



N28 W23000 Roundy Drive, #204, Pewaukee, WI 53072  
**Howell Oaks Development LLC**

August 22, 2022

City of Waukesha Plan Commission  
201 Delafield Street  
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. Subsequently, Howell Oaks has developed and is now in its final phase. There are currently monument pillars with plaques located at 405 Century Oak Drive, 116 Prairie Song Drive, 3495 Madison Street, and 3601 Madison Street. 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”. 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, a sign permit application for the installation of an additional, final, monument pillar identification for Howell Oaks in the same form as previously approved for Oakmont, Welsh Oaks, and Howell Oaks was 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 permit 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 the final phase of Howell Oaks puts both the existing home owners and the future home owners in Howell Oaks in an inequitable position within not only their own “Oaks Neighborhood”, but, also in comparison with other subdivisions in the City that have been allowed identification signage.



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- 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, Welsh Oaks, and Howell 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 with a final monument pillar.
- The installation of the identifying monument pillars with identifying plaques has been contemplated since at least 2005. The economic downturn that followed delayed the development of Howell Oaks until 2014. Now that the development of the subdivision is over 80% complete, it is unfair that this element that was once encouraged for defining the “Oak’s Neighborhood” is now being denied.
- The existing monument pillar with identifying plaques provide an architectural feature of distinction to the “Oak’s Neighborhood”. It is unreasonable to not allow the continuation of this architectural enhancement into the final phase of 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 the level of concern that established the rationale for the creation Section 27.03(2)(a).

The monument pillar with an identifying plaque provides a way finding means to the general public, kin to street signs, and is a proven enhancement to the existing Oakmont, Welsh Oaks, and Howell 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'. The signature is fluid and cursive, with a large initial 'D'.

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