



**BETHANY**  
CHURCH

**Bethany Evangelical Free Church**

3936 County Road B

La Crosse, WI 54601

**May 7, 2021**

To:

**City of La Crosse**

400 La Crosse St.

La Crosse, WI 54601

Regarding:

**Bethany Evangelical Free Church**

3936 County Road B

La Crosse, WI 54601

### **Conditional Use Application Cover Letter**

Bethany Church is applying for a CUP to allow us to have signs on our building. The sign code for an institutional establishment in residential districts does not allow for any wall signs. We have expanded our building to accommodate for our growing church and would like to be able to advertise our name better to the viewer driving by our location. On our new addition where we want to place our signs is setback 500' from County Road B, so we need large enough signs to be seen by the intended viewer.

The wall signs will not be internally illuminated. They will be constructed all out of painted aluminum.

We are asking for a CUP to allow us to place signs on our building that are smaller than what is allowed for on a commercial building per the cities sign ordinance.

Bethany Church would also like to update their 32 square foot ground sign to a more modern looking ground sign with a new 5' x 5', 25 square foot aluminum, non-lit monolith sign.

Bethany Church did not want to rezone to commercial because of the residential neighborhood that we are in. We are currently zoned R2. We would like to remain as a residentially zoned lot but have a need for better signage.