



Wauwatosa, WI

Board of Sign Appeals

Meeting Agenda - Final

7725 W. North Avenue
Wauwatosa, WI 53213

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

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

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.

amazon

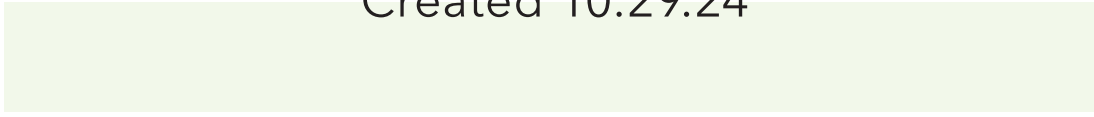


PROPOSED EXTERIOR SIGNAGE

Wauwatosa, WI

Project # 5287 rev.05

Created 10.29.24



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

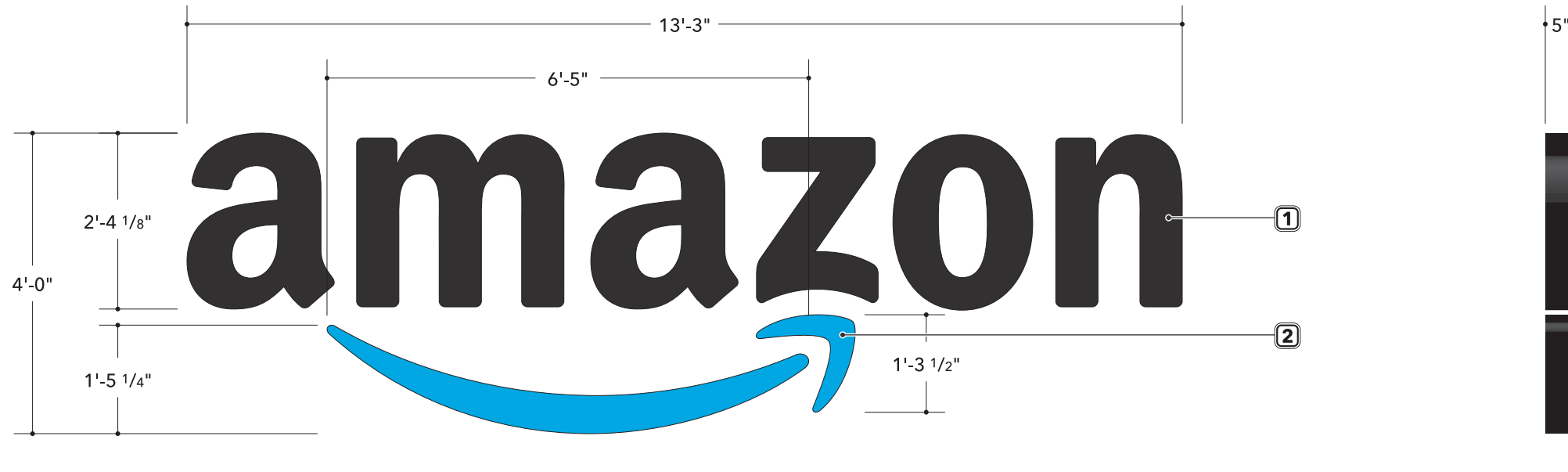
Illumination: Internal White LEDs
Faces: 3/16" 2406 Acrylic w/ 3M 3630-147 Light European Blue Vinyl – ■
Returns: 5" Deep .040 Standard Black Coil – ■
Trimcap: 1" Black Jewelite – ■
Installation: Stud Mount Flush to Wall



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



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



3 Sign Detail
 SCALE: 1/2"=1'

FACE-LIT LETTERS

1 - FACE-LIT LETTERS

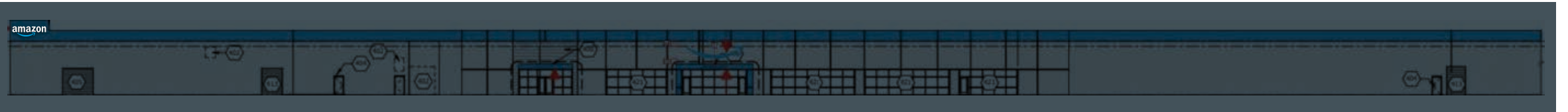
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Faces: 3/16" 2406 Acrylic w/ 3M 3635-222 Black Dual-Color Film – ■
Returns: 5" Deep .040 Standard Black Coil – ■
Trimcap: 1" Black Jewelite – ■
Installation: Stud Mount Flush to Wall

