



311 Walnut Street
P.O. Box 487
Marathon City, WI 54448
Tel: 715-443-2221
www.marathoncitywi.gov

BOARD OF APPEALS/PUBLIC HEARING

OFFICIAL NOTICE & AGENDA

Monday, August 3, 2026
4:00 pm – Marathon Municipal Center

1. PUBLIC HEARING

- a. Variance Request for an Electronic Sign submitted by St Matthew's Church

2. CALL TO ORDER

ROLL CALL: J. DIRKS, G. SEUBERT, A. GOERGEN

3. PLEDGE OF ALLEGIANCE

4. RECOGNITION OF VISITORS

- a. Virtual Meeting Guidelines
This meeting will be recorded and available upon request
- b. Public Participation at Government Meetings

5. APPROVAL OF JULY 25, 2024 BOARD OF APPEALS MEETING MINUTES

6. NEW BUSINESS

- a. Review and Possible Action of Variance Request for an Electronic Sign Submitted by St Matthew's Church

7. FUTURE MEETING DATE(S) & TIME(S)

- a. Scheduled as Needed

8. ADJOURNMENT



PUBLIC VIRTUAL ACCESS

Join Teams Meeting: <https://www.microsoft.com/en-us/microsoft-teams/join-a-meeting>

Meeting ID: 288 679 732 773 763

Passcode: th6T3GS9

Steven Cherek
Village Administrator
Cassie Lang
Village Clerk / Deputy Treasurer

VILLAGE OF MARATHON CITY, MARATHON COUNTY, WISCONSIN MINUTES
BOARD OF APPEALS MEETING
THURSDAY, JULY 25, 2024 – IMMEDIATELY FOLLOWING THE PUBLIC HEARING
VIRTUAL BOARD MEETING

Join Zoom Meeting: <https://us02web.zoom.us/j/2084380720>

Meeting ID: 208 438 0720

Phone Number: 888-475-4499 Toll-free or 877-853-5257 US Toll-free

1. CALL TO ORDER

ROLL CALL: M. ANKLAM, J. DIRKS, G. SEUBERT, P. BUCHBERGER, A. GOERGEN

The meeting was called to order by S. Cherek. All Board members were present except for J. Dirks. Also present were representatives of St. Matthews Church, Jim Zimmerman, Jerry Natzke, and Craig Frieders.

2. PLEDGE OF ALLEGIANCE

3. RECOGNITION OF VISITORS

a. Virtual Meeting Guideline

In attendance for St. Matthews Church were Jim, Zimmerman, Jerry Natzke, and Craig Frieders.

4. APPROVE MINUTES OF PREVIOUS MEETING

a. July 8, 2020 – Public Hearing Minutes

b. July 8, 2020 – Board of Appeals Minutes

A motion to approve the minutes of the Public Hearing and Board of Appeal Minutes from July 8, 2020 was made by Anklam and seconded by Buchberger. Motion was passed by voice vote.

5. NEW BUSINESS

a. Discuss and Possible Action on Variance Request of St. Matthews Church

A motion was made by Goergen to approve a Variance Request for St. Matthews Church, second by Seubert. Motion was passed by voice vote.

6. ITEMS FOR FUTURE MEETINGS & SCHEDULED MEETINGS:

a. TBD

7. ADJOURNMENT

A motion was made by Seubert to adjourn the meeting, second by Buchberger. Motion was passed by voice vote. Meeting was adjourned at 5:15 p.m.

Anita Krautkramer
Clerk / Deputy Treasurer



Marathon City - Administrator
 311 Walnut Street PO Box 487
 Marathon City, WI 54448
 (715) 443-2221

Application Accepted:	
Accepted by:	
Application Reviewed by:	
Approval Date:	
Approved by:	

SIGN PERMIT APPLICATION

SECTION 1 - APPLICANT	
Applicant is the: Owner (of the real property) ☐ Lessee (of the real property) ☐	
Name of Owner of Real Property:	Phone Number:
Mailing Address:	
Email Address:	
Name of Lessee of Real Property:	Phone Number:
Mailing Address:	
Email Address:	
Does the real property have multiple addresses? Yes ☐ No ☐	
IF yes, please list all addresses:	
Is property vacant? Yes ☐ No ☐	
IF yes, will the building be occupied by the applicant? Yes ☐ No ☐	
What data will the building be occupied?	

