

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

DATE: Wednesday, May 11, 2016

TIME: 5:00 PM

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

**Agenda**

1. CALL TO ORDER

The Meeting was called to order at 5:00 p.m.

PRESENT: Jim Beard, Tom Reimer, Doug Butt, Jim Cotter, Tom Becher

EXCUSED: Kip Zilisch

2. POSTING OF AGENDA/APPROVAL OF AGENDA

The agenda has been properly posted.

3. NEW BUSINESS

- a. Hear and decide appeal of Lamar Central Outdoor, LLC.

Also present: Attorney Rich Carlson - presenting on behalf of the Town of Greenville. Attorney Dave Praska - counsel for the Board of Appeals advising on procedural and legal matters. Attorney Chad Levanetz on behalf of Lamar Central Outdoor, LLC. d/b/a Lamar Advertising.

The hearing was called to order at 5:01 p.m.

Attorney Levanetz provided supporting comment/testimony regarding the approval of the Special Use Permit application of Lamar Central Outdoor, LLC. for a sign to be installed N2034-N2036 Greenville Drive.

Attorney Carlson provided supporting comment/testimony as to the Town of Greenville code.

Sworn testimony was given by Renee St. Laurent of Lamar Central Outdoor, LLC. Don Snyder of Lamar Central Outdoor, LLC., and Martin Nikodem, property owner.

Motion to close the hearing by Jim Cotter, seconded by Doug Butt. Motion carried 5-0. Hearing closed at 6:24 p.m.

Closing statements were provided by Attorney Levanetz and Attorney Carlson.

Motion by Tom Reimer to approve the sign, seconded by Doug Butt. An aye vote approves the sign, a nay vote does not. ROLL CALL VOTE: Tom Reimer, nay; Tom Becher, nay; Doug Butt; nay; Jim Beard; nay; Jim Cotter, nay. Motion fails 0-5.

Tom Becher believes the request is not in compliance with the sign plan that was put forth for the district. Tom Reimer thinks that there is a lot of subjectivity, and if a sign this large is allowed, we would be setting a precedent for other companies to want to put up similar signs in the district. Doug Butt seconds Tom Reimer's comments about once you begin putting these kinds of signs up, who's next and where will it be. Jim Beard voted nay because he agrees with the movement that the town is making towards improving the signage in the community. Jim Cotter agrees with previous comments

made. This area will change and develop a little differently than a normal highway corridor and does not think that a large sign is necessary in the Town.

4. ADJOURNMENT

Motion by Tom Becher, seconded by Jim Beard to adjourn the meeting. Motion carried 5-0. Meeting adjourned at 6:30p.m.

Wendy Helgeson, Town Clerk