

**STAFF REPORT
GREENFIELD PLAN COMMISSION
TUESDAY, AUGUST 14, 2018
6:30 PM**

ROOM 100 – CITY HALL – 7325 W. FOREST HOME AVE., GREENFIELD, WI 53220

- 1. Roll Call**
- 2. Approval of the minutes from the July 10, 2018 meeting.**
- 3. Discussion regarding last Common Council meetings.**
- 4. Community Development Manager Report.**
 - a. Former ITT building located at 6300 W. Layton Ave.**
- 5. Certified Survey Map to divide an existing parcel located at 48** S. 35 St., submitted by Scott Chapko, d/b/a Greenfield Parkview Estates, LLC. (Tax Key No. 622-9988-018)**

This item was held by the Plan Commission at its July 10, 2018 meeting. The developers since met with staff to discuss potential alternative layouts and it was determined that alternative layouts would not be financially feasible due to stormwater management requirements. The developers have also agreed to reach out to the School District to inquire about interest in the School District purchasing the resulting eastern outlot.



The owners of the property located on the east side of S. 35 St., south of W. Barnard Ave., in front of Greenfield Middle School, are proposing to divide the existing 4.19-acre parcel into three (3) single-family lots plus an outlot in the rear/east. MMSD has confirmed that

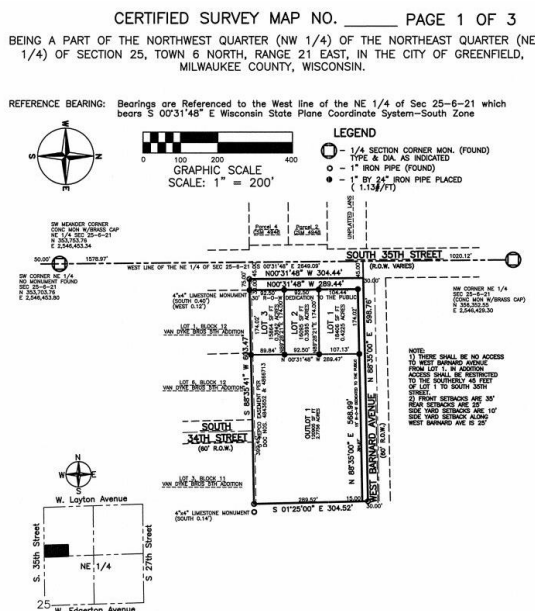
stormwater management will not be required with the proposed layout, making it more financially-feasible for the developer. The property is zoned R-2A Single-Family Residential District and the Comprehensive Land Use Map identifies this parcel as being single family.



Lot 1 will be 0.4225 acres.
 Lot 2 will be 0.3695 acres.
 Lot 3 will be 0.3642 acres.
 Outlot 1 will be 2.7756 acres.

The Engineering Division staff has submitted comments to the surveyor, requesting editing modifications on the proposed CSM, including a 10-foot drainage easement along the

south of Lot 3, which will be edited prior to recording of the CSM. The Engineering Division has commented that sanitary/storm/water laterals will be required to be installed up to the lot lines prior to recording of the CSM. In addition, a grading plan shall be submitted to the Engineering Division for review/approval prior to recording of the CSM, to ensure that future development of the lots will be graded appropriately. Staff recommends that this item be expedited to the August 21, 2018 Common Council meeting. The developer will be required to pay the City's impact fee of \$1,806 per new dwelling unit prior to recording of the CSM.



Recommendation: Recommend Common Council approval of the Certified Survey Map to combine two existing parcels located at 48** S. 35 St., submitted by Scott Chapko, d/b/a Greenfield Parkview Estates, LLC, (Tax Key No. 622-9988-018), subject to Plan Commission and staff comments, and the following conditions:

(Items 1 through 4 are required to be satisfied prior to the recording of the Certified Survey Map.)

1. A revised Certified Survey Map being submitted to the Engineering Division showing a 10-foot drainage easement along the south of Lot 3, in addition to any other comments the Engineering Division may have.
2. A grading plan being submitted to the Engineering Division for review and approval.

3. Installation of sanitary/storm/water laterals, subject to Engineering Division approval.
 4. Payment of the City's impact fee of \$1,806 per new dwelling unit prior to recording of the CSM.
- 6A. **Special Use Permit for Snappers Baseball Club, LLC, a proposed recreational sports club tenant, to be located within Spring Mall at 4260 S. 76 St., submitted by Gregory Erchull, d/b/a Erchull Legal Group. (Tax Key No. 571-8984-008)**
- 6B. **Site Plans for Snappers Baseball Club, LLC, a proposed recreational sports club tenant, to be located within Spring Mall at 4260 S. 76 St., submitted by Gregory Erchull, d/b/a Erchull Legal Group. (Tax Key No. 571-8984-008)**

Items 6A and 6B may be considered together.



