

FIFTH AND MAIN – WAIVER AND SIGN PLAN

To: Thiensville Plan Commission

Prepared by: Jon Censky, Village Planner

Date: June 10, 2020

Item # III.E.

General Information:

Applicant:

Mikelle Flanner

Status of Applicant:

Business Owner

Requested Action:

Sign Code Waiver and Plan approval

Existing Zoning:

B-1- Central Business District

Proposed Zoning:

No Change

Location:

174 South Main Street

Land Use Plan Designation:

Business

Existing Land Use:

Business

Proposal:

The applicant has submitted a concise and comprehensive summary of their ongoing business and operational plan indicating how their business has been affected by the Corona Virus and how they plan on going forward. Considering that, they are here requesting approval of their revised business identification signage for their site at 174 South Main Street.

The applicant is proposing one projecting sign over her Main Street entrance and two wall mounted signs. The projecting sign measure 70" X 14" for 6.81 square feet in size and because it extends over the front sidewalk **Section 16.17D.1.** required that: ***The owner must file with the Village Clerk a current certificate of insurance before he/she shall be permitted to install a projecting sign over a public right-of-way, and must maintain a certificate of insurance that complies with the terms of this ordinance at all times while the sign is displayed.*** **Section 16.17D.2** requires that the certificate ***must have commercial general liability aggregate of a minimum of \$1,000,000.00 and must name the Village of Thiensville as an additional insured party.***

The two wall mounted signs measure 16.98 square feet and 24 square feet in size and because they are proposed for the side of the building, they are not code compliant as the code permits wall mounted signs on the front elevation only. Therefore, the applicant must seek a waiver for these two signs. Commissioners are reminded that you do have the authority to grant such a waiver under **Section 16.24 Variances** which states: **The Plan Commission may, in its judgement, waive or modify the provisions of this chapter where it would further the public interest.**

Staff Comments:

If Commissioners grant the waiver to allow the two wall mounted signs, determination of the signage size is your discretion. Otherwise staff has no objection subject to the following:

- Filing with the Village Clerk a current certificate of insurance as required under Section 16.17D. 1 and 2 of the sign code.
- The applicant securing a sign permit prior to installation.