

May 24, 2024



Re: Wausau Supply Special Exception

Dear Weston Property Owner,

NOTICE IS HEREBY GIVEN that the Village of Weston Plan Commission will review a Special Exception Sign Permit request, on Monday, June 10, 2024, at approximately 6:00 p.m., or shortly thereafter, at the Weston Municipal Center, 4747 Camp Phillips Road, Weston, WI 54476, to take testimony relative to the following:

Project #20240134 – Special Exception Sign Permit request by Wausau Supply / Graphic House, Inc., to allow to exceed the maximum permitted number and maximum permitted area of on-premise parking area/on-premise directional signs (as outlined in Article 13: Signs, Section 94.13.07), in the LI (Limited Industrial) Zoning District, at both 7102 Commerce Drive and 8011 Technology Drive, described as:

[7102 Commerce Drive] First Addition to Weston Business and Technology Park – Part of Lot 7 and all of Lot 8 – Parcel 2, CSM #14242, Vol 63, Pg 69, Document #143765 and Lots 9, 10, 11, 12,12 & 13, Part of Lot 15, and all of Lot 16 – Parcel 1 CSM #1434, Vol 63, Pg 171, and Parcel 1, CSM #14241, Vol 63, Pg 68, Document #1437644, PIN 192-2808-210-0132

