7725 W. North Avenue Wauwatosa, WI 53213



Wauwatosa, WI Board of Sign Appeals Meeting Agenda - Final

Thursday, February 20, 2025

6:00 PM

Committee Room #1

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

NEW BUSINESS

1. Amazon, located at 11800 Burleigh, is requesting one variance. They propose the following signage: 4 wall signs, 1 freestanding sign, and 3 monument signs, whereas current regulations allow up to 4 signs which can be any combination of 3 wall signs and 1 freestanding OR 4 wall signs, 0 freestanding.

25-0172

ADJOURNMENT

NOTICE TO PERSONS WITH A DISABILITY

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to tclerk@wauwatosa.net, with as much advance notice as possible.



Wauwatosa, WI Staff Report

7725 W. North Avenue Wauwatosa, WI 53213

File #: 25-0172 Agenda Date: Agenda #: 1.

Amazon, located at 11800 Burleigh, is requesting one variance. They propose the following signage: 4 wall signs, 1 freestanding sign, and 3 monument signs, whereas current regulations allow up to 4 signs which can be any combination of 3 wall signs and 1 freestanding **OR** 4 wall signs, 0 freestanding.



PROPOSED EXTERIOR SIGNAGE

Wauwatosa, WI Project # 5287 rev.05 Created 10.29.24



REP: Mike Kinsella PH: 262.422.9339 elevatedidentity.com

FACE-LIT LETTERS

1 - FACE-LIT LETTERS

Illumination: Internal White LEDs **Faces:** 3/16" 2406 Acrylic w/ 3M 3635-222 Black Dual-Color Film – **Returns:** 5" Deep .040 Standard Black

Coil – Trimcap: 1" Black Jewelite – **Installation:** Stud Mount Flush to Wall

2 - FACE-LIT SMILE

Illumination: Internal White LEDs **Faces:** 3/16" 2406 Acrylic w/ 3M 3630-147 Light European Blue Vinyl —

Returns: 5" Deep .040 Standard Black Coil –

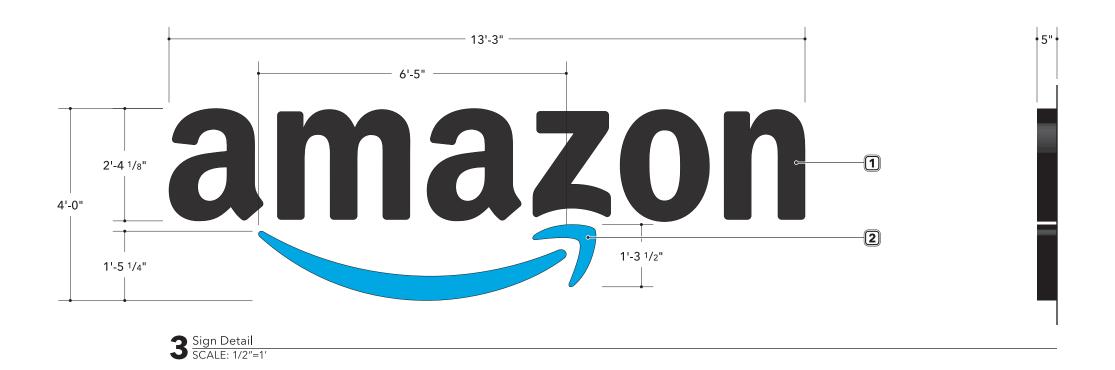
Trimcap: 1" Black Jewelite – **Installation:** Stud Mount Flush to Wall



Proposed South Elevation - DAY VIEW SCALE: 1"=50'



Proposed South Elevation - NIGHT VIEW SCALE: 1"=50'



elevated identity

Brand Forward. Experience Driven.

