

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
June 1, 2021**

Ø **AGENDA ITEM – 21-0674 (Tim Acklin)**

Application of Bethany Evangelical Free Church for a Conditional Use Permit at 3936 County Road B allowing for wall signs on the church.

Ø **ROUTING: J&A 6/1/2021**

Ø **BACKGROUND INFORMATION:**

The applicant, Bethany Evangelical Free Church, is requesting a Conditional Use Permit to allow them to place a wall sign and a new monument sign at their facility on the parcel depicted on attached **MAP PC21-0674**. The parcel is currently zoned R2-Residence, which permits churches by a Conditional Use permit. The applicant applied for, and was approved, a CUP in June 2017 that permitted them to construct an addition onto their building and bring their facility into compliance with our municipal code. Unfortunately, their plans for their addition did not include signage.

The applicant would like to place an 8ft x 23ft wall sign on the north façade of their recent addition. This façade faces County Road B. The applicant would also like to replace the existing 32sqft monument sign with a new 5ft x 5ft, 25sqft, non-lit monument sign. Current zoning does not permit these sign types and/or size that they are proposing. Their options are either to rezone the parcel to a commercial zoning district or apply for another CUP for approval by the Common Council. Plans are attached to the legislation. The applicant did not want to rezone the parcel to commercial due to their close proximity to a residential neighborhood and instead chose to apply for a CUP.

Ø **GENERAL LOCATION:**

3936 County Road B

Ø **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**

The Common Council approved a Conditional Use Permit for an expansion of their facility at their June 2017 Meeting.

Ø **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**















Ø None.

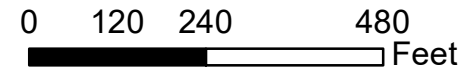
Ø **PLANNING RECOMMENDATION:**

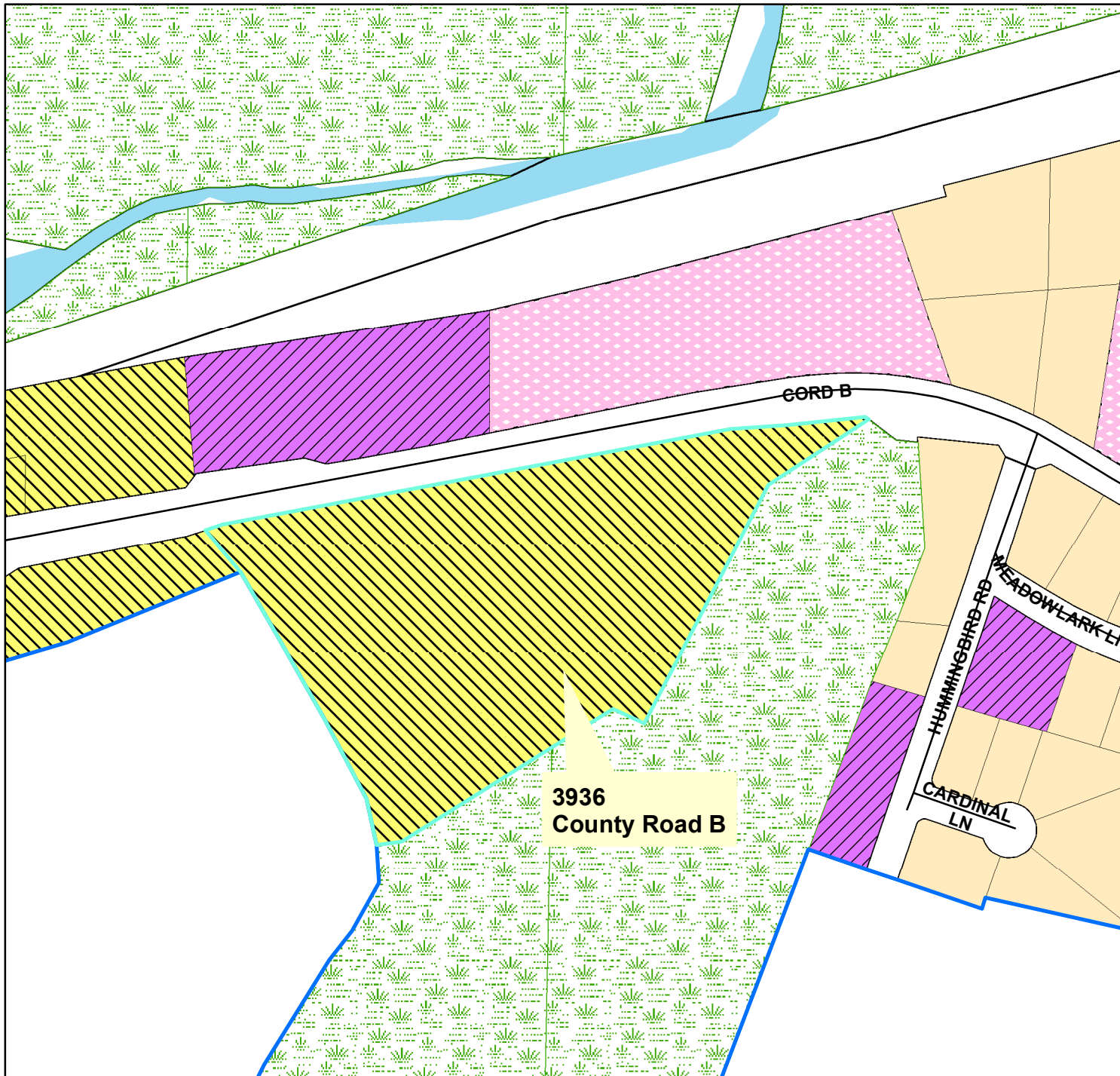
The proposed wall sign will be approximately 500ft from County Rd B and the new monument will be small than the existing on. **This item is recommended for approval.**



# BASIC ZONING DISTRICTS

-  R1 - SINGLE FAMILY
-  R2 - RESIDENCE
-  WR - WASHBURN RES
-  R3 - SPECIAL RESIDENCE
-  R4 - LOW DENSITY MULTI
-  R5 - MULTIPLE DWELLING
-  R6 - SPECIAL MULTIPLE
-  PD- PLANNED DEVELOP
-  TND - TRAD NEIGH DEV.
-  C1 - LOCAL BUSINESS
-  C2 - COMMERCIAL
-  C3 - COMMUNITY BUSINESS
-  M1 - LIGHT INDUSTRIAL
-  M2 - HEAVY INDUSTRIAL
-  PS - PUBLIC & SEMI-PUBLIC
-  PL - PARKING LOT
-  UT - PUBLIC UTILITY
-  CON - CONSERVANCY
-  FW - FLOODWAY
-  A1 - AGRICULTURAL
-  EA - EXCLUSIVE AG
-  City Limits
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