-And-

[8011 Technology Drive] Section 23, Township 28, Range 08, Part of the Southeast Quarter or the Northwest Quarter – Parcel 1 of CSM #14382, Vol 64, Pg 19, Document #1449200, PIN 192-2808-232-0945

Application materials are available for public inspection at the Village of Weston.

Written testimony may be submitted to the Village of Weston Plan Commission, Valerie Parker, Plan Commission Secretary, 4747 Camp Phillips Road, Weston, WI 54476, or emailed to [vparker@westonwi.gov](mailto:vparker@westonwi.gov), by noon, on Wednesday, June 5, 2024, to be included in the Plan Commission Meeting Packet. All interested persons wishing to provide testimony during the meeting will be given an opportunity to be heard. Virtual attendance methods will be provided on the final meeting agenda to allow those not in attendance to participate and comment.

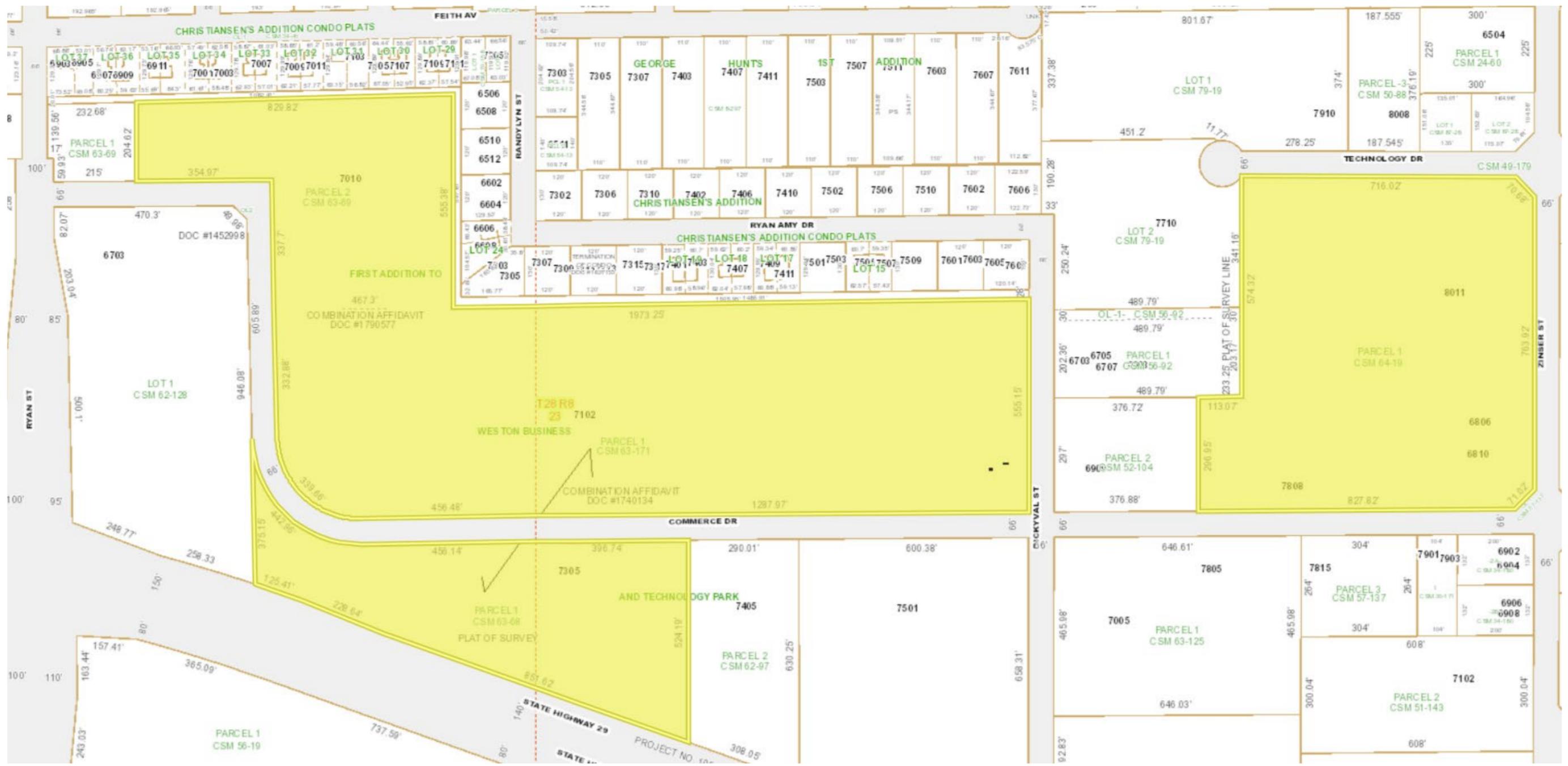
Any person with questions or planning to attend needing additional special accommodations, in order to participate, should call Valerie Parker, Planning Technician, Planning and Development Department, at 715-241-2607.

