

VILLAGE OF WESTON
PLAN COMMISSION REQUEST FOR CONSIDERATION

ITEM DESCRIPTION: Request for Sign Permit for installation of a new electronic message board sign at Redeemer Lutheran Church, 6404 Old Costa Lane per Sec. 94.164 Signs for conditional use or overlay district uses.

ENERGOV# SIGN-6-14-5257

REQUEST PREPARED BY: Jennifer Higgins; Director of Planning and Development

REPORT DATE: July 1, 2014

PLAN COMMISSION DATE: July 14, 2014

STAFF RECOMMENDATION: Recommendation to approve contingent on the Village Board's approval and issuance of the CUP for the Church.

ADMINISTRATOR COMMENTS:

No additional comments: _____

See attached comments: _____

REQUESTED ACTION: Redeemer Lutheran Church has requested a sign permit be issued for a new digital message board to replace an existing sign at their church on Old Costa Rd.

APPLICANT: Matthew Woller, Graphic House, Inc.

PROPERTY OWNER: Pastor Robert Jordon, Redeemer Lutheran Church

PROPERTY DESCRIPTION: Part of the northwest quarter of the northwest quarter, commencing 210 feet north of the southeast corner of said forty, north 300 feet, west 435.6 feet, south 300 feet, east 435.6 feet, to the point of beginning, located in Section 22, Township 28 North, Range 8 East, Village of Weston Marathon County, Wisconsin. This parcel consists of 3 acres and is also known as Redeemer Lutheran Church, addressed as 6404 Old Costa Lane.

ZONING: (R1) Residential Single Family with (WPD) Wellhead Protection District

SURROUNDING LAND USES: Residential

BACKGROUND:

Redeemer Lutheran Church contacted the Village regarding replacing their current message board sign with a digital message board sign. During discussions it was found that their facility had never received conditional grant status to operate their religious facility within an (R1) Residential Single Family with (WPD) Wellhead Protection District. Signs in residential areas are very rare so there are no regulations to guide their approval. Per Sec. 94.164 Signs for conditional or overlay district uses would apply. Since the church was in existence prior to the code going into effect, the church never received a CUP. Per. Sec. 94.142(k), a use that existed lawfully on a lot at the time the lot was placed in a district where such use would only

be allowed per CUP, may be granted conditional use status under the procedures of the Conditional Use Article of the Zoning Code.

The Church has petitioned for conditional use status. The public hearing is scheduled to be held at this same meeting (7/14/14). If the Plan Commission recommends to the Village Board on Monday night to grant the CUP, the Plan Commission can issue the sign permit contingent on the CUP being issued by the Board.

Sec. 94.164. Signs for conditional or overlay district uses.

Subject to the regulations set forth in article VI of this chapter, signs appropriate to permitted conditional uses, or uses permitted in those overlay districts without sign regulations contained in the district, may be permitted as determined by the planning commission notwithstanding limitations in the basic district to the contrary. In establishing the size and locational requirements, the planning commission shall be guided by the requirements imposed for similar uses in any of the other basic districts.

CRITERIA FOR REVIEW:

Article VI Conditional Uses Article IX Signs	Meets Criteria?	Notes
1. All standards of this chapter and other village regulations are met.	Yes	
2. Setbacks have been met	Yes	
3. Lighting/Glare	Yes	The sign brightness is adjustable so it can be dimmed if needed.

LRS10801
LRS108I

Land Records
Browse

6/10/14
14:10:31

PIN 192, 2808, 222, 0996 Village of WESTON
 Parcel 62, 222808, 006 001 00 00 Status: **ACTIVE**
 Adr 1 6404 OLD COSTA LN WESTON 54476 0000
 Own 1 REDEEMER EVANGELICAL B

General Parcel Information:

PIN : 37 192 4 2808 222 0996 Village of WESTON
 Parcel Number : 62 222808 006 001 00 00 Parcel Status: ACTIVE
 Sale Date . . . : Sale Type . . : Blank
 Sale Amount . . : 0 Transfer Tax : .00
 Deed Type . . . : Blank
 Deed Reference: M273-458
 MAILING & PARCEL REDEEMER EVANGELICAL
 LUTHERAN CHURCH
 6404 OLD COSTA LN

