



CITY OF WAUKESHA

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Committee: Plan Commission	Date: 10/27/2021
Item Number: PC21-2919	Date: 10/27/2021
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: Waukesha Police Department, 1901 Delafield Street – Sign Appeals: Proposal to reface the existing monument sign to include an Electronic Reader Board.	

Details: The City of Waukesha Police Department is currently undertaking a major renovation to its headquarters building at 1901 Delafield Street, which was approved by the Plan Commission in January. As part of the renovation the Police Department would like to reface their monument sign. The new sign will be installed near the location of the existing sign, but closer to the parking lot entrance.

The sign will have an overall height of seven feet, nine inches and it will be set back approximately 26 feet from the property boundary. It will have a masonry base, with the sign cabinet on top of it. The sign cabinet will have a total area of 54 square feet. The maximum gross sign area for the property is 279 square feet, so the Police Department is well within their limits.

A portion of the sign cabinet, with an area of 15.3 square feet, will be taken up by an Electronic Message Center/Reader Board sign for displaying important information and updates. Reader Boards are permitted in several commercial districts, but not in the I-1 Institutional District. Prior to the 2019 Sign Code update all signs in institutional districts were a "Conditional Use" and in practice the Sign Review Board approved Reader Boards for many institutional uses, including schools, churches, and hospitals. Since the update the Plan Commission has approved variances for several reader board signs on institutional properties.

Typically, in cases where a reader board is approved for a property adjacent to a residential district the Plan Commission and previously the Sign Review Board has included a condition that the sign be turned off overnight. In this case the Police Department may have need to keep the sign on overnight in certain situations, so staff is recommending that it be turned off from 10:00 PM to 6:00 AM except in emergencies.

Options & Alternatives:



Financial Remarks: No Financial impact.

Staff Recommendation:

Staff recommends approval of a sign variance for The Waukesha Police Department at 1901 Delafield Street with the following conditions:

- The Reader Board will not scroll, flash, alternate, move, or show video, and will not change messages more often than once every two minutes.
- The Reader Board will be turned off between the hours of 10:00 PM and 6:00 AM, except in case of emergency.