CLIENT: Amazon

ADDRESS: 11800 West Burleigh Street

CITY/STATE: Wauwatosa, WI 53222

PROJECT #: **5287**

DATE: 10.29.24

SCALE: as noted

Client Approval:

REV 01: sign types, locations REV 02: PP.9 arrows

REV 03: copy, arrows REV 04: FCO.4 copy REV 05: layout REV 06: REV 07:

REV 08:

DATE: 11.20.24 DATE: 12.11.24 REP: Mike Kinsella DATE: 12.17.24

DATE:

DATE:

DATE: 01.07.25 PH: 262.422.9339 DATE: 02.07.25 DATE:

DESIGNER: MH

SIGN TYPE: FLL.1 **SHEET: 1.00**

FACE-LIT LETTERS

1 - FACE-LIT LETTERS

Illumination: Internal White LEDs **Faces:** 3/16" 2406 Acrylic w/ 3M 3635-222 Black Dual-Color Film – **Returns:** 5" Deep .040 Standard Black

Coil – Trimcap: 1" Black Jewelite – **Installation:** Stud Mount Flush to Wall

2 - FACE-LIT SMILE

Illumination: Internal White LEDs **Faces:** 3/16" 2406 Acrylic w/ 3M 3630-147 Light European Blue Vinyl — **Returns:** 5" Deep .040 Standard Black

Coil –

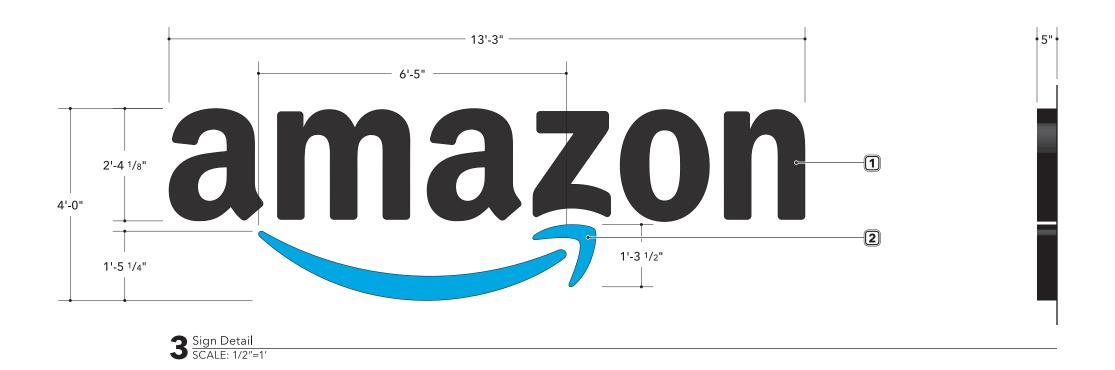
Trimcap: 1" Black Jewelite – **Installation:** Stud Mount Flush to Wall



Proposed East Elevation - DAY VIEW SCALE: 1"=50'



Proposed East Elevation - NIGHT VIEW SCALE: 1"=50"





Brand Forward. Experience Driven.

CLIENT: Amazon

ADDRESS: 11800 West Burleigh Street

CITY/STATE: Wauwatosa, WI 53222

PROJECT #: **5287**

DATE: 10.29.24

SCALE: as noted

Client Approval:

REV 01: sign types, locations REV 02: PP.9 arrows

REV 03: copy, arrows REV 04: FCO.4 copy REV 05: layout REV 06:

REV 07:

REV 08:

DATE: 11.20.24 DATE: 12.11.24 REP: Mike Kinsella DATE: 12.17.24

DATE:

DATE:

DATE:

DATE: 01.07.25 PH: 262.422.9339 DATE: 02.07.25

DESIGNER: MH

SIGN TYPE: FLL.2 **SHEET: 2.00**

FACE-LIT LETTERS

1 - FACE-LIT LETTERS

Illumination: Internal White LEDs **Faces:** 3/16" 2406 Acrylic w/ 3M 3635-222 Black Dual-Color Film – 📟

Returns: 5" Deep .063" Coil Painted

Black, Satin Finish-

Retainer: 1" Formed Aluminum Painted to Match Faces, Satin Finish – **Installation:** Stud Mount Flush to Wall

2 - FACE-LIT SMILE

Illumination: Internal White LEDs **Faces:** 3/16" 2406 Acrylic w/ 3M 3630-147 Light European Blue Vinyl — Returns: 5" Deep .063" Coil Painted

