



**City of Waukesha**  
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<b>Committee:</b> Plan Commission	<b>Date:</b> 4/24/2024
<b>Common Council Item Number:</b> ID#24-9521	<b>Date:</b> 4/24/2024
<b>Submitted By:</b> Doug Koehler, City Planner	<b>City Administrator Approval:</b> <a href="#">Click here to enter text.</a>
<b>Finance Department Review:</b> <a href="#">Click here to enter text.</a>	<b>City Attorney's Office Review:</b> <a href="#">Click here to enter text.</a>
<b>Subject:</b> ID# 24-9521- Sign Appeals and Variance- Waukesha Café House, 410 Wisconsin Avenue- A request to allow a location change of a dual post sign in the B-2 district, which had been previously approved at Plan Commission.	

**Details:**  
The applicant is applying for a sign variance to move the current dual post detached sign at 410 Wisconsin Avenue to a different location on site. The sign was originally approved as a sign variance at the August 25<sup>th</sup>, 2021 Plan Commission meeting. The sign is 3' wide by 2' high with the legs being approximately 30" long.

The applicant is planning to build an enclosed patio in front of the existing building. The patio will extend out past where the current sign is located. The variance is to allow the dual post sign to be put on the railing by the patio so that it can be seen from both the east and west sides of Wisconsin Avenue. The sign will be placed further back than its current location. Dual post signs are not allowed in the B-2 district without a variance. Staff is recommending that the dual post sign is made into a projecting sign that can be hung from one of the poles a few inches from the proposed location. Projecting signs are more architecturally compatible with other signs in the downtown district.

**Options & Alternatives:**  
[Click here to enter text.](#)

**Financial Remarks:**  
[Click here to enter text.](#)

**Executive Recommendation:**  
Staff recommends that the sign be fixed to the wall as a projecting sign. However, staff would be open to the sign being placed as applied for in the variance if the Plan Commission sees fit with the following conditions:

- All signs must be applied for and permitted per city code.