

COUSIN'S SUBS SIGN CODE WAIVER/PLAN APPROVAL

To: Thiensville Plan Commission

Prepared by: Jon Censky, Village Planner

Agenda Item: **III.C.**

Date: October 13, 2020

General Information

Applicant:	Josh Brown
Status of Applicant:	Sign design firm
Location:	253 North Main Street
Requested Action:	Sign face replacement
Existing Zoning:	B-2 Shopping Center District

Report:

The applicant is requesting sign code waiver to relace the face of the existing free-standing pole sign with one of white letters on a red background to reflect the new Cousin's Corporate design. A review of the file indicates that the applicant received approval of a similar request in 2012 to reflect the new corporate design back then.

Staff notes that this sign is nonconforming as it exceeds the height and size limit of the code. More specifically, the code establishes a height limit of 15' and a size limit of 40 square feet whereas this sign stands 18 feet high and is 53 square feet in size.

According to the Sign Code, **Existing signs which become nonconforming upon the adoption of the Sign Code shall not be reconstructed, remodeled, relocated or changed in size unless such action will make the sign conforming in all respects with the code.** Section 16.24 of the code provides the applicant the right to request a waiver as it 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:

Staff notes that because this Commission was in the process of amending the Sign Code back in 2012 when the applicant's original sign face replacement was proposed, which ultimately did not affect the height and size limits of free-standing signs, you elected to approve a waiver. Since the code was amended which did not affect the height and size limits of free-standing signs, Staff recommends denial and the applicant come back with a plan that is code compliant.



SIGN REVIEW APPLICATION -
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 to the Village Hall at least 2 weeks prior to the Plan Commission and/or the Historic Preservation Commission meeting for review by Jon Censky. If in the Historic District, you must attend a Historic Preservation Commission meeting prior to Plan Commission.

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 **SEVEN (7) 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 two weeks prior to the meetings. Additional copies may be required upon request from Village staff.

Applicant/Petitioner Name Josh Brown - Sign Effectz, Inc.
Premises Address 253 N Main St, Thiensville, WI 53092
Business Name Cousins Subs Business Phone 262.242.9198
Property Owner 2MGA Enterprises - Anna Balalinsky Address 420 N MADERO DR, THIENSVILLE, WI 53092
Property Owner Phone 262-389-4906 E-mail anna@milasbakery.com
Contractor Sign Effectz Address 1827 W Glendale Ave, Glendale, WI 53209 E-mail joshb@signeffectz.com
Contractor Phone 414.651.2335 Contractor Fax 414.264.5564
Estimated Project Cost: \$ 2,000

Sign(s) requested: (check all that apply) Wall Reface 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 it will be located, including a dimensioned shape showing where the sign will be placed and what size it will be.

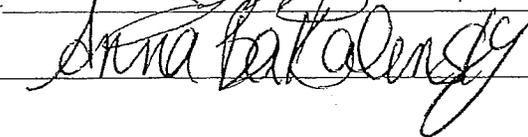
Ground Mounted Signs and On-Site Directional Sign proposals require submittal of a scaled, dimensioned site plan, plot plan, or survey showing the proposed sign location in relation to driveways, parking areas, sidewalks, property lines, streets, and other signs on and within 20 feet of the property.

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  Date 9-16-20
 Signature of Owner  Date 9-16-20

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/hour.

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.