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



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






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






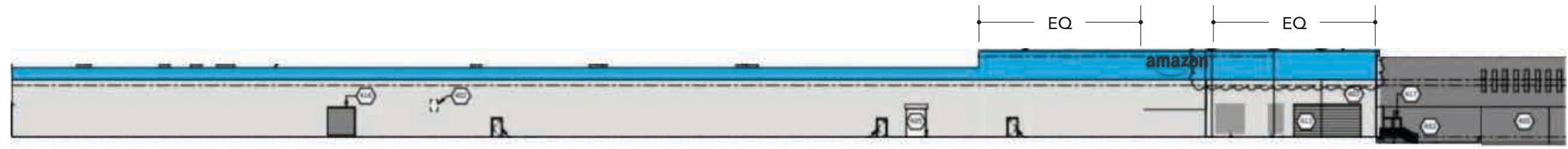
FACE-LIT LETTERS

1 - FACE-LIT LETTERS

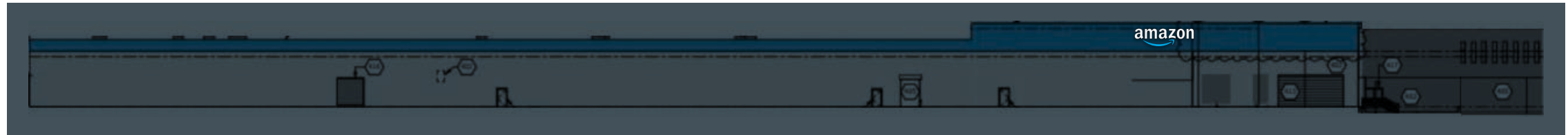
Illumination: Internal White LEDs
Faces: 3/16" 2406 Acrylic w/ 3M 3635-222 Black Dual-Color Film - 
Returns: 5" Deep .063" Coil Painted Black, Satin Finish - 
Retainer: 1" Formed Aluminum Painted to Match Faces, Satin Finish - 
Installation: Stud Mount Flush to Wall

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



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



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



3 Sign Detail
 SQUARE FOOTAGE: 81" x 268.3" = 151 SF

D/F LIT MONUMENT

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

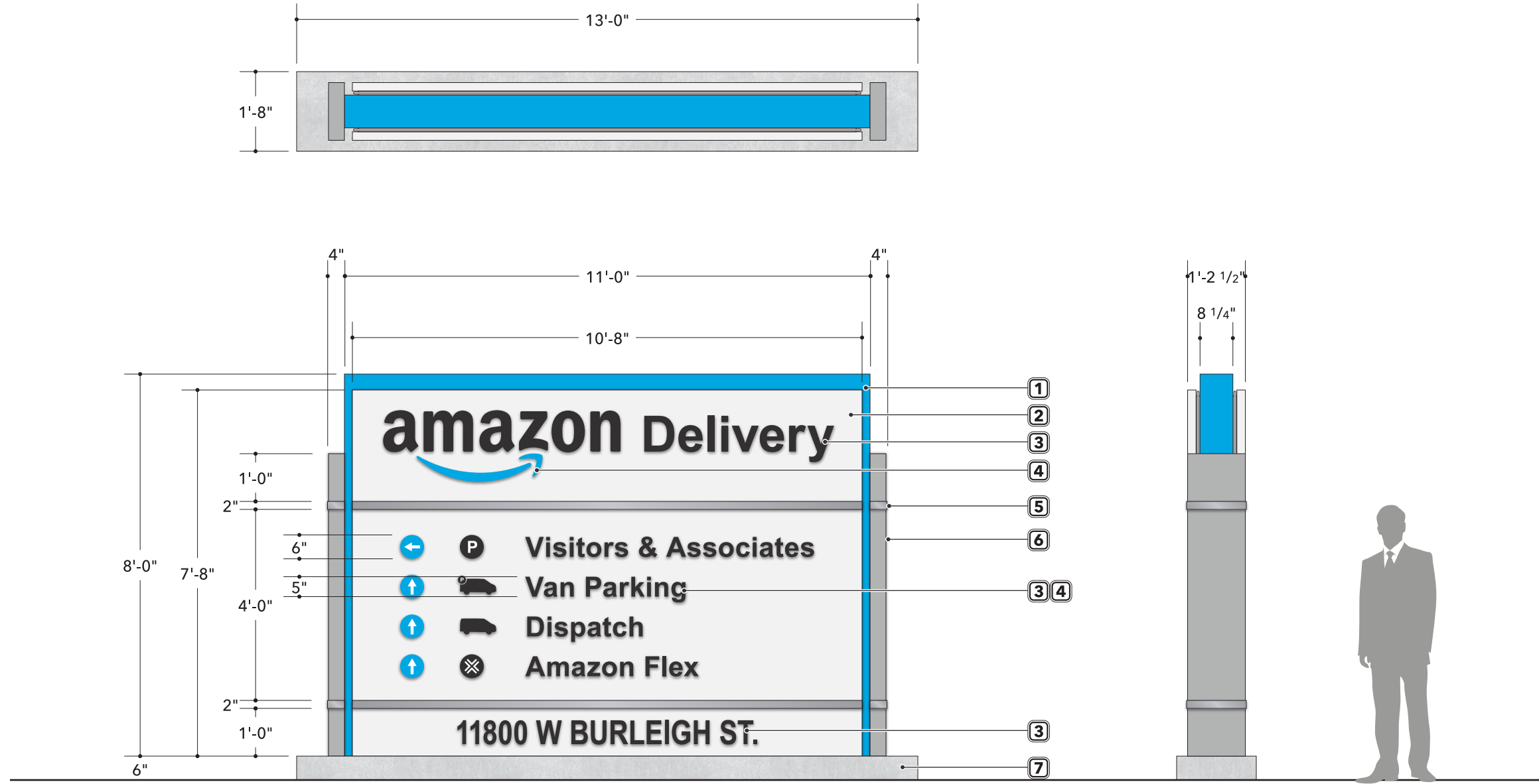
Material: 1/4" Aluminum Bar Stock
Color: Paint Brushed Aluminum, Satin Finish – ■

