

FISHER FAMILY CHIROPRACTIC SIGN CODE WAIVER/PLAN APPROVAL

To: Thiensville Plan Commission

Prepared by: Jon Censky, Village Planner

Agenda Item: **III.B.**

Date: October 13, 2020

General Information

Applicant:

Eric Rohs - Sign Effectz, Inc.

Status of Applicant:

Sign design firm

Location:

136 North Main Street

Requested Action:

Wall sign approval

Existing Zoning:

B-1 Central Business District

Report:

The applicant is requesting approval to install two wall signs on the Thiensville Health Alliance building at 136 North Main Street, one on the second-floor west elevation and the other on the second-floor south elevation. These signs will be face-lit channel letters with dark letters on a white acrylic background where at night the view will be of dark blue illuminated letters. The signs measure 26 square feet in size.

According to **Sections 16.17 b 4.** of the Sign Code, **Multiple Tenant Building, signage shall be in accordance with the regulations in Section 16.16 – Design Guidelines, Multiple tenants shall be limited to one wall sign not exceeding 30 square feet.**

Staff Comments:

Since the applicant is proposing two wall signs a waiver must be approved for his plan to be approved or Commissioners should limit the signage to one wall sign. While the Welltopia pharmacy has two signs one is a projecting sign and the other is a wall sign.



Village of Thiensville

Plan Commission Application

Property Address: 136 N. Main Street, Thiensville WI 53092

12-050-03-10-001

Tax Key #

B-4

Current Zoning

Property Owner

Indaba LLC

Name

136 N Main St., Thiensville, WI 53092

Address

Phone

Email address

Applicant Same as owner

Eric Rohs - Sign Effectz, Inc.

Name

1827 W Glendale Ave., Milwaukee, WI 53209

Address

262-220-9220

Phone

ericr@signeffectz.com

Email address

Project description

Please describe your project in detail. Include details about height and dimensions, color, materials used and setbacks from the street and property lines. Provide any information that you believe will assist staff in reviewing and approving your request.

We are proposing to install (2) Two wall signs for Fisher Family Chiropractic on the West and South elevations of building. Both wall signs are raceway mounted Channel Letters which read; "FISHER FAMILY CHIROPRACTIC" with/Spine logo. The over all dimension of each sign is 3'-0" High x 9'-10" Wide. The letters are a White Aluminum return with White Acrylic faces with Translucent Blue vinyl applied to the faces. The faces are finished with a Black Vinyl Trim Cap. Both signs are internally Illuminated. The signs will be installed above the Second story windows on both the West and the South elevations, with an over all height of 26' to the top of the signs.

Eric Rohs

Applicant's Signature

10/01/20

Date

A complete application along with the appropriate fees shall be submitted by the deadline stated on the meeting schedule to the Village Clerk In order for an application to be considered complete, the application shall include the required number of site plans/maps, and all of the necessary supporting information as indicated on the Project Review Checklist. The applicant is responsible to pay planner charges after a first half hour of planner time. Owner, architect, builder or owner's representative must attend the Plan Commission meeting for action to be taken. Work cannot begin until Plan Commission approval and paid and approved building permit.

Planner Fee Schedule: The Village provides the first half hour of the Village Planner's services. Any additional plan review time is billed at \$50.00/hr

Application Checklist: *Two Paper Copies and an electronic copy with files in PDF format (plan size 11X17) must be submitted for all applicable items below for planner review and the Plan Commission packet.*

Submit scaled site plan with proposed location and setbacks with accurate dimensions indicating the property size, its relationship to surrounding properties, existing topography, key natural features and show the location of all existing and proposed:

A. Structures, showing all entrances	K. Dumpster location and screening
B. Driveways & street access	L. Location, color, message, dimensions and materials of all signs
C. Parking areas	M. Location, size and character of dedicated or private open space
D. Walkways	N. Location of sanitary sewer, storm sewer, water mains and services and storm water detention facilities
E. Existing landscaping	O. Floor plan of building or addition
F. Abutting public and private streets	
G. Public easements	
H. Surrounding land uses and zoning	
I. Retaining walls	
J. Decorative accessories	