Black, Satin Finish-Retainer: 1" Formed Aluminum Painted

to Match Faces, Satin Finish – **Installation:** Stud Mount Flush to Wall



Proposed East Elevation - DAY VIEW SCALE: 1"=50'



Proposed East Elevation - NIGHT VIEW SCALE: 1"=50'





CLIENT: Amazon

ADDRESS: 11800 West Burleigh Street

CITY/STATE: Wauwatosa, WI 53222

PROJECT #: **5287**

DATE: 10.29.24

SCALE: 1/4"=1'

Client Approval:

REV 01: sign types, locations REV 02: PP.9 arrows

REV 03: copy, arrows REV 04: FCO.4 copy REV 05: layout REV 06: REV 07:

REV 08:

DATE: 11.20.24 DATE: 12.11.24 REP: Mike Kinsella DATE: 12.17.24

DATE:

DATE:

DATE:

DATE: 01.07.25 DATE: 02.07.25 PH: 262.422.9339

DESIGNER: MH

SIGN TYPE: SHEET: 4.00

1 - CABINET

Material: Fabricated Aluminum Color: Paint to Match PMS 2995c Blue, Satin Finish -

2 - LIT CABINET

Illumination: Internal White LEDs, Recessed White LED Border Tubing Around Perimeter of Cabinet Material: Fabricated Aluminum **Color:** Paint White, Satin Finish –

3 - GRAPHICS

Material: Push-Thru Acrylic, 1/4" Proud Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-22 Black Vinyl –

4 - GRAPHICS

Material: Push-Thru Acrylic, 1/4" Proud Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-147 Light European Blue Vinyl -

5 - DIVIDERS

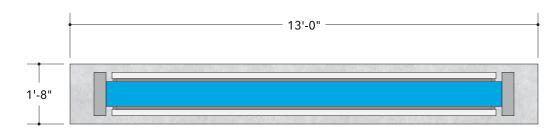
Material: 1/4" Aluminum Bar Stock Color: Paint Brushed Aluminum, Satin Finish –

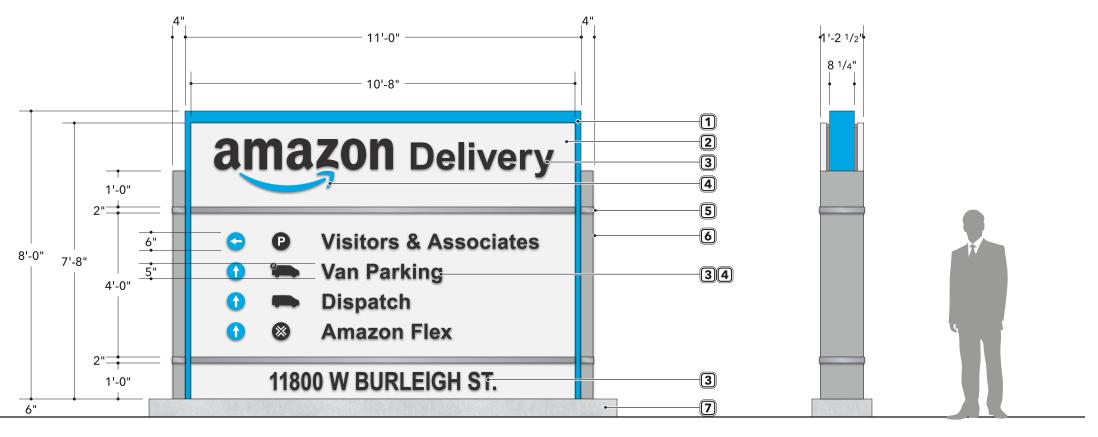
6 - COLUMNS

Material: Fabricated Aluminum Color: Paint to Match PMS 421c Gray, Satin Finish -

7 - BASE

Material: Cast In Place Concrete





Sign Detail



CLIENT: Amazon

ADDRESS: 11800 West Burleigh Street

CITY/STATE: Wauwatosa, WI 53222

PROJECT #: **5287**

DATE: 10.29.24 SCALE: 3/8"=1'

