

CITY OF PLYMOUTH, WISCONSIN  
THURSDAY, NOVEMBER 7, 2024 BOARD OF APPEALS  
5:00 PM CITY HALL, ROOM 305  
128 SMITH ST. PLYMOUTH, WI 53073

Carole O'Malley  
Bill Barbieur  
Jane Meyer

**AGENDA**

The Board of Appeals will meet on **Thursday, November 7, 2024 at 5:00 PM**, in **Room 305**, City Hall, 128 Smith Street, Plymouth, WI to consider the following petitions for variance:

1. Call to order and roll call
2. Approval of December 7, 2023 minutes
3. Public hearing and consideration of a petition from Sargento Food LLC, for a sign area variance. This business is located in the B-2, General Business District: (Parcel #59271818473) at One Persnickety Place., Plymouth, WI. Sargento Food LLC is seeking a variance from PMC 13-1-106(a) for a wall sign on a non-entrance façade to be larger than the allowed.
4. Adjourn

**It is likely a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.**

**Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, please contact the City of Plymouth ADA Coordinator Leah Federwisch, located in the Plymouth Utilities office at 900 County Road PP, Plymouth, WI or call 920-893-3853.**

CITY OF PLYMOUTH  
BOARD OF APPEALS  
NOTICE OF MEETING

**UNOFFICIAL MINUTES – December 7, 2023**

- 1. Call to order and roll call:** The meeting was called to order at 5:00 PM. On call of the roll, the following member were present: Carole O'Malley, David Kreuzinger, Jane Meyer, Ken Stoffregen, and Jackie Pottratz.
- 2. Approval of August 15, 2022 minutes:** Motion was made by Meyer/Pottratz to approve the minutes from August 15, 2022. A unanimous aye vote was cast. Motion carried.
- 3. Public hearing and consideration of a petition from Marshall Sign, for a sign area variance. This business is located in the HI, Highway Business District: (Parcel #59271821076) at 2875 Eastern Ave., Plymouth, WI. Marshal Sign is seeking a variance from PMC 13-1-106(a) for a wall sign on a non-entrance façade to be larger than the allowed one-half square foot per lineal foot of façade length:** O'Malley read the petition submitted by the applicant. Chairperson asked Attorney Fieber to outline the process and the hardships for an area variance. The petition is seeking a variance from the code for a wall sign on a non-entrance façade to be larger than what the code allows. The chairperson asked if anyone from the petitioners would like to speak. Scott Cieszynski, the owner explained how they ended up with the larger sign from Corporate.

Chairperson asked for Inspector Scheuerman's comments. Scheuerman stated that this started because the signs were getting installed and a permit wasn't pulled. There wasn't any review for the owner before they were being installed. He contacted the installer and they submitted the shop drawings where it was found the sign on the east was larger than the ordinance allows. Scheuerman reviewed the necessary criteria someone had to qualify for a variance. The property must meet an unnecessary hardship, have unique property limitations, and not have harm to public interest. Scheuerman demonstrated how the petition did not meet any of the criteria. Jim Marshall made comments about how the sign was only 11 square feet bigger than what the ordinance allows. He explained how the sign was already made and doesn't want to cause extra cost to the owner for the remake of the sign. Mayor Pohlman expressed his displeasure with the petitioner Jim Marshall for not taking out a sign permit before the signs were being installed. Chairperson O'Malley closed the public hearing.

Attorney Fieber went through the hardships the first being an unnecessary hardship, all the members decided it did not demonstrate an unnecessary hardship. The second criteria question is does the property demonstrate unique property limitation, all the members decided it did not have unique property limitations. The last criteria to meet

is to not have harm to the public interest, the members also agreed the petition does not meet this criteria. Motion was made by Pottratz/O'Malley to deny the petition from Marshall Sign, for a sign area variance at 2785 Eastern Ave.

4. **Adjourn:** Motion was made by Pottratz/Stoffregen to adjourn the meeting. A unanimous aye vote was cast. Motion carried.



October 8, 2024

## **Building Wall Signage Height Variance Narrative**

Project: Sargento Food Inc. Headquarters – Leonard Gentine Center (LAG) Building  
Addition  
1 Persnickety Pl.  
Plymouth, WI 53073

Sargento Cheese Inc. is requesting a building wall sign height variance review and approval for the proposed new building expansion at their Leonard Gentine Center (LAG) office building on 1 Persnickety Place in the City of Plymouth.

