



CITY OF WAUKESHA

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Committee: Plan Commission	Date: 7/28/2021
Item Number: ID#21-2569	Date: 7/28/2021
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: Realty Executives, 431 W. Main Street, Sign Appeal – A request to place a detached sign in front of the building at 431 W. Main Street when detached signs are typically not permitted in the B-2 Central Business district.	

Details:

The applicant is requesting a sign variance for a monument sign at 431 W. Main Street. The site is zoned B-2, central business district. Monument signs are not typically allowed in the B-2 zone, per city code. The applicant is requesting the variance to allow a small monument sign to be placed in the median, between the sidewalk and their parking lot. The proposed sign will be 4 feet wide and 3.83 feet tall, for a total of 15.3 square feet. The site sits on a 0.25-acre parcel.

Typically, monument signs in other zoning districts, would require a 10' setback. However, the applicant is looking to have a variance for this as well. Most buildings in the B-2 zone are close to the sidewalk and right of way. The closest building to the sidewalk at this site, is approximately 38 feet from the sidewalk.

Options & Alternatives:

Financial Remarks: No Financial impact.

Staff Recommendation:

Staff recommends approval for the sign variance for 431 W. Main Street with the following conditions:

- The sign cannot be directly backlit, per city code.