Client Approval:

REV 01: sign types, locations REV 02: PP.9 arrows REV 03: copy, arrows REV 04: FCO.4 copy REV 05: layout REV 06: REV 07:

REV 08:

DATE: 11.20.24 DATE: 12.11.24 DATE: 12.17.24 REP: Mike Kinsella DATE: 01.07.25 DATE: 02.07.25

DATE:

DATE:

DATE:

PH: 262.422.9339

SIGN TYPE: MON.6 **SHEET: 5.00**

1 - CABINET

Material: Fabricated Aluminum Color: Paint to Match PMS 2995c Blue, Satin Finish –

2 - LIT CABINET

Illumination: Internal White LEDs, Recessed White LED Border Tubing Around Perimeter of Cabinet Material: Fabricated Aluminum Color: Paint White, Satin Finish — |

3 - GRAPHICS

Material: Push-Thru Acrylic, 1/4" Proud Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-22 Black Vinyl –

4 - GRAPHICS

Material: Push-Thru Acrylic, 1/4" Proud Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-147 Light European Blue Vinyl

5 - DIVIDERS

Material: 1/4" Aluminum Bar Stock Color: Paint Brushed Aluminum, Satin Finish —

6 - COLUMNS

Material: Fabricated Aluminum Color: Paint to Match PMS 421c Gray, Satin Finish —

7 - BASE

Material: Cast In Place Concrete



2 Opposite Face NIGHT VIEW



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ADDRESS: 11800 West Burleigh Street

CITY/STATE: Wauwatosa, WI 53222

PROJECT #: **5287**

DATE: 10.29.24

SCALE: 3/8"=1'

Client Approval:

APPROVAL STAMP

REV 01: sign types, locations REV 02: PP.9 arrows REV 03: copy, arrows REV 04: FCO.4 copy

REV 03: copy, arrows REV 04: FCO.4 copy REV 05: layout REV 06: REV 07:

REV 08:

DATE: 11.20.24 DATE: 12.11.24 DATE: 12.17.24 REP: Mike Kinsella

DATE:

DATE:

DATE:

DATE: 12.17.24

DATE: 01.07.25

DATE: 02.07.25

PH: 262.422.9339

DESIGNER: MH

SIGN TYPE: MON.6
SHEET: 5.01

1 - CABINET

Material: Fabricated Aluminum
Color: Paint to Match PMS 2995c Blue,
Satin Finish —

2 - LIT CABINET

Illumination: Internal White LEDs, Recessed White LED Border Tubing Around Perimeter of Cabinet Material: Fabricated Aluminum Color: Paint White, Satin Finish —

3 - GRAPHICS

Material: Push-Thru Acrylic, 1/4" Proud Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-22 Black Vinyl –

4 - GRAPHICS

Material: Push-Thru Acrylic, 1/4" Proud Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-147 Light European Blue Vinyl

5 - DIVIDERS

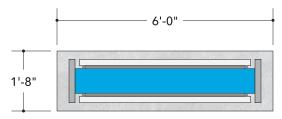
Material: 1/4" Aluminum Bar Stock Color: Paint Brushed Aluminum, Satin Finish —

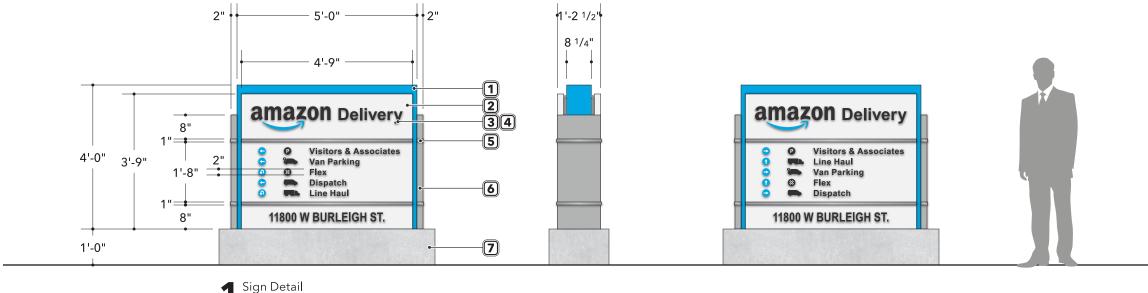
6 - COLUMNS

Material: Fabricated Aluminum Color: Paint to Match PMS 421c Gray, Satin Finish —

7 - BASE

Material: Cast In Place Concrete





1



Brand Forward. Experience Driven.