The approximate 4.658-acre Sargento office building property was recently split off from the overall Sargento industrial facility/parcel and rezoned B-2 General Business as the buildings within this section of their facility are office-related uses compared to their overall Industrial facility/parcel, and business offices are considered permitted uses within the B-2 zoning district. The proposed development includes an approximately 9,145 square-foot footprint, two (2)- story building addition in conjunction with a parking lot expansion to accommodate 54 additional parking stalls. As part of the office building expansion, the applicant requests a higher wall signage height on the western building elevation to allow for business identification signage to be located above vision glass towards the top of the building façade for visibility from the adjacent arterial right-of-way. The proposed building and parking lot addition are shown on the enclosed sheet C1.1.

The applicant respectfully requests development be allowed to proceed with the following requested exception from the City of Plymouth Zoning Ordinance.

Section 13-1-106(a) of the City of Plymouth Zoning Ordinance states that all signs not located in the HI, LI, and B-3 districts that are attached or affixed to a building shall not exceed 20 feet in height above the mean ground grade level. However, the applicant proposes a building wall sign on the west facing elevation with top portion of the sign approximately 29 feet above ground-grade level and bottom portion of the sign approximately 24'-6" above ground-grade level. The building wall sign height is proposed to exceed to allow for business identification signage to be located toward the top of the building façade for visibility from the adjacent arterial right-of-way. The proposed wall signage meets all other commercial signage sizing and design standards of Section 13-1-106. The proposed building wall sign height and dimensions are shown on the enclosed sheet A2.0.

**Owing to special conditions, a literal enforcement of the Code of the City of Plymouth will result in unnecessary hardship.**

The existing LAG office building is one (1) of Sargento's office buildings fronting and accessing from County Highway C to the west of the site. However, expansion is needed to the LAG office building due to office staff growth. The limited site area restricts the building to be expanded laterally and therefore the building is proposed to expand upwards with a second (2<sup>nd</sup>) story

office area to the western portion of the building. The existing 1.5 story portion of the LAG office building currently has west facing building mounted signage that will be removed with wall area obscured by the new building addition. The existing site entrance adjacent to the LAG office building has an existing ground mounted sign that will remain. Sargento is proposing a building wall sign that is integrated into the top of the building facade for their property identification due to the limited open space area along the County Highway C frontage and the fact that the existing ground mounted sign is only visible by north bound traffic. Signage on the western building elevation as proposed will allow travelers to identify the office building amongst the other surrounding Sargento industrial buildings. In addition, the proposed building wall signage is an architectural feature that serves to break up the abundance of masonry on the front facade. Although the height of the proposed second (2<sup>nd</sup>) story building addition is under the B-2 Zoning District's maximum principal building height standard by approximately 16 feet (per the *Yard Requirement Table* of Section 13-1-30[d]) the proposed building wall signage exceeds the maximum height requirement by nine (9) feet. Denial of the variance for the additional building wall signage height will be unreasonably burdensome and prevent the use of an identifying feature of the business. The hardship is not shared by Sargento's other buildings or structures on campus as the Industrial facilities are on a separate parcel zoned HI – Heavy Industrial and meet the building wall signage exception of Section 13-1-106(a) allowing HI LI, and B-3 districts to have a maximum building wall signage height of 30 feet above the mean ground grade level, instead of 20 feet.

**The variance must observe the spirit of the Code.**

A higher building wall sign will not be contrary to the intent and spirit of the code as the proposed building wall signage will adhere to all other commercial signage sizing and design standards of Section 13-1-106. In addition, the proposed office building and parking expansions will meet all other setbacks and design standards.

**Substantial justice must be done by granting the variance.**

The Sargento LAG office building site is an existing lot of record within the B-2 Zoning District which allows the current office building as a permitted use within the said Zoning District. Granting of the variance requested for Section 13-1-106(a) provides the minimum relief necessary to allow the office building expansion with identification wall signage to move forward. As mentioned above, the subject property has a limited ground signage area along County Highway C, the primary thoroughfare abutting the site. The proposed building wall signage height in conjunction with the proposed office building expansion affords the existing office building identification to the abutting arterial thoroughfare.

