

VILLAGE OF ELM GROVE  
BOARD OF APPEALS  
Wednesday, March 13, 2019 \* 5:00 p.m.

Present: Barry Book Chairman, John Finerty, John Allen, and Frank Lorenz. Gordon Giampietro and Joe Puchner by phone. Doug Jacobson excused.  
Village Clerk Mary Stredni, Zoning/Planning Administrator Tom Harrigan, and Village Attorney de la mora.

1. Roll Call

Mary Stredni took the roll.

2. Minutes

Finerty and Lorenz moved and seconded to approve the February 20, 2019 minutes. Motion carried.

3. Consideration, hearing, and action on appeal for variance request – 12970 W Bluemound

Mary Stredni swore in Thomas Harrigan and Rob Kauth of National Sign & Design.

Kauth reviewed the proposed additional sign for Edward Jones to the current directory sign which now has Red Oak Counseling and Attorneys Title & Closing Service at 12970 W Bluemound Rd. He also provided a visual of what could happen in the future if additional tenants wanted signage using the same square footage as proposed.

Harrigan testified that the signage for 12970 W Bluemound Rd – Douglas Plaza – already exceeds the maximum permitted of 194 square feet for that building. The current monument sign is 85 square feet. The logo sign on the building is 84 square feet. There are two ground directory signs which equal 32 square feet. The total is currently 201 square feet; Kauth is requesting an additional 16 square feet, which would place the total signage at 217 square feet. The current signage predates the uniform sign ordinance which requires the text, color, and font to all be similar.

De la mora inquired as to whether Edward Jones has language in the tenant contract to allow/require a sign. Kauth stated he did not know.

Book asked if the current directory sign could be reconfigured to include Edward Jones and make all of the signage in compliance. Stated that not all office buildings on W Bluemound Rd have signs for every tenant in the building.

Allen opined that he did not feel the additional signage would be obtrusive.

Lorenz clarified that the signage is currently over the limit, and Kauth is requesting an additional 16 square feet.

Book stated that he is not finding a hardship if there is not a sign for this tenant. If people want to find a business, they will find the building and a directory inside of the building will lead them to the business they are looking for. This building has the address and name of the building clearly marked in current signage.

Kauth stated that if the Board would just approve this additional signage, then the next time a tenant wanted a sign, the same square footage would be used.

As there was no more testimony, Chairman Book closed the hearing.

4. Convene into closed session  
By roll call vote at 5:22 p.m. the Board convened into closed session pursuant to Wis. Stats. §19.85(1)(a) to deliberate the above referenced quasi-judicial hearing.
5. Reconvene into open session  
The Board reconvened into open session at 5:32 p.m. Chairman Book told the applicant that the Board voted to deny the motion for the variance as no hardship was found.
6. Adjourn  
Allen and Lorenz moved and seconded to adjourn at 5:33 p.m. Motion carried.

Respectfully submitted,

Mary S. Stredni, Village Clerk