



**CITY OF WAUKESHA**

**Administration**

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<b>Committee:</b> Plan Commission	<b>Date:</b> 12/11/2019
<b>Item Number:</b> ID#19-1610	<b>Date:</b> 12/11/2019
<b>Submitted By:</b> Maria Pandazi, City Planner	<b>City Administrator Approval:</b> Kevin Lahner, City Administrator
<b>Finance Department Review:</b> Rich Abbott, Finance Director RA	<b>City Attorney's Office Review:</b> Brian Running, City Attorney
<b>Subject:</b> Nissen Staffing, 801 N. Barstow – Sign Appeals	

**Details:** The applicant is seeking a variance from section 27.03(15)(a) of the Sign Ordinance, which states that Internally illuminated projecting signs and channel letters are prohibited in the downtown area. The downtown area includes all properties on both sides of Barstow Street. Businesses in the downtown area are allowed to use halo lit signs, which are lit around the sides but not in the front, or gooseneck lighting, but not internally illuminated signs.

This is intended to maintain the historic nature of the downtown area, and to encourage a pedestrian friendly environment. The east side of Barstow currently has a somewhat different environment from the rest of the downtown area, but various city plans for it call for redevelopment that will integrate it more into the downtown.

The sign application meets all other requirements, and it has been approved with the condition that it will not be internally illuminated.

**Options & Alternatives:**

**Financial Remarks:**

**Staff Recommendation:** Staff recommends denial of a variance to allow an internally illuminated sign at 801 N Barstow St. unless the applicant can prove that strict application of the sign ordinance for this property would be unjust, inequitable, unfair, or unreasonable.