**The variance will not be contrary to the public interest.**

A higher building wall sign will not be contrary to the public interest. The project will allow a building wall sign to exceed the maximum height standard, but will not impact the proposed adequate, safe, traffic circulation on the site, nor will it impact the site and building from meeting all the required fire protection and prevention standards in place for emergency service access/maneuver and firefighting services. In addition, the requested building wall signage height exception will not be detrimental to the character of the neighborhood or negatively impact the nearby properties. With the subject development site currently being zoned B-2, a predominantly business-development-friendly zoning district, the proposed office space expansion will continue to provide a thriving business to this portion of the City, with the portion of the Sargento property along County Highway C renovated into a high-quality business office development.

CITY OF PLYMOUTH  
BOARD OF APPEALS  
APPEAL OR VARIANCE APPLICATION

**I. General Information – to be completed for all types of applications**

Purpose of Application

Variance relating to:

_____	Lot Area/Size	_____	Lot Frontage
_____	Lot Coverage	_____	Structure Setback
_____	Structure Height	_____	Structure Size
_____ x _____	Sign Regulation	_____	Other

**All responses must be clearly printed or typed.**

**Applicant Name(s)** \_\_\_\_\_ Sargento Cheese Inc. \_\_\_\_\_

**Mailing Address** \_\_\_\_\_ One Persnickety Place, Plymouth, WI 53073 \_\_\_\_\_

**Telephone** \_\_\_\_\_ 920-876-3844 \_\_\_\_\_

**Fax** \_\_\_\_\_

**Property Address** \_\_\_\_\_ One Persnickety Place, Plymouth, WI 53073 \_\_\_\_\_

**Property Description (legal)** \_\_\_\_\_ See attached \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Attachments: (Check where included)**

- Full size copies of a line drawing showing the project drawn to scale with the scale and all dimensions identified are required. Include the project's relationship to neighboring lots, roads, lakes, rivers and existing improvements.
- \_\_\_\_\_ Topographic map or slope determination, if applicable.
- \_\_\_\_\_ Floodplain map, if applicable.
- \_\_\_\_\_ Plan for shoreland stabilization, if applicable.
- \_\_\_\_\_ Elevation of lowest floor, including basement or crawl space, if applicable.
- Sign sketch with dimensions, if applicable.

Diane L Davis

  
box SIGN 1RVRL561-1RKRXRX8

Oct 1, 2024

**Name (Print)**

**Signature**

**Date**

**Required \$500.00 fee, the original and 8 copies of form and attachments  
Delivered or mailed to: Plymouth City Hall, Clerk Treasurers Office, 128 Smith St.,  
PO Box 107 Plymouth WI 53073**

**For office use only:**

**Date Received** \_\_\_\_\_ **Receipt No.** \_\_\_\_\_

**By** \_\_\_\_\_

**Meeting Scheduled on** \_\_\_\_\_



**IV. Complete the following for a variance request**

**To be considered for a variance the property must meet all four of the following criteria:**

- 1. Owing to special conditions, a literal enforcement of the Code of the City of Plymouth will result in unnecessary hardship.**
- 2. The variance must observe the spirit of the Code.**
- 3. Substantial justice must be done by granting the variance.**
- 4. The variance will not be contrary to the public interest.**

**Literal enforcement of the Code will result in the following unnecessary hardship:**

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See narrative

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**Approval of the variance will observe the spirit or intent of the Code because:**

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See narrative

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**Approval of the variance will ensure that substantial justice is done by:**

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See narrative

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**Approval of the variance will not be contrary to the public interest because:**

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See narrative

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**GENERAL NOTES**

- SEE WALL SECTIONS FOR EXTERIOR WALL CONSTRUCTION
- REFERENCE EXTERIOR ELEVATIONS FOR VENEER CONTROL JOINTS. SEE STRUCTURAL PLANS FOR CMU CONTROL JOINT LOCATIONS. VENEER CONTROL JOINTS AND CMU CONTROL JOINTS ARE NOT REQUIRED TO ALIGN.

