

MEMORANDUM

To: City of Mauston Zoning Board of Appeals

From: Allison Schwark, Zoning

Administrator

Date: October 24, 2024

Re: Variance for Signage

Summary of Request	
Requested Approvals:	Sign Variance
Location:	517 Grayside Avenue
Current Land Use:	Church
Proposed Land Use:	Church
Current Zoning:	SR3- Single Family Residential
Proposed Zoning:	N/A
Future Land Use, Comprehensive Plan:	Institutional

Variance Request Information:

The applicant, Graphic House, Inc. is representing their client, St. Paul’s Lutheran Church, who is requesting a variance for a sign located at 517 Grayside Avenue.

The sign being requested is an electronic message center sign which would be located on Grayside Avenue, replacing their current sign. The property is zoned SR3- Single Family residential, and all institutional uses are allowed via Conditional Use Permit approval.

However, Section 114-259 of our municipal ordinances both Electronic Message Center (EMU) signs, and illuminated signs are prohibited.

(2) Electronic message unit (EMU) signs. EMU signs are allowed in the CB, PB, GI, and HI districts with the following regulations:

- a. The maximum area dedicated to an electronic message unit shall be 50 percent of the sign area or 35

square feet (whichever is larger) per sign face and shall be inclusive of the maximum area permitted for the sign structure.

(3) Illumination.

- a. All signs in the GB, PB, GI, and HI districts may be illuminated (except movable board signs and temporary signs).
- b. All signs in the CB districts may be illuminated (except movable board signs and temporary signs).
- c. Light box signs are prohibited in the CB district.
- d. Flashing elements (except for electronic message unit signs) are prohibited.
- e. Flashing elements are permitted in the PB district; however, flashing elements that may create a hazard as determined by the zoning administrator are prohibited.

Therefore, the applicant is requesting a variance for an institutional EMU sign to be placed on the property located at 517 Grayside Avenue.

If the variance is approved, applicant will still be required to obtain a Conditional Use Permit for the signage.