SECTION 2 - CONTRACTORS			
Sign Erector:		Phone Number:	
Mailing Address:			
Email Address:			
Bond #:		License #:	
Electrical Contractor:		Phone Number:	
Mailing Address:			
Email Address:			
Bond #:		License #:	

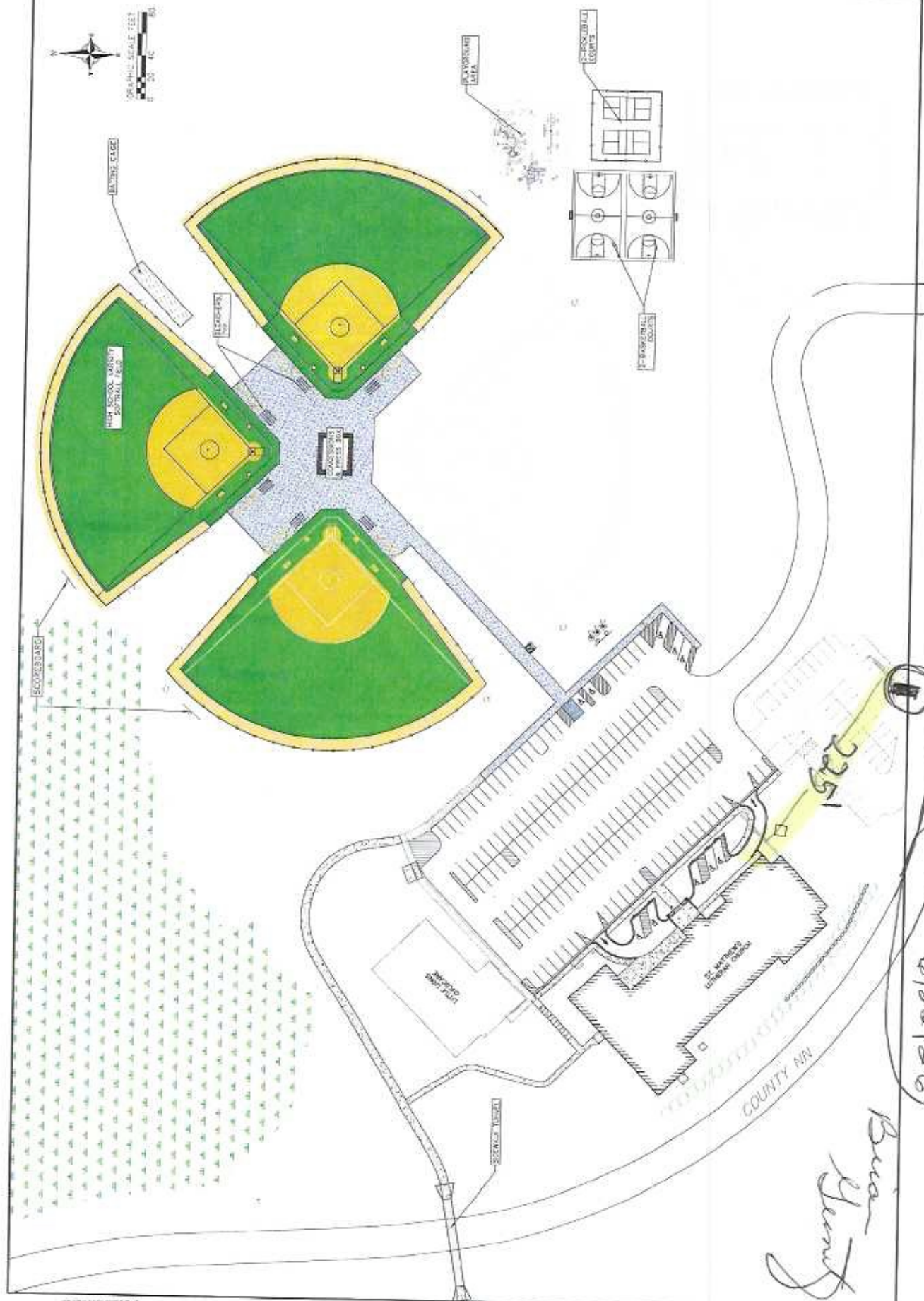
SECTION 3 – SIGN AND STRUCTURE DETAILS	
Sign Category:	On-Premise (Business ID): Dynamic ☐ Static ☐ Off-Premise (Advertising): Dynamic ☐ Static ☐ Temporary: ☐ Special Event: ☐
Sign Contents (Please provide a text description, picture and shop drawing)	
Type of Sign (Check all that apply): ☐ Awning ☐ Canopy ☐ Free Standing ☐ Marquee ☐ Projecting ☐ Dynamic Image Display ☐ Wall ☐ Painted ☐ Cabinet / Frame ☐ Vinyl ☐ Projected Image ☐ Flashing	
Where will the sign be installed? ☐ Inside the Building ☐ Outside the Building	
Is the sign structure attached to a building or wall? Yes ☐ No ☐	
If yes, which wall of building? N ☐ E ☐ S ☐ W ☐	
What is the dimension of wall on which the sign will be installed?	
If this is a free standing sign, where is the sign located on the lot? N ☐ E ☐ S ☐ W ☐	
If free standing provide a site diagram indicating where the sign will be located on the parcel.	
Which direction does the sign copy face? N ☐ E ☐ S ☐ W ☐	
Does any portion of the sign, sign structure or attachments cover, obscure, or obstruct an existing window in a residential unit whether occupied or not? Yes ☐ No ☐	
Does any portion of the sign, sign structure, or attachments extend on or cover any section of the public way? Yes ☐ No ☐	
If yes, please explain and provide photos of the proposed location.	
Sign Support Structure: Pole ☐ Roof ☐ Ground ☐ Building ☐ Windows ☐ Other ☐	