WESTON WI 54476 0000 USA

F2=Owners F3=Exit F4=Prompt F7=Previous F8=Next F24=More
 Positioning to Address: 06404 OLD COSTA LN +

LRS10801
LRS108I

Land Records
Browse

6/10/14
14:10:47

PIN 192, 2808, 222, 0996 Village of WESTON
 Parcel 62, 222808, 006 001 00 00 Status: **ACTIVE**
 Adr 1 6404 OLD COSTA LN WESTON 54476 0000
 Own 1 REDEEMER EVANGELICAL B

Parcel Descriptions:

1 Description(s) on File

Year	Acres	Front	Depth	Flood Line	Description
1987	3.000				
					1 SEC 22-28-08
					2 PT OF NW 1/4 NW 1/4
					3 COM 210' N OF SE COR OF SD
					4 FORTY N 300' W 435.6' S
					5 300' E 435.6' TO BEG

F2=Assessments F3=Exit F4=Prompt F7=Previous F8=Next F24=More



5500 Schofield Ave
Weston, WI 54476

Permanent Sign

Permit #: SIGN-6-14-5257

Permit

Village of Weston

Date: 10-9-14

Payment Type: Cash Check _____

FULL COMPLETION OF FORM IS REQUIRED FOR PROCESSING

-- PLEASE PRINT --

Permanent Sign Type:

Face Replacement of Existing Sign

NO FEE – Existing Businesses only

-Replacing equal or less square footage

-No new electrical work

New Signs [44/4463] – Including re-facing [44/4461]

\$50.00 + \$1.00/foot after 50ft² = \$ 50.00

-Both sides must be included.

Electric Sign

+\$30.00 FEE

Total Fee: \$ 80.00

Business Name: Redeemer Lutheran Church

Contractor Name: Graphic House Inc

Business Owner: _____

Contact Name: Matthew Walker

Physical Address: 6404 Old Costa Lane
Weston WI 54476

Address: 9204 Pecker Drive
Wausau WI 54401

Mailing Address: " " "
" " "

Phone: (715) 842-6402

Email: MatthewWalker@graphichouseinc.com

Contact Name: Pastor Robert Jordan

Property Owner: Redeemer Lutheran Church

Business Phone: (715) 359-4433

Address: 6404 Old Costa Lane

Business Email: _____

Weston WI 54476

Property Zone: _____

Phone: (715) 359-4433

Email: _____

Sign Classification: Article IX: Section 94.156 through 94.168

Flat Wall Sign

Ground Sign (Equal to or less than 6ft)

-Landscape Site Plan REQUIRED per Section 94.137(7)(d).

Projecting Sign

Freestanding (Pylon) Sign (Greater than 6ft)

-Landscape Site Plan REQUIRED per Section 94.137(7)(d).

Electric Message Unit Sign

Sign Specifications:

Width: 6'2" ft Height: 4'8" ft

Single Sided

Double Sided

Total Height of Sign on building or pylon: _____

Total Square Footage: 28.77

Will the sign be illuminated? Yes No Type of illumination: LED

Composition of Sign: Metal Wood Vinyl Other: _____

Total cost of sign: \$ 9100

Text on Sign: Redeemer Lutheran Church - "WELS"
w/ digital (amber) message center



- ### Legend
- Parcels
 - Land Hooks
 - Section Lines/Numbers
 - Right Of Ways
 - County-wide Buildings
 - Road Names
 - Named Places
 - Municipalities

62.27 0 62.27 Feet



User_Defined_Lambert_Conformal_Conic

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THIS MAP IS NOT TO BE USED FOR NAVIGATION

Notes



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w/ digital (amber) message center

Legal Description of property on which the sign is located, including Highway or Street. A SITE PLAN IS REQUIRED to show placement of the sign on the property. All signs must be 5 FEET from ROW (Right-of-way) and 10 FEET from any structure, side and rear setbacks: _____

What is the square footage of the building's front façade on said property? _____
***Signs CANNOT exceed 10% of the building façade.