6 - COLUMNS

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

7 - BASE

Material: Cast In Place Concrete



1 Sign Detail

D/F LIT MONUMENT

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

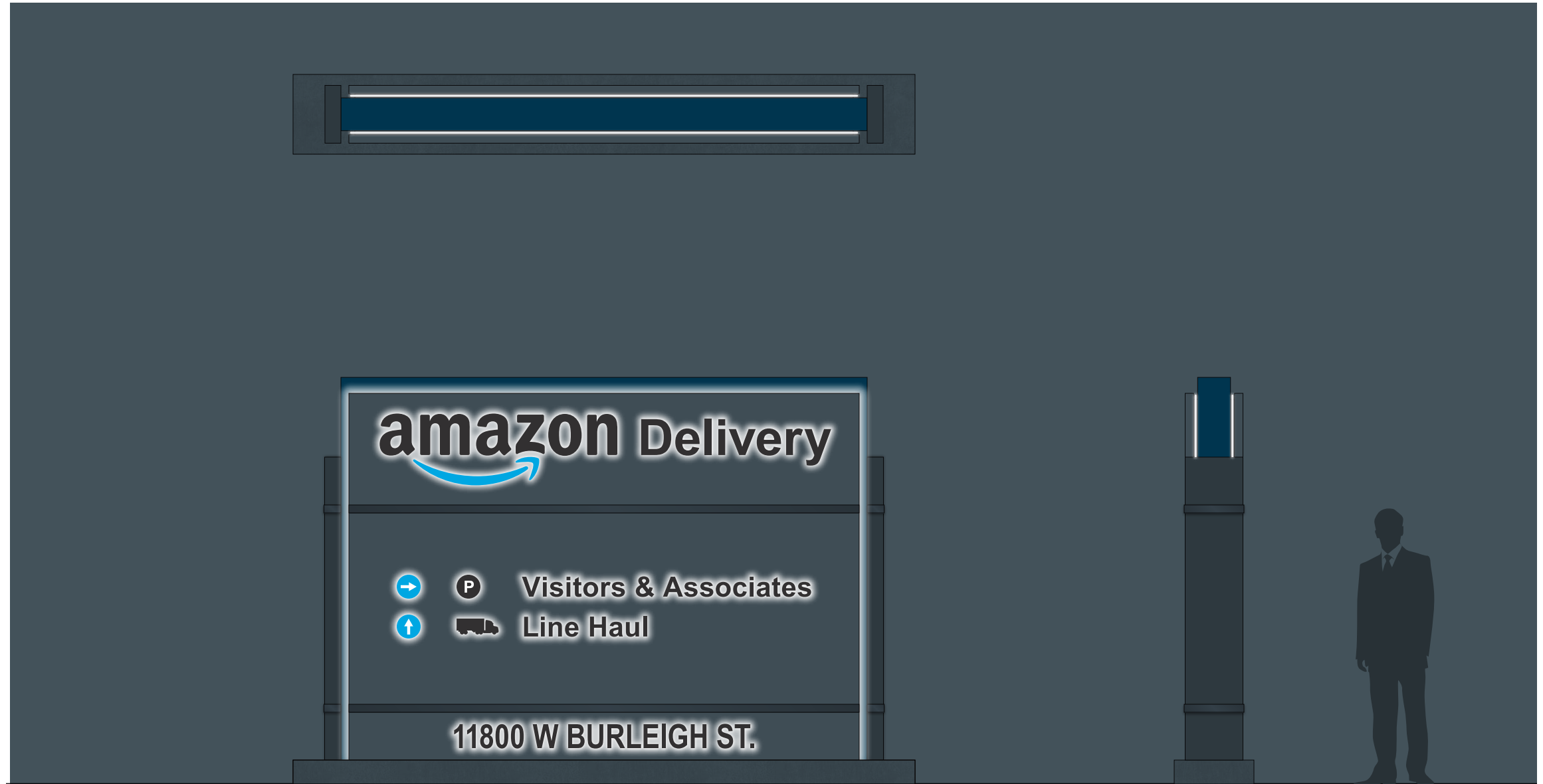
Material: 1/4" Aluminum Bar Stock
Color: Paint Brushed Aluminum, Satin Finish – ■