Overview and Zoning

Snappers Baseball Club, LLC is a non-profit baseball club that is seeking approval to lease approximately 12,400 sq. ft. of space at Spring Mall for indoor baseball training during the winter and other inclement weather. Snappers Baseball Club was founded in 1995. They are a select baseball club with teams in the age group of 8U – 15U and 28 and over. They have 11 teams in their organization and teams play both league and tournaments. Since Snappers Baseball is a private youth baseball team, they are not open to the general public and hours are by appointment only. Staff suggests a general operational limitation between the hours of 8am and 9pm, seven days/week.

The Spring Mall property is zoned C-4 Regional Business District, which permits Fitness and Recreational Sports Centers as a Special Use. A public hearing is required, which could take place as early as September 18, 2018, with the Plan Commission's recommendation.

Site and Floor Plans

Snappers Baseball is proposing to lease a small portion of a huge 26-acre multi-tenant commercial mall/complex. Staff has had recent discussions with Brixmor, the property owner, regarding a long-term redevelopment plan for the site. Kroeger's lease of the former Pick n' Save space is coming to an end in the very near future. Brixmor has indicated that they'd like to redevelop the entire site, which will take time and careful long-term planning. At this point, staff does not recommend any site or landscaping improvements due to the new tenancy of Snappers Baseball Club.

Brixmor has provided a parking breakdown of the entire site as part of the comprehensive review. All tenant spaces, including TJ Maxx, Meyer's Family Restaurant and Walgreens require a total of 675 off-street parking spaces. Snappers Baseball Club requires 62 of those 675, per code. The entire property has 1,143 provided off-street parking spaces.



Staff recommends that a public hearing be scheduled for this item, as soon as September 18, 2018.

Recommendation: Approve the Special Use Permit and Site Plans for Snappers Baseball Club, LLC, a proposed recreational sports club tenant, to be located within Spring Mall at 4260 S. 76 St., submitted by Gregory Erchull, d/b/a Erchull Legal Group (Tax Key No. 571-8984-008), subject to Plan Commission comments, staff comments, and the following conditions:

1. Common Council approval of the Special Use Permit and the Site Plans for Snappers Baseball Club, LLC, a proposed recreational sports club tenant, to be located within Spring Mall at 4260 S. 76 St., following a public hearing.

- 7A. Special Use Permit for a proposed Verizon Wireless communication antenna, to be located at the YMCA located at 11311 W. Howard Ave., submitted by Keith Nyman, d/b/a Nyman Real Estate & Appraisal. (Tax Key No. 566-9997-001)**
- 7B. Site, Landscaping and Architectural Plans for a proposed Verizon Wireless communication antenna, to be located at the YMCA located at 11311 W. Howard Ave., submitted by Keith Nyman, d/b/a Nyman Real Estate & Appraisal. (Tax Key No. 566-9997-001)**

Items 7A and 7B may be considered together.



Overview and Zoning

As part of Verizon Wireless' new Small Cell initiative to get to 5G, Verizon Wireless is proposing to install a communication antenna in the southwestern portion of the parking lot of the YMCA. The property is zoned "I Institutional District," which permits Commercial Communication Towers as a Special Use. A public hearing will be required.

Site, Landscaping and Architectural Plans

The existing 20' Valmont light pole will be replaced with a 30' Valmont light pole painted to match, adding an antenna at the top of the pole, with associated radios and fiber box below. The existing light fixture will be attached on the new pole at the 20' level. Total above grade level with antenna canister will be 33'-2".

Underground utilities (Power and Fiber) will be brought to the location via directional boring, with power and fiber running into conduits within the new foundation and then inside the pole to the required protrusion to connect to the attached fiber box, radios or antenna atop the pole.

Nyman, d/b/a Nyman Real Estate & Appraisal (Tax Key No. 566-9997-001), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 4 are required to be satisfied prior to the issuance of permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. A Landscaping Plan being submitted to the Community Development Division to show a newly-constructed landscape bed around the base of the proposed communication tower, eliminating three (3) parking spaces, and any landscaping specie/quantity recommendations as provided by the City Forester.
2. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.
3. A letter of credit or other form of security as required under 21.06.0304 of the Municipal Code in the amount of 125% of the estimated cost of landscaping and screening.
4. Common Council approval of the Special Use Permit and Site, Landscaping and Architectural Plans for a proposed Verizon Wireless communication antenna, to be located at the YMCA located at 11311 W. Howard Ave., following a public hearing.