SAFEbuilt.	UNIFORM SIGN PERMIT APPLICATION			PERMIT NO. _____
ISSUING MUNICIPALITY		<input type="checkbox"/> TOWN <input checked="" type="checkbox"/> VILLAGE <input type="checkbox"/> CITY OF <u>Thiensville</u>	PROJECT LOCATION (BUILDING ADDRESS) <u>253 N Main St, Thiensville, WI 53092</u>	TAX KEY # _____
		PROJECT DESCRIPTION <u>Reface Pylon</u>		<input type="checkbox"/> COMMERCIAL <input type="checkbox"/> RESIDENTIAL
Owner's Name <u>Nick Gierach</u>		Mailing Address <u>253 N Main St, Thiensville, WI 53092</u>		Telephone - Include Area Code <u>262-853-3941</u>
Contractor's Name <u>Josh Brown - Sign Effectz</u>		Mailing Address <u>1827 W Glendale Ave, Glendale, WI 53209</u>		Telephone - Include Area Code <u>414.651.2335</u>
SITE				
Lot: Average Width _____ Average Depth _____		Subdivision Name _____		Lot No. _____ Block No. _____
Zoning District <u>B2</u>	Total Area _____	Setbacks N.S.E.W.	Front _____ Ft. Rear _____ Ft.	Left _____ Ft. Right _____ Ft.
1. PROJECT		3. TYPE		4. USE
<input type="checkbox"/> New <input checked="" type="checkbox"/> Repair <input type="checkbox"/> New <input type="checkbox"/> Raze <input type="checkbox"/> New <input type="checkbox"/> Move <input type="checkbox"/> Other _____		<input type="checkbox"/> Residential <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Other _____		<input type="checkbox"/> Seasonal <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Other _____
				7. SIGN TYPE
				<input type="checkbox"/> Wall <input type="checkbox"/> Ground <input type="checkbox"/> Projecting <input type="checkbox"/> Roof <input checked="" type="checkbox"/> Pole <input type="checkbox"/> Other
10. PRESENT USE OR OCCUPANCY				
<u>Cousins Subs</u>				
2. AREA - SIGN FACE		5. HEIGHT		8. ILLUMINATED
1st Side <u>53.33</u> Sq. Ft.		<u>18'</u>		<input checked="" type="checkbox"/> Internally <input type="checkbox"/> Externally
2nd Side <u>53.33</u> Sq. Ft.				9. ESTIMATED COST
Other _____ Sq. Ft.				TOTAL \$ <u>\$2,000</u>
TOTAL _____ Sq. Ft.		6. SHORELAND/FLOODLAND		
		Shore setback _____ feet from sign to ordinary high water mark.		
		Floodplain setback _____ feet from sign to 100 year floodplain.		
TYPE OF MATERIAL			EXISTING SIGN	
<input type="checkbox"/> Wood <input type="checkbox"/> Metal <input type="checkbox"/> Other _____ <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Canvas _____			Sign 1 Size: Width <u>120"</u> Height <u>64"</u> Setback _____ Offset _____ Sign 2 Size: Width _____ Height _____ Setback _____ Offset _____	
PLAT OF SURVEY INCLUDING THE FOLLOWING INFORMATION:				
1) Location and dimensions of Lot. 2) Location and dimensions of all existing and proposed buildings on the Lot. 3) Location, centerline and grade of all abutting streets. 4) Floor elevation of proposed new buildings. 5) High water line of any water body which Lot abuts. 6) Location of any existing or proposed wells, septic systems, public sewer or water mains on the Lot. 7) Location of any proposal and existing signs.				
The applicant agrees to comply with the Municipal Ordinances and with the conditions of this permit; understands that the issuance of the permit created no legal liability, express or implied, of the Department, Municipality, Agency or Inspector; and certifies that all the above information is accurate.				
SIGNATURE OF APPLICANT _____ DATE _____				
CONDITIONS OF APPROVAL This permit is issued pursuant to the following conditions. Failure to comply may result in suspension or revocation of this permit or other penalty.				

FEES:		PERMIT(S) REQUIRED		PERMIT EXPIRATION:
Plan Review Fee _____	<input type="checkbox"/> Construction _____	<input type="checkbox"/> HVAC _____ <input type="checkbox"/> Electrical _____ <input type="checkbox"/> Plumbing _____ <input type="checkbox"/> Other _____		Permit expires two years from day issued unless otherwise noted below: _____
Inspection Fee _____	<input type="checkbox"/> Other _____			
Administration Fee _____				
Other _____				
Total _____		PERMIT ISSUED BY MUNICIPAL AGENT:		
		Name _____		
		Date _____		
		Certification No. _____		



Village of Thiensville

Plan Commission Application

Property Address: 253 N Main St, Thiensville WI 53092

12-050-06-01-000

Tax Key #

Property Owner

2MGA Enterprises

Name

420 N MADERO DRTHIENSVILLE, WI 53092

Address

262-389-4906

Phone

anna@milasbakery.com

Email address

B2

Current Zoning

Applicant Same as owner

Josh Brown - Sign Effectz

Name

1827 W Glendale Ave, Milwaukee, 53209

Address

414.651.2335

Phone

joshb@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.

Refacing the existing "Cousins Subs" pylon signage. Approx 64" tall x 120" wide. Due to the circumstances COVID has left a lot of local businesses, a full monument replacement isn't achievable at this time. This local franchise owner is trying to make all efforts invest in improvements as able leading us to the face replacement.