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

D/F LIT MONUMENT

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

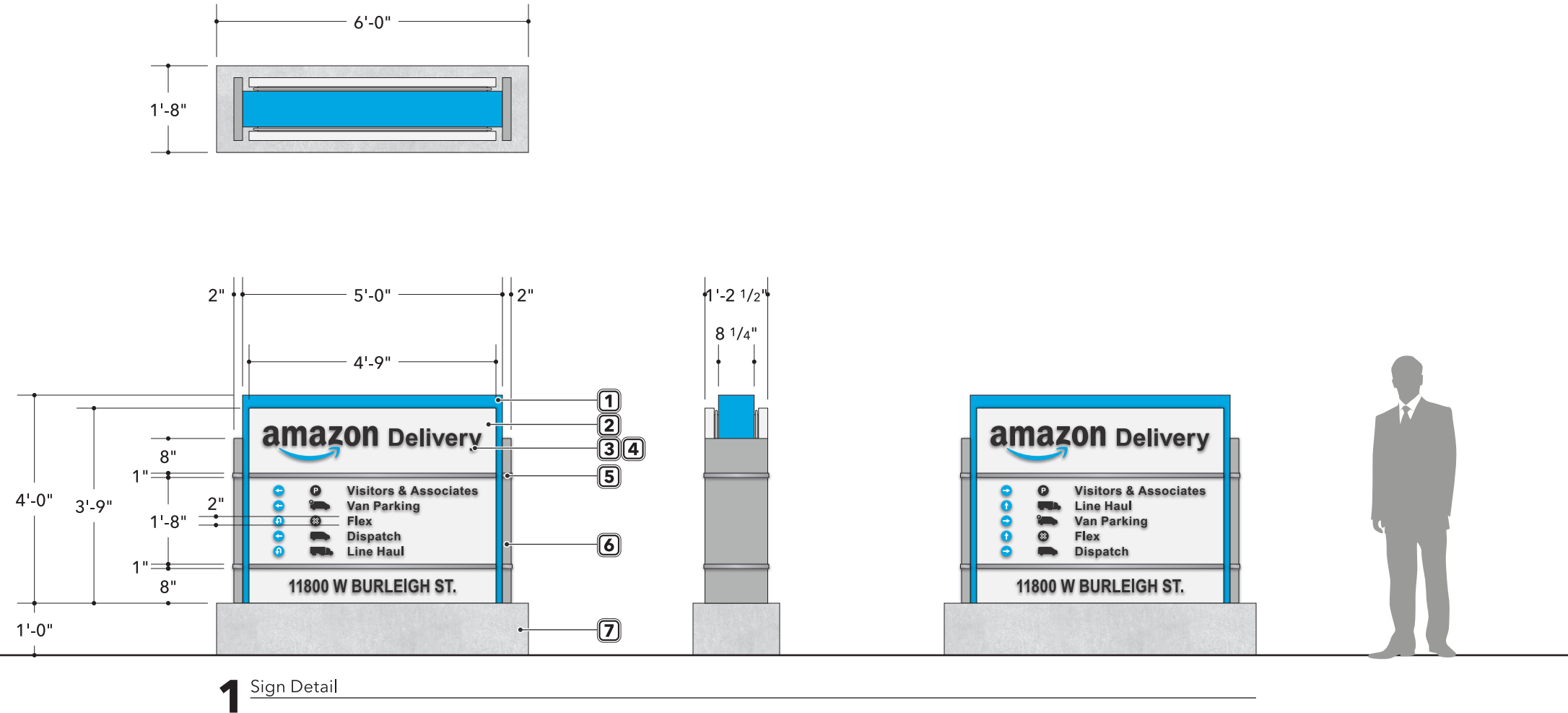
Material: 1/4" Aluminum Bar Stock
Color: Paint Brushed Aluminum, Satin Finish – ■