8A. Special Use Review for outdoor seating at Uncle Paulie's Brick Oven Pizzeria, a new restaurant tenant to be located at 4395 S. 76 St., submitted by Frank Orcholski, d/b/a Brick Oven Concepts, LLC. (Tax Key No. 605-9979-002)

8B. Site and Landscaping Plans for outdoor seating at Uncle Paulie's Brick Oven Pizzeria, a new restaurant tenant to be located at 4395 S. 76 St., submitted by Frank Orcholski, d/b/a Brick Oven Concepts, LLC. (Tax Key No. 605-9979-002)

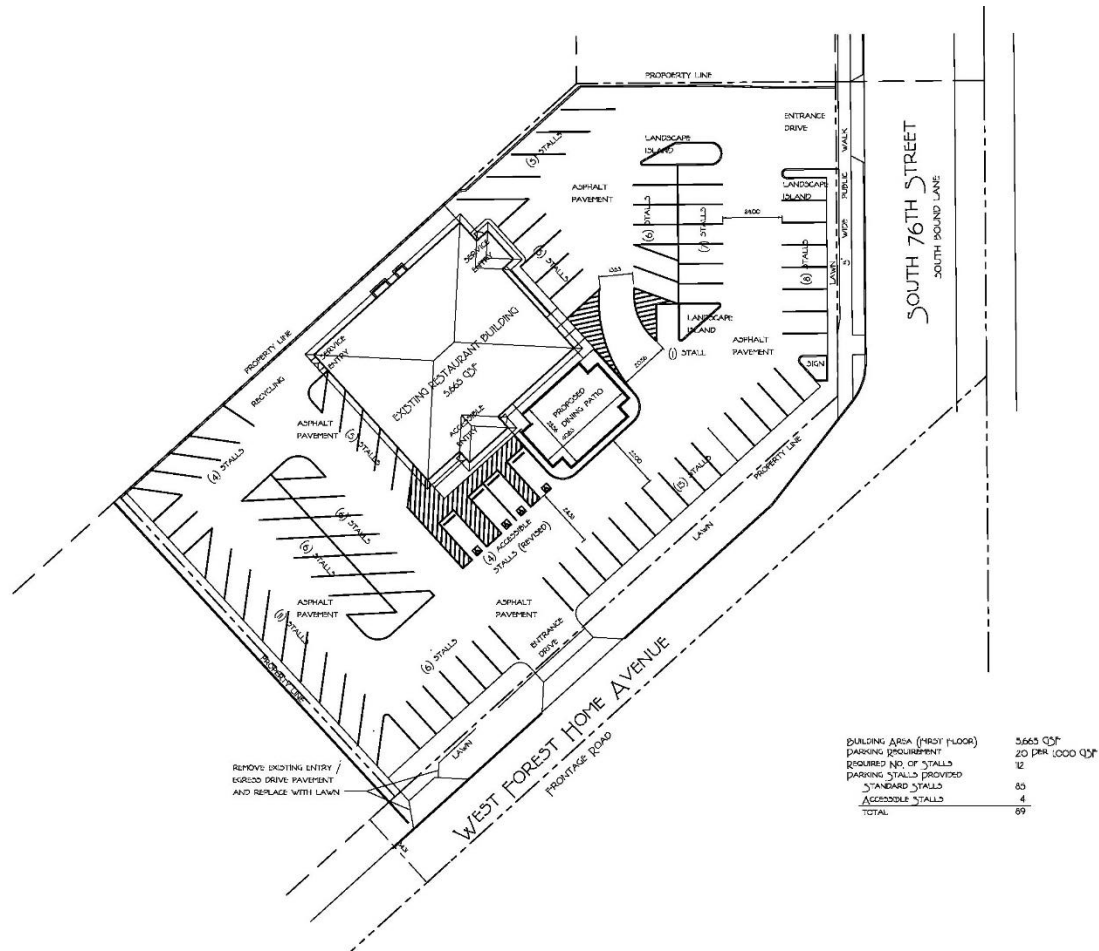
Items 8A and 8B may be considered together.

Overview and Zoning

Uncle Paulie's Brick Oven Pizzeria is now open. The property is zoned C-4 Regional Business District, which permits full-service restaurants as a Special Use. The new restaurant operator is requesting to construct an outdoor dining area on the south side of the building, which is an operational change and requires a Special Use Review.



Patio hours would be the same as restaurant hours: Monday - Thursday: 3pm - 10pm; Friday - Saturday: 3pm - 1:00am; Sunday: 11am - 10pm. Alcohol would be served on the patio.