Is the business located in a strip mall? Yes No

What other business are located in the strip mall? N/A

Is there an existing sign on the property? Yes No

Width: 9'0" Sign Height: 3'0" Double sided? Yes No Square Ft: 27

Total Sign Height:

-Please provide pictures of ALL existing signs on the property.

-Sign specification, schematics and building elevations must be provided in order to show placement and scale.

I have read and understand Section 94.156 through Section 94.168 of the Village of Weston Municipal Code and the information attached to this application and shall be in accordance with said Sections of the Village of Weston Municipal Code.

Applicant Signature: [Signature] Date: 6-5-14

Contractor Signature: [Signature] Date: 6-5-14

-- OFFICE USE ONLY --

Contingencies placed on approval: Per Sec 94.164 requires PC Approvals PERMIT NUMBER: _____

Approved By: _____ Date: _____

Staff Approval Only Plan Commission notified via PC consent agenda on: _____

Requires Plan Commission Approval Date of Approval: _____

Requires Village Board Approval Date of Approval: _____

**If sign is illuminated, a copy of approved permit forwarded to Electrical Inspector on: _____

Applicant notified of approval on: _____

GRAPHIC HOUSE
INC.

9204 Packer Drive, Wausau, WI 54401 715-842-0402
www.graphichouseinc.com

CLIENT
REDEEMER LUTHERAN CHURCH
WESTON, WI

SALES REP:
MATTHEW W

DATE:
4-23-2014

JOB NUMBER:
MW-6222

SALES AUTHORIZATION:

REVISED
05-01-2009

SALES SHIPPED: REDEEMER LUTHERAN CHURCH WESTON, WI 54401, 4/23/2014
redeemer wels04 6222-01 1.jpg

SIGN SPECIFICATIONS

- (1) S/F INTERN. ILLUM. CABINET & EMC MOUNTED TO EXISTING SUPPORTS
- * SIGN CABINET IS TO BE FORMED OF ALUM. PAINTED LIGHT TAN TO MATCH BUILDING (18D). FACES ARE TO BE WHITE POLYCARBONATE.
- * "REDEEMER LUTHERAN CHURCH GRAPHICS ARE TO BE #8500-006 INTENSIVE BLUE VINYL & #8500-007 DARK BLUE VINYL. "WELS" LOGO GRAPHIC IS TO BE DOUBLE PRINTED ONTO VINYL w/ LAMINATE TO MATCH PMS #2767c BLUE & PMS #188c BURGUNDY.
- * LED GREYSCALE MESSAGE CENTER IS TO HAVE (3) LINES OF 22mm PIXELS (24 x 80 MATRIX).