Sincerely,

Valerie Parker,  
Planning Technician

**Weston Municipal Center**

4747 Camp Phillips Rd • Weston, WI 54476 • Phone: 715-359-6114 • Fax: 715-359-6117  
[www.westonwi.gov](http://www.westonwi.gov)





**8101 INTERNATIONAL DR | WAUSAU WI 54401**  
**Ph 715-842-0402**

May 13th, 2024

Project: Adding Directional signage at Wausau Supply's building expansion

Location: 7102 Commerce Drive Wausau, WI & 8011 Technology Dr Wausau, WI

To whom it may concern,

We are looking for permission to install additional directional signage to the new building expansion at Wausau Supply

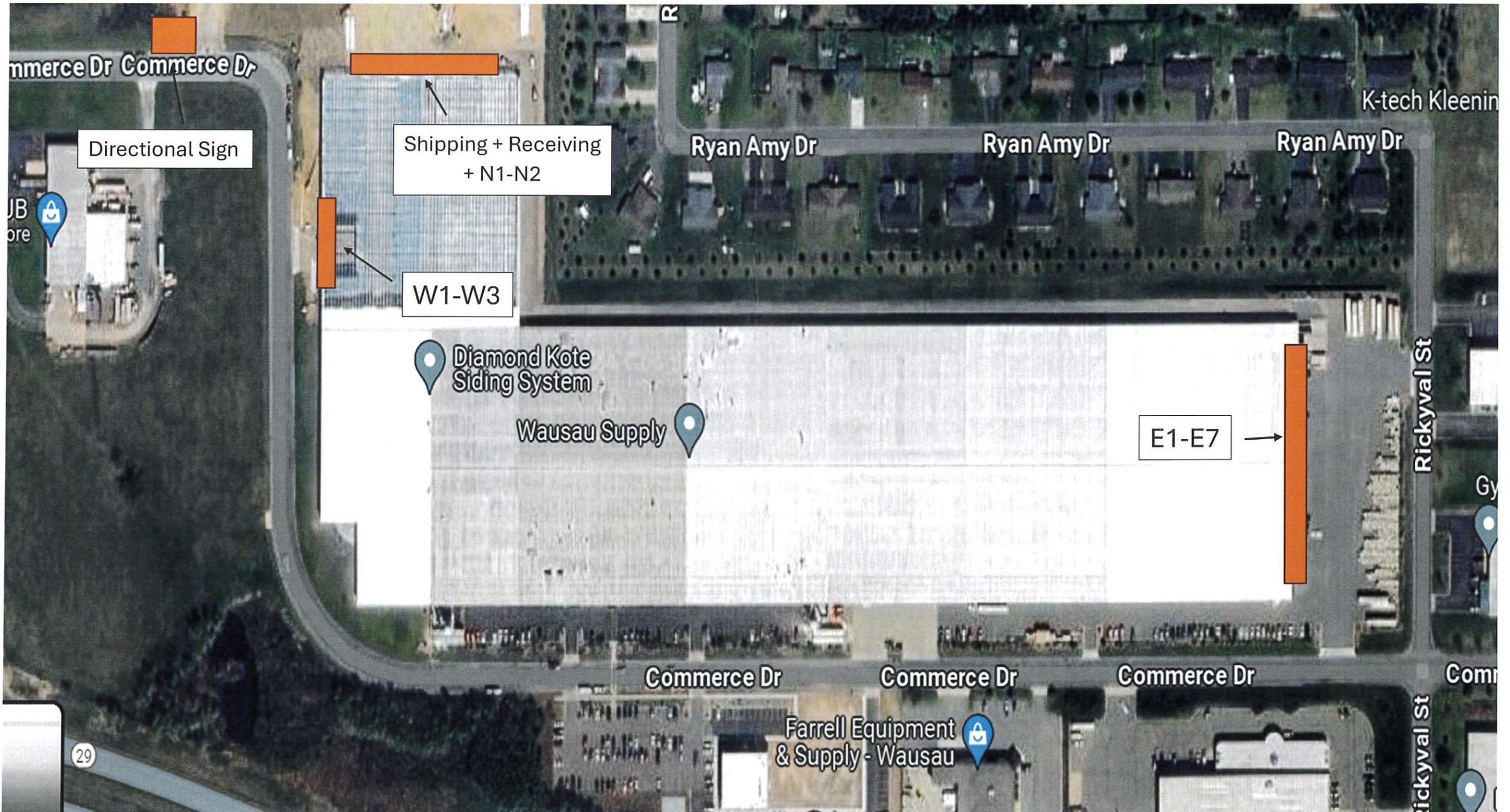
The new signs at the proposed sizes will help provide clear directions to help semi traffic navigate through the area. This will in turn help save time and keep traffic flowing properly to prevent any delays in schedules for any motorists.

We are looking to place one sign at the entrance and signs above the receiving doors. This placement does not hinder visibility for traffic or cause any harm to public interests. This sign will help people that are not familiar with the area, find their way with ease.

We feel that the special exemption is justified in helping motorists, clients and the Village of Weston to have clear direction to the correct area of the business.

Thank you for your consideration,

Danielle Zellner  
Graphic House Inc  
Project Manager



Directional Sign

Shipping + Receiving  
+ N1-N2

W1-W3

E1-E7

Diamond Kote  
Siding System

Wausau Supply

Farrell Equipment  
& Supply - Wausau

K-tech Kleenin

Ryan Amy Dr

Ryan Amy Dr

Ryan Amy Dr

Commerce Dr

Commerce Dr

Commerce Dr

Rickyval St

Rickyval St

29



**GRAPHIC HOUSE**  
NATIONAL SIGN FIRM

8101 International Dr  
Wausau, WI 54401

715-842-0402  
www.graphichouseinc.com

CLIENT  
**WAUSAU SUPPLY COMPANY**  
7102 COMMERCE DR  
WAUSAU, WI

SALES REP <b>MATTHEW W</b>	DATE <b>5-15-2024</b>	QUOTE NUMBER <b>28177</b>	JOB NUMBER <b>XXX</b>
SALES AUTH:	APPROVALS <b>XX</b>	DESIGNER <b>NN</b>	REVISIONS <b>0-0-0000</b>