Site and Landscaping Plan

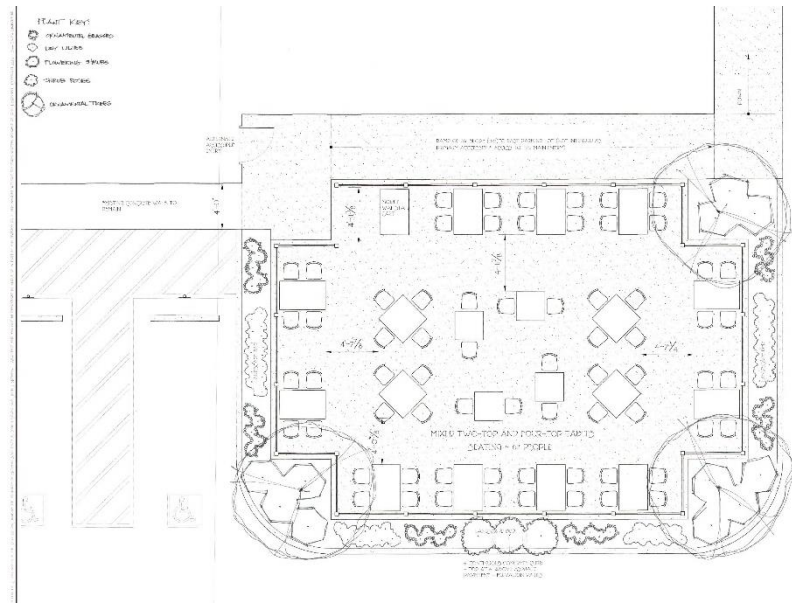
Given that this property went under full site and landscaping review by the Plan Commission in June 2018, staff does not have any comprehensive site improvement recommendations. The 1,047 sq. ft. patio will include a mixture of two-top and four-top tables with seating for a max of 68 individuals.

A decorative aluminum black fence (3' 4" tall) that looks like a wrought iron fence will surround the patio. A 3-foot landscape buffer will also surround the patio, with specie/quantities still being reviewed by the City Forester. Landscaping specie/quantity modifications can be worked out between the applicant and the City Forester.

Parking configurations have changed due to the addition of the patio.

Required parking per code (20 spaces/1,000 gross sq. ft.), 5,665 gross sq. ft. = 112 parking spaces required.

Provided parking spaces: 85 (which includes 4 ADA stalls). An additional ADA stall has been added to the site since June.



Staff recommends that this item be expedited to the August 21, 2018 Common Council meeting.

Recommendation: Recommend Common Council approval of the Special Use Review and the Site and Landscaping Plans for Uncle Paulie's Brick Oven Pizzeria, a new restaurant tenant to be located at 4395 S. 76 St., submitted by Frank Orcholski, d/b/a Brick Oven Concepts, LLC (Tax Key No. 605-9979-002), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 4 are required to be satisfied prior to the issuance of permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site and Landscaping Plans being submitted to the Community Development Division to show the following: (a) final plan details that have been modified since original submittal; and, (b) landscaping specie/quantity modifications, as recommended by the City Forester, if applicable.
2. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.
3. A letter of credit or other form of security as required under 21.06.0304 of the Municipal Code in the amount of 125% of the estimated cost of landscaping and screening.
4. Common Council approval of the Special Use Review and the Site and Landscaping Plans for Uncle Paulie's Brick Oven Pizzeria, a new restaurant tenant to be located at 4395 S. 76 St., to be expedited to the August 21, 2018 Common Council meeting.

- 9A. **Special Use Review for Shawarma House, a new restaurant tenant to be located at 7510 W. Layton Ave., submitted by Moe Saed, d/b/a Shawarma House. (Tax Key No. 604-9966-001)**
- 9B. **Site and Landscaping Plans and Signage Plan Appeal for Shawarma House, a new restaurant tenant to be located at 7510 W. Layton Ave., submitted by Moe Saed, d/b/a Shawarma House. (Tax Key No. 604-9966-001)**

Items 9A and 9B may be considered together.

Overview and Zoning

The applicant, Mr. Saed, is proposing to lease the entire 1,800 sq. ft. existing restaurant located at 7510 W. Layton Ave. (former Route 76 Diner). The leasing terms begin with five (5) years with an option to extend to 2028 and a second option to extend to 2033.

