Wisconsin St

Google

Map data ©2019

Advertising Strengths: Located on the West side of Appleton. It is positioned on one of Appleton's major cross streets that runs North/South, near many of the cities major businesses and local restaurants. Minutes away from the the Fox River Mall and Interstate 41 access.

Market: FOX CITIES
Panel: 51082 [Video drive-by](#)

TAB Unique ID: 30650067
Location: 1903 W WISCONSIN AVE 150 FT W/O BADGER

Lat/Long: 44.2730/-88.4364

Media/Style: Poster/Digital

***Weekly Impressions:** 13493 *per spot*

Panel Size: 10' 0" x 21' 0" [Spec Sheet](#)

Facing/Read: East/Left

of slots: 6

Dwell Time: 8

*Impression values based on: 18+ yrs

LAMAR

Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

1911 W. WISCONSIN AVE. EXISTING DIGITAL BILLBOARD

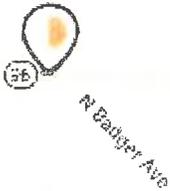


Location # 2

Grand Chute

N Grand Chute St

N Grand Chute St



N Wisconsin St

Google

Map data ©2019

Advertising Strengths: Located on the west side of Appleton. It is positioned in a high traffic area on Wisconsin Avenue, near many of the city's major businesses and local restaurants. It is minutes away from the Fox River Mall and Interstate 41 access.

Market: FOX CITIES
Panel: 51201 [Video drive-by](#)

TAB Unique ID: 30650071
Location: 1903 W WISCONSIN AVE 150 FT W/O BADGER

Lat/Long: 44.2730/-88.4364

Media/Style: Poster/Digital

***Weekly Impressions:** 34340 *per spot*

Panel Size: 10' 0" x 21' 0" [Spec Sheet](#)

Facing/Read: West/Right

of slots: 6

Dwell Time: 8

*Impression values based on: 18+ yrs

LAMAR

Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

**Town of Grand Chute
Site Plan Amendment Review
The Lamar Company Green Bay**

To: Plan Commission

From: Robert Buckingham, Community Development Director

Date: August 12, 2019

Address: 1911 W. Wisconsin Avenue

App. #: SPA2-00-85

REQUEST

- 1. Proposed Use:** Continued use as off-premises advertising sign (billboard).
- 2. Project Description:** Replace the westbound viewed static billboard with a digital billboard.
- 3. Plat/CSM Accurate parcel lines/lot recorded:** Yes

ANALYSIS

The existing westbound viewed static billboard is replaced with a digital billboard that is relocated from 710 N. Bluemound Drive. The relocated digital billboard meets all of the operational requirements of the Sign Code. A photometric plan for this billboard was previously approved. Mitigation requirements were previously completed when the digital billboard was approved at Bluemound Drive.

RECOMMENDATION

Staff has reviewed and supports Plan Commission approval of the Site Plan Amendment (SPA2-00-85) requested by The Lamar Company Green Bay, to replace the westbound viewed static billboard at 1911 W. Wisconsin Avenue with a digital billboard, subject to Town Board approval of Special Exception Amendment SEA1-01-14.

1911 W. WISCONSIN AVE. NEW DIGITAL BILLBOARD



Location # 1

Grand Chute

N Lyndonville Dr

N Lyndonville Dr



N Badger Ave

N Wisconsin St

Google

Map data ©2019

Advertising Strengths: Located on the West side of Appleton. It is positioned on one of Appleton's major cross streets that runs North/South, near many of the cities major businesses and local restaurants. Minutes away from the the Fox River Mall and Interstate 41 access.

Market: FOX CITIES
Panel: 51082 [Video drive-by](#)

TAB Unique ID: 30650067
Location: 1903 W WISCONSIN AVE 150 FT W/O BADGER
Lat/Long: 44.2730/-88.4364
Media/Style: Poster/**Digital**
***Weekly Impressions:** 13493 *per spot*
Panel Size: 10' 0" x 21' 0" [Spec Sheet](#)
Facing/Read: **East/Left**
of slots: 6
Dwell Time: 8

*Impression values based on: 18+ yrs

LAMAR

Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

1911 W. WISCONSIN AVE. EXISTING DIGITAL BILLBOARD



Location # 2

Grand Chute



Google

Map data ©2019

Advertising Strengths: Located on the west side of Appleton. It is positioned in a high traffic area on Wisconsin Avenue, near many of the city's major businesses and local restaurants. It is minutes away from the Fox River Mall and Interstate 41 access.

