

MSP REAL ESTATE, INC. SIGN VARIANCE EXTENSION

To: Thiensville Planning Commission

Prepared by: Jonathan Censky, Planner

Date: July 7, 2020

General Information

Applicant:	Mark Hammond, MSP Real Estate
Status of Applicant:	Represents Property Owner
Requested Action:	Sign Code Waiver Extension
Zoning	B-3 Office/Professional Business District
Proposed Zoning:	No Change
Location:	200 Green Bay Road
Land Use Plan Designation:	Business
Existing Land Use:	Vacant Bank Building

Proposal:

Commissioners are reminded that a waiver to the Sign Code was originally granted for a For Sale sign that exceeds the size allowed by code back on April 12, 2016 meeting. This waiver was extended several times since then with the last extension being granted in July 2019. Since this property continues to be for sale or for lease, the applicant is back seeking another extension.

Specifically, the "For Sale" measures 4' X 8' for a total size of 32 square feet per side. **Section 16.11 Exempt Signs**, however, indicates a maximum limit of 15 square feet per sign side. Accordingly, while these types of sign are otherwise permitted in any zoning district without a permit, Village Staff cannot approve this request without another extension.

Planner Recommendation:

Since there has been no change to the area or to the Sign Code that would suggest the variance is now inappropriate, I recommend another extension to July 2021 but with the condition the applicant work with Director Andy LaFond to provide better yard maintenance or staff reserves the right to bring this approval back to the Commission for reconsideration.