Dimensions of Sign Structure (i.e. cabinet, frame, awning, canopy)	
Length: ____ Feet ____ Inches	Height: ____ Feet ____ Inches
Depth: ____ Feet ____ Inches	Area: ____ SQ Ft Weight: ____ lbs.
Shape of Sign: _____	
Sign Height above Grade:	From Grade to Bottom of sign or sign structure, whichever is lowest: 31"
	From Grade to Top of sign or sign structure, whichever is highest: 120"
Static: Yes ☐ No ☐	Illuminated: Yes ☐ No ☐
If illuminated: External ☐ Internal ☐	
Electrical Contractor will Install: Feeders: Yes ☐ No ☐ Customer Leads: Yes ☐ No ☐ Number of Lamps: _____ Total Wattage: <u>200w</u> Type of Lamp: _____	
Dynamic Image Display: Yes ☐ No ☐	Self-Dimming Capability: Yes ☐ No ☐
Max Nits: _____	Max Foot Candles: _____ Message Time (screen hold): _____ seconds
What Is the Estimated Cost of the Sign?	\$ 59,000.00

****PICTURE OR RENDERING MUST BE ATTACHED DEPICTING SIGN PLACEMENT WITH BEFORE AND AFTER VIEW.****

SECTION 4 – ZONING	
Zoning District:	R-1S ☐ R-1L ☐ R-2 ☐ R-3 ☐ R-4 ☐ A ☐
	I-1 ☐ I-2 ☐ C-1 ☐ C-2 ☐
	CF ☐ CR ☐
Total Street Frontage of Property:	
Total Area of New Sign:	
Total Area of all existing signs on Property:	
Distance from sign or sign structure to curb line:	

SECTION 5 – SIGNATURES	
Owner of Real Property:	Date:
Lessee of Real Property:	Date:
Sign Contractor / Erector: 	Date:
Electrical Contractor:	Date:



THIS IS WHERE THE
SIGN WILL BE PLACED.
6/22/26,

Bruce Hunt

Steve Cheret

OD: 120"h

OD: 99"w

EMC: 96"w

2"
48"

1.5" lip

EMC Signage Display
4'h x 8'w

1.5" lip

1" trim

18.5"

2" x 87"

1.5" lip

1" trim

14.5"

1.5" lip

2" x 87"

31"

12" w match plate

C to C: 24"

Bottom skirt: 40"

Cabinets: 84"

Widths

27"w

24"w

1.5" lip

27"w

24"w

27"w

24"w

27"w

20"w

concrete foundation
6'w x 3'L x 6'd
rebar cage
anchor bolt mounting
by Sign Forge

Company: St. Matthews Church

Contact: John H.

