

PERMIT NUMBER

## CITY OF WAUKESHA, WISCONSIN

201 DELAFIELD STREET \* ROOM 200 \* WAUKESHA, WI 53188 \* PH: (262)524-3750 \* FAX: (262)524-3751

# Board of SIGN AND OUTDOOR ADVERTISING APPEALS

Appellant Name: Tracey Dietl Owner Name: Bank One Corp Industry Con  
 Address: 6487 Hilliard Dr Address: C/O JP Morgan Chase  
 City, St, Zip: Canal Winchester OH 43110 City, St, Zip: 420 W Van Buren  
 Phone No. \_\_\_\_\_ Phone No. Chicago IL

**NOTICE:** The Board meets on the call of the Chairman.

The appeal must be filed with the City Community Development Department at least fourteen (14) days before the Board's meeting and within twenty (20) days of the decision of the Sign Review Board accompanied by the **\$100.00 fee**. Because additional information may be required by the Board, the applicant must consult with the City Planning Department at the time of application for further direction. Such information as may be requested should be submitted seven (7) days before the Board's meeting.

## TO THE SIGN AND OUTDOOR ADVERTISING APPEALS BOARD:

I hereby appeal from the decision of the Sign Review Board.

Address of the premises affected: 2402 E Moreland Blvd

Name and Type of Business: Chase Bank

Present use of premises: Bank

Briefly describe proposed sign request: Appeal 20' Setback - request 65' setback, replace sign due to road widening

**PLEASE ATTACH a statement of grounds on which appeal is based.**

I hereby depose that the above statements and the statements contained in the papers submitted herewith are true and correct.

Tracey Dietl  
(Applicant's Signature)

11/11/16  
(Date)

OFFICE USE ONLY	
Zoning District: _____	Filed on: _____
<input type="checkbox"/> <b>Approved</b> Conditions (if any): _____	
<input type="checkbox"/> <b>Denied</b> Does not conform to: _____	
Authorized Signature: _____	Date of Review: _____

APPL SignAppeals

# RECEIVED

NOV 14 2016

CITY PLAN COMMISSION



# **Expedite The Diehl**

November 7, 2016

City of Waukesha  
Board of Zoning Appeals  
201 Delafield Street  
Waukesha, WI 53188

Dear Members of the Board;


Regarding the ground sign proposed for Chase bank at 2402 East Moreland Blvd, we hereby request the board's approval of the variance to reinstall the 17' pylon sign after the road widening project completion. The variance is for:

- 6.5' setback instead of 20' as required. This is a 13.5' variance from the standards.

### **Findings and Facts**

The sign proposed had to move due to a road widening project. Consistency is important for patrons to be able to locate the facility. This newer sign will be consistent with the national image of Chase Bank. Fair competition and brand recognition are an essential part of the bank's viability and success within a community. Not replacing the sign with one that is consistent will create confusion for citizens and in turn create a hardship for the bank. There is a grass area where Chase would like to place the sign 6.5 feet from the property line. There is a new sidewalk and the road is wider. This creates a unique physical circumstance, because the road widening took away a portion of the property where the sign used to stand and in order to comply now the sign would have to be placed in the parking lot and putting the sign in the parking lot will create unnecessary hardship when the sign can be placed in the grass area. The sign proposed is consistent with the current aesthetics of the neighborhood and the existing signs and well as other zonings within the city of Waukesha. The hardship is not created by the appellant. The variance will enhance the overall character of the neighborhood by offering an improved look to an outdated sign and improving the overall aesthetics of the neighborhood. This variance will not disturb the overall peace of the neighborhood, however the lack of consistent adequate signage can create confusion for motorists that are not familiar with the area and in turn cause traffic accidents.

Sincerely,



Tracey Diehl

**6487 Hilliard Drive, Canal Winchester OH 43110**



# **Expedite The Diehl**

## Findings of Fact

- a. That there are exceptional extraordinary circumstances or conditions applying to the property in question or to the intended use of the property that do not apply generally to other properties or classes of uses in the same district.