**EXTERIOR MATERIAL KEY**

- |  |   |   |
|--|---|---|
| <b>1</b> BRICK                                   | MFR: HERBON BRICK COMPANY<br>PRODUCT: MODULAR<br>SIZE: MODULAR  | TEXTURE:<br>MORTAR:                       |
| <b>2</b> VERTICAL METAL WALL PANEL               | MFR: PAL-CLAD<br>PRODUCT: FLUSH WALL PANEL<br>COLOR: DARK BRONZE  | MATERIAL: 1" SMOOTH PANEL - 0.40 ALUMINUM |
| <b>3</b> SPLIT FACE STONE                        | MFR: VALDERS STONE<br>SIZE: 1-11 5/8" W x 11 5/8" H x 3 5/8" D UNITS<br>COLOR: BUFF, MORTAR COLOR TO MATCH STONE COLOR              | FINISH: MACHINE ROCKFACED                 |
| <b>4</b> STONE PANELS                            | MFR: VALDERS STONE<br>SIZE: 2" THICK (NOM.) PANELS WITH VERT. & HORIZ. JOINTS EQ.<br>COLOR: BUFF, MORTAR COLOR TO MATCH STONE COLOR | FINISH: SANDBLASTED-FACED                 |
| <b>5</b> BANDING, COPING, WINDOW HEADS AND SILLS | MFR: VALDERS STONE<br>SIZE: 2" THICK (NOM.) PANELS WITH VERT. & HORIZ. JOINTS EQ.<br>COLOR: BUFF, MORTAR COLOR TO MATCH STONE COLOR | FINISH: SANDBLASTED-FACED                 |
| <b>6</b> ROOF FLASHING                           | MFR: METAL-ERA<br>PRODUCT: 5.5" PERMA-TITE GOLD COPING<br>COLOR: DARK BRONZE (MATCH EXISTING)                                       |   |
| <b>7</b> ALUMINUM STOREFRONT DOORS AND MULLIONS  | ANODIZED COLOR: DARK BRONZE   |   |



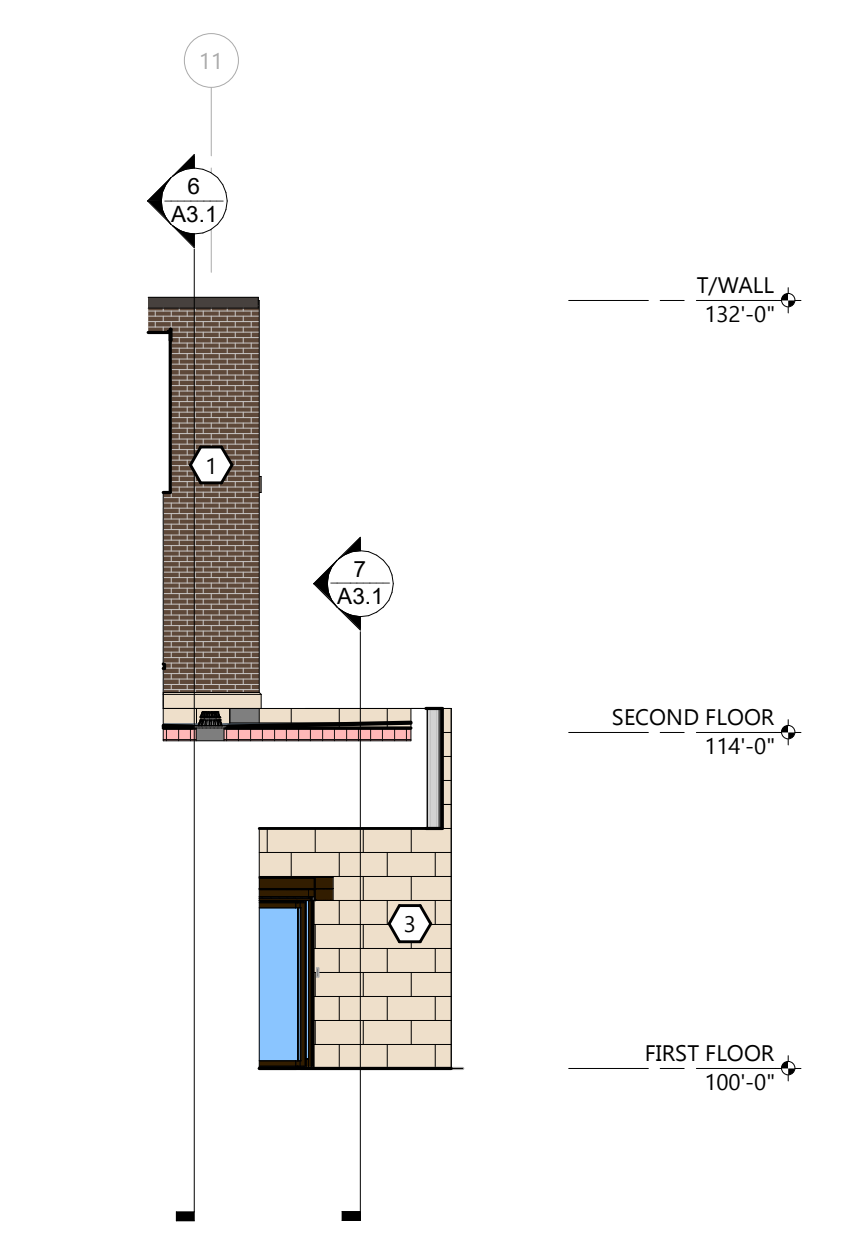
**1 WEST ELEVATION**  
A2.0 SCALE: 1/8" = 1'-0"



