



CITY OF WAUKESHA

Administration

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Committee: Plan Commission	Date: 10/28/2020
Item Number: ID#20-1265	Date: 10/28/2020
Submitted By: Maria Pandazi, City 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: Landmark Credit Union, 2302 W. St. Paul Avenue – Sign Appeals	

Details: The applicant, Landmark Credit Union is seeking a sign variance to allow a monument sign at the new Landmark Credit Union branch office in the redeveloped Fox Run Shopping Center.

The sign will have a height of 14 feet. It will consist of a large backlit cabinet, a smaller reader board sign, and an even smaller ATM sign with aluminum lettering. It will be mounted on a brick veneer base and a tan colored framework. The total sign area will be 76.54 square feet. The sign will be installed directly on the lot line adjacent to the St. Paul Ave. right of way, with no setback.

The minimum setback for a sign with a height of 14 feet in the B-5 zoning district is 15 feet. However, the right of way adjacent to the Landmark Credit Union includes a very large area of grass between the property line and the road. If the sign is built at the property line it will be set back seventy feet from the road. Even if the road is expanded significantly in the future, the setback from the road is still likely to be significantly more than fifteen feet. The large monument sign at the entrance to the Kohl's and Aldi stores just to the north exceeds both the height and setback requirements, and it received a similar variance when it was installed.

Options & Alternatives:

Financial Remarks:

Staff Recommendation:
 Staff recommends approval of a sign variance for Landmark Credit Union at 2302 W. St. Paul Ave.

