



Yorkville Elementary School

18621 Washington Avenue, Union Grove, WI 53182

Mark D. Rollefson, Ed.D., Superintendent

Phone 262-878-3759 Fax 262-878-3794

TO: Racine County & Village of Yorkville
FROM: Dr. Mark Rollefson
RE: Zoning Permit- Marquee Variance Request & Application
DATE: February 12, 2024
CC: Marty Winter- School Board President, Jeff Genovese- Director of Business
Bill Ticha- Principal

This communication serves as supporting documentation regarding application for a zoning variance. Specifically, this request is regarding a new digital marquee. This new marquee is being purchased and installed via a donation from the Yorkville School Parent Teacher Organization (PTO) for an approximate donation value of \$30,000.

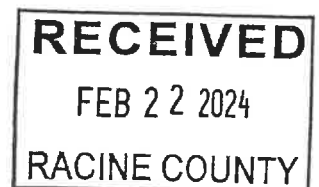
The location of the marquee is the exact same location as the current (non-digital) marquee in front of the school building. Specifically, this location is on the north side of the building near the bus driveway loop.

Current Marquee

- Brick/stone structure
- Lighted (day and night)
- Manual lettering changed approximately weekly

New Proposed Marquee

- Donated by PTO
- Donation includes purchase and installation
- Approximate cost of \$30,000
- Maintain same location as the old marquee
- Lighted (day and night)



- Lighting is adjustable and can be adjusted day versus night to assist with any complaints from neighbors or traffic
- Digital display
- Frequency of display changes can be adjusted
- Both sides (facing west and east) will have digitized messages
- 44 square feet (which is 14 square feet larger than the zoning allows). This is the reason for the variance request.

Information Requested on the Permit Form

Applicant Information

1. Yorkville Jt. #2 School District
2. Contact Person- Mark Rollefson- Superintendent
3. 18621 Washington Ave 53182
4. 262-878-3759
5. mark.rollefson@yorkville.k12.wi.us

Zoning Variance Requested

1. Square footage of digital surface of sign
2. 44 square feet
3. L = 5' 3" H = 8' 4.5"

Fee

1. I have been informed the fee will be waived by the Village
2. Thank you so much for your partnership

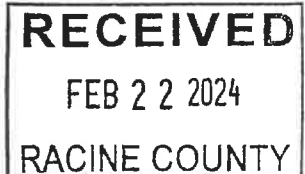
Zoning Permit Stipulations (those that apply)

1. Yes- disturbed soils will be seeded and landscaped immediately after installation
2. Yes- all excess soil will be removed
3. Yes- all existing yard grade elevations will remain unchanged

Questions

1. Explain how the Ordinance creates an unnecessary hardship and in the absence of approval no feasible use can be made of the property:

- a. In 2024 we are well within the digital age
 - b. Immediate communication with the public in multiple modalities is simply expected in today's world
 - c. This includes social media, a website, newsletters, and many more. Additionally, we believe, this includes a digital sign.
 - d. The information displayed can allow for multiple messages.
 - e. The information displayed may reach an audience that does not access social media, websites, or newsletters such as:
 - i. Board elections
 - ii. Musical performances
 - iii. Graduation
2. Describe the exceptional, extraordinary, or unusual circumstances that are unique to this lot or structure:
- a. It is a school
 - b. There is no "Downtown Yorkville" so the school often serves as the hub for gatherings, information, community pride, and more.
 - c. It is on Hwy 20
 - d. Arguably 33% of the Village of Yorkville residents have current connections to the school.
3. Describe how the approval would not create substantial detriment to the adjacent property or materially impair or be contrary to the purpose and spirit of zoning or public interest:
- a. The neighbors to the school also live in hwy 20
 - b. The school currently has a lighted marquee (day and night) that has not caused a reported disturbance
 - c. The newly proposed digital marquee has a feature to control the brightness of the sign and this is programmable day and night
 - d. The newly proposed digital marquee has a feature to control the frequency of the display changes.
 - e. The display light faces east and west. The neighbors in those directions have trees, shrubs, and other such obstacles (including distance) to allow for blockage of disturbances.
4. Explain how the request is not based on economic gain or growth or loss and is not self-imposed:
- a. The school district is not a private business with an economic gain/loss interest.
 - b. The request is self-imposed but for the greater good of communications, efficiencies, and effectiveness.



Other Requirements

1. Names and complete mailing addresses of all property owners within 100 feet of property and across the street:
 - a. A conversation with Shaun Maiter of Racine County indicated he would have this information available and prepared for the committee on behalf of the requestor.
2. Twelve copies of plat survey or scaled plan that identifies all property lines with dimensions
 - a. Enclosed with all application materials and this letter and mailed to Racine County to the attention of Shaun Maiter.
3. Stake or flag any proposed construction
 - a. Rather than a flag, the location is an exact replacement of the current non-digital marquee on the north side of the school building.

Dr. Mark Rollefson
Superintendent
Yorkville Jt. #2 School District