6 - COLUMNS

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

7 - BASE

Material: Cast In Place Concrete



D/F LIT MONUMENT

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
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3 - GRAPHICS

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Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-22 Black Vinyl – ■

4 - GRAPHICS

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Color: Clear, 2nd Surface Diffuser, 1st Surface 3M 3630-147 Light European Blue Vinyl – ■

5 - DIVIDERS

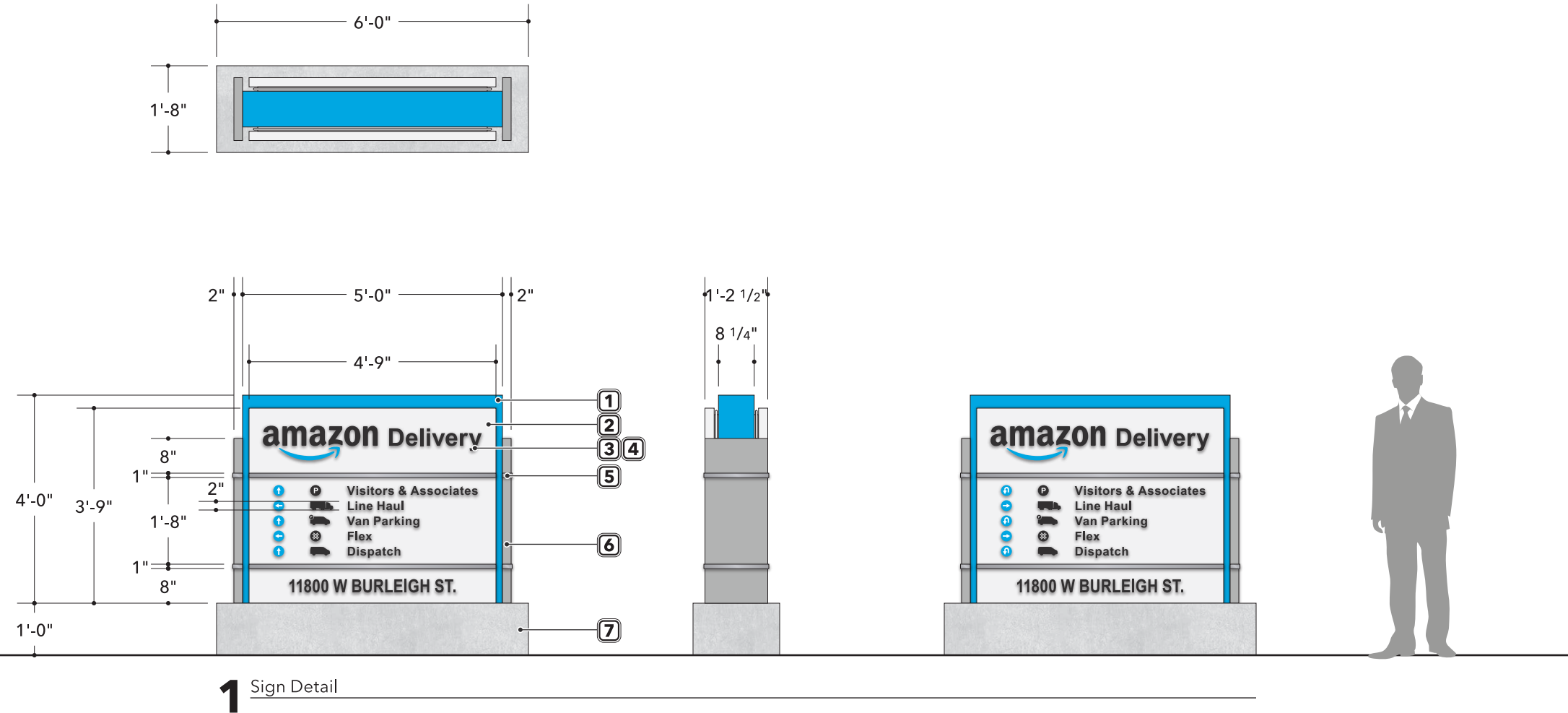
Material: 1/4" Aluminum Bar Stock
Color: Paint Brushed Aluminum, Satin Finish – ■

