

# ZONING DIVISION STAFF REPORT

April 29, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 4917 Milwaukee Street  
**Project Name:** East Madison Baptist Church  
**Application Type:** Approval for a Sign Variance Request  
**Legistar File ID #** [60065](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector  
**Reviewed By:** Matt Tucker, Zoning Administrator

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The applicant is requesting approval for a Sign Variance. This property is an existing Church located in the Suburban Residential – Consistent 1 (SR-C1) district. There is an existing sign that was installed in the incorrect location back in 1993. The church would like to update the face of this sign, but keep the existing location. This property fronts Milwaukee Street, which is two lanes of traffic and 35 mph within an 80' wide right-of-way. The paved road is about 53' wide, and also includes bicycle lanes and parking lanes.

Pursuant to Section 31.043(2), MGO, the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval:

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and site and in a superior overall design.

**Ground Signs Permitted by Sign Ordinance:** One wall and one ground signs per street frontage may be displayed; identifying the entity, with a maximum of two ground signs and two wall signs per zoning lot. Signs, whether displayed on a wall or the ground, shall not exceed 12 sq. ft. in net area, nor be closer than ten feet to any lot line, except such signs may be increased in net area by one square foot for each additional foot that the sign is set back more than 12 feet from the street lot line. **No sign under this section shall exceed 32 square feet in net area.** No sign shall project higher than one story, or 12 feet above the curb level, whichever is lower.

**Proposed Signage:** The applicant is requesting for a 9' tall, double sided monument ground sign that would have a total net of 34.58 sq. ft., set back 18' from the property line. The proposed sign would be 8% larger, as well as 14' closer to the property line, than what the code would allow. NOTE: the existing reader board portion of the sign is to be removed.

**Staff Comments:** The sign ordinance allows for a church in a residentially zoned district to have a ground sign with a maximum net of 32 sq. ft., as long as the sign is placed 32' away from the property line. The proposed sign is 18' away from the property line and will have a net of 17.29 sq. ft. per side, making the total net 34.58 sq. ft. However, the applicant provides views of the sign from both directions on Milwaukee Street, showing how existing landscaping would interfere with relocating the sign further back, as well as how limited the text on the sign is from its current location due to existing right-of-way and paving widths. **Staff has no objection to the Variance request for the wall signs and recommends the UDC find the standards for Variance review have been met.**