

<b>MEETING:</b>	<b>REGULAR MEETING OF THE BOARD OF ZONING APPEALS</b>
<b>DATE AND TIME:</b>	<b>Wednesday, April 22, 2026 5:30 PM</b>
<b>LOCATION:</b>	<b>Germantown Village Hall Board Room N112 W17001 Mequon Road</b>

**MINUTES**

I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*  
Chairman White called the meeting to order at 5:30pm.

II. **ROLL CALL:**  
Committee Members Barry White, Tim Edwards and Kristine Huber were present. Also present were Community Development Director Retzlaff and Administrative Coordinator Deb Remich.

III. **MEETING MINUTES:**

A. February 27, 2025

**Motion:** Approve conditionally unless more than 2 members are needed to do so (confirmed by the Village Clerk, it is fine to approve with only 2 members)

**Motioned By:** Tim Edwards

**Seconded By:** Barry White

**Yes:** Tim Edwards, Barry White

**No:** None

**Abstain:** Kristine Huber

**Motion Passed (Yes 2, No 0, Abstained 1)**

B. April 23, 2025

**Motion:** Approve as presented

**Motioned By:** Barry White

**Seconded By:** Tim Edwards

**Yes:** Kristine Huber, Tim Edwards, Barry White

**No:** None

**Abstain:** None

**Motion Passed (Yes 3, No 0, Abstained 0)**

IV. **PUBLIC HEARINGS:**

A. THE PURPOSE of said hearing will be to hear any and all parties, their attorneys or agents, for or against a VARIANCE APPEAL from maximum height, and maximum area requirements and limitations under Section 17.46(7) of the Zoning Code filed by Innovative Signs, Inc., Appellant, on behalf of Truck Country, USA, Property Owner, located at N128W21795 Hwy 167. (PUBLIC HEARING & ACTION)

Chairman White read the public hearing notice and opened the public hearing at 5:33pm.

Chairman White swore in Community Development Director Retzlaff, who summarized the directional sign variance request.

Chairman White swore in Jaime Dieman of Innovative Signs, Inc. 21700 Doral Road, Waukesha, WI. Ms. Dieman submitted Exhibit 1 (which can be found in the property folder in the Community Development Department), summarized their request and answered questions. She stated that this facility will serve a high volume of large tractor trailers, they feel it necessary to have larger directional signs to make the large quantity of information that is needed legible for truck drivers. Chairman White swore in Dave Bernard, who spoke for Truck Country, 2222 W. Ryan Road, who verified that continuity is essential and the wording on the signs at all of their properties is the same. Chairman White swore in Jim Connely, who works for the McCoy Group at 501 Bell Street, Dubuque, IA, who owns Truck Country. He stated that for safety, trucks need to have standard directional signs to follow.

Chairman White asked if there was anyone that wanted to speak in favor or against the requested variances? No one came forward.

Chairman White closed the public hearing at 6:03pm.

### **The Findings, Conclusions, Decision and Order were Deliberated.**

#### **Variance - Directional Sign(s) variance for increased size.**

1. The variance will not be contrary to public interest because this is essentially for safety and will be in accord with the spirit of the zoning code, which is to avoid unsightly signs all over the property and only people doing business with Truck Country will see these signs. This is an industrial use and all the signs are set back on the property.
2. There are exceptional conditions that apply because of the large amount of tractor-trailer traffic which would require this type of large directional signage for their particular type of business.
3. The variance is necessary for the preservation and enjoyment of substantial property rights possessed by other properties in the same district, because it is arguably necessary for them to be able to use the property the way that they built the property to use. And they felt it is a property right to welcome customers onto the property and to serve them according to their business model.
4. The variance will not create a detriment to adjacent properties with the storage facility to one side with its own access road off of High Point Pass and the wetlands and stormwater pond to the south which wouldn't be affected by this.
5. The literal enforcement of the Zoning Code would result in difficulty because these signs will slow traffic and for obvious safety purposes.

**Motion:** To Approve Variance as requested

**Motioned By:** Kristine Huber

**Seconded By:** Tim Edwards

**Rollcall Vote:** Kristine Huber, Tim Edwards, Barry White

**No:** None

**Abstain:** None

**Motion Passed (Yes 3, No 0, Abstained 0)**

**V. ADJOURNMENT:**

Chairman White adjourned the meeting at 6:15pm.