Market:	FOX CITIES
Panel:	51201 Video drive-by
TAB Unique ID:	30650071
Location:	1903 W WISCONSIN AVE 150 FT W/O BADGER
Lat/Long:	44.2730/-88.4364
Media/Style:	Poster/Digital
*Weekly Impressions:	34340 <i>per spot</i>
Panel Size:	10' 0" x 21' 0" Spec Sheet
Facing/Read:	West/Right
# of slots:	6
Dwell Time:	8

*Impression values based on: 18+ yrs

LAMAR

Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

**Town of Grand Chute
Special Exception Amendment Request
The Lamar Company Green Bay**

To: Plan Commission

From: Robert Buckingham, Community Development Director

Date: August 12, 2019

Address: 710 N. Bluemound Drive

App. #: SEA1-03-14

REQUEST

- 1. Proposed Use:** Continued use as off-premises advertising sign (billboard).
- 2. Project Description:** Installation of a static billboard at a location previously approved for a digital billboard.
- 3. Plat/CSM Accurate parcel lines/lot recorded:** Yes.

ANALYSIS

In 2014, the sign structure at this location was approved for a digital billboard on one side (northbound view), with an existing static billboard remaining on the other side (southbound view). Since that time, the applicant has determined a need to adjust this arrangement by relocating the digital billboard from Bluemound Drive to a sign structure at 1911 W. Wisconsin Avenue, and installing a second static billboard at Bluemound Drive. After this change, the number of static and digital billboards between these two locations remains the same at two of each type. The change is that Wisconsin Avenue now has digital billboards on both sides, while Bluemound Drive has static billboards on both sides. The added static billboard at Bluemound Drive meets all Sign Code requirements. No mitigation is required for a static billboard.

FINDINGS OF FACT IN GRANTING OF A SPECIAL EXCEPTION

- a. The establishment, maintenance or operation of the proposed Special Exception use or structure at the proposed location will not be detrimental or injurious to the use and enjoyment of existing uses on adjacent properties or properties in the vicinity. *Found.***
- b. The establishment, maintenance or operation of the proposed Special Exception use or structure, alone or in combination with other existing Special Exception uses and structures in the vicinity will not cause traffic hazards. *Found.***
- c. Adequate provision is made for surface water drainage, ingress and egress to the property, and off-street parking. *NA.***
- d. Adequate public facilities and services are available for the proposed Special Exception use of structure. *Found.***

RECOMMENDATION

Staff has reviewed and supports a Plan Commission recommendation for approval of the Special Exception Amendment (SEA1-03-14) requested by The Lamar Company Green Bay, to allow to allow installation of a static billboard at 710 N. Bluemound Drive in a location that was previously approved for a digital billboard.

710 N. BLUEMOUND DR. NEW STATIC BILLBOARD



Location # 2



Market:	FOX CITIES
Panel:	32073
TAB Unique ID:	30803509
Location:	Blumound Dr. S/O W. Wisconsin Ave.
Lat/Long:	44.2690/-88.4557
Media/Style:	Poster/Retro
*Weekly Impressions:	21617
Panel Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6.5" x 22' 9.5"
Facing/Read:	South/Right
Illuminated:	YES
Current Advertiser:	FELDCO WINDOWS, SIDING & DOORS

*Impression values based on: 18+ yrs



Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

**Town of Grand Chute
Site Plan Amendment Review
The Lamar Company Green Bay**

To: Plan Commission

From: Robert Buckingham, Community Development Director

Date: August 12, 2019

Address: 710 N. Bluemound Drive

App. #: SPA2-00-83

REQUEST

- 1. Proposed Use:** Continued use as off-premises advertising sign (billboard).
- 2. Project Description:** Replace the northbound viewed digital billboard with a static billboard.
- 3. Plat/CSM Accurate parcel lines/lot recorded:** Yes

ANALYSIS

The existing northbound viewed digital billboard is relocated to 1911 W. Wisconsin Avenue. A static billboard is installed in its place. All Sign Code requirements are met with this request. No mitigation is required for a static billboard.