Shawarma House is a family-owned Middle Eastern grill that serves authentic Middle Eastern food that consists of spiced meats, vegetarian, vegan, and healthy food. They offer a variety of sandwiches, plates, sides and salads. The restaurant will offer dine-in, takeout, catering, and delivery. Shawarma House started with one location on the east side of Milwaukee in 2014 and a second location on Bluemound Rd. in Brookfield followed at the end of 2016. Hours of operation will be Monday – Saturday, 11am – 12am and Sunday 11am – 10pm. Mr. Saed estimates they will employ eight to ten people. Their website and menu can be found at: <http://www.milwaukeeshawarmahouse.com/>



Site and Landscaping Plan

Planned improvements to the site include some small evergreen trees along the east property line. Staff is concerned about the ability for any landscaping to survive in that small area,



especially in the winter with plowing and salt. Staff recommends that landscaping be installed in pots along the east property line and that a revised site plan be submitted with modified verbiage to indicate such.

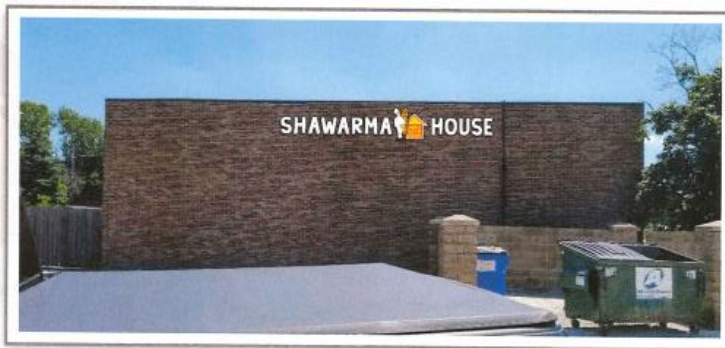
Staff was not able to access the refuse enclosure in the rear of the building and requests that the applicant provide pictures of its condition to determine if it needs to be reconstructed or if it is in good working condition. This will be discussed further at the staff meeting.

The following conditions were noted during a site visit:

- Tall weeds were growing in front of the building. A detailed landscaping plan should be provided for the small area in the front left of the building.
- Wheel stops were pushed into the grass and several were cracked and need to be replaced.
- Pole light fixtures were angled up and need to be adjusted to be parallel with the ground.
- The classic vehicle in the front of the parking lot needs to be removed.

Signage Appeal

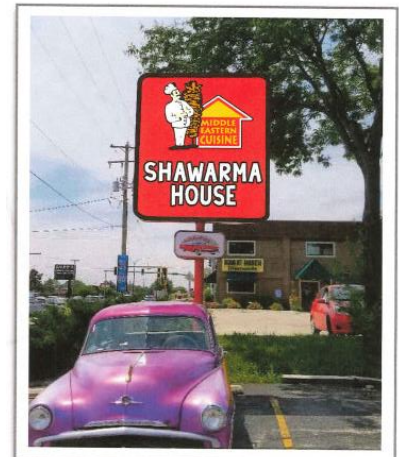
Mr. Saed is seeking a variance from the Plan Commission for additional wall signs on the building and additional signage area for the entire site. The property is allowed 84 sq. ft. of signage, to be divided among one (1) wall sign and one (1) freestanding sign. The proposal includes:



- 31.5 sq. ft. channel-letter wall sign on the south building elevation
 - 31.5 sq. ft. channel-letter wall sign on the west building elevation
 - 64 sq. ft. pylon sign, utilizing the existing pole/sign face
- TOTAL: 127 sq. ft. of signage

The total proposed signage area exceeds the code limit by 43 sq. ft. Staff recommends that two (2) wall signs be allowed, as they are on different building elevations, but that the total signage among the three (3) proposed signs stay within the required 84 sq. ft.

Staff recommends that this item be expedited to the August 21, 2018 Common Council meeting.



Recommendation: Recommend Common Council approval of the Special Use Review and the Site and Landscaping Plans and Signage Plan Appeal for Shawarma House, a new restaurant tenant to be located at 7510 W. Layton Ave., submitted by Moe Saed, d/b/a Shawarma House

(Tax Key No. 604-9966-001), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 3 are required to be satisfied prior to the issuance of an occupancy permit associated with the proposed business reviewed by the Plan Commission.)

1. Revised Site and Landscaping Plan being submitted to the Community Development Division to show the following: (a) detailed landscaping plan for the landscape bed on the south side of the building, and planting pots along the east property line; (b) a new four-sided board-on-board refuse enclosure being constructed with a personal door, if applicable, depending on the condition of the existing refuse enclosure; (c) notation that all damage curb stops will be removed and replaced within one (1) year of Plan Commission approval; (d) notation that all light fixtures will be angled to be parallel with the ground and kept in that position; and, (e) notation that all decorative vehicles will be removed from the site prior to occupancy.
2. Common Council approval of the Special Use Review and the Site and Landscaping Plans for Shawarma House, a new restaurant tenant to be located at 7510 W. Layton Ave. House. (Tax Key No. 604-9966-001)
3. A revised signage plan being submitted to the Community Development Division showing a total proposed signage area of 84 sq. ft.