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

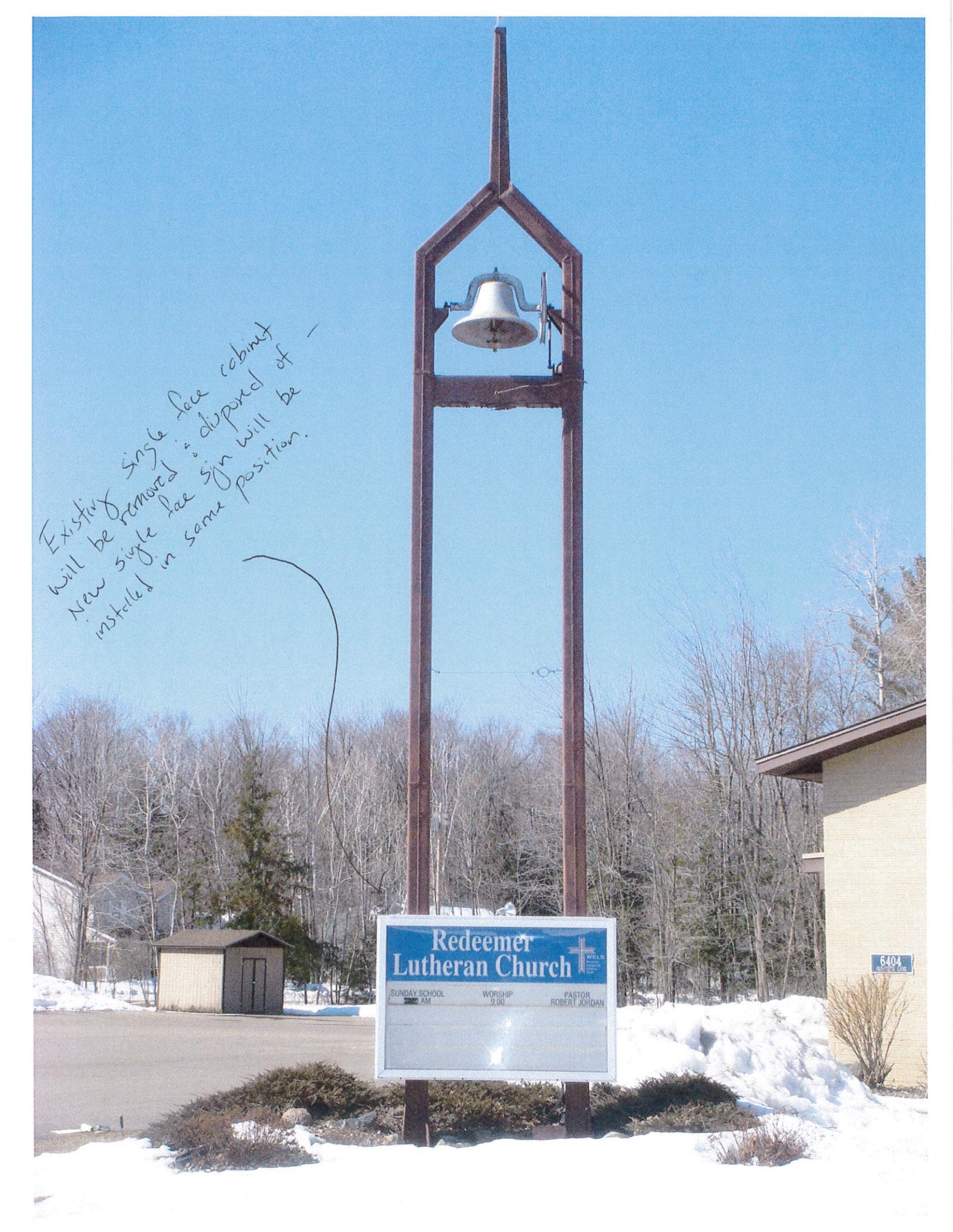
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RELEASE AUTH:

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Existing single face cabinet
will be removed & disposed of -
New single face sign will be
installed in same position.



