



CITY OF WAUKESHA

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Committee: Plan Commission	Date: 1/26/2022
Item Number: ID#22-3392	Date: 1/26/2022
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: Sign Appeal, Kwik Trip, 2807 River Valley Road – Sign Variance for Reader Board Sign with Electronic Message Center	

Details:

The applicant is requesting a sign variance to allow the installation of a Reader Board Monument Sign with an Electronic Message Center (EMC). The property is zoned B-1, Neighborhood Business District. Signs with an EMC are not permitted in the B-1 zone. Kwik Trip was granted approval for their Site Plan & Architectural Review at the November 17, 2021 Plan Commission Meeting.

The new monument sign will be located at the northwest corner of the property, on the corner of River Valley Road and Les Paul Parkway. The site has residential properties to the south and west of the location. New apartments are being constructed just to the west on the other side of River Valley Road. Kwik Trip stores rely heavily on the ability to advertise their products and services utilizing the EMC. The new monument sign will be approximately 20' tall and 12' wide, with a 4'x8' message center. Typically signs in the B-1 zone are required to be under 14', however, Kwik Trip is requesting a variance for the height to be 20', which matches similar signs along the bypass. The sign is 114.24 total square feet. Kwik Trip will add landscaping around the base of the new sign.

Options & Alternatives:

Financial Remarks: No Financial impact.

Staff Recommendation:
 Staff recommends approval for Final Site Plan and Architectural Review and Sign Variance for Kwik Trip with the following conditions:

- The EMC cannot change more often than every two minutes
- The sign must be 15' from the right-of-way since the monument sign is over 6' tall, per city code

