



CITY OF WAUKESHA

Administration

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| Committee: Plan Commission | Date: 5/27/2020 |
| Item Number: PC20-0542 | Date: 5/27/2020 |
| Submitted By: Maria Pandazi, City Planner | City Administrator Approval: Kevin Lahner, City Administrator |
| Finance Department Review: Rich Abbott, Finance Director RA | City Attorney's Office Review: Brian Running, City Attorney |
| Subject: Salem United Methodist Church, 541 STH 59 - Sign Appeals - Salem United Methodist Church is requesting a variance to section 27.03 of the Sign code to allow a monument sign with an LED reader board to located along Les Paul Parkway (STH 59). | |

Details: Salem United Methodist Church would like to replace their existing monument sign and driveway entrance sign with similar new signs. They would like to add a reader board/electronic message center cabinet to the new monument sign. Reader Board Signs are not permitted in the I-1 zoning district. Only one sign is permitted per street frontage in the I-1 district, so they will also need a variance for the new driveway entrance sign.

The monument sign area is 45 square feet, which includes the sign cabinet only. The sign will be mounted on a decorative pedestal made of masonry and aluminum which will be painted to look like wood. A painted cross on the pedestal, which is designed to match the cross on the building, will not count against the overall sign area. The reader board section of the sign will only face south, away from the New Perspective senior housing that is currently under construction immediately to the north of the property. The north face of the sign will have a backlit section with a set message instead of a reader board. The sign height will be nine feet.

Prior to the 2019 Sign Ordinance overhaul all signs in Institutional districts were approved as a Conditional Use, meaning they were all at the discretion of the Sign Review Board. The Sign Review Board approved numerous Reader Board signs at churches, schools, and other institutional buildings throughout the city. Salem United Methodist Church's location on the bypass makes it a particularly appropriate location for a reader board sign.

The directional sign will have an area of six feet. It will have a masonry base similar to the main monument sign. It's total height will be 3.5 feet. Commercial and manufacturing districts allow a second directional sign with a sign area of up to five square feet, with the idea that it will be used to identify things like driveway entrances. The driveway entrance for Salem United Methodist is over 400 feet away from the church, so a second driveway sign seems appropriate here, particularly since there is already an existing, previously approved sign in that location.

The setback listed in the application is 40' from highway 59. Due to the large right-of-way in front of the property, that wouldn't meet the required setback distance, so staff recommends that a setback of at least fifteen feet from the property boundary be required as a condition of approval if the Plan Commission choses to grant a sign variance. This would bring the new sign into line with the existing monument sign.



Options & Alternatives:

Financial Remarks:

Staff Recommendation:

Staff recommends approval of a sign variance to allow a reader board sign on the monument and a second detached sign at the driveway entrance at Salem United Methodist Church at 541 STH 59 with the following conditions:

- The monument sign will be set back at least fifteen feet from the property boundary. The driveway entrance sign will be set back at least ten feet from the property boundary.
- The reader board sign will not change messages more often than once every two minutes and will not flash, scroll, or play video.