RECOMMENDATION

Staff has reviewed and supports Plan Commission approval of the Site Plan Amendment (SPA2-00-83) requested by The Lamar Company Green Bay, to replace the northbound viewed digital billboard at 710 N. Bluemound Drive with a static billboard, subject to Town Board approval of Special Exception Amendment SEA1-03-14.

710 N. BLUEMOUND DR. NEW STATIC BILLBOARD



Location # 2



Market:	FOX CITIES
Panel:	32073
TAB Unique ID:	30803509
Location:	Bluemound Dr. S/O W. Wisconsin Ave.
Lat/Long:	44.2690/-88.4557
Media/Style:	Poster/Retro
*Weekly Impressions:	21617
Panel Size:	10' 6" x 22' 9" Spec Sheet
Vinyl Size:	10' 6.5" x 22' 9.5"
Facing/Read:	South/Right
Illuminated:	YES
Current Advertiser:	FELDCO WINDOWS, SIDING & DOORS

*Impression values based on: 18+ yrs



Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

**Town of Grand Chute
Special Exception Amendment Request
The Lamar Company Green Bay**

To: Plan Commission
From: Robert Buckingham, Community Development Director
Date: August 12, 2019
Address: 1280 S. Van Dyke Road **App. #: SEA1-04-14**

REQUEST

- 1. Proposed Use:** Continued use as off-premises advertising sign (billboard).
- 2. Project Description:** Installation of a digital billboard on the opposite side of the sign structure it was approved at.
- 3. Plat/CSM Accurate parcel lines/lot recorded:** Yes.

ANALYSIS

In 2014, the sign structure at this location was approved for a digital billboard on one side (northbound view), with an existing static billboard remaining on the other side (southbound view). Since that time, the applicant has determined a need to flip this placement so that the digital billboard is viewed from southbound traffic, while the static sign is viewed from northbound traffic. All code requirements continue to be met after this exchange in placement of the existing billboards on this sign structure. No mitigation is required.

FINDINGS OF FACT IN GRANTING OF A SPECIAL EXCEPTION

- a. The establishment, maintenance or operation of the proposed Special Exception use or structure at the proposed location will not be detrimental or injurious to the use and enjoyment of existing uses on adjacent properties or properties in the vicinity. Found.**
- b. The establishment, maintenance or operation of the proposed Special Exception use or structure, alone or in combination with other existing Special Exception uses and structures in the vicinity will not cause traffic hazards. Found.**
- c. Adequate provision is made for surface water drainage, ingress and egress to the property, and off-street parking. NA.**
- d. Adequate public facilities and services are available for the proposed Special Exception use of structure. Found.**

RECOMMENDATION

Staff has reviewed and supports a Plan Commission recommendation for approval of the Special Exception Amendment (SEA1-04-14) requested by The Lamar Company Green Bay, to allow installation of a digital billboard at 1280 S. Van Dyke Road that was previously approved for operation on the opposite side of the sign structure at this location.

1280 S. VAN DYKE RD DIGITAL BILLBOARD - SOUTHBOUND



Location # 4



Advertising Strengths: Targeting traffic and commuters between Appleton and Neenah/Menasha/Oshkosh: It is positioned to hit travelers going to the Fox River Mall and local restaurants.

Market: FOX CITIES
Panel: 40182 [Video drive-by](#)

TAB Unique ID: 30650061
Location: W/S INTERSTATE 41 3000 FT S/O COLLEGE AVE.

Lat/Long: 44.2507/-88.4671
Media/Style: Permanent Bulletin/Digital

***Weekly Impressions:** 196190 *per spot*
Panel Size: 14' 0" x 48' 0" [Spec Sheet](#)

Facing/Read: North/Right

of slots: 8

Dwell Time: 8

*Impression values based on: 18+ yrs



Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

1280 S. VAN DYKE RD. STATIC BILLBOARD - NORTHBOUND



Location # 3



Advertising Strengths: This high profile bulletin is located in the heart Appleton. It is located on the busiest stretch of Interstate 41 in the Fox Valley. It is positioned to hit travelers heading south from Appleton to Menasha/Neenah and Oshkosh. It is located near many restaurants, hotels and shopping.

