

**TOWN OF GREENVILLE  
BOARD OF APPEALS  
MEETING MINUTES**

DATE: Monday March 25, 2019

TIME: 4:30 p.m.

LOCATION: Greenville Town Hall, W6860 Parkview Drive, Greenville, WI 54942

**Agenda**

**1. CALL TO ORDER**

The meeting was called to order at 4:30 p.m.

**2. ROLL CALL, VERIFY PUBLIC NOTICE & APPROVAL OF AGENDA**

PRESENT: Kip Zilisch, Jim Cotter, Tom Reimer, Jim Beard, Doug Butt

Motion by Jim Beard, second by Tom Reimer to approve the agenda. Motion carried.

**3. NEW BUSINESS:**

**a. Greenville Auto & RV, John Korth,**

Location: Highway 15 and Hillview Rd

Parcels: 110014207, 110014208, 110014210 and 110014211

**i. Public Hearing for a variance to Section 320-175 A1 & A2 to allow a pole sign in the Gateway District and to allow the height to exceed 12 ft. tall.**

The Public Hearing was called to order at 4:31 p.m. TJ Utchig, John Korth and Susan Korth spoke in favor of the request, indicating the traffic is traveling at 55 mph and they rely on the sign to help draw in business. They do not see any safety issues by putting up the sign. Mark Strobel spoke in opposition of the request and read aloud the purpose and intent of the Gateway District and his reason for opposition is that the request does not comply with the ordinance. Motion by Jim Beard, second by Tom Reimer to close the public hearing at 4:41 p.m. Motion carried 5-0.

**ii. Consider/Discuss/Act for a variance to Section 320-175 A1 & A2 to allow a pole sign in the Gateway District and to allow the height to exceed 12 ft. tall.**

Kip Zilisch believes the Town put these ordinances in place for a reason and does not see the hardship. Tom Reimer sees both positions. Jim Beard talked about the traffic and speed today. Jim Cotter added they could consider changing the size of the lettering. Motion to approve the variance by Jim Beard, second by Doug Butt. Roll call vote: Jim Cotter, nay; Tom Reimer, nay – need to maintain the integrity of the district; Jim Beard, aye - same size as existing sign; Doug Butt, aye – same size as existing sign, just set back further; Kip Zilisch, nay – due to the existing ordinance. Motion fails. Item is denied.

**b. All World Ford**

Location: N2484 Greenville Dr.

Parcel: 110019701

**i. Public Hearing for a variance to Section 320-175 A1, A2 & A4 to allow a pole sign in the Gateway District and to allow the height to exceed 12 ft. tall.**

The Public Hearing was called to order at 4:50 p.m.

Stu Winarski, All World Ford, stated that the sign for which they are requesting the variance is now required by Ford. He would like to relocate the sign to the

south side of the property. Mark Strobel spoke in opposition of the request stating his reason being is this is a self-imposed hardship.  
Motion by Kip Zilisch, second by Jim Beard to close the public hearing at 4:56 p.m. Motion carried 5-0.

- i. Consider/Discuss/Act for a variance to Section 320-175 A1, A2 & A4 to allow a pole sign in the Gateway District and to allow the height to exceed 12 ft. tall. Kip Zilisch and Tom Reimer believe that there are similarities to the previous item. Motion by Jim Beard, second by Doug Butt to approve the variance. Roll call vote: Jim Cotter, aye; Tom Reimer, nay - maintain integrity of the ordinance; Doug Butt, aye; Jim Beard, aye - professionally thought out; Kip Zilisch, nay – does not see the hardship. Motion carried 3-2.

c. Gulfstream

Location: N687 Discovery Drive

Parcel: 110090500

- i. Public Hearing for a variance to Section 320-56 B1 & 320-53 B to allow wall signs to exceed a total of 400 sq. ft. and to allow directional signage to exceed 8 sq. ft.  
The Public Hearing was called to order at 5:02 p.m.  
Representatives from Gulf Stream presented information as it relates to the requirements for a variance. They feel the requests are scaled to the facility and project. Motion by Jim Beard, second by Jim Cotter to close the public hearing at 5:12 p.m. Motion carried 4-0. Kip Zilisch recused himself due to his employer and work they are providing.
- i. Consider/Discuss/Act for a variance to Section 320-56 B1 & 320-53 B to allow wall signs to exceed a total of 400 sq. ft. and to allow directional signage to exceed 8 sq. ft.  
Motion by Tom Reimer, second by Jim Beard to approve the variance. Roll call vote; Aye – Tom Reimer, Doug Butt, Jim Beard. Abstain – Kip Zilisch, Jim Cotter. Motion carried 3-0.

4. **ADJOURNMENT**

Motion by Tom Reimer, second by Jim Cotter to adjourn. Motion carried. Meeting adjourned at 5:17 p.m.

Wendy Helgeson, Town Clerk  
Approved: