

CITY OF WAUKESHA, WISCONSIN

201 DELAFIELD STREET * ROOM 200 * WAUKESHA, WI 53188 * PH: (262)524-3750 * FAX: (262)524-3751

Sign Appeals and Variances

Appellant Name:	<u>Dean Frederick, Thomson Companies</u> for Howell Oaks Development LLC	Owner Name:	<u>Howell Oaks Homeowners Association, Inc</u> c/o Howell Oaks Development LLC
Address:	<u>N28 W23000 Roundy Drive #20</u>	Address:	<u>N28 W23000 Roundy Drive #20</u>
City, St, Zip	<u>Pewaukee, WI 53072</u>	City, St, Zip	<u>Pewaukee, WI 53072</u>
Phone No.	<u>(262) 746-3627</u>	Phone No.	<u>(262) 746-3600</u>
Email	<u>dfrederick@thomsoncompanies.com</u>	Email	<u>dfrederick@thomsoncompanies.com</u>

Address of the premises affected Approx. 3495 & 3605 Madison StreetName and Type of Business: Howell Oaks / Residential SubdivisionPresent use of premises: Residential Subdivision & Vacant LandBriefly describe proposed sign request: Subdivision identification monuments of the same style as the existing monument distinguishing Howell Oaks from the neighborhoods/subdivisions of Oakmont and Welsh Oaks.

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.

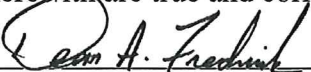
Or,

I hereby request a variance from Section 27.03(2)(a) 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)

September 1, 2020
(Date)



N28 W23000 Roundy Drive, #204, Pewaukee, WI 53072

Howell Oaks Development LLC

- The existing “Oak’s Neighborhood” monument pillars provide a fabric and continuity to the neighborhood. It is unjustifiable that after the concerted effort in Oakmont and Welsh Oaks, with approval and support of the City, that now Howell Oaks will not be allowed to be identified with their fellow “Oak’s Neighborhood” constituents.
- The installation of the identifying monument pillars has been contemplated since at least 2005. The economic downturn that followed delayed the development Howell Oaks until 2014. Now that the development of the subdivision is 50% complete, it is unfair that this element that was once encouraged for defining the “Oak’s Neighborhood” is now being denied.
- The existing monument pillars with identifying plaques provide an architectural feature of distinction to the “Oak’s Neighborhood”. It is reasonable to expect the continuation of this architectural enhancement into the Howell Oaks subdivisions.
- If not for the simple 3’ x 3’ plaque identifying “Howell Oaks”, the monument pillar would not require a sign permit and may not require any other permits. It is unrealistic to consider that a 3’ x 3’ precast concrete plaque that simply identifies a subdivision community rises to level of concern that established the rationale for the creation Section 27.03(2)(a).

The monument pillars with an identifying plaque provide a way finding means to the general public, kin to street signs, and is a proven enhancement to the existing Oakmont and Welsh Oaks subdivisions. Building a monument pillar without the identifying plaque will not provide an enhancement to the “Oak’s Neighborhood” and could cause confusion. As such, we herewith request a variance to Section 27.03(2)(a) of the City of Waukesha Municipal Ordinances allowing for the issuance of the sign permits as previously request.

If you should have any questions or need additional information, please feel free to contact me at your earliest convenience.

Sincerely

A handwritten signature in black ink that reads 'Dean A. Frederick'.

Dean A Frederick
Vice President Development, Thomson Companies
for Howell Oaks Homeowners Association, Inc, &
Howell Oaks Development LLC



N28 W23000 Roundy Drive, #204, Pewaukee, WI 53072

Howell Oaks Development LLC

September 1, 2020

City of Waukesha Plan Commission
201 Delafield Street, Room 200
Waukesha, WI 53188

RE: Howell Oaks Monument Pillar Signage
Variance Request from Section 27.03(2)(a)

Dear Plan Commission Members:

The above referenced variance request is simply a request to continue the monument pillar installation theme that presently exists within the "Oak's Neighborhood". The "Oak's Neighborhood" started with the original Oakmont Subdivision in 2004 and was subsequently followed by two (2) additions. In 2005, Welsh Oaks Subdivision was established and monument pillars with plaques identifying the boundaries of the Oakmont and Welsh Oaks were placed. There are currently monument pillars with plaques located at 405 Century Oak Drive and 116 Prairie Song Drive. These monument pillars with identifying plaques were installed with the consent and approval of the City of Waukesha.

In 2014, Howell Oaks Subdivision joined the "Oak's Neighborhood" and two (2) additions to Howell Oaks have subsequently been recorded. As was the case in both Oakmont and Welsh Oaks, with each Howell Oaks Subdivision, provisions have been made within the recorded Declaration of Restrictions for the installation of subdivision identification that is maintained by the Homeowners Associations. Recently, two (2) sign permit applications for installation monument pillar identification for Howell Oaks in the same form as previously approved for both Oakmont and Welsh Oaks were denied based upon Section 27.03(2)(a) of the City of Waukesha Municipal Code. We believe that a variance should be granted and the sign permits awarded for the following reasons:

- There is a long history in the City of Waukesha for granting identification signage for subdivisions which includes other "Oak's Neighborhood" subdivisions, other Thomson Companies subdivisions, and subdivisions by others. By not approving subdivision identification for Howell Oaks puts both the existing home owners and the future home owner in Howell Oaks in an inequitable position within not only their "Oak's Neighborhood", but, also in comparison with other subdivisions in the City.