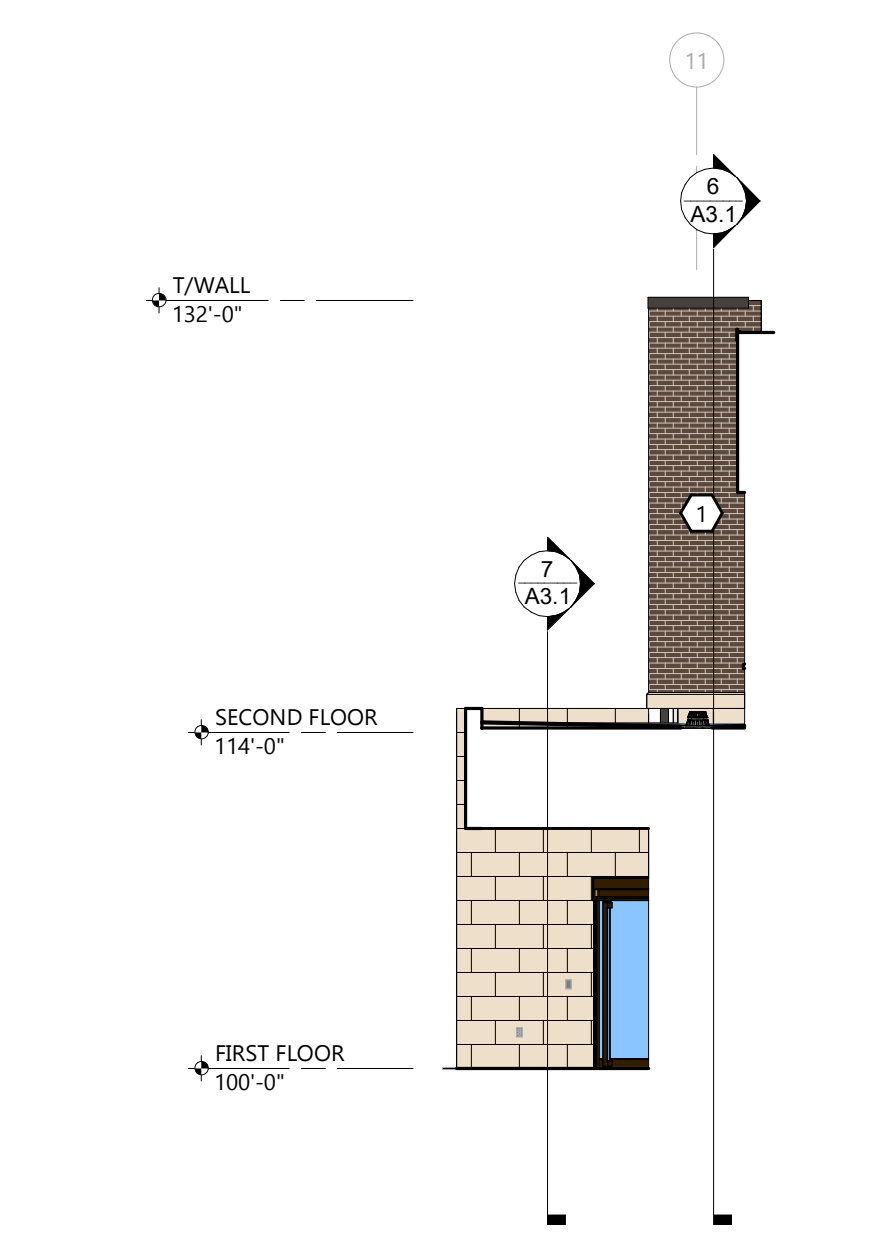
**2 EAST ELEVATION**  
A2.0 SCALE: 1/8" = 1'-0"



