

“CLOSE To The HEART” - SIGN PLAN

To: The Thiensville Plan Commission

Prepared by: Jonathan Censky, Planner

Date: January 7, 2020

General Information

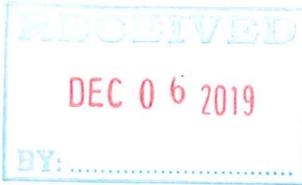
Applicant:	Jessica Featherstone
Status of Applicant:	Business Owner
Requested Action:	Business Identification Sign Approval
Existing Zoning:	B-2- Shopping Center District
Proposed Zoning:	No Change
Location:	217 North Main Street
Land Use Plan Designation:	Business
Existing Land Use:	Shopping Center

Proposal:

The applicant is requesting approval of her façade mounted business identification for her boutique clothing store located within the existing shopping center at 217 Main Street. This store focusses on clothing and material for new mothers. According to her plans, this sign will consist of individual blue backlit letters mounted to the façade over the main entrance to her clothing store. The sign measures 11.8' in length and 1.5' in height for an overall size of 18 square feet which is within the size limits allowed by code. More specifically, **Section 16.17b 4. of the Sign Code states: Multiple tenant buildings located outside the Green Bay and Main Street Historic Districts shall be limited to one wall sign per tenant not to exceed 30 square feet.**

Planner's Comments:

Staff notes that while all other façade mounted signs in this shopping center are of black, dark green or red backlit letters, this sign will be of light blue backlit letters and therefore is somewhat inconsistent with the appearance of the existing signs. However, this tenant space is tucked into the corner at the far south end of the center and is adjacent to the furniture store that has dark blue awnings. Accordingly, Commissioners should discuss whether this sign complements the existing signage or whether a darker shade of blue is warranted. The sign is otherwise code compliant to the size requirements.



Village of Thiensville

SIGN REVIEW APPLICATION - \$150.00 FEE
Please Allow Two (2) Weeks for Sign Review

THIS APPLICATION BEGINS THE REVIEW PROCESS BY OUR PLANNING CONSULTANT JON CENSKY WHO PERFORMS INITIAL REVIEW OF THE SIGN(S). The sign specifications must be submitted at least 2 weeks prior to the Plan Commission and/or the Historic Preservation Commission to Jon Censky via email, 6954jpc@sbcglobal.net or by regular mail.

Mr. Censky will review the sign(s) to see if they meet the Village Sign Code requirements and make a recommendation to the Plan Commission via a written report. At this time **ELEVEN (11) FULL SIZE COPIES OF THE COLORED SIGN GRAPHICS AND ONE SCALE SITE PLAN** are required in addition to submittal of the **SIGN PERMIT APPLICATION** form to the Village Hall, 250 Elm Street, Thiensville, WI one week prior to the meetings. Additional copies may be required upon request from Village staff.

Applicant/Petitioner Name Innovative Signs, Jaime Dieman

Premises Address 217 North Main St

Business Name Close to the Heart Business Phone 262-618-2736

Property Owner Aigner Real Estate LLC Address 8211 N 46th St, Brown Deer, WI 53223

Property Owner Phone _____ E-mail _____

Contractor Innovative Signs Address 21795 Doral Road, Ste BWaukesha, WI 53186 E-mail jaime@innovative-signs.com

Contractor Phone 262-432-1330 Contractor Fax 262-432-1331

Estimated Project Cost: \$ 4,300

Sign(s) requested: (check all that apply) Wall Monument Projecting

Marquee, Awning or Canopy Sandwich Board On-site Directional Signs

Colored plans must include a scaled sketch of the proposed sign labeling dimensions and area, lettering (including height), colors, types of materials, method of illumination, height and dimensions of the pole or mounting bracket, and date of preparation. A summary of all existing signs that will remain on the site (including dimensions) is also required. Color and material samples must be provided for sign review.

Wall sign, Marquee, Canopy or Awning sign proposals must specify building elevation or a photograph of the façade on which will be located, including a dimensioned shape showing where the sign will be placed and what size it will be.

Ground Mounted Signs and On-site Directional sign proposals require submittal of a scaled, dimensioned site plan, plot plan, or survey showing the proposed sign location in relation to driveways, parking areas, sidewalks, property lines, streets, and other signs on and within 20 feet of the property.

Projecting sign proposals must specify the distance from the street curb, distance sign projects from building, the clearance from the measured grade level to the bottom of the sign, that there are no more than two faces for the projecting sign and must show that the sign, including both faces, is perpendicular to the building.

Sandwich Board Signs require submittal of a scaled, dimensioned colored graphic of the proposed sign and proposed placement of sandwich board sign

If necessary, additional fees will be billed at an hourly rate for consulting, legal and engineering review. After approval from the Village Plan Commission, a sign permit is required from the Village Inspection Department.

