

October 2nd, 2020

City of Waukesha
Community Development
201 Delafield Street, Room 200
Waukesha, WI 53188

RE: Landmark Credit Union, 2302 W. St. Paul Avenue, Variance request.

Dear Plan Commission,

Sign Effectz, Inc., acting as an agent for Landmark Credit Union, is requesting the Plan Commission's consideration of our Variance request.

As per the sign code, 27.03(16), Landmark Credit Union is required to maintain a 15' set back, from the property line, for the proposed Monument sign on the North East corner of the property.

The 15' setback causes Landmark Credit Union unnecessary hardship for (3) three reasons:

1. An unusual characteristic to the site is that the East property line is a considerable distance from W. St. Paul Avenue. As noted on the site plan, the North East corner, where the Monument sign will be located, is 70' from W. St. Paul Avenue. Maintaining a 15' setback would place this sign 85' from W. St. Paul Avenue, a considerable distance for the sign to be effective.
2. Moving the sign back to the 15' setback will put a considerable portion of the sign into the parking lot boundary, which will potentially cause the sign to be blocked by parked vehicles when traveling North East on W. St. Paul Avenue. This location would still require a setback variance because there is only 11'-6" between the parking lot and the North property line. To maintain a 15' setback would require the sign to be installed in the parking lot.
3. There is an underground gas line, as noted on the site plan, that runs parallel to the property line and is setback 18' from the property line. In effect, to maintain a 15' setback, Landmark Credit Union would be forced to locate their sign 18'+ from their East property line. This site characteristic further exacerbates our first two reasons for requesting the setback variance.

We also maintain granting this variance will not endanger public safety for (3) Three reasons:

1. Our proposal locates the sign 70'-6" from W. St. Paul Avenue, a considerable distance.
2. The nearest property egress is located 300' North on W. St. Paul Avenue.
3. The nearest cross street is W. Sunset Drive, located 500' South of the sign location.

To summarize, given the location of the property in relationship to W. St. Paul Avenue, the site layout, and the location of the gas line, our variance request is the most practical location for the sign. If the variance is granted, Landmark Credit Union would be afforded the most effective use of their Monument sign, while still honoring the spirit of the zoning ordinance.

Thank you for your consideration.

Respectfully,

Eric Rohs

Eric Rohs
Account Project Manager
Sign Effectz, Inc.
262-220-9220