



CITY OF WAUKESHA

Administration

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Committee: Plan Commission	Date: 9/26/2018
Common Council Item Number: PC18-0132	Date: 9/26/2018
Submitted By: Maria Pandazi, City Planner	City Administrator Approval: Kevin Lahner, City Administrator Click here to enter text.
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney Click here to enter text.
Subject: Smart Asset Realty, 200 W. Main Street – Final Site Plan & Architectural Review	

Details:

The applicant is returning from the September 5, 2018 meeting where the Plan Commission held the applicants request to do some façade renovations on the former Panos Grocery store at the northwest corner of Main Street and Barstow Street. The proposal included removing old wood trim around the perimeter of the building and around the doors and new metal awnings/sunshades over the windows, They are also proposing two EIFS accent bands, painted steel blue, that will run the run along the south and east elevations and decorative gooseneck lighting.

At the meeting the Plan Commission was very supportive of the Main Street elevation changes but wanted the applicant to explore additional changes to the Barstow elevation. In discussions with the applicant he has indicated he is looking at some changes to that elevation, including adding a new "Downtown Waukesha" mural to replace the Guitartown mural that is being relocation. He is also looking at developing a phasing plan, which would add a second window and awning onto that elevation when he builds out the rear portion of the building. Revised elevations will be updated to the agenda in advance of the meeting.

Staff is supportive of this project as originally submitted and feels that these other design considerations will accomplish the Plan Commission's goal of improving the Barstow Street elevation. Staff is concerned that additional design enhancements that add significant cost to this project may ultimately result in the applicant abandoning the exterior elevation improvement plans and leaving the building as is.

In addition, the applicant is proposing to reuse existing signs, including relocating one on the south elevation a few feet so it is centered over the entrance. However, these box signs existed as legal non-conforming signs since they are internally illuminated box signs. Since they have not been used for several years they have lost their non-conforming status and can no longer be illuminated. Staff thinks that the applicant should come up with a new sign package that is more complimentary to the new building design. Signs should also be scaled appropriately and centered above architectural features, such as windows or doorways



Options & Alternatives:

The Plan Commission could request additional changes or deny the plans and leave the building as is.

Financial Remarks:

[Click here to enter text.](#)

Staff Recommendation:

Staff recommends approval of the Final Site and Architectural Plans for Smart Asset Realty, 200 W. Main Street, subject to the applicant removing the existing non-conforming signs and submitting a sign package that is more complimentary to the architectural design.