



CITY OF WAUKESHA

Administration

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Committee: Plan Commission	Date: 7/22/2020
Item Number: ID#20-0907	Date: 7/22/2020
Submitted By: Doug Koehler, City Planner	City Administrator Approval: Kevin Lahner, City Administrator
Finance Department Review: Diane Gard, Finance Director	City Attorney's Office Review: Brian Running, City Attorney
Subject: Butler Middle School, 310 N. Hine Avenue – Sign Appeals	

Details: The applicant, The School District of Waukesha (for Butler Middle School), is seeking a Sign Variance to allow an Electronic Message Center/Reader Board sign at 310 N. Hine Ave. The sign will have an area of 15.5 square feet. It will be part of a monument sign, mounted on a blue aluminum base. A larger, static sign cabinet will be mounted above it, with an area of 21.75 square feet. Maximum Gross Sign Area for the property is 496 square feet and the school currently has one wall sign with a total area of roughly 59 square feet. The two existing detached signs will be removed. The new sign will have a total height of 7' – 5". The application states the setback will be 5 feet, but a 15 foot setback is required, and is acceptable to the applicant.

Reader Board Signs are not permitted in Institutional zoning districts. Prior to the 2019 Sign Ordinance update the Sign Review Board had a great deal of discretion over signs in the I-1 district, and they approved reader board signs for many institutional uses, including several other schools. When they approved reader board signs in residential locations the Sign Review Board typically imposed conditions to reduce the impact on the neighborhood. Sign variances are permitted when the Plan Commission finds that there are special circumstances which would make strict enforcement of the ordinance unjust, inequitable, unfair, or unreasonable.

Options & Alternatives:

Financial Remarks:

Staff Recommendation:
 Staff recommends approval of a sign variance for Butler Middle School at 310 N. Hine Ave. with the following conditions:

- The sign will not change messages more often than once every two minutes and will not flash, scroll, alternate, move, or show video.
- The sign will not be operated between 10:00 PM and 6:00 AM