- Storm water management plan.
- Completed building permit application (including two full size plan sets with state stamp for commercial and multi-family).
- Grading plan showing existing and finished grades.
- Professionally prepared landscape plan.
- Lighting plan; photometric plan, type of fixtures, wattage and location and height of lighting structures.
- Topographic data or pertinent grade elevations, if necessary, for proper remodeling of existing buildings showing finished exterior treatment.
- Colored elevations of proposed buildings, structures and fencing, or of proposed remodeling of existing buildings, showing finished exterior treatment and a listing of building materials.

Is property in Thiensville's Historic District? Yes No

If yes, you must apply for a Certificate of Appropriateness with the Historic Preservation Commission. Complete the COA application. Attendance at HPC meeting is required

***All Commercial and Multi-Family projects including any change of occupancy, change of use, or construction/alteration must be submitted to the Thiensville Fire Department for review, approval, and inspections.**

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VILLAGE STAFF REVIEW

Application Complete. Items needed: _____

Submitted to Village Planner on _____ Planner Staff Report Completed on _____

Plan Commission Meeting Date _____

Historic Preservation Approval (if needed) on _____

ADDITIONAL REMARKS/CONDITIONS:

Village Staff

Title

Date

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 Eric Rohs - Sign Effectz, Inc.

Premises Address 136 N. Main Street

Business Name Fisher Family Chiropractic Business Phone 262-229-5527

Property Owner Indaba LLC Address 136 N Mains St., Thiensville, WI 53092

Property Owner Phone _____ E-mail _____

Contractor Sign Effectz, Inc. - Eric Rohs Address 1827 W Glendale Ave., Milwaukee, WI 53209 E-mail ericr@signeffectz.com

Contractor Phone 262-220-9220 Contractor Fax _____

Estimated Project Cost: \$ 3,000.00

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 Eric Rohs Eric Rohs Date October 1, 2020

Signature of Owner * Requesting a letter of approval from the Property Owner. Date _____