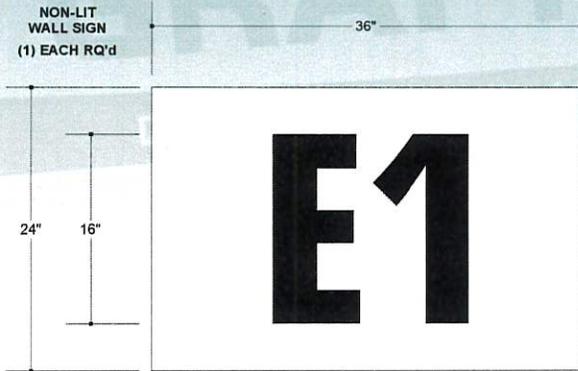
WausauSupply 28177 01 1.gd

**NON-LIT WALL SIGN**

- FLAT ACM PANEL (WHITE)
- VINYL GRAPHICS
- SIGN MOUNTED THROUGH FACE FLUSH TO BUILDING

**P1 - White**

**V1 - 7725-12 Black Vinyl**



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

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RELEASE AUTH:

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**CUSTOM SIGNS**  
**GRAPHIC HOUSE**  
 NATIONAL SIGN FIRM  
 SINCE 1976

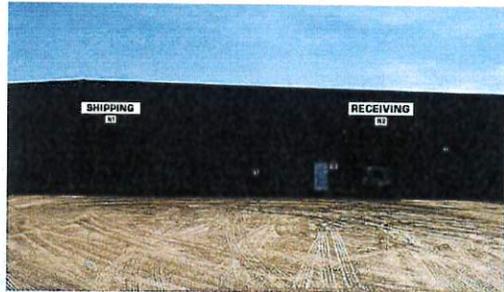
8101 International Dr  
 Wausau, WI 54401  
 715 842 9402  
 www.graphichouseinc.com

CLIENT  
**WAUSAU SUPPLY COMPANY**  
 7102 COMMERCE DR  
 WAUSAU, WI

SALES REP	DATE	QUOTE NUMBER	JOB NUMBER
MATTHEW W	4-9-2024	27897-E	XXX
SALES AUTH:	QUOTES	DESIGNER	REVISION
	XX	NN	0-0000

WhatsApp: 2088 61 136

QUOTE #4



NON-LIT  
 WALL SIGN



ALL-LIT SIGN  
 FLAT ACM PANEL (WHITE)  
 VINYL GRAPHICS  
 SIGN MOUNTED THROUGH FACE FLUSH TO BUILDING

P1 - White  
 V1 - 7725-12 Black Vinyl

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REPEAT AUTH: *MIG*

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**GRAPHIC HOUSE**  
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 SINCE 1976