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CITY/STATE: Wauwatosa, WI 53222

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DATE: 10.29.24

SCALE: 3/8"=1'

APPROVAL STAMP

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DATE: DATE: REP: Mike Kinsella

PH: 262.422.9339

DESIGNER: MH



1 - CABINET

Material: Fabricated Aluminum Color: Paint to Match PMS 2995c Blue, Satin Finish –

2 - LIT CABINET

Illumination: Internal White LEDs, Recessed White LED Border Tubing Around Perimeter of Cabinet Material: Fabricated Aluminum **Color:** Paint White, Satin Finish –

3 - GRAPHICS

Material: Push-Thru Acrylic, 1/4" Proud Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-22 Black Vinyl –

4 - GRAPHICS

Material: Push-Thru Acrylic, 1/4" Proud Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-147 Light European Blue Vinyl -

5 - DIVIDERS

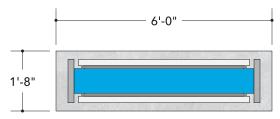
Material: 1/4" Aluminum Bar Stock Color: Paint Brushed Aluminum, Satin Finish –

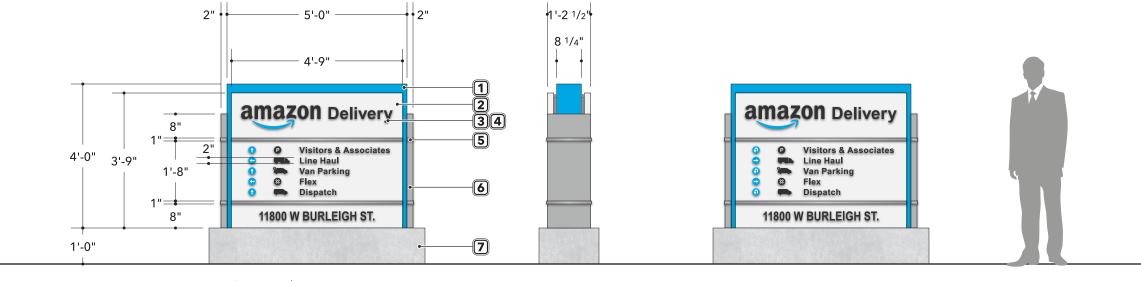
6 - COLUMNS

Material: Fabricated Aluminum Color: Paint to Match PMS 421c Gray, Satin Finish -

7 - BASE

Material: Cast In Place Concrete





Sign Detail



CLIENT: Amazon

ADDRESS: 11800 West Burleigh Street

CITY/STATE: Wauwatosa, WI 53222

PROJECT #: **5287**

DATE: 10.29.24

SCALE: 3/8"=1'

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DATE:

DATE: DATE:

DATE: 01.07.25 DATE: 02.07.25 PH: 262.422.9339

DESIGNER: MH

SIGN TYPE: MON.8 SHEET: 7.00

D/F POST & PANEL

1 - PANEL

Material: 2" Deep Fabricated Alumi-

Color: Paint White, Satin Finish –

2 - GRAPHICS

Material: Vinyl **Color:** 3M 3630-22 Black –

3 - GRAPHICS

Material: Vinyl

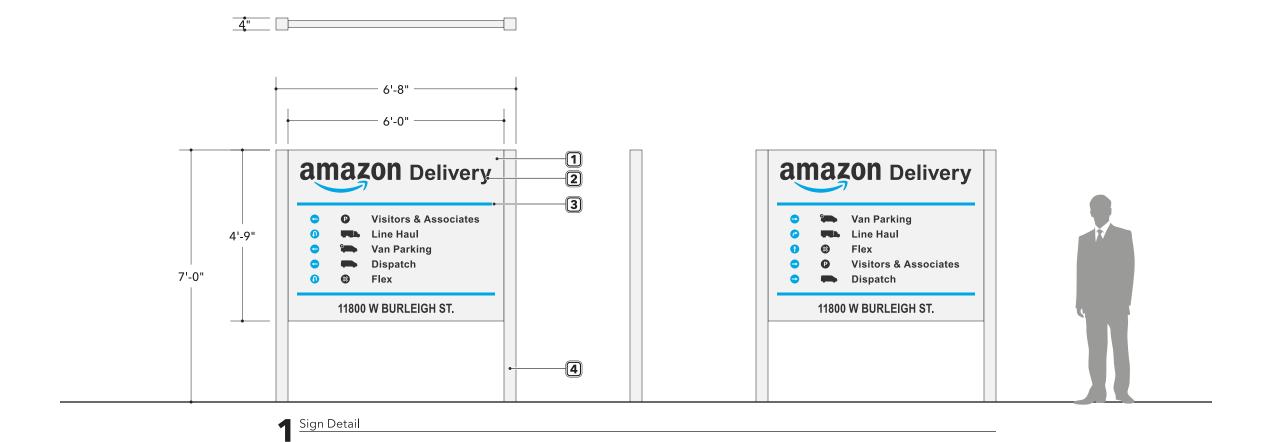
Color: 3M 3630-147 Light European Blue -

4 - POST

Material: Aluminum **Shape:** Square **Size:** 4" × 4"

Color: Paint White, Satin Finish –

Installation: Direct Bury





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REV 04: FCO.4 copy REV 05: layout REV 06: REV 07:

REV 08:

DATE: 11.20.24 DATE: 12.11.24 DATE: 12.17.24 REP: Mike Kinsella DATE: 01.07.25 DATE: 02.07.25

DATE: DATE: DATE:

PH: 262.422.9339

DESIGNER: MH

SIGN TYPE: PP.9

SHEET: 8.00

FACE-LIT LOGO

1 - FACE-LIT SMILE

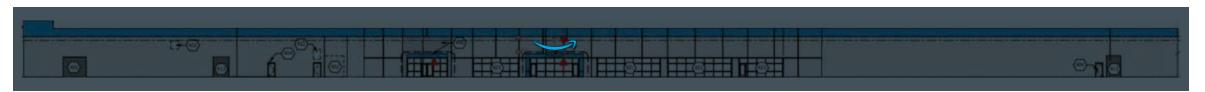
Illumination: Internal White LEDs Faces: 3/16" White Lexan w/ 3M 3630-147 Light European Blue Vinyl –

Returns: 5" Deep .063" Coil Painted Black, Satin Finish—

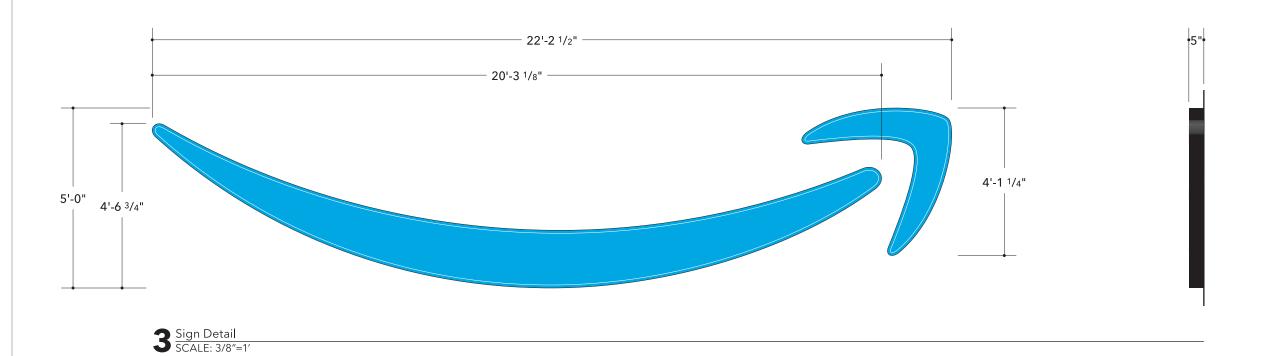
Retainer: 1" Formed Aluminum Painted to Match Faces, Satin Finish – **Installation:** Stud Mount Flush to Wall



Proposed East Elevation - DAY VIEW SCALE: 1"=50'



Proposed East Elevation - NIGHT VIEW
SCALE: 1"=50'



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Brand Forward. Experience Driven.