**3 SOUTH ELEVATION**  
A2.0 SCALE: 1/8" = 1'-0"



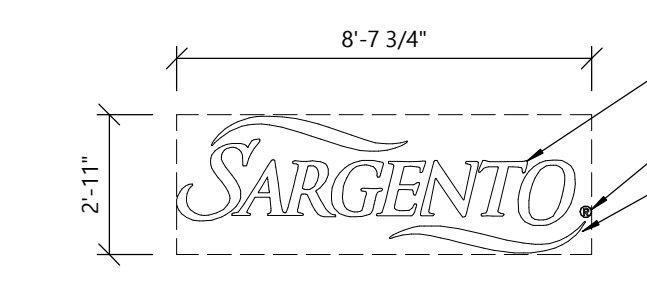
**5 WEST ENTRANCE ELEVATION**  
A2.0 SCALE: 1/8" = 1'-0"



**6 EAST ENTRANCE ELEVATION**  
A2.0 SCALE: 1/8" = 1'-0"

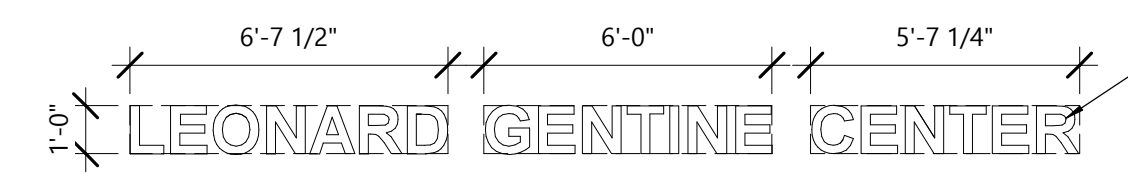


**4 NORTH ELEVATION**  
A2.0 SCALE: 1/8" = 1'-0"



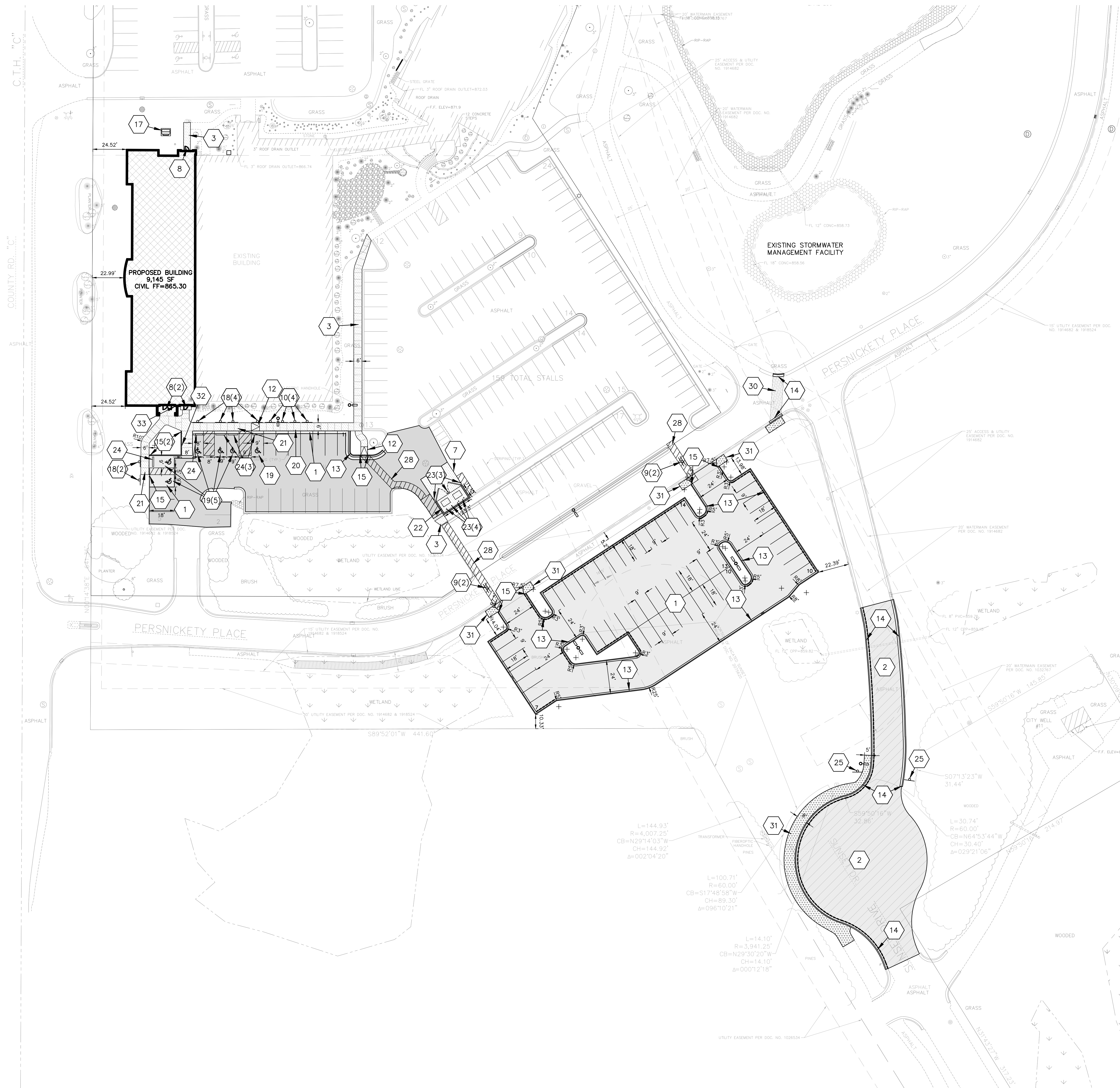
- NON-ILLUMINATED ANODIZED ALUMINUM CHANNEL LETTERS WITH STRAIGHT BACK AND STUD MOUNTS. MATERIAL COLOR SELECTED BY OWNER.
- DIE CUT BLACK DIBOND (2) INDIVIDUAL PIECES
- NON-ILLUMINATED ANODIZED ALUMINUM CHANNEL SMOOSHES WITH STRAIGHT BACKS AND STUD MOUNTS. MATERIAL COLOR SELECTED BY OWNER.
- SIGN LETTERS TO BE INSTALLED OVER STONE PANELS WITH 3" STAND OFF FROM WALL FINISH
- OBTAIN SIGN LOGO AND TYPOGRAPHY FROM OWNER.