8101 International Dr Wausau, WI 54401 715 842 0492  
 www.graphichouseinc.com

CLIENT  
**WAUSAU SUPPLY COMPANY**  
 7102 COMMERCE DR  
 WAUSAU, WI

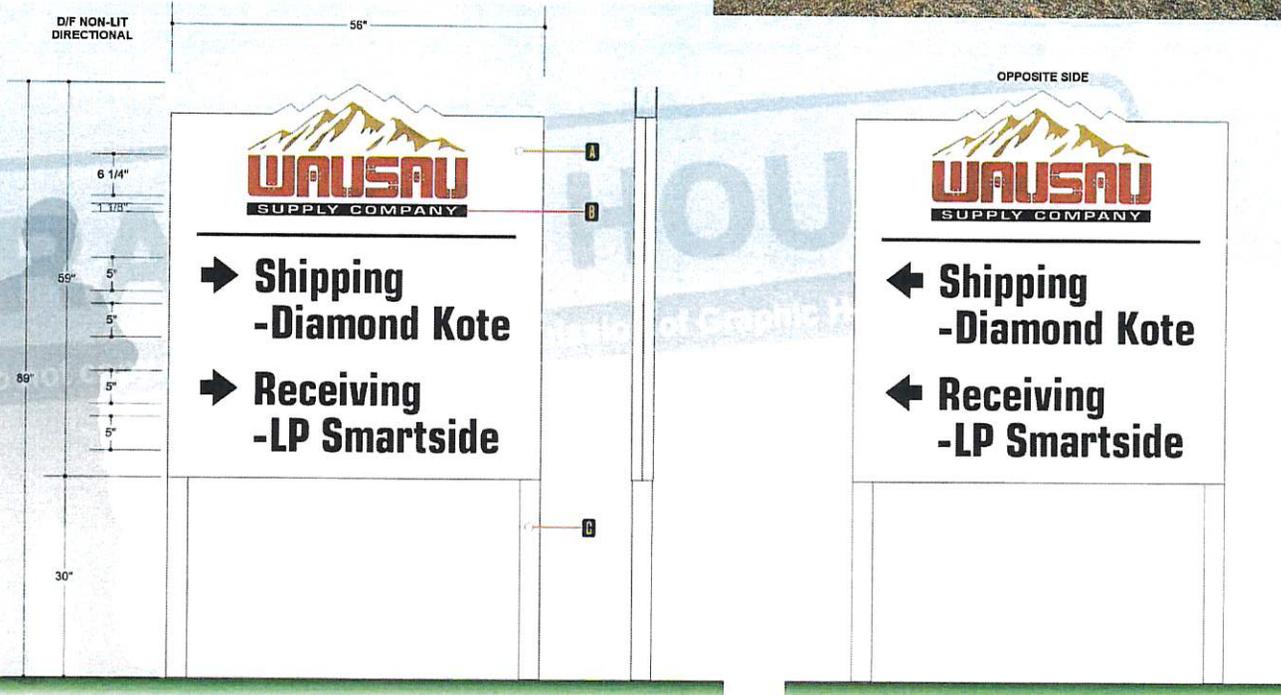
SALES REP <b>MATTHEW W</b>	DATE <b>4-9-2024</b>	QUOTE NUMBER <b>27897-F</b>	JOB NUMBER <b>XXX</b>
SALES REP <i>[Signature]</i>	QUOTES <b>XX</b>	DESIGNS <b>NH</b>	REVISED <b>0 0 0000</b>

QUOTE #4

SIGN LOCATION



- NOT TO SCALE**
- A ALUM. SIGN FACE MOUNTED TO ENDS OF SUPPORTS
  - B VINYL GRAPHICS
  - C PAINTED SUPPORTS
- P1 - White
  - V1 - 951-091 Metallic Gold Vinyl
  - V2 - 7725-13 Tomalo Red Vinyl
  - V3 - 7725-12 Black Vinyl



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RELEASE SIGN: *MLG*

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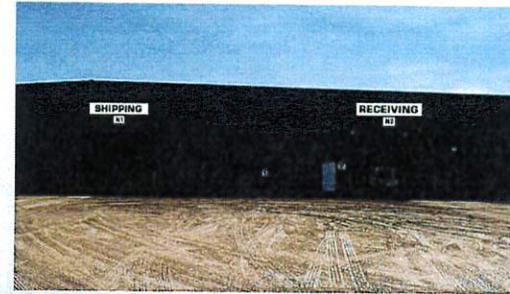
**CUSTOM SIGNS**  
**GRAPHIC HOUSE**  
 NATIONAL SIGN FIRM  
 \*\* SINCE 1976 \*\*

8101 International Dr  
 Wausau, WI 54981 715 842-3432  
 www.graphicshouse.com

CLIENT:  
**WAUSAU SUPPLY COMPANY**  
 7102 COMMERCE DR  
 WAUSAU, WI

SALES REP <b>MATTHEW W</b>	DATE <b>4-8-2024</b>	QUOTE NUMBER <b>27897-0</b>	JOB NUMBER <b>XXX</b>
SALES MGR <i>[Signature]</i>	APPROV <b>XX</b>	DESIGNED <b>MM</b>	REVISED BY <b>W &amp; COLO</b>

QUOTE #4



**TYPE OF SIGN**  
 - FLAT ACM PANEL (WHITE)

**VINYL GRAPHICS**  
 SIGN MOUNTED THROUGH FACE FLUSH TO BUILDING

P1 - White  
 V1 - 7725-12 Black Vinyl



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RELEASE WITH:

*[Signature]*

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**GRAPHIC HOUSE**  
 NATIONAL SIGN FIRM  
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8101 International Dr  
 Wausau, WI 54401 715-842-0402  
 www.graphichouseinc.com

CLIENT  
**WAUSAU SUPPLY**  
 8011 TECHNOLOGY DR  
 WESTON, WI

SALES REP <b>MATTHEW W</b>	DATE <b>5-15-2024</b>	QUOTE NUMBER <b>28176</b>	JOB NUMBER <b>0000</b>
SALES AUTH:	QUOTES <b>XX</b>	DESIGNER <b>NN</b>	REVISED BY <b>0-0-0000</b>

