



City of Waukesha
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Committee: Plan Commission	Date: 9/27/2023
Common Council Item Number: PC23-0451	Date: 9/27/2023
Submitted By: Doug Koehler, Principal Planner	City Administrator Approval: Click here to enter text.
Finance Department Review: Click here to enter text.	City Attorney's Office Review: Click here to enter text.
Minor Site Plan and Architectural Review – 344 W. Broadway – A request to revise plans for improvement to the property at 344 W. Broadway	

Details: In February of last year the Plan Commission approved a Certified Survey Map and Final SPAR to allow for expansion of Tofte's Table restaurant into the former Edward Jones office building at 344 W. Broadway. Tofte's Table is located next door at 331 Riverfront St. and shares a party wall with the rear of the 344 W. Broadway building. The plan was to expand the restaurant dining room into the adjacent space and also to add a patio in front of the building.

Since the approval happened Tofte's Table has determined that the cost of the expansion makes the project unfeasible, so the applicant would like to return the space to a white box while looking for a potential future user. The interior will be a single open office space with one unisex restroom. The large entrance canopy from Broadway and the patio space which were proposed in the previously approved plan will not be included. Instead, the space in front of the building will be left open as a parking area, as it was previously used.

The building itself will retain its existing siding between the windows. The colonial style window trim will be removed and replaced with floor to ceiling storefront windows. The tops and bottoms of each window will be spandrel glass, but the rest will be full transparent glass openings. The top of the wall will be bronze colored horizontal metal panels, with a sunshade awning over the door.

The north side of the building, facing Riverfront St., is currently a grey colored smooth block wall with two small windows. The building is flush with the sidewalk, which limits options for breaking up the wall or improving its appearance. The applicant has stated that expanding the windows on that wall would limit flexibility for use of the interior space, but has agreed to repaint the wall to a warmer brown-grey color to fit in better with the appearance of the adjacent building.

The existing planter beds around the exterior of the site are in the City right of way, as is the pylon sign. The applicant has maintained the beds in the past and has indicated a willingness to do so in the future. The Public Works Department explored the possibility of dedicating the beds to the property but ultimately determined that it is not in the City's interest to do so.

The applicant has stated a strong preference to keep the pylon sign in its current location, since it is a major factor in attracting future tenants. However, the City has very little flexibility to allow signs in the public right of way. The sign ordinance also does not allow pylon signs in the downtown area and includes a requirement that obsolete signs and sign structures be

removed. Staff is recommending that the pylon sign should be removed as part of this project. Staff would support a sign variance request for a similar detached sign within the property.

Options & Alternatives:

Click here to enter text.

Financial Remarks:

No financial impact to the City.

Staff Recommendation:

Staff recommends approval of Minor Site Plan and Architectural Review for 344 W. Broadway with the following conditions:

- The existing pylon sign must be removed from the Right of Way.
- Engineering Department and Water Utility comments must be addressed.