10A. Special Use Permit for American Indian Council on Alcoholism, a proposed social service business to be located at 6510 W. Layton Ave. Suite 101, submitted by Renee LaFleur, d/b/a American Indian Council on Alcoholism. (Tax Key No. 603-9942-004)

10B. Site and Landscaping Plans for American Indian Council on Alcoholism, a proposed social service business to be located at 6510 W. Layton Ave. Suite 101, submitted by Renee LaFleur, d/b/a American Indian Council on Alcoholism. (Tax Key No. 603-9942-004)

Items 10A and 10B may be considered together.

Overview and Zoning

American Indian Council on Alcoholism (AICA) is proposing to lease approximately 2,130 sq. ft. of tenant space within the existing multi-tenant commercial building at 6510 W. Layton Ave., which is a total of 44,715 sq. ft. in area. The premises includes two (2) offices and open space for meeting areas. AICA has been leasing space in Milwaukee but received a sudden eviction notice due to new ownership, and is seeking approval to move into 6510 W. Layton Ave. A business operation summary has been provided by the applicant, Ms. LaFleur:

AICA, incorporated in 1973, is a non-profit, federally funded substance abuse prevention program for American Indians. It is single source funding through the Indian Health Service.

Although staff members are enrolled members of the Oneida Tribe of Indians of Wisconsin, the program is not officially affiliated with one particular tribe. Federal funding is allocated for the service of American Indians in the Milwaukee area, enrolled in any tribal nation.

The mission of AICA is to reduce the incidence of substance use disorders among the American Indian population in Milwaukee, Wisconsin. Services target prevention, education and supportive activities, within a cultural framework when possible.

The agency integrates a health and wellness approach with services, emphasizing the empowering effect of education and support on personal resiliency and decision making. Activities include: individual and community education sessions on the various effects of substance abuse, individual counseling, assessment, a self-help support group, information and referral, resource tables, consultation, and cultural classes such as beading and Oneida hymn singing (3 part harmony, no drums or other instruments).

Services are provided by appointment only. Drop-ins occur occasionally when other community agency personnel need information, referral or consultation. This agency is not a drop in center, nor will anyone reside overnight. Clients are not permitted to receive services while intoxicated.



There are two state certified substance abuse counselors (CSAC) on staff, with one as the provider of client services. The client caseload is kept in balance with other agency business so there is a low frequency of daily client traffic.

This agency has worked with the Milwaukee Police Department and the DA's office on a project to address opioid use in the community. One of the agency Board members is a Milwaukee Police Officer. This agency is also affiliated with the Wisconsin Alzheimer's Institute Milwaukee Regional Office as part of their community advisory board. Additional community partnerships include the Gerald L. Ignace Indian Health Center, and the Southeastern Oneida Tribal Services. Meeting and collaborating on community health efforts with these partners is another aspect of services and use of the space.

The hours of operation for the American Indian Council on Alcoholism are Monday through Friday 9:00 am to 8:30 pm. Individual clients are not scheduled after 5:00 pm. One evening per week there is a scheduled self-help support group from 7:00 to 8:00 pm. There are usually less than 10 individuals in attendance, and the regular attendees have over 10 years sobriety each. Sometimes the group may run a little past 8:00 pm. Approximately 1-2 Saturdays per month there are the culture classes previously noted, held anywhere between 11:00 am and 7:00 pm.

Any increase in traffic flow or parking due to the operation is likely to be minimal and of short duration, for specific presentations or meetings. With regard to noise level, clients and visitors of the operation will be encouraged to mind the quiet enjoyment of the neighbors and fellow tenants, and their behavior will be monitored by agency staff.

The bus stop in front of this location will offer public transportation options to clients without vehicles or driver's license. The agency has purchased client bus tickets when necessary.

The operation of the American Indian Council on Alcoholism will serve primarily American Indian clientele from Milwaukee, Wisconsin and their families. Occasionally tribal members from out of town may be included in services per affiliation agreements or cultural programming.

The American Indian Council on Alcoholism currently employs 2 full-time staff, 2 part-time, and various consultants for specific events/activities.

One of the full time staff has been with this agency for 41 years. She is the former agency Director and is a certified substance abuse counselor. The other full time staff member is the current Director who is also a certified substance abuse counselor, and has an MS, EdS degree from UW Milwaukee (formerly a School Psychologist with Milwaukee Public Schools). The part-time staff include the accountant and the self-help support meeting facilitator who has 36 years of sobriety.