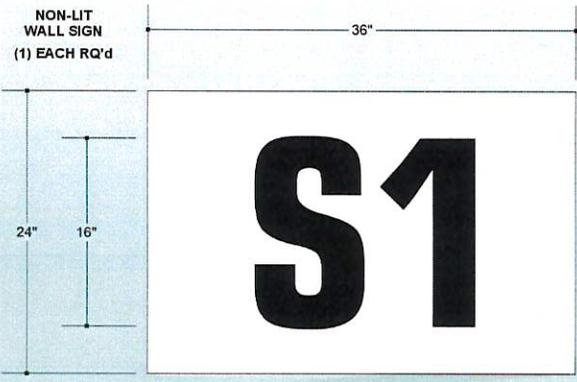
WausauSupply 28176 01 1.jpg

**NON-LIT WALL SIGN**

- FLAT ACM PANEL (WHITE)
- VINYL GRAPHICS
- SIGN MOUNTED THROUGH FACE FLUSH TO BUILDING

P1 - White

V1 - 7725-12 Black Vinyl



**S2** **W1** **W2**

**W3** **W4** **W5**

**W6** **W7** **W8** **W9** **W10** **W11**

**W12** **W13** **W14** **N1** **N2**

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RELEASE AUTH: \_\_\_\_\_

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**From:** Carrie Edmondson  
**Sent:** Tuesday, May 7, 2024 1:29 PM  
**To:** Danielle Zellner  
**Cc:** PlanDev  
**Subject:** RE: Sign Permit Application Review - 7102 Commerce Drive Village of Weston

Hi Danielle,

Thank you for your reply and follow-up. The Sign Code contains the following definitions:

- (c) **Business sign, on-premise.** A sign that directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured on the premises where the sign is located.
  
- (e) **Directional sign, on-premise.** A sign that indicates only the name (or logo or symbol) of a specific business/department/use area/destination within a development or premises, and a directional arrow or symbol to that destination. For purposes of an on-premise directional sign, the premises shall include all lots that are contiguous, either under unified single ownership and intended to remain so, or within a unified business park or group development.

I would categorize all of the proposed signage as directional signage. The Sign Code contains the following guidelines for directional signage in Industrial zoning districts:

- (2) **On-Premise Parking Area and On-Premise Directional Signs.**
  - (a) Permitted Sign Types: Wall Signs, Monument Signs, and Arm/post Signs.
  - (b) Maximum Permitted Number per Lot: One directional sign for each vehicular entrance/exit, and one parking restrictions/conditions sign for each parking area.
  - (c) Maximum Permitted Area per Sign: Nine square feet
  - (d) Minimum Setbacks from All Property Lines: Three feet or the height of the sign, whichever is greater.

Therefore, the number of proposed signs exceeds the number permitted per lot and the maximum permitted area per sign. It completely makes sense that due to the size of the site combined with the scale and volume of truck traffic that the applicant would want large clear signage both for safety and to expedite circulation. It is for reasons such as this that the Sign Code includes a Special Exception process. This application goes before the Village Plan Commission and could be scheduled for the June 10, 2024, meeting if we receive a complete application by May 21, 2024. The application can be found on the [Village Website](#) under create project, zoning, special exception. I would be sure to include an inventory of all existing signage and any proposed signage with the application.

Please don't hesitate to reach out with any additional questions or if you would like further clarification.

Regards,  
Carrie

**Carrie Edmondson, AICP**  
Assistant Planner  
Village of Weston  
[cedmondson@westonwi.gov](mailto:cedmondson@westonwi.gov)  
715-241-2639

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*As a local governmental entity, the Village of Weston is subject to Wisconsin statutes relating to open records. Any e-mail received by anyone at the Village of Weston, as well as, any e-mail sent by someone from the Village of Weston, are subject to these laws. Unless otherwise exempted from the Open Records law, senders and receivers of Village e-mail should presume that any e-mail is subject to release upon request.*

**From:** Danielle Zellner <daniellez@graphichouseinc.com>  
**Sent:** Tuesday, May 7, 2024 11:44 AM  
**To:** Carrie Edmondson <cedmondson@westonwi.gov>  
**Subject:** FW: Sign Permit Application Review - 7102 Commerce Drive Village of Weston

Hello Carrie,

I do know there is other signage around the whole property, but I am not sure about future plans. As far as I am aware right now the wall signs (shipping and receiving) along with the dock #'s are going on the brand new building addition and there are no existing signs on those walls yet. When measuring the walls of the building on the mapping system we are well within the total square footage per wall length. There is other signage with their logos on them but these will not have logos.

