

**Town of Green Bay  
Board of Appeals  
Meeting Minutes**

NOTICE IS HEREBY GIVEN that the Town of Green Bay Zoning Board of Appeals will meet at the Town of Green Bay town hall, 5999 County Rd K, New Franken, WI on Thursday, October 16, 2025 at 7:00 PM to solicit public opinion on the following request:

Notice of Appeal at the request of Greg Abts; Mr Abts is asking for a variance to allow signs to be put on his building which exceeds current zoning dimensional restrictions. The Parcel Number is GB-273-2. The parcel address is 2798 N County Rd P, New Franken, WI 54229.

Parcel Number GB-273-2, further described as LOT 1 OF CSM 9491 IN 3009191 BNG PRT OF NW1/4 NW1/4 SEC 24 T24N R22E

Reference; Town of Green Bay Code of Ordinance, Chapter 11 Zoning Ordinance, Section XVII. Regulation of Signs

Board of Appeal members present: Chairman Jon Jadin, Jacob Deterville, Eric Estel, DJ Fameree, David Depeau, also present Zoning Administrator Jason Miller, Acting Secretary Debbie Mercier

4 Residents present (Greg and Debbie Abts, Town Chairman Cary Dequaine, Supervisor Matt Bosman)

Meeting called to order at 7 pm by Chairman Jon Jadin

Board member Estel made a motion that notes were read and accepted. Board member Fameree second the motion.

Greg and Debbie Abts were present. Greg stated the building is too big for the sign. Chairman Jadin questioned if the drawing was the exact dimensions. Greg stated

Board Member Estel asked if he had any pictures and a sign in comparison, Greg stated he had sent it, Zoning Administrator Miller stated the paperwork was received and reviewed a long time ago, he stated he had two renditions made up and Jason agreed it did not look good, that's how Greg ended up here.

Board member Depeau asked since does not look good is not a hardship, what would the hardship be? Greg stated they get people coming from all over the world, they want to see him there. He said he won't put the sign up if it doesn't look; he thinks he built a nice building and the sign would let everyone know who is there, he states it's a hardship not to know who they are.

Board member Depeau asked if it would impede his business? Greg stated if he couldn't have the sign big enough to be seen, it would have. Board member Depeau questioned if all the signs he is proposing are on the building? Greg stated, correct. Mr. Depeau asked if there would be any future plans for signs he would be putting up? Greg stated possibly in the future to attract future employees.

Board member Estel questioned if the signs would be illuminated? Greg stated no not these, said just the lights on the building, but they don't point up because they can't.

Chairman Dequaine stated he received a phone call from Wes Dorner who owns neighboring property across the road and Wes stated he has no complaints about the sign going up.

Greg explained what they do on the shop on the west side from the office area to the end is Abts Lely center, which is roboticized farming. The north shop takes care of the big dairies. Calf Star is a company he started 27 years ago which makes calf feeding equipment from scratch, he further explained what that business does. The equipment is sold all over the world. He explained they have dealers all over the world and when they come to his shop they like to see a robust company.

Board member Depeau questioned what he is requesting is approval for a sign up to the sign presented? Greg stated the problem is until he gets it up there, he doesn't really know, but he feels it should be good. He stated he does not care to do this again.

Board member Depeau made a motion to close the hearing. Second by Board member Estel. All Aye 0 Nays.

Meeting adjourned at 7:08 pm.

## **MINUTES OF SPECIAL MEETING**

Upon completion of the Public Hearing scheduled for 7:00 PM on Thursday, October 16, 2025 the Zoning Board of Appeals will convene a Special Meeting to Review and Take Action on the above described variance request:

Notice of Appeal at the request of Greg Abts; Mr Abts is asking for a variance to allow signs to be put on his building which exceeds current zoning dimensional restrictions. The Parcel Number is GB-273-2. The parcel address is 2798 N County Rd P, New Franken, WI 54229.

Parcel Number GB-273-2, further described as LOT 1 OF CSM 9491 IN 3009191 BNG PRT OF NW1/4 NW1/4 SEC 24 T24N R22E

Reference; Town of Green Bay Code of Ordinance, Chapter 11 Zoning Ordinance, Section XVII. Regulation of Signs

Chairman Jadin called the meeting to order at 7:10 pm.

Board member Fameree made a motion to accept the variance for Greg Abts property for the signage. Board member Deterville second the motion. All Ayes 0 Nays Motion Carried.

Board member Fameree made a motion to adjourn. Second by Board member Depeau. All ayes 0 nays Motion Carried. Meeting adjourned at 7:11 pm.

Submitted by: Debbie Mercier, Acting Secretary