No goods will be picked up from the premises. The American Indian Council on Alcoholism does not own or operate any trucks or vans as part of the operation.



The site is zoned C-2 Community Commercial District, which requires “Other Individual and Family Services” to obtain a Special Use Permit. A public hearing is scheduled for August 21, 2018—expedited due to a need for the tenant to seek new leasing space after having to leave their Milwaukee location.

Site and Landscaping Plans

A site and landscaping plan was not submitted, however the landlord’s property maintenance team has reached out to staff regarding replacing the refuse enclosure and perimeter fencing. Staff recommends that a site plan be submitted addressing the refuse enclosure and perimeter fencing being replaced. The rest of the site is in good condition.

Recommendation: Recommend Common Council approval of the Special Use Permit and the Site and Landscaping Plans for American Indian Council on Alcoholism, a proposed social service business to be located at 6510 W. Layton Ave. Suite 101, submitted by Renee LaFleur, d/b/a American Indian Council on Alcoholism (Tax Key No. 603-9942-004), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 2 are required to be satisfied prior to the issuance of an occupancy permit associated with the proposed business reviewed by the Plan Commission.)

1. A Site and Landscaping Plan being submitted to the Community Development Division to show the following: (a) the construction of a four-sided board-on-board refuse enclosure with a personal door; and, (b) perimeter fencing being replaced, including material details.
2. Common Council approval of the Special Use Permit and the Site and Landscaping Plans for American Indian Council on Alcoholism, a proposed social service business to be located at 6510 W. Layton Ave. Suite 101, following a public hearing.

11. Site, Landscaping and Architectural Plans for exterior alterations to an existing multi-tenant commercial building located at 2741 W. Layton Ave., submitted by Isidoro Lopez, d/b/a LA Contractors. (Tax Key No. 622-9986-001)

This item was held by the Plan Commission in July 2018 in order to allow the applicant time to supply site and landscaping plans and address recommended site improvements. The applicant has submitted plans for staff to review.

The applicant, on behalf of the property owner, is proposing to completely re-side the entire multi-tenant commercial building located just west of 27 St., on the south side of W. Layton Ave. In addition, all existing windows would be replaced with new double-pane units. The siding will be