As far as the directional goes, are we able to count this as a monument sign? The main reason we are going for a larger sign is due to the size of vehicles pulling into this portion of the property and it is the only sign on this end of the lot.

Thank you

**Danielle Zellner**  
Project Manager  
715-842-0402 Ext. 254  
[www.graphichouseinc.com](http://www.graphichouseinc.com)

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**From:** Carrie Edmondson <cedmondson@westonwi.gov>  
**Sent:** Tuesday, May 7, 2024 8:42 AM  
**To:** Amra Duranceau <amrad@graphichouseinc.com>  
**Cc:** PlanDev <plandev@westonwi.gov>  
**Subject:** [External] Sign Permit Application Review - 7102 Commerce Drive Village of Weston

Hi Amber,

I am reviewing the sign permit application for the property located at 7102 Commerce Drive in the Village of Weston. Are there other signs on the property or planned for the property?

In terms of what is proposed now, the parcel is zoned LI Limited Industrial. Directional signs in the district are subject to the following requirements:

(2) **On-Premise Parking Area and On-Premise Directional Signs.**

- (a) Permitted Sign Types: Wall Signs, Monument Signs, and Arm/post Signs.
- (b) Maximum Permitted Number per Lot: One directional sign for each vehicular entrance/exit, and one parking restrictions/conditions sign for each parking area.
- (c) Maximum Permitted Area per Sign: Nine square feet
- (d) Minimum Setbacks from All Property Lines: Three feet or the height of the sign, whichever is greater.

The individual lettered signs for each loading dock entrance meet this requirement, as they are 6 square feet. The stand-alone directional sign does not, as it is approximately 24 square feet. The Shipping and Receiving signs also exceed this size limitation. Are there are other signs on the property or proposed for the property advertising the business? If not the freestanding sign and Shipping and Loading signs could likely be processed as typical wall signs and freestanding signs as described below. However, I want to confirm what if any other signs exist/are planned for the site as there are limitations in the number permitted per wall length (wall signs) and per lot (freestanding).

Zoning District	Maximum Sign Area and Height		Maximum Number of Signs
	On-Building	Freestanding	
FP AR PR RM	Wall only: 48 SF	Monument or Arm-post only:  Maximum Area: 32 SF Maximum Height: 8 ft	1 on-building sign and freestanding sign per lot
INT B-1	Wall, Awning, or Projecting:  1 SF of sign area per linear foot of wall length on that wall	Monument, Pylon, or Arm/post:  Maximum Area: 48 SF (64 SF by Special Exception) Maximum Height: 8 ft (20 ft by Special Exception)	1 on-building wall sign per signable wall per business  1 monument or arm/post sign per lot
B-2 B-3 BP LI GI	Wall, Awning, or Projecting:  1 SF of sign area per linear foot of exterior wall length on that wall	Monument or Pylon:  Maximum Area: 64 SF (200 SF if within 660 feet of Interstate or Highway 29) Maximum Height: 20 ft (40 ft if within 660 feet of Interstate or Highway 29)	2 on-building signs per signable wall per business  1 pylon or monument sign per lot; 2 for lots with more than one street frontage where each frontage is at least 200 ft
NOTE: This table is only a summary of the sign regulations applicable to nonresidential uses. Section 94.13.07 contains more specific requirements, including allowances for other signs in these districts such as group development signs and sign setbacks. In the event of any conflict, the text in Section 94.13.07 controls. [Amended via Ord. 16-027, 5/18/2016; Ord. 16-046, 12/21/2016; Ord. 22-002, 1/20/2022]			

Thank you,  
Carrie

**Carrie Edmondson, AICP**  
Assistant Planner  
Village of Weston

[cedmondson@westonwi.gov](mailto:cedmondson@westonwi.gov)  
715-241-2639

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