



CITY OF WAUKESHA

201 Delafield Street, Waukesha, WI 53188
Tel: 262.524.3700 fax: 262.524.3899
www.waukesha-wi.gov

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| Committee: Plan Commission | Date: 8/25/2021 |
| Item Number: ID#21-2676 | Date: 8/25/2021 |
| Submitted By: Doug Koehler, Principal Planner | City Administrator Approval: Kevin Lahner, City Administrator |
| Finance Department Review: Bridget Souffrant, Finance Director | City Attorney's Office Review: Brian Running, City Attorney |
| Subject: Sign Appeal, Waukesha Café House, 410 Wisconsin Avenue – Proposed detached sign in front of the building set back one foot from the right-of-way along Wisconsin Avenue. | |

Details:

The applicant is applying for a sign variance to allow a detached sign approximately a foot from the public right-of-way. The property is zoned B-3, General Business District. The proposed sign is going to be 4.5' tall, including the poles and will be 4' wide. The overall size of the double faced; detached sign will be 8 square feet.

The sign will be made from aluminum cladding on the outside and vinyl graphic on the surface. This would be manufactured with 3MM maxmetal which is a laminated plastic core product made for supporting graphics. There will be a solar spotlight on top that will illuminate the sign externally.

Typically, in the B-3 zone, there is a 10-foot setback for signs under 6' tall. However, the applicant is applying for a variance since the parcel is only 5 feet from the public right-of-way.

Options & Alternatives:

Financial Remarks: No Financial impact.

Staff Recommendation:
Staff recommends approval for the Sign Appeal for 410 Wisconsin Avenue with the following conditions:

- Any modifications to size, type or location must come back to the Plan Commission for approval.

