

CITY OF WAUKESHA, WISCONSIN

201 DELAFIELD STREET * ROOM 200 * WAUKESHA, WI 53188 * PH: (262)524-3750 * FAX: (262)524-3751

Sign Appeals and Variances

Appellant Name:	Signs & Lines by Stretch LLC	Owner Name:	Salem United Methodist Church
Address:	W240 S3990 Rockwood Circle	Address:	541 WI-59
City, St, Zip	Waukesha, WI 53189	City, St, Zip	Waukesha, WI 53189
Phone No.	262-544-9628	Phone No.	262-336-6976
Email	steve@slines.net Steve Koenig, GM	Email	kbohning1@gmail.com

Address of the premises affected 541 WI-59 Waukesha WI 53189Name and Type of Business: Salem United Methodist ChurchPresent use of premises: ChurchBriefly describe proposed sign request: Monument sign with LED reader board in front of building perpendicular to Hwy 59, facing N/S. Static backlit face on north face of sign, LED reader board on south face

The appeal must be filed with the City Community Development Department within twenty (20) days of the decision of the City Planner accompanied by the **\$100.00 fee**. The Plan Commission will hear the appeal no later than 60 days after the date of your application.

TO THE PLAN COMMISSION:

I hereby appeal the decision of the City Planner. I believe the City Planner has incorrectly interpreted Section _____ of the Waukesha Sign Code.

Or,

I hereby request a variance from Section 27.03 of the Waukesha Sign Code.

NOTE: attach a written statement explaining the basis for your appeal or request for a variance.

- In the case of an appeal please include specific references to the provisions of Chapter 27 that you believe the City Planner has improperly applied, or which otherwise support your appeal.
- In the case of a variance, please include a description of the special circumstances that would make the strict application of the requirements of this Chapter unjust, inequitable, unfair, or unreasonable.

I hereby depose that the above statements and the statements contained in the papers submitted herewith are true and correct.

Steve J. Koenig
(Applicant's Signature)

5/6/2020

(Date)



Date: May 6, 2020

To: City of Waukesha Plan Commission

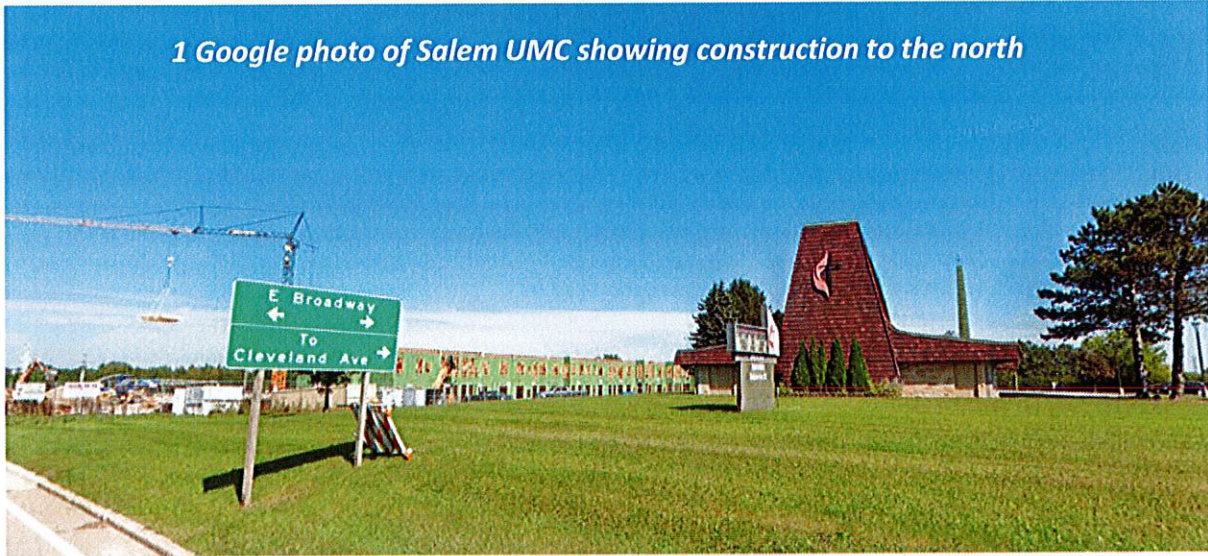
Re: Salem United Methodist Church sign permit variance request

We applied for a sign permit for an LED monument sign for Salem United Methodist Church. The permit was denied because it does not confirm to requirements in Section 27.03 of the sign code. The church is located in zone I-1, which is not within the allowed zones for this type of sign.

We formally request a variance for the following reasons:

- The monument sign will make the church more visible. There is new construction just north of their location, and their building is set back from the road. It blends in with the surroundings and can be easily missed. See photo 1 on page 2.
 - An LED reader board on the monument sign allows the church to quickly and easily update messages for their parishioners and general public. The messages may include service dates and times, uplifting messages during times of crisis, devotional messages.
 - Salem UMC is competing with other churches in the greater Waukesha area for patronage. Making their facility more visible and modern looking will enhance their image.
 - The first Presbyterian Church at the intersection of East Ave and South Street has a similar monument sign with an LED reader board. See photo 2 on page 2.
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1 Google photo of Salem UMC showing construction to the north



2 First Presbyterian Church with LED reader board monument sign