Market:	FOX CITIES
Panel:	1597 Video drive-by
TAB Unique ID:	30657025
Location:	W/S INTERSTATE 41, 3000' S/O COLLEGE AVENUE
Lat/Long:	44.2507/-88.4671
Media/Style:	Permanent Bulletin/ Regular
*Weekly Impressions:	235136
Panel Size:	14' 0" x 48' 0" Spec Sheet
Vinyl Size:	15' 0" x 49' 0"
Facing/Read:	South/Left
Illuminated:	YES
Current Advertiser:	FROEDTERT & MEDICAL COLLEGE OF WI

*Impression values based on: 18+ yrs



Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

**Town of Grand Chute
Site Plan Amendment Review
The Lamar Company Green Bay**

To: Plan Commission

From: Robert Buckingham, Community Development Director

Date: August 12, 2019

Address: 1280 S. Van Dyke Road

App. #: SPA2-00-84

REQUEST

- 1. Proposed Use:** Continued use as off-premises advertising sign (billboard).
- 2. Project Description:** Exchange the placement of the digital billboard and static billboard on the sign structure at this location.
- 3. Plat/CSM Accurate parcel lines/lot recorded:** Yes

ANALYSIS

The placement of the previously approved digital billboard and static billboard is flipped, so that the digital billboard is now viewed by southbound traffic and the static billboard is viewed by northbound traffic. All Sign Code requirements continue to be met after this exchange in placement. No mitigation is required.

RECOMMENDATION

Staff has reviewed and supports Plan Commission approval of the Site Plan Amendment (SPA2-00-84) requested by The Lamar Company Green Bay, to exchange the placement of the digital billboard and static billboard on the sign structure at 1280 S. Van Dyke Road, by installing the digital billboard on the southbound viewed face and installing the static billboard on the northbound viewed face, subject to Town Board approval of Special Exception Amendment SEA1-04-14.

1280 S. VAN DYKE RD DIGITAL BILLBOARD - SOUTHBOUND



Location # 4



Advertising Strengths: Targeting traffic and commuters between Appleton and Neenah/Menasha/Oshkosh: It is positioned to hit travelers going to the Fox River Mall and local restaurants.

Market: FOX CITIES
Panel: 40182 [Video drive-by](#)

TAB Unique ID: 30650061
Location: W/S INTERSTATE 41 3000 FT S/O COLLEGE AVE.

Lat/Long: 44.25071-88.4671
Media/Style: Permanent Bulletin/Digital

***Weekly Impressions:** 196190 *per spot*
Panel Size: 14' 0" x 48' 0" [Spec Sheet](#)

Facing/Read: North/Right

of slots: 8

Dwell Time: 8

*Impression values based on: 18+ yrs



Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
Mailing Address: PO Box 5846, De Pere, WI 54115

1280 S. VAN DYKE RD. STATIC BILLBOARD - NORTHBOUND



Location # 3



Advertising Strengths: This high profile bulletin is located in the heart Appleton. It is located on the busiest stretch of Interstate 41 in the Fox Valley. It is positioned to hit travelers heading south from Appleton to Menasha/Neenah and Oshkosh. It is located near many restaurants, hotels and shopping.

Market: FOX CITIES
Panel: 1597 [Video drive-by](#)

TAB Unique ID: 30657025
Location: W/S INTERSTATE 41, 3000' S/O COLLEGE AVENUE
Lat/Long: 44.2507/-88.4671
Media/Style: Permanent Bulletin/**Regular**
***Weekly Impressions:** 235136
Panel Size: 14' 0" x 48' 0" [Spec Sheet](#)
Vinyl Size: 15' 0" x 49' 0"
Facing/Read: **South/Left**
Illuminated: YES
Current Advertiser: FROEDTERT & MEDICAL COLLEGE OF WI

*Impression values based on: 18+ yrs



Green Bay

800-339-5744

Physical Address: 1800 Scheuring Rd Suite C, De Pere, WI 54115
 Mailing Address: PO Box 5846, De Pere, WI 54115

Town of Grand Chute Comprehensive Plan Update - 2019-20

Preliminary Schedule

August Sept Oct 2019 Nov Dec Jan Feb Mar Apr May June 2020 July August Sept Oct Nov Dec