6 - COLUMNS

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

7 - BASE

Material: Cast In Place Concrete



D/F POST & PANEL

1 - PANEL

Material: 2" Deep Fabricated Aluminum

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

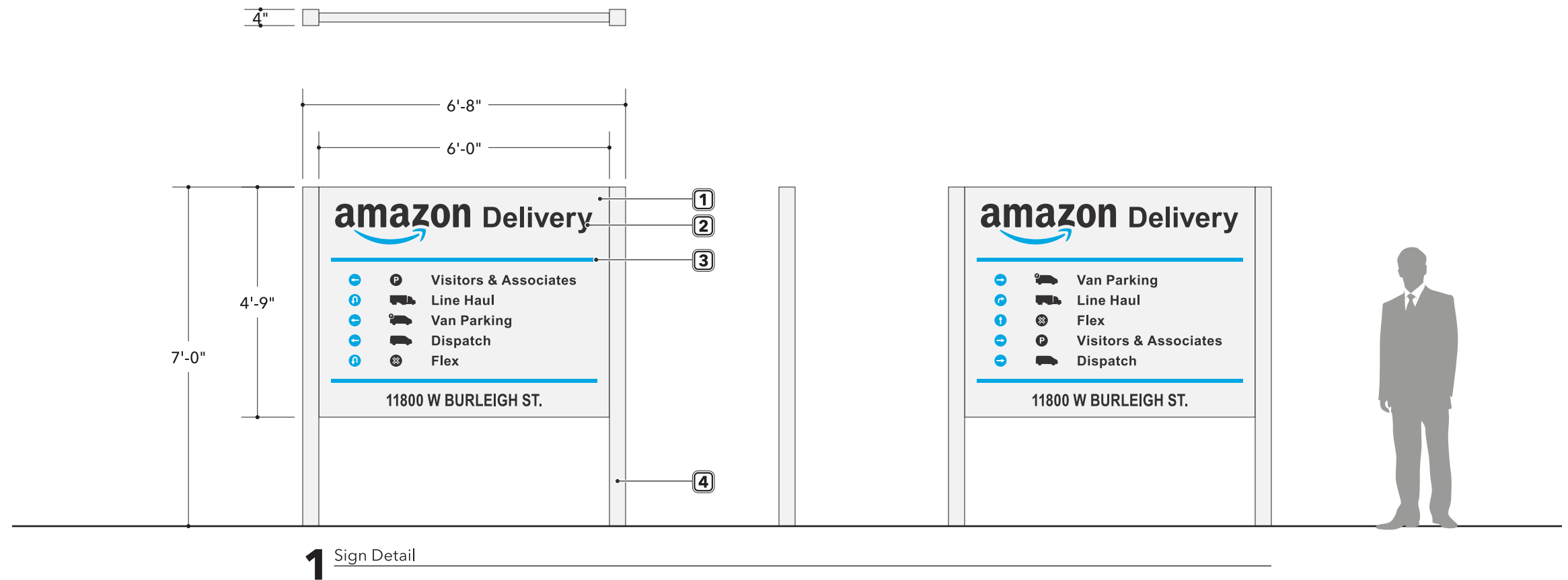
Material: Aluminum

Shape: Square

Size: 4" x 4"

Color: Paint White, Satin Finish – □

Installation: Direct Bury



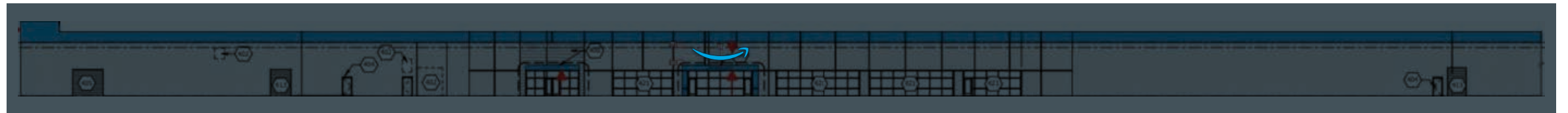
FACE-LIT LOGO

1 - FACE-LIT SMILE