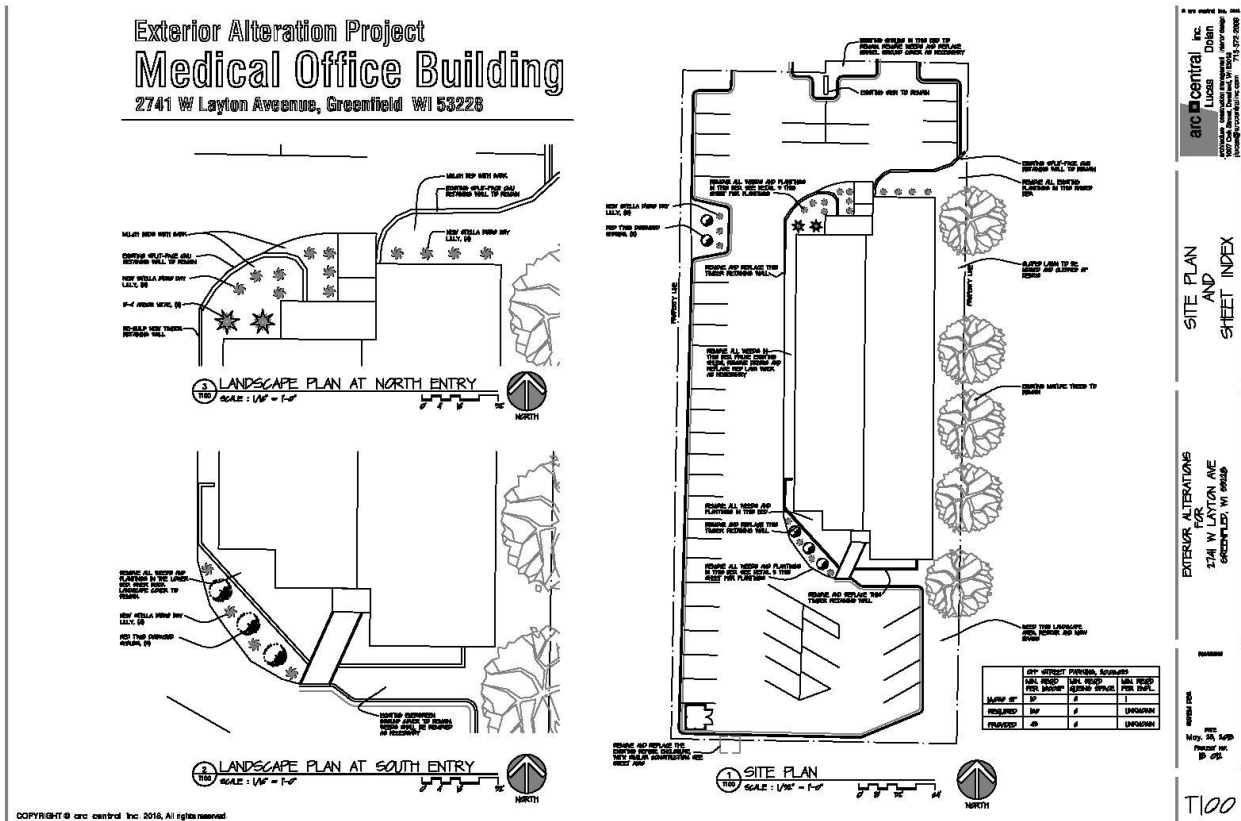


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The building has three (3) wall signs on it, which is not in conformance with the Sign Code. Since the signs will be coming off the building with the residing, staff recommends that a signage plan be submitted for review that meets the Sign Code and is not designed to be a box sign, as exists

today. Staff recommends that this item be expedited to the August 21, 2018 Common Council meeting.



Recommendation: Recommend Common Council approval of the Site and Architectural Plans for exterior alterations to an existing multi-tenant commercial building located at 2741 W. Layton Ave., submitted by Isidoro Lopez, d/b/a LA Contractors, (Tax Key No. 622-9986-001), subject to Plan Commission comments, staff comments, and the following conditions:

(Items 1 through 3 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping and Architectural Plans being submitted to the Community Development Division to show the following: (a) four-sided board-on-board (or alternative material) refuse enclosure including a personal door; (b) landscaping specie/quantity modifications, as recommended by the City Forester, in existing landscape beds; and, (c) two-toned color pallet of the proposed building siding.
2. An estimated cost of landscaping and screening being submitted to the Community Development Division for approval.

3. A letter of credit or other form of security as required under 21.06.0304 of the Municipal Code in the amount of 125% of the estimated cost of landscaping and screening.

(Item 4 is required to be satisfied within one year of Plan Commission approval):

4. A wall sign being submitted for staff review, meeting the Sign Code requirements.

12. Signage Plan Appeal for Associated Bank, an existing business located at 4811 S. 76 St., submitted by Deb Burton, d/b/a Poblocki Sign Company, LLC. (Tax Key No. 616-0034-001)

The Associated Bank multi-tenant commercial building located on S. 76 St. is seeking a signage variance. According to the Sign Code, multi-tenant office buildings are allowed no more than two (2) signs, with exceptions to be determined by the Plan Commission. This particular property is allowed 120 sq. ft. of signage.



The proposal includes the following:

- A. 45 sq. ft. channel letters stating “Associated Bank” with logo on the east elevation (new)
- B. 125 sq. ft. channel letters stating “Associated Bank” with logo on the south elevation (refacing of existing sign)
- C. 125 sq. ft. channel letters stating “Associated Bank” with logo on the north elevation (refacing of existing sign)
- D. 24 sq. ft. monument sign, 6 feet in height, at the north driveway along S. 76 St. (new)
- E. 11.88 sq. ft. directional sign in the center of the site on the north side of the building (new)
- F. Existing monument sign along S. 76 St. (dimensions yet to be provided)
- G. Existing address sign on the east wall elevation (dimensions yet to be provided)

TOTAL PROPOSED: 330.8 + the unknown existing address wall sign square footage + the unknown existing monument sign square footage

The Associated Bank building is a large 4-story office building. The proposed wall signs are proportional to the large building and don't clutter the facades and staff recommends approval of the wall signs. However, modifications are recommended for the proposed freestanding signs.

Staff recommends that all freestanding signs be constructed with brick bases to match the existing monument sign on the south side of the property. The proposed 24 sq. ft. second monument sign must be constructed at least five (5) feet off of the property line, which needs to be identified on a site plan. The Sign Code states that directional signs are to be kept to 6 sq. ft. in area, which staff continues to recommend for the proposed directional sign.



Recommendation: Approve the Signage Plan Appeal for Associated Bank, an existing business located at 4811 S. 76 St., submitted by Deb Burton, d/b/a Poblocki Sign Company, LLC (Tax Key No. 616-0034-001), subject to a revised signage plan being submitted to the Community Development Division showing the following: (a) all freestanding signs being constructed of brick bases; (b) a site plan showing property lines and all freestanding signs being located at least five (5) feet off of the property line; (c) the directional sign being 6 sq. ft. in area; and, (d) existing sign dimensions.

13. Adjournment.