There was a road widening project that forced the removal of the sign. The sign needs to be replaced. If the sign is pushed back it will be in the parking lot or blocked to the traffic's view by the building.

- b. That a variance is necessary for the preservation and enjoyment of substantial property rights possessed by other properties in the same zoning district in the same vicinity.

The property has been used as a bank and the bank's presence in the community is dependent upon visibility. The bank's viability and fair competition throughout are essential to the success of this branch and signage is a substantial part of the bank's image.

- c. That a variance is not being requested solely on the basis of economic gain or loss, and that self-imposed hardships are not being considered as grounds for the granting of a variance.

Not all patrons are local and Chase is a national bank, patrons that are unfamiliar with the area will need to be able to locate their destination. This is not self-created, Chase did not make the decision to widen the roadway. The hardship here exists due to the road widening and the building setback from the roadway. The wall mounted signs are not significant in size and therefore a ground sign is paramount to the safe flow of traffic and motorists being able to identify this branch.

- d. That the authorizing of a variance shall not be of substantial detriment to adjacent properties and will not materially impair the purpose of this chapter or the public interest.

The proposed sign was previously in place and the replacing of this sign in a visible location would have no adverse impact on adjacent properties or the overall intent of the zoning ordinance. The sign is consistent with other signs in this area of the city.



## CITY OF WAUKESHA, WISCONSIN

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PERMIT NUMBER

BL-16-2152

# PERMANENT SIGN PERMIT APPLICATION

ONE APPLICATION PER SIGN

SITE ADDRESS: 2402 E. Moreland Blvd.Total Number of signs applying for today: 1 Value of Sign(s) \$ \$25,000.00FEE: \$40 min. or \$1 per sq. ft. Required in full at time of submittal. **FEE IS NON-REFUNDABLE.**Location of THIS sign: Southwest corner of property

## Office Use Only

☐ PICTURE/Drawing/Site Plan☐ FEE☐ ELECTRICAL PERMIT

Paid: \_\_\_\_\_ Initials: \_\_\_\_\_

Permit copy will be mailed to this address

Business Name: Chase BankSign Contractor: Lemberg ElectricOwner Name: Chase BankAddress: 4085 N. 128th Street

Business Phone: \_\_\_\_\_

City/State/Zip: Brookfield, WI 53005For questions call: ☐ Business ☒ Sign ContractorPhone: 262-364-0052

IF THIS IS AREA IS LEFT EMPTY, PERMIT WILL NOT BE MAILED.

(MANDATORY FIELD; application will be returned if left blank.)

You must submit an electrical permit signed by a licensed electrician with all illuminated sign permit applications.

HAS THIS BEEN DONE? ☒ YES, Permit No. BL - ☐ NO ☐ NOT APPLICABLE

ATTACH A COLOR PHOTO, DRAWING, AND/OR SITE PLAN. Show dimensions to scale, colors, and location of sign.

## CHECK ONE:

☒ New Sign ☐ Existing Sign ☐ Face Change Only

## TYPE OF SIGN (Circle all that apply):

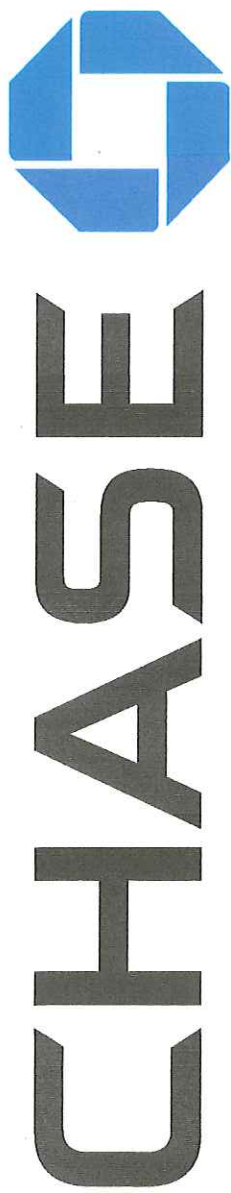
Wall Door Projecting Window Roof Billboard  
Flat Awning Freestanding Yard Double FaceHorizontal Width of Sign 3'-4 3/4" Vertical dimension of Sign 17'-0" TOTAL Square Footage: 58.14 sq. ft.If Sign is detached or projecting, please supply: Total Height 17'-0" Clearance: N/A Setback: 25'-0" +Premise Data: Street Frontage: 250' + Building or Tenant Space Width: 125' + Other Street Frontage: 500' +**PLEASE LIST ALL EXISTING SIGNAGE ON THE BACK OF THIS SHEET. (Attached)**

By my signature, I state and agree, that I have carefully examined the completed application and do hereby certify that all information herein is true and correct, and I further certify that any and all work performed shall be done in accordance with the Ordinances of the City of Waukesha, and the Laws of the State of Wisconsin pertaining to the work described herein

Legal Signature Timothy R. McGrath Print Name Tim McGrath Date 10/07/2016Zoning District: B-6 Gross sign area for premises: 280 Area used by other signs: \_\_\_\_\_☒ Approved Conditions (if any):☐ Must submit electrical permit within 30 days of meeting or permit shall be voided.Sign must be placed in boxed area per attached drawing 20' SETBACK☐ Denied Does not conform to:☐ Height☐ Architecturally compatible☐ Not to face R-district☐ Clearance☐ Area☐ Corner Vision☐ Projection☐ Avoid needless elaboration☐ Consolidation of signs☐ Distracting sign☐ Setback☐ OtherAuthorized Signature: St. C. U. W.Date of Review: 10-17-16

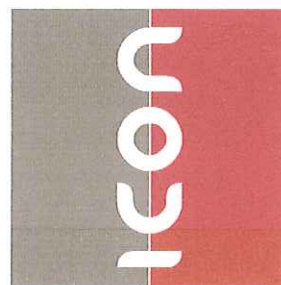
INCOMPLETE APPLICATIONS MAY NOT BE PROCESSED.

Review Board meets the 3<sup>rd</sup> Monday of the month at 8:15 am. DEADLINE IS THE MONDAY BEFORE THE MEETING.



**Loc#: 515854 - East Waukesha**

2402 E. Moreland Blvd.  
Waukesha, WI. 53168



We Brand Your  
Places & Spaces





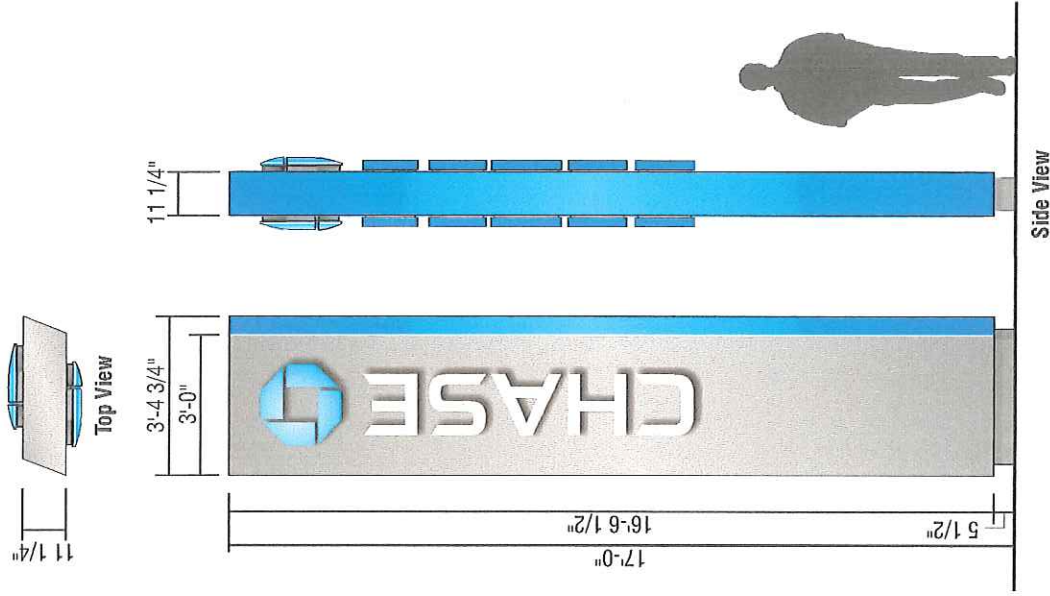




EXISTING



PROPOSED



RE-INSTALL P50-s PYLON SIGN

Drawing prepared by: **SIGN 1** Drawing prepared for:



Location: East Waukesha - 2402 E. Moreland Blvd.  
Waukesha, WI 53188  
File Path: Active\BANKS\Chase Signature\Locations\3742\_515854\_East Waukesha\_WI\_Pylon.cdr

Rev #	Req#	Date	Rev. By	Draw. By	Revision Description	Notes	Rev #	Req#	Date	Rev. By	Draw. By
Original	238927	09/07/16	KY	KP			Rev 1	000000	00/00/00	XXX	XXX
Rev 1	000000	00/00/00	XXX	XXX			Rev 2	000000	00/00/00	XXX	XXX
Rev 2	000000	00/00/00	XXX	XXX			Rev 3	000000	00/00/00	XXX	XXX
Rev 3	000000	00/00/00	XXX	XXX			Rev 4	000000	00/00/00	XXX	XXX
Rev 4	000000	00/00/00	XXX	XXX			Rev 5	000000	00/00/00	XXX	XXX
Rev 5	000000	00/00/00	XXX	XXX			Rev 6	000000	00/00/00	XXX	XXX
Rev 6	000000	00/00/00	XXX	XXX			Rev 7	000000	00/00/00	XXX	XXX
Rev 7	000000	00/00/00	XXX	XXX			Rev 8	000000	00/00/00	XXX	XXX
Rev 8	000000	00/00/00	XXX	XXX			Rev 9	000000	00/00/00	XXX	XXX
Rev 9	000000	00/00/00	XXX	XXX			Rev 10	000000	00/00/00	XXX	XXX
Rev 10	000000	00/00/00	XXX	XXX			Rev 11	000000	00/00/00	XXX	XXX

Active\BANKS\Chase Signature\Locations\3742\_515854\_East Waukesha\_WI\_Pylon.cdr




# Property Assessments

PROPERTY INFORMATION	
PARCEL NUMBER	1127988
PROPERTY ADDRESS	2402 E MORELAND BL
PROPERTY CLASS	Commercial
OWNER INFORMATION	



OWNER NAME	BANC ONE CORP INDUSTRY CON GROUP INC		
OWNER NAME	C/O JP MORGAN CHASE		
OWNER NAME			
MAILING ADDRESS	420 W VAN BUREN		
CITY	CHICAGO		
STATE	IL		
ZIP	60606		
ASSESSMENT INFORMATION			
ASS'D VALUE LAND	\$907800	LAST SALE PRICE	\$0
ASS'D VALUE IMPROVEMENTS	\$260400	SALE TYPE	Land and Building
TOTAL ASS'D VALUE	\$1168200	SALE VALID	Not Valid
AVE. ASSMT. RATIO	0.96	LAST SALE DATE	01/02/1900
PARCEL INFORMATION			
TOTAL ACRES	1.74	ZONING CODE	B-5
EFFECTIVE FRONTAGE	0.00	NEIGHBORHOOD	990
EFFECTIVE DEPTH	0.00	TIF DISTRICT	
LEGAL	PT SW1/4 SEC 30 T7N R20E COM S1/4 COR; N0 34'43 E ON S1/4 LI		

DESCRIPTION	410.78' TO N LI HWY 18; S58 32'40 W 126.21' TO BEG; S58 32'40 W 250' TO E LI KOSSOW RD; N31 27'20 W 352.26'; N58 32'40 E 250'; S31 27'20 E 352.26' TO BEG EXCEPT DOC NO 3991610 & DOC NO 4003962 FOR R-O-W 1.74 AC V1171 DEEDS P417 & 419
VIEW PARCEL IMAGE	
VIEW TAX BILL BALANCE	County Web Site Tax Payment

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