Applicant's Signature

09/16/20

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. Anny 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:

<ul style="list-style-type: none"> A. Structures, showing all entrances B. Driveways & street access C. Parking areas D. Walkways E. Existing landscaping F. Abutting public and private streets G. Public easements H. Surrounding land uses and zoning I. Retaining walls J. Decorative accessories 	<ul style="list-style-type: none"> K. Dumpster location and screening L. Location, color, message, dimensions and materials of all signs M. Location, size and character of dedicated or private open space N. Location of sanitary sewer, storm sewer, water mains and services and storm water detention facilities O. Floor plan of building or addition
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- 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

SignEffectz, Inc.
SIGN & LIGHTING

1827 W. Glendale Ave. Milwaukee, WI 53209
414.244.5664
414.242.5664
www.signeffectz.com

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**Legacy Cousins
Thiensville**

Fab & Install:
Pylon refacing, 2 new polycarbonate
faces w/first surface applied vinyl

Project Address
Cousins
253 N Main Street
Thiensville, WI 53092

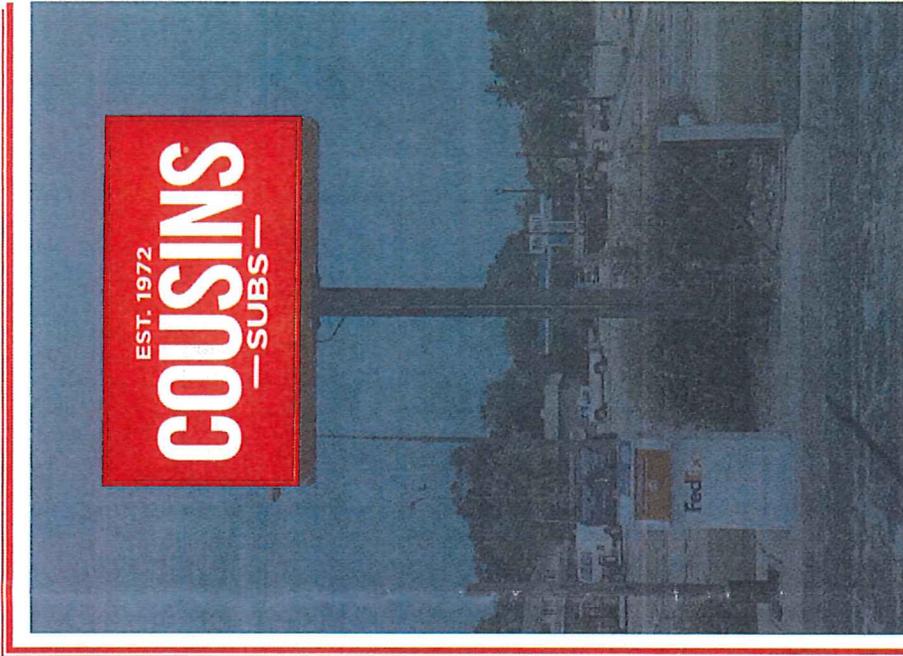
Billing Address
Same

Rev.	Description	Date	Init.
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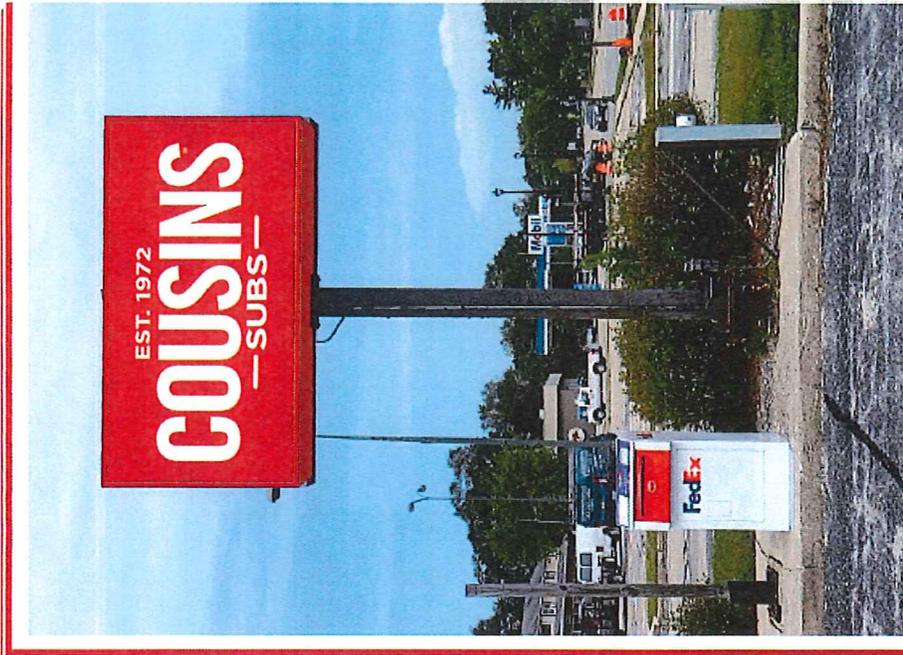
Concept Notes:

PROJECT NUMBER: 29322885
DRAWN BY: JFG | CHECK BY: X | MEIR, JCB
DATE: 09/14/20 | SCALE: XX" = 1'-0"
SIZE: B X | CONCEPT NO.: C_01 | SHEET NO.:
CONCEPT RELEASE NO: 01 | VER: 01 | REV: 00
ESTIMATE QUOTE NO: X

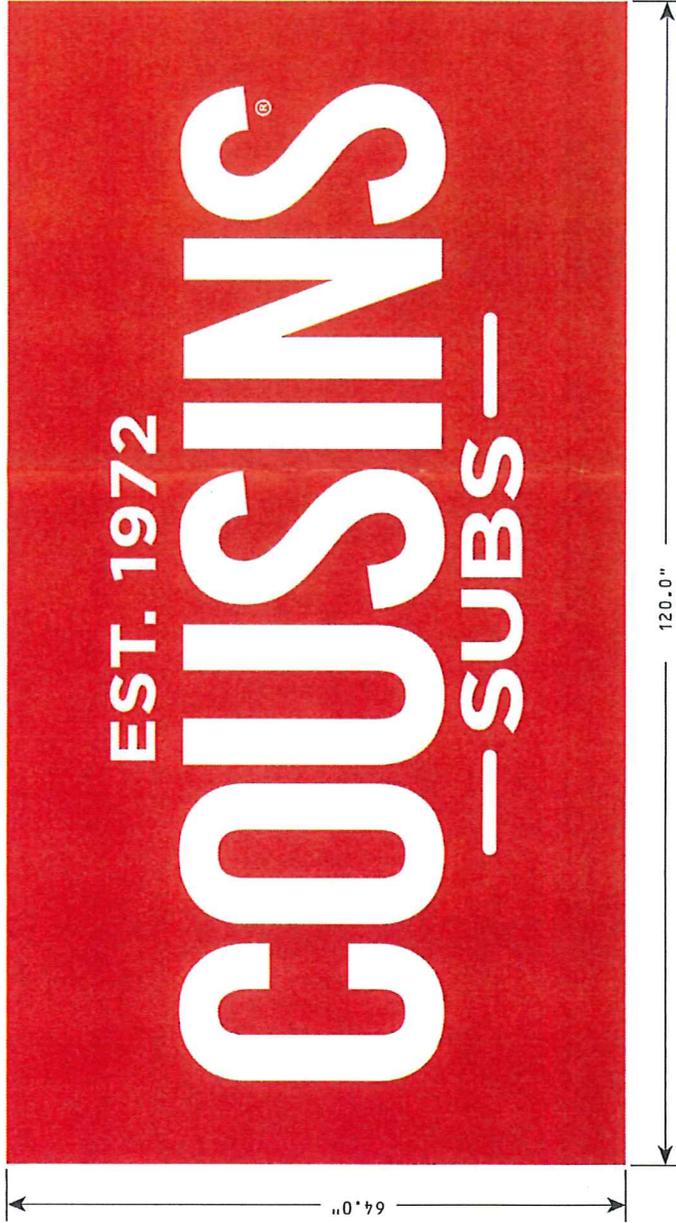
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Pylon Reface, Nighttime



Pylon Reface, Daytime



Pylon Reface x 2: Polycarbonate, First surface vinyl applied, RED 3M # 3730-73L to match PMS 1805
 Logo centered in field

SignEffectz, Inc.
 SIGN & LIGHTING
 1827 W. Gibraltar Ave. Milwaukee, WI 53229
 414-264-5504
 414-264-5564
 www.signeffectz.com

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Legacy Cousins
Thiensville

Fab & Install:
 Pylon refacing, 2 new polycarbonate
 faces w/first surface applied vinyl)

