



CITY OF WAUKESHA

Administration

201 Delafield Street, Waukesha, WI 53188
 Tel: 262.524.3701 fax: 262.524.3899
 www.waukesha-wi.gov

| | |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Committee: Plan Commission | Date: 10/28/2020 |
| Item Number: ID#20-1255 | Date: 10/28/2020 |
| Submitted By: Maria Pandazi, City 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: City of Waukesha, 201 Delafield Street - Sign Appeals | |

Details: The monument sign for the new City Hall building was included in the plans which were approved in 2019 but at the time the sign area, height, and setback were not specified. Now that we have a sign permit application, it is clear that the sign does not meet the minimum setback requirement.

The proposed sign consists of charcoal colored aluminum letters mounted on a base of concrete blocks and bricks which will match the exterior of the city hall building. The sign area, which only includes the area around the letters, will be 10.5 square feet. The sign height will be five feet eight inches, and the setback will be about five feet from the property boundary. It will be located near the intersection of Delafield St. and Buena Vista Ave.

The minimum setback for detached signs in the I-1 zoning district is ten feet. Since the setback for the City Hall sign is five feet the sign will require a variance. The property line at the Delafield-Buena Vista intersection does not follow the inside of the sidewalk like it would in most other places. Instead, where Buena Vista curves to have a perpendicular intersection with Delafield, the property line continues to run straight. This means that the sign location will actually be roughly 35 feet from the street. The sign cannot be moved further back into the property without reducing parking lot circulation space. Relocating it elsewhere on the property will reduce it's visibility and wayfinding impact.

Options & Alternatives:

Financial Remarks:



Staff Recommendation:

Staff recommends approval of a Sign Variance to allow the proposed City Hall monument sign with a five foot setback.