

CITY OF WAUKESHA, WISCONSIN

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Sign Appeals and Variances

<i>Appellant Name:</i>	<u>Anthony Breitlow</u> <u>Eppstein Uhen Architects</u>	<i>Owner Name:</i>	<u>Ron Boecker</u> <u>ProHealth Care</u>
<i>Address:</i>	<u>333 E. Chicago Street</u>	<i>Address:</i>	<u>725 American Ave</u>
<i>City, St, Zip</i>	<u>Milwaukee, WI 53202</u>	<i>City, St, Zip</i>	<u>Waukesha, WI 53188</u>
<i>Phone No.</i>	<u>414.291.8171</u>	<i>Phone No.</i>	<u>262.928.5656</u>
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Address of the premises affected Spring City Street, Waukesha, WI, 53186

Name and Type of Business: ProHealth Medical Group Clinic

Present use of premises: Vacant Lot

Briefly describe proposed sign request: Request a second monument sign to support this property (would locate one alone Sunset Drive and one at the parking lot entry along Spring City St.

The appeal must be filed with the City Community Development Department within twenty (20) days of the decision of the City Planner accompanied by the **\$100.00 fee**. The Plan Commission will hear the appeal no later than 60 days after the date of your application.

TO THE PLAN COMMISSION:

I hereby appeal the decision of the City Planner. I believe the City Planner has incorrectly interpreted Section _____ of the Waukesha Sign Code.

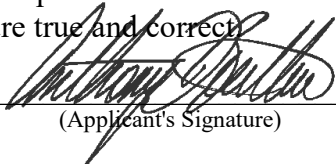
Or,

I hereby request a variance from Section 27.03 (Am. #1-19) of the Waukesha Sign Code.

NOTE: attach a written statement explaining the basis for your appeal or request for a variance.

- In the case of an appeal please include specific references to the provisions of Chapter 27 that you believe the City Planner has improperly applied, or which otherwise support your appeal.
- In the case of a variance, please include a description of the special circumstances that would make the strict application of the requirements of this Chapter unjust, inequitable, unfair, or unreasonable.

I hereby depose that the above statements and the statements contained in the papers submitted herewith are true and correct.



(Applicant's Signature)

04/22/2021

(Date)

To: City of Waukesha Development Department

**Re: ProHealth Medical Group Clinic
Spring City Drive, Waukesha, WI 53186**

Sign Appeals and Variances Statement

ProHealth Care (PHC) and Eppstein Uhen Architects (EUA) respectfully request a variance to the City of Waukesha Sign Code in the form of two monument signs on the property in support of the proposed new Medical Clinic.

The clinic will provide both primary care and urgent care for patients. Having monument signage easily visible from the street provides the opportunity for PHC to display whether the urgent care portion of the clinic is open or closed. For patients in need of time-sensitive care and approaching the site, this signage is a critical confirmation that they can be seen at this facility.

This site fronts both Sunset Drive and Spring City Street. PHC is requesting a monument sign be provided at both the south side of the building (visible along Sunset Drive) and at the north end of the property (the entry to the parking lot from Spring City Street). It is anticipated that most traffic will approach the site via Sunset Drive. Those arriving from this direction will see the monument sign located south of the building and be able to confirm the open/closed status of the facility. However, there may be others who arrive at this site from the north and therefore bypass Sunset Drive. Having a second monument sign along Spring City Street will signal to these patients as to the status of urgent care.

The proposed signage design is included with this submission for awareness.

End of Statement

CHAPTER 27
Signs and Outdoor Advertising

27.03 Permanent Signs (Am. #1-19)

	Permitted Detached Sign Types	Maximum Height	Maximum Sign Area	Setback	Maximum Number of Signs
M-1, M-2, and M-3 Districts	Dual-Post, Monument, and Pylon	Dual-Post 8' Monument 20'	0.8 sf per foot of Lot Width up to 150 sf.	20', except for signs between 6' and 14' Height setback is 15', signs up to 6' Height setback is 10'.	One per Premises. Additional detached signs are allowed with a maximum area of 5 sf each.



*Example sign shown for reference of general design intent- full design documentation to be formally submitted for review and approval

Proposed Sunset Drive/Spring City Street Clinic Monument Signs locations and design

