

Memo

To: Board of Appeals

From: Thomas Harrigan, Zoning & Planning Administrator/ Asst. to the Village Manager

Date: March 8, 2019

Re: Review of Agenda for Wednesday, March 13th, 2019

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

Rob Kauth of National Sign & Design is applying for a Business Sign variance from §335-48B(1) and §335-48B(4)(e).

§335-48B(1):

“Maximum size of signs. The size of allowable signs shall be determined by the Building Board, based on the intent stated in the introductory paragraph of this subsection and the applicable requirements, if any, of this subsection. In the absence of such applicable requirement, the formula to be used in determining maximum size is either one square foot of sign area per one linear foot of building frontage, or one square foot of sign area per 200 square feet of usable building area, whichever is greater. The Building Board shall calculate the sign area of all signs covered by this chapter, and the total sign area for each business or professional location shall not exceed the figure determined by the Building Board.”

§335-48B(4)(e):

“Businesses which front on Bluemound Road may be allowed up to 1.5 times the sign area normally designated for their category at the discretion of the Building Board.”

Based on the Site Plan for Douglas Plaza, the office building has 101’ and 4” of building frontage facing Bluemound Road (Exhibit A). After reviewing the construction plan set for the office building, there is 25,920 square feet of usable building area.

<i>ALLOWANCES</i>	BASE ZONING	§335-48b(4)(3) 1.5 TIMES
Building Frontage	101’ 4”	152’
Usable Building Area	129’ 6”	194’ 3”

Utilizing the total usable area within the office building will provide the largest amount of allowable square footage for signage on the property.

Existing Signage

Douglas Plaza Business Center currently has several signs existing on the property. On May, 5, 1979, the Village Building Board approved two signs for the property as demonstrated by the enclosed building permits (Exhibit B and C).

Exhibit B: Three Faced Monument sign

- Three signs at 7' 10" x 5' 6" = **128 square feet**
- §335-48B(2) states, *"For signs that are double-faced, or have a sign copy on two faces which are back to back and facing in different directions, each sign face may equal the maximum sign area allowed under this subsection."*
- Since the monument ground sign for Douglas plaza has three faces, only two of the faces are taken into consideration for determining the total sign square footage for the property. Two faces of the monument sign are the same, and serve the Douglas Plaza office building. The third face of the monument sign serves as an address marker for both the Douglas Plaza condominiums and the business center. Therefore, the total square footage to be taken into consideration for the monument sign is 85 square feet. [128 / 3 = 42.5 square feet x **85 square feet**]

Exhibit C: One Sign Mounted to the southern face of the office building

- One sign at 7' x 12' = **84 square feet**

On May 3rd, 1980, the Village Building Board approved a double faced internally illuminated ground sign for re/max realty (Exhibit D).

Exhibit D: Double faced internally illuminated ground sign

- One sign double faced at 2' x 8' = **16 square feet**

Subsequent to approving the Re-Max realty ground sign, an additional 2' x 8' illuminated sign was installed on top of the Re-Max realty sign. The Village has no record of a sign permit being issued for the second 2' x 8' sign. Taking the total square footage of these ground signs into consideration, the total square footage equals **32 square feet**.

Existing Signs	Sign Square Footage
Monument Signs	85 Square Feet
Mounted Wall Sign	84 Square Feet
Ground Signs	32 Square Feet
TOTAL SQUARE FEET	201 Square Feet

If you have any questions prior to the meeting, please do not hesitate to contact me.

At this time, Mr. Kauth is requesting a variance to exceed the maximum allowable sign square footage for Douglas Plaza by an additional 16 square feet, which would bring the total signage square footage for the property to **217 square feet**.

Please see the variance application enclosed. If you have any questions prior to the meeting, please do not hesitate contacting me.