**Redeemer
Lutheran Church**

SUNDAY SCHOOL 9:00 AM WORSHIP 9:00 PASTOR ROBERT JORDAN

6404

Photo of existing
building sign

Redeemer
LUTHERAN CHURCH

6-104



GRAPHIC HOUSE

9204 Packer Drive, Wausau, WI 54401 715-842-0402
www.graphichouseinc.com

CLIENT:
REDEEMER LUTHERAN CHURCH
WESTON, WI

SALES REP: **MATTHEW W**
DATE: **4-23-2014**
JOB NUMBER: **MW-6222**

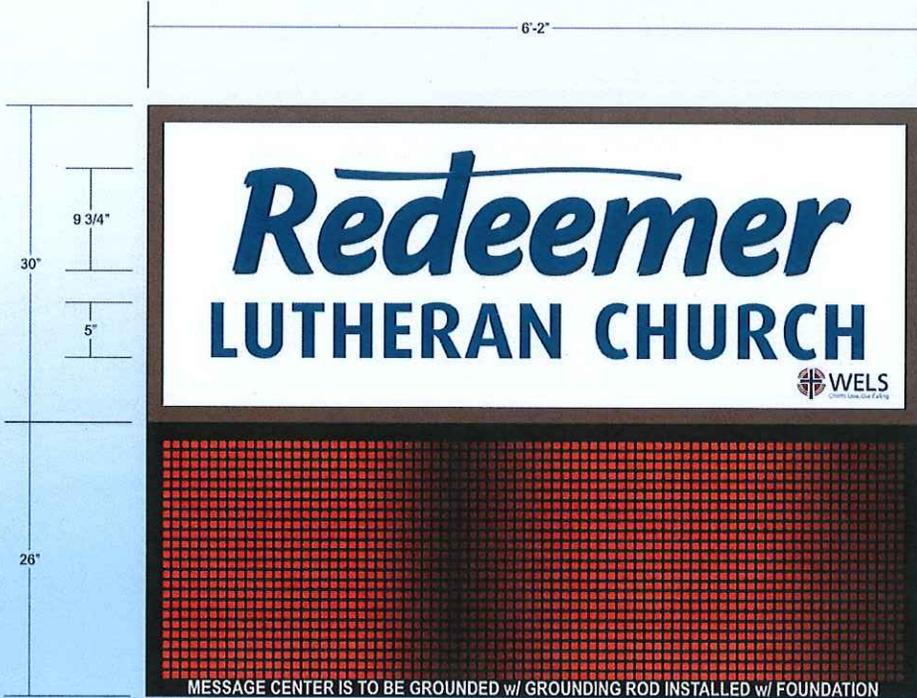
SALES AUTHORIZATION:

REVISION:
00-00-0000

SALES DRAWINGS: REDEEMER LUTHERAN CHURCH, WESTON, WI (12/21) MHW/LEAT/STJ
redeemer_mchm_6322-91_1.jpg

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Valerie Parker

From: Matthew Woller <MatthewWoller@graphichouseinc.com>
Sent: Friday, June 20, 2014 3:30 PM
To: Jennifer Higgins
Cc: Valerie Parker
Subject: RE: Redeemer Lutheran Church
Attachments: Redeemer Lutheran Church--Sign Information.pdf

Jennifer,

I have attached some additional information for the sign project at Redeemer Lutheran Church. Per your request, I obtained information regarding the lighting on the digital message center. This information does vary a great deal depending on the brightness setting of the digital message center which is controlled by the end user. I can example this further at the Planning Commission meeting. I also provided information regarding the placement of the sign. The new sign will be placed in the exact same position as the current sign. I am unsure of the right of way or lot line for this property. I identified the placement of the sign compared to the edge and the center line of the road. Please review the attached information and let me know if you have any questions or need any further information.

Thank you

Matthew Woller
Graphic House Inc.
(P) (715) 842-0402 ext. 228
(F) (715) 848-9108

Visit us at
www.graphichouseinc.com

From: Jennifer Higgins [mailto:jhiggins@westonwi.gov]
Sent: Friday, June 13, 2014 4:00 PM
To: Matthew Woller
Cc: Valerie Parker
Subject: Redeemer Lutheran Church

Matthew,

Since the electronic message board at Redeemer Church will be going into a residential area, could you please provide some additional lighting details for staff to provide the Plan Commission. They are going to ask the potential foot candles this sign will give off at the lot line and if there will be an vertical light trespass into neighboring homes. Any type of assurance there will not be glare or light trespass would be appreciated.

Also, the total height of the sign or the exact sign location on the property was not stated on the application. Please provide the overall height and a drawing of the site showing sign location and setbacks to structures and property lines.