Signature of Applicant Jaime Dieman Date 12/3/19
 Signature of Owner Dave / Kim, as agent for Owner Date 12/3/19

**VILLAGE OF THIENSVILLE
 SIGN REVIEW FEE SCHEDULE - CONSULTANT**

Sign Review Includes	Application Fee	Revision Fee	Receipt #
Sign Plan Package for Entire Site, including all wall, ground, canopy, and directional signs	\$150.00*	\$100.00*	
Individual Wall Sign, projecting sign, ground sign, canopy sign or directional signs	\$150.00*	\$100.00*	
Permanent Window Signage or Individual Tenant Sign on an existing Master Tenant Sign	\$150.00*	\$100.00*	
All others including temporary signs	\$150.00*	\$100.00*	

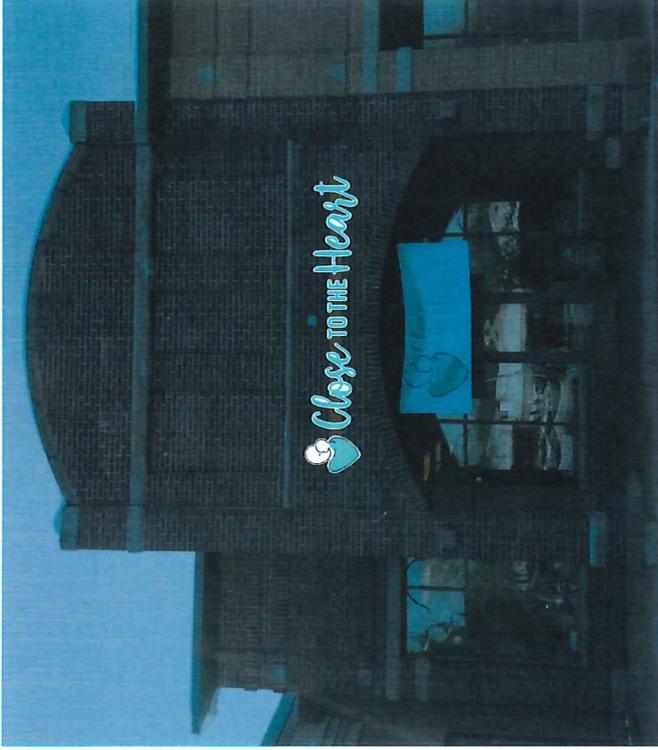
*Plus any additional costs of the planning consultant's review at the rate of \$50/hr.

If needed, additional review time for planning, engineering and legal services will be billed back to the applicant and no permits or approvals will be given until all invoices are paid.

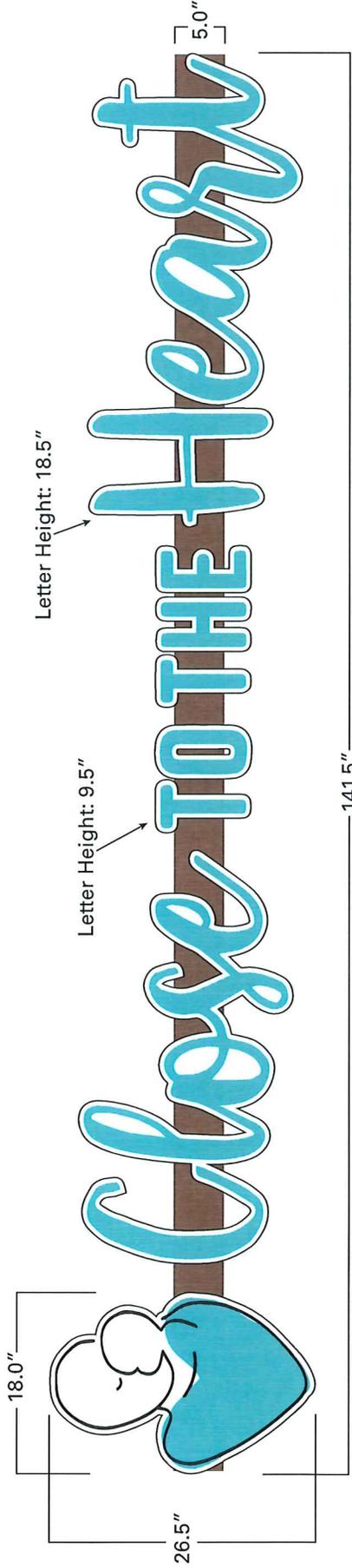
Revised 9/2012



Day



Night



www.Innovative-Signs.com

Client
Close to the Heart
Mequon
EST/INV #
EST - 4209

Size
See Above
Quantity
■ 1 □ 2 □ 3 □ 4 □ 5 □ 88

Materials & Specs
Face Lit Channel Letters
- 7328 White Acrylic Face
- Oracal 8800 - 682 Ocean Green
Translucent Vinyl on Faces
- Black Trim Cap & Return
- Raceway Mounted
- Raceway Color:
SW 9099 Saddle Up

Colors
■ Oracal 8800 - 682 Ocean Green
□ 7328 White Acrylic
■ Block Out Black Vinyl
On Logo
■ SW 9099 Saddle Up

Revisions
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Representative
Chad S.
Designer
Brian Harrigan
Date: 11/13/2019