**7 SIGNAGE**  
A2.0 SCALE: 1/4" = 1'-0"



- NON-ILLUMINATED ANODIZED ALUMINUM CHANNEL LETTERS WITH STRAIGHT BACK AND STUD MOUNTS. MATERIAL COLOR SELECTED BY OWNER.
- SIGN LETTERS TO BE INSTALLED OVER STONE PANELS WITH 3" STAND OFF FROM WALL FINISH
- OBTAIN SIGN LOGO AND TYPOGRAPHY FROM OWNER.

**8 SIGNAGE**  
A2.0 SCALE: 1/4" = 1'-0"



**NOTE:**  
ALL CONSTRUCTION TRAFFIC TO BE FROM WOODLAND ROAD TO NORTH PERSNICKETY PLACE. NO CONSTRUCTION VEHICLES SHALL BE ALLOWED FROM CTH C TO PERSNICKETY PLACE.

**NOTE:**  
ALL SEQUENCING OF CONSTRUCTION TO BE COORDINATED WITH OWNER.

**NOTE:**  
A KNOX BOX IS REQUIRED AT THE PRIMARY ENTRANCE PER LOCAL STANDARDS. COORDINATE FINAL LOCATION AND REQUIREMENTS WITH LOCAL FIRE DEPARTMENT/BUILDING INSPECTOR.