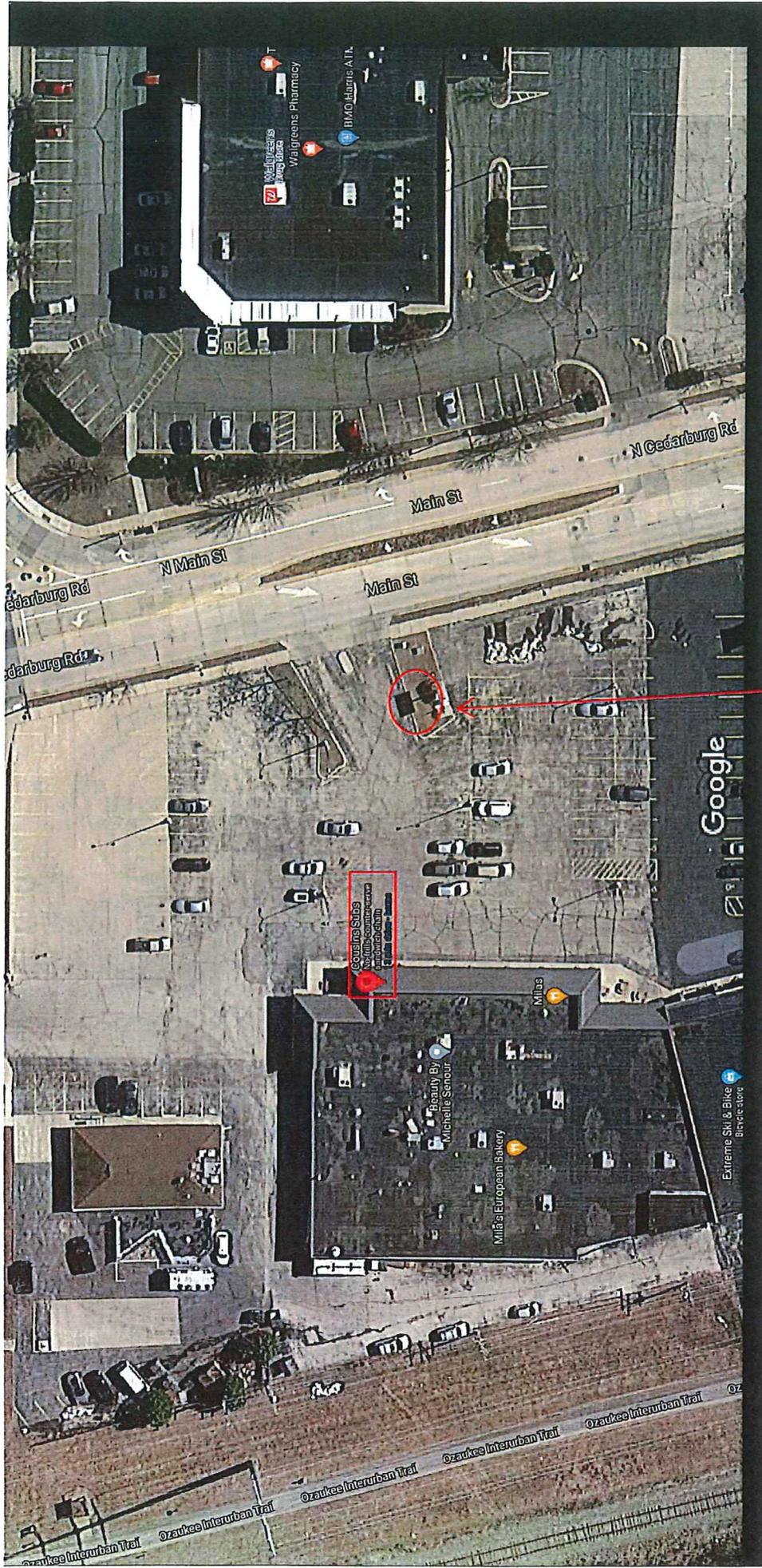
Project Address
 Cousins
 253 N Main Street
 Thiensville, WI 53092

Billing Address
 Same

Rev.	Description	Date	Init
01			
02			
03			
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07			
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09			
10			

Comments

PROJECT NUMBER: 29322885
 DRAWN BY: JFG CHECK BY: X JMR/JCB
 DATE: 09/14/20 SCALE: 1.0" = 1' - 0"
 SIZE: B X CONCEPT NO.: C_02 SHEET NO.:
 CONCEPT RELEASE NO: 01 VER: 01 REV: 00
 ESTIMATE QUOTE NO: X



Map data ©2020, Map data ©2020 20 ft

Pylon Sign