

COUSIN'S SUB SHOP POLE SIGN

To: Thiensville Plan Commission

Prepared by: Jon Censky, Village Planner

Agenda Item: **IV.C.**

Date: July 13, 2021

General Information

Applicant:	John Steward
Status of Applicant:	Owner
Location:	253 N. Main Street
Requested Action:	Pole Sign Approval
Existing Zoning:	B-2 Shopping Center District

Report:

Commissioners may recall that last October you considered the applicant's request for a 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. That request was denied, and the applicant was directed to return with plans that are code compliant in terms of size and sign height. The applicant has now had his plans redesign and he is here requesting approval of his code compliant pole sign.

More specifically, the applicant proposes a 15' tall pole sign that measures 39.6 square feet per side. The sign face will have a red background and white letters to match their façade mounted sign. This sign will replace the existing nonconforming sign that stands 18' high and is 53 square feet in size.

According to the Sign Code, **Freestanding, Pole or Monuments Signs located in Commercial Districts but outside the Historic Preservation Districts shall not exceed a height of 15' and size of 40 square feet per side.** Furthermore, **internally lit signs shall be constructed with an opaque surface to allow the light to project only through the lettering or logo.**

Staff Comments:

Staff's review indicates full compliance with the Sign Code and therefore approval is recommended.