



**City of Waukesha**  
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<b>Committee:</b> Plan Commission	<b>Date:</b> 4/27/2022
<b>Common Council Item Number:</b> ID# PC22-3965	<b>Date:</b> 4/27/2022
<b>Submitted By:</b> Doug Koehler, City Planner	<b>City Administrator Approval:</b> <a href="#">Click here to enter text.</a>
<b>Finance Department Review:</b> <a href="#">Click here to enter text.</a>	<b>City Attorney's Office Review:</b> <a href="#">Click here to enter text.</a>
<b>Subject:</b> Banting Elementary School, 2019 Butler Drive- Sign Variance: Request a sign variance to allow an Electronic Message Center on a sign in the I-1, Institutional District	

**Details:**

The applicant is looking for a variance to allow for an Electronic Message Center (EMC) monument sign. The site is zoned I-1 Institutional, which currently does not allow EMC signs. The double-sided monument sign will be approximately 6 feet tall and 5 feet wide, with an overall sign area of 30 S.F. The EMC will be 29"x63". The base of the monument sign will be made from stone.

The applicant is applying for a variance to update their outdated and faded sign. The Electronic Message Center will allow the school to provide up-to-the-minute messages for families of the school. The sign will be located on the south corner of the property on Butler Drive. There are residential properties across the street, however, city sign code requires EMC signs to lower the nits from 3,000 during the day to 500 nits in luminance at sunset. There are several schools and churches in the I-1 zone that have received a variance to allow for an EMC sign.

**Options & Alternatives:**  
[Click here to enter text.](#)

**Financial Remarks:**  
[Click here to enter text.](#)

**Executive Recommendation:**  
Staff recommends approval for the Sign Variance at 2019 Butler Drive with the following conditions:

- All staff comments to be addressed
- Sign must meet city code on electronic message center standards
- The sign cannot change more often than every two minutes
- All new signs need to be applied for and permitted