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ADDRESS: 11800 West Burleigh Street

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PROJECT #: **5287**

DATE: 10.29.24

SCALE: as noted

Client Approval:

REV 05: layout REV 06: REV 07:

REV 08:

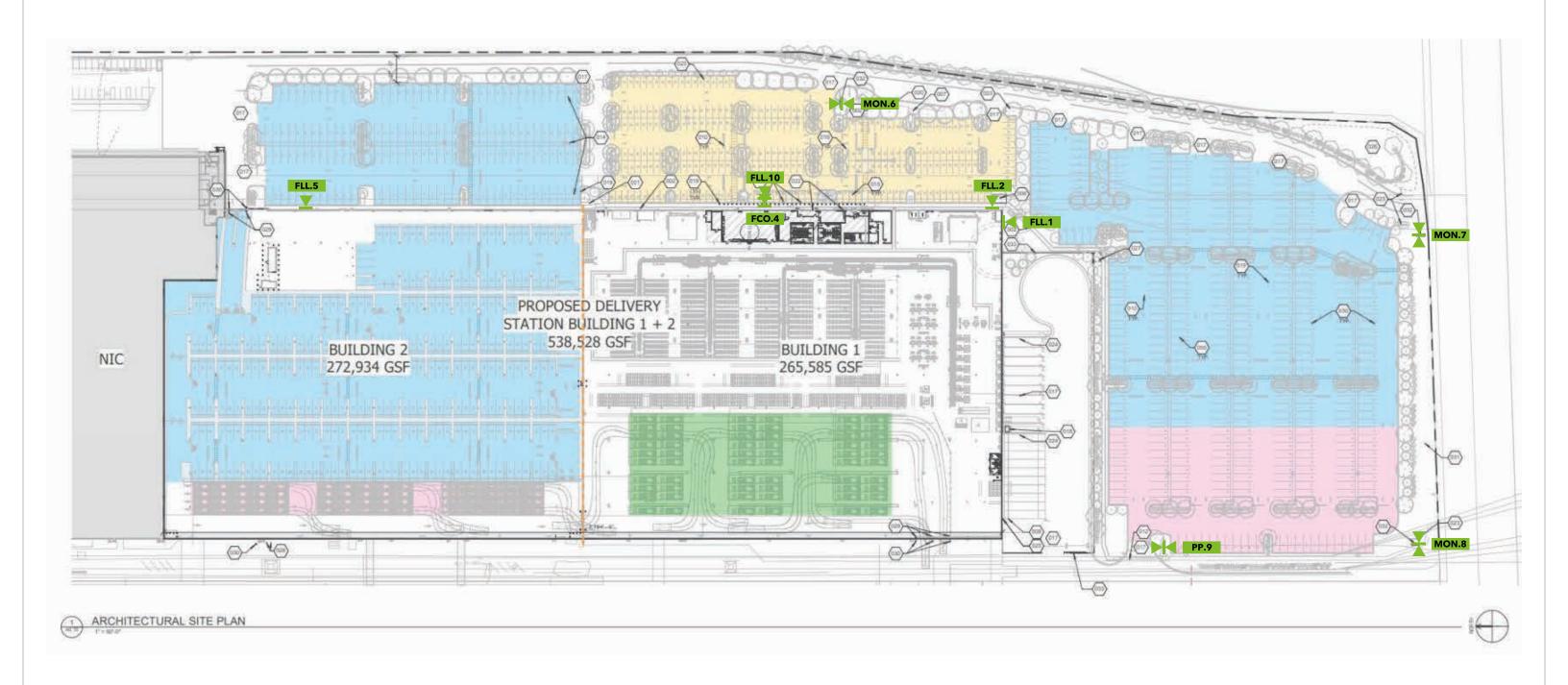
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SIGN TYPE:





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DATE: 10.29.24

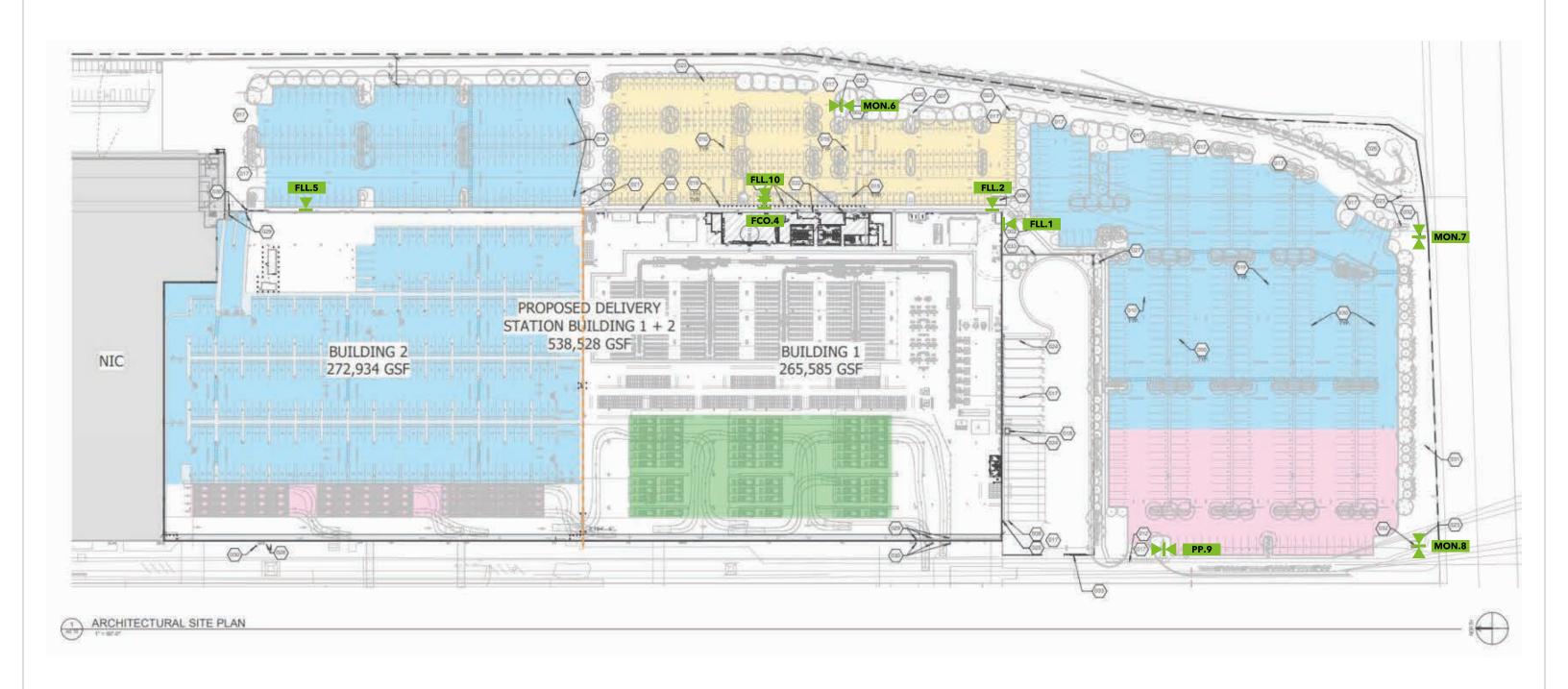
SCALE: NTS

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PH: 262.422.9339 DESIGNER: MH

SIGN TYPE: SLP SHEET: 10.00





CLIENT: Amazon

ADDRESS: 11800 West Burleigh Street

CITY/STATE: Wauwatosa, WI 53222

PROJECT #: **5287**

DATE: 10.29.24

SCALE: NTS

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