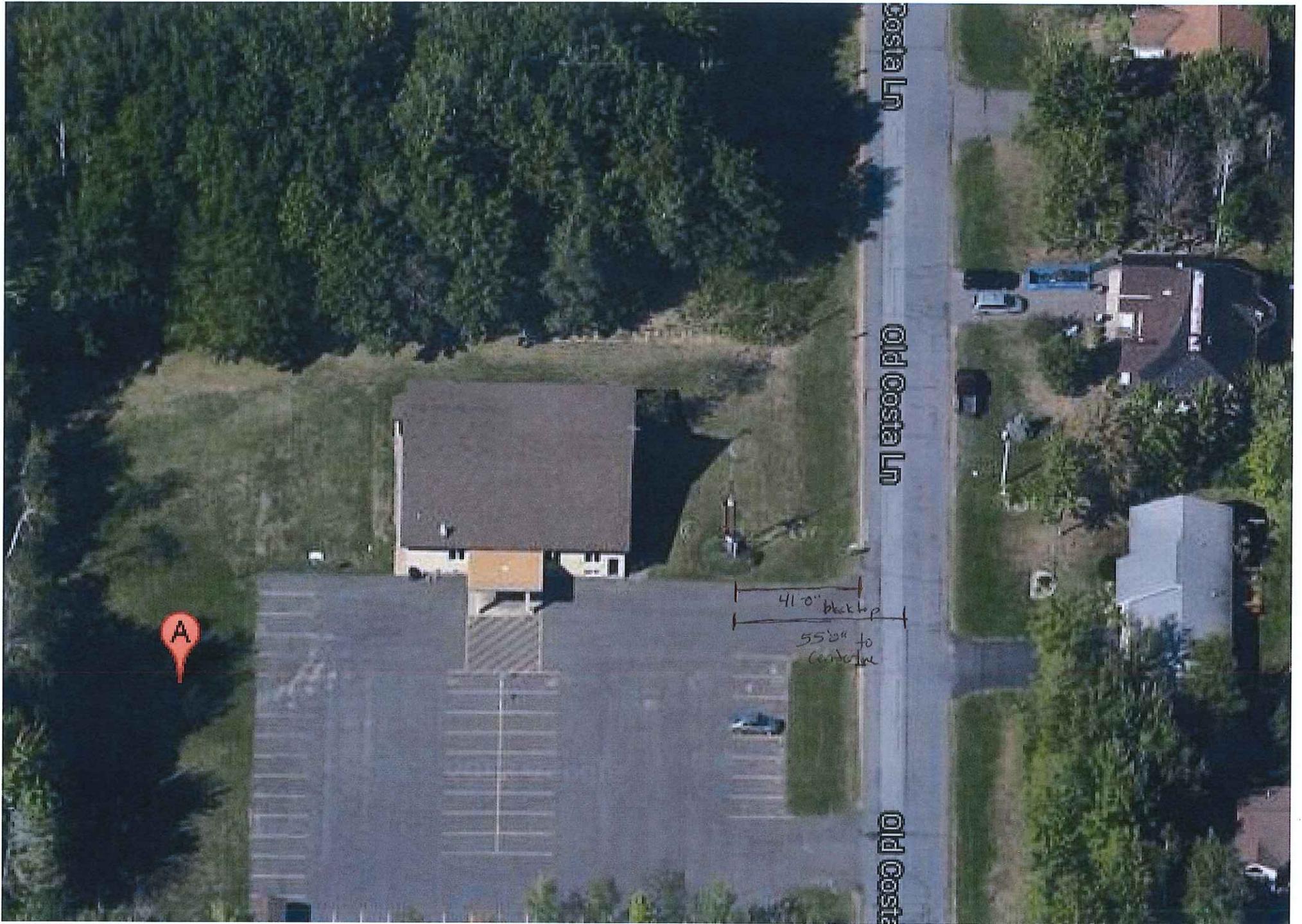
Please provide this updated information by 6/25/14 so it can be included in the Plan Commission meeting packet.

Thanks!