Site Address: 302 County Road NN, Marathon, WI

Job #: 2084

Date: 05/06/2026

Quote Proof #: 4

QUOTE: \$59,000.00

OPTION +\$3,500 UPGRADE to 9MM EMC

Includes Tax exempt number
Good for 14 Days

Terms: \$38,000.00 Down payment

\$21,000.00 Net 30 after install

Quantity: 1 double sided EMC monument sign

OD Size: 122"h x 99"w

Materials: Two steel pole and internal structure with
painted aluminum body

Paint: Blue: SW 6797 jay blue _ 168-c7

Light Gray: SW 7017 dorian gray _ 244-c3

Dark Gray: SW 7076 cyber space _ 235-c7

Digital Reader: 12mm resolution full color, 2 sides,
size at 4'h x 8'w, wireless communication

Foundation: One concrete foundation at 6'w x 3'L x 6'd

Permit: Sign Forge to acquire local city sign permit

Notes: Sign Forge not responsible for replanting any
landscape/grass around signage area;
OR running needed electrical to sign - which is
two lines of 120V with 20 amp breakers each.

IF YOU WOULD LIKE TO PROCEED, SIGN & RETURN

SIGNATURE:

DATE:

Please review specs and proof thoroughly. Customer has sole responsibility to
check for typographical errors, layout accuracy, etc. Colors may not match exact
paint, pantone or vinyl colors in all signage. All sizes, shapes, colors, layout, etc
are conceptual and may vary from actual product. NOT responsible for customer
supplied artwork files with low resolution.

Copyright Notice: All designs NOT paid in full are property of Sign Forge LLC and
protected until payment is received in full.

All Down Payments are NON-REFUNDABLE. If customer cancels for any reason,
the customer forfeits down payment amount and is granted to Sign Forge LLC.

SIGN FORGE
LLC

DESIGN FORGE INSTALL MAINTAIN

Office: 715-443-0105 Cell: 715-721-6613

sales.signforge@outlook.com

228700 144th Avenue, Marathon, WI 54448

VARIANCE CERTIFICATE

Variance Case No.: 20260803

Parcel Number: 151-2606-082-0958

Property Owner/Applicant: St. Matthew's Church / Sign Forge (Agent)

Property Address: 302 County Road NN

Zoning District: Community Facilities and Institutions (CF)

Date of Approval: 8/3/2026

FINDINGS:

Upon review of the variance application submitted by Sign Forge on behalf of St. Matthew's Church, the Village finds the following:

1. The subject property is located within the Community Facilities and Institutions (CF) Zoning District and is utilized as a religious institution serving the community.
2. The proposed sign is intended to provide information regarding church services, religious activities, community events, and other public functions associated with St. Matthew's Church and the County Materials Sports Complex.
3. The Board finds that the strict application of Chapter 13, Article 12 sign regulations would unreasonably limit the church's ability to communicate with the public due to the property's location, surrounding public and institutional uses, and the need for visibility from the adjacent roadway.
4. The requested variances are consistent with the public interest and will not be detrimental to neighboring properties, public safety, or the general welfare when operated in compliance with the conditions set forth herein.

VARIANCES GRANTED

The following variances are hereby approved:

1. Message Board Area Variance

A variance from Chapter 13, Article 12, Section 13.12.8(2)(a) is granted to permit an illuminated electronic message board area of 32 square feet, where a maximum of 8 square feet is otherwise permitted.

2. Total Sign Area Variance

A variance from Chapter 13, Article 12, Section 13.12.9(1) is granted to permit a total sign area of 53.14 square feet, where a maximum of 40 square feet is otherwise permitted.

CONDITIONS OF APPROVAL

This Variance Certificate is subject to the following conditions:

A. Compliance

Except as specifically modified by this variance, the sign shall comply with all applicable provisions of the Village Zoning Code and all applicable building, electrical, and permitting requirements.

B. Substantial Conformance

The approved sign shall be installed substantially in conformance with the plans and application materials submitted with the variance request.

CERTIFICATION

The foregoing variances are hereby approved and authorized by the Village of _____ this _____ day of _____, **2026**, subject to the conditions contained herein.

APPROVED _____
Jeff Dirks, Board of Appeals Member

APPROVED _____
Gerald Seubert, Board of Appeals Member

APPROVED _____
Andrew Goergen, Board of Appeals Member

ATTEST _____
Cassie Lang, Clerk / Deputy Treasurer