**SPECIFICATION NOTE:**  
SEE SHEET C0.1 FOR PLAN SPECIFICATIONS AND REQUIREMENTS

- PAVEMENT STANDARD KEY:**
- [Pattern] STANDARD ASPHALT
  - [Pattern] HEAVY DUTY ASPHALT
  - [Pattern] ALTERNATE: MILL & OVERLAY EXISTING ASPHALT
  - [Pattern] ASPHALT PATH
  - [Pattern] SIDEWALK CONCRETE
  - [Pattern] DUMPSTER PAD/APRON CONCRETE
  - [Pattern] MATCH EXISTING PAVEMENT
- CURB & GUTTER MARKING KEY:**
- [Symbol] INVERTED CURB & GUTTER
  - [Symbol] SHEDDING CURB & GUTTER

**SITE INFORMATION:**

PIN: 59271818473  
 EXISTING ZONING: HI - HEAVY INDUSTRIAL  
 PROPOSED ZONING: B2 - BUSINESS GENERAL  
 HI - HEAVY INDUSTRIAL  
 PROPOSED USE: BUSINESS OFFICE EXPANSION  
 AREA OF SITE DISTURBANCE: 96,321 S.F. (2.21 ACRES)

**SETBACKS (B2):**

BUILDING:	FRONT = 0'
	SIDE = 0'
	REAR = 0'
PAVEMENT:	FRONT = 0'
	SIDE = 0'
	REAR = 0'

**SETBACKS (HI):**

BUILDING:	FRONT = 40'
	SIDE = 30'
	REAR = 40'
PAVEMENT:	FRONT = 0'
	SIDE = 0'
	REAR = 0'

PROPOSED BUILDING HEIGHT: 31' (MAX. HEIGHT ALLOWED: 45')  
 PARKING PROVIDED: 213 SPACES (6 H.C. ACCESSIBLE)  
 HANDICAP STALLS REQUIRED: 6, HANDICAP STALLS PROVIDED: 6  
 BUILDING OCCUPANCY CLASSIFICATION = BUSINESS (B)  
 CLASS OF BUILDING CONSTRUCTION = TYPE V

- SITE PLAN KEYNOTES**
- 1 STANDARD ASPHALT SECTION (TYP.)
  - 2 HEAVY DUTY ASPHALT SECTION (TYP.)
  - 3 CONCRETE SIDEWALK (TYP.)
  - 7 DUMPSTER PAD/APRON CONCRETE (TYP.)
  - 8 CONCRETE STOOP (TYP.) SEE STRUCTURAL PLANS FOR DETAILS.
  - 9 PEDESTRIAN CROSSING SIGN (MUTCD R1-5A)
  - 10 RESERVED VP PARKING SIGN
  - 12 CURB RAMP (TYP.)
  - 13 18" CURB & GUTTER (TYP.)
  - 14 24" MOUNTABLE CURB & GUTTER (TYP.) TO MATCH EXISTING
  - 15 CURB TAPER (TYP.)
  - 17 CONCRETE TRANSFORMER PAD BY UTILITY SUPPLIER (CONTRACTOR TO VERIFY FINAL LOCATION & DESIGN PRIOR TO CONSTRUCTION)
  - 18 HANDICAP SIGN (TYP.)
  - 19 HANDICAP STALL & STRIPING PER STATE CODES.
  - 20 RAISED WALK (TYP.)
  - 21 FLUSH WALK (TYP.)
  - 22 DUMPSTER ENCLOSURE (SEE ARCH PLANS FOR DETAILS)
  - 23 6" CONCRETE BOLLARDS (SEE DETAIL ON ARCH. PLANS)
  - 24 PRECAST CONCRETE WHEEL STOP (TYP.)
  - 25 RELOCATED SARGENTO SIGN
  - 28 PAINT STRIPING (TYP) COLOR TO MATCH PARKING STALL STRIPING.
  - 30 REPLACE PAVEMENT TO MATCH EXISTING FOR UTILITY CONSTRUCTION
  - 31 ASPHALT PATH - 3" OVER 8"
  - 32 6" CURB HEAD (TYP)
  - 33 KNOX BOX (SEE ARCH. PLANS FOR DETAILS)
- (X) IDENTIFICATION: KEYNOTE ITEM(QUANTITY)  
 IF NO ( ) = QUANTITY IS 1



**PROJECT INFORMATION**

PROPOSED LAG OFFICE ADDITION FOR:  
**SARGENTO FOODS INC.**  
 1 PERSNICKETY PLACE • PLYMOUTH, WI 53073

**PRELIMINARY DATES**

AUG. 15, 2024
SEPT. 5, 2024
SEPT. 16, 2024
SEPT. 30, 2024

**NOT FOR CONSTRUCTION**

**JOB NUMBER**  
230487900

**SHEET NUMBER**

**C1.1**