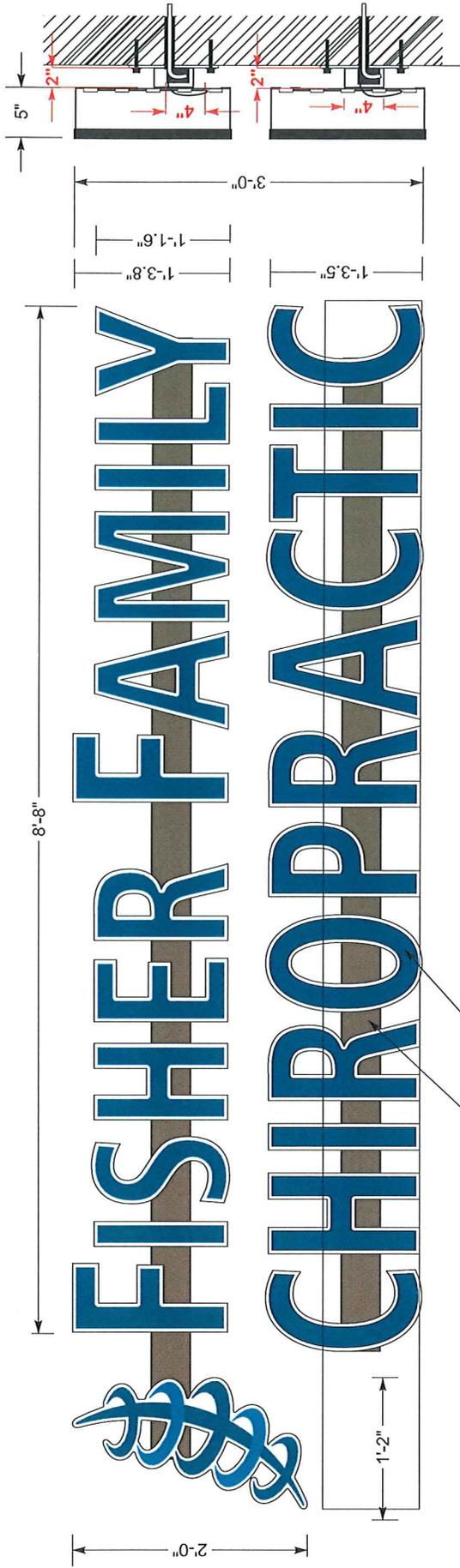
VILLAGE OF THIENSVILLE
SIGN REVIEW FEE SCHEDULE - CONSULTANT

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

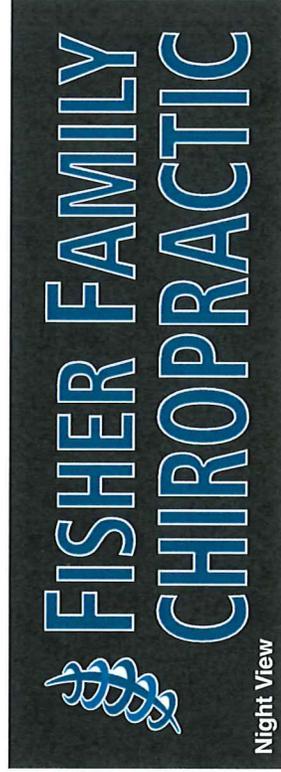


Qty: (2) Sets Req'd

- SW 6152 Superior Bronze Paint (to match building)
- 3M Bright Blue 3630-167 Translucent Vinyl
- 3M 3630-127 Intense Blue Translucent Vinyl
- 1" Thk Black Trimcap
- #7328 1/8" Thk White Acrylic Faces w/ 1st Surface Vinyl
- .063" Thk, 5" Deep Pre-Finished White Aluminum Returns w/ .063" Thk Pre-Finished White Aluminum Backers

Fabricate and Install (2) Sets of Standard Face-Lit Channel Letters to be Installed on 2nd Floor of Building. (1) on S. Elevation (1) on N. Elevation Letters to Have White Returns, 1" Thk Black Trim Cap #7328 1/8" Thk White Acrylic w/ 1st Surface Translucent Vinyl Overlay (inset). Internally Illuminated w/ White LEDs. *Raceways can only be 4" h x 2" d.*

120 V Primary Electrical Connection to Existing Power by Others



Sq. Footage Total:
 Logo = 3.5 Sq. Ft.
 Letters = 26 Sq. Ft.

SignEffectz, Inc
 SIGN / LIGHTING
www.signseffectz.com

CUSTOMER: Fisher Family Chiropractic
 136 N Main St.
 Theinsville WI

Signature: _____ Date: _____

REVISIONS:

Rev	By	Date
Rev A		
Rev B		
Rev C		
Rev D		
Rev E		
Rev F		

DRAWING:

Order #: _____
Date: 08/26/20
Sales: DLN
Drawn by: DLN
Scale: 3/8"=1"



West Elevation



South Elevation



Remove existing signs in Mequon and install on building in Theinsville.
 Paint raceways to match new building.

CUSTOMER: Fisher Family Chiropractic
 136 N Main St.
 Theinsville WI

Signature: _____ Date: _____

DISCLAIMER:
 This is an original design created by Sign Effectz. The United States Code. You agree not to copy, photograph, modify or share directly or indirectly any of the foregoing held by you with any other party, nor will you permit any third party to use the foregoing without the written consent of Sign Effectz.

REVISIONS:

Rev A	By _____	Date _____
Rev B	By _____	Date _____
Rev C	By _____	Date _____
Rev D	By _____	Date _____
Rev E	By _____	Date _____
Rev F	By _____	Date _____

DRAWING:

Order #: _____
 Date: 09/04/20
 Sales: DLN Drawn by: DLN
 Scale: 3/4"=1"