Jennifer

JENNIFER HIGGINS

Director of Planning & Development
Village of Weston, WI
5500 Schofield Avenue, Weston, WI 54476



A

Oosta Ln

Old Oosta Ln

Old Oosta Ln

41.0" black top
55.0" to centerline

Matthew Woller

From: Gabriel Rodriguez <grodriguez@optec.com>
Sent: Thursday, June 19, 2014 1:29 PM
To: Matthew Woller
Cc: Chad Engstrom
Subject: Brightness
Attachments: 2011-011115-057 GV 22mm R 24x80 SF.pdf; Optec Brightness Control Features.pdf

Hello Matt,

The total NITs when the display is operating at 100% brightness is 5,000 Nits. Converted to Candela/sq ft that's about 465.

We can accommodate any requirements set forth for brightness using several management utilities all of which are outlined on the brightness control document attached.

Thanks!

GABRIEL RODRIGUEZ

Optec Displays, Inc
716 S. Nogales St, City of Industry, CA, 91748

Tel: 800-876-1668 x 136 | Fax: 626-369-7858

Email: Grodriguez@optecdisplays.com

Web: <http://www.optec.com>

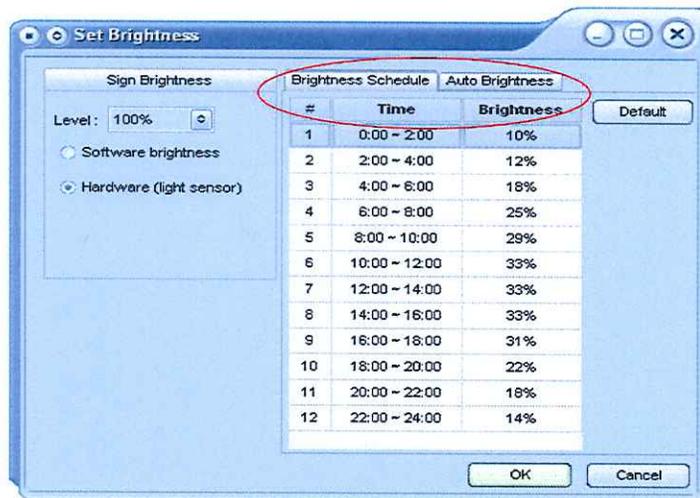
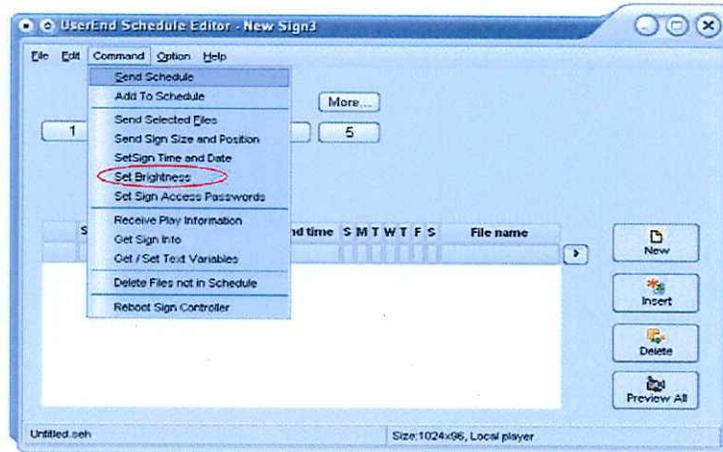
[Visit Optec on Facebook](#)

[See Optec Videos on YouTube](#)

Dimming/Brightness Control Features

Optec LED message board is quipped with brightness dimming features. Brightness can be adjusted manually, by schedule or automatically through Optec software and dimming sensor.

1. **Auto Dimming** Each of display comes with a dimming/temperature sensor in a radiation shield kit. This sensor provides feature to auto sense the luminosity of the surrounding environment and provides information to the controller to adjust the brightness of the display according to its reading. There are 10 levels of auto dimming.
2. **Schedule Dimming** Our software consists of a feature to schedule brightness level of the display by different time period throughout the day. It has 100 level of dimming capability.
3. **Manual Dimming** Direct manual adjustment of brightness through software.



Optec Displays, Inc.
www.optec.com

716 S. Nogales Street, City of Industry, CA 91748
Tel: (800) 876-1668, (626)-369-7188, Fax: (626) 369-7858