

**CITY OF WAUKESHA****Administration**

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Committee: Plan Commission	Date: 4/28/2021
Item Number: ID#21-2049	Date: 4/28/2021
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: Kwik Trip, 1700 Pewaukee Road, Sign Appeals – Request to install an EMC sign across the street from a residential district.	

Details:

The applicant is requesting a sign variance to allow the installation of an Electronic Message Center (EMC) on a pylon sign at 1700 Pewaukee Road. The property is zoned B-1, Neighborhood Business District. Signs with an EMC are not permitted in the B-1 zone. Kwik Trip was granted a conditional use permit to build a new store at 1700 Pewaukee Road at the May 27, 2020 Plan Commission meeting.

The new pylon sign will be located at the southeast corner of the property, on the corner of Pewaukee Road and Gascoigne Road. The properties to the north are zoned M-3, Limited Business and Industrial Park District. The properties to the east and south are zoned RS-3, Single-Family Residential. The lot is a total of 1.3 acres. Kwik Trip stores rely heavily on the ability to advertise their products and services utilizing the EMC. The proposed EMC will be 7'3" wide and 4'5" tall and will have a 10mm full color screen.

Options & Alternatives:

Financial Remarks: No Financial impact.

Staff Recommendation:

Staff recommends approval for the Sign Appeal for 1700 Pewaukee Road with the following conditions:

- The EMC cannot change less than every two minutes
- The EMC cannot operate between the hours of 10pm and 6 am
- The sign must be 15' from the right-of-way since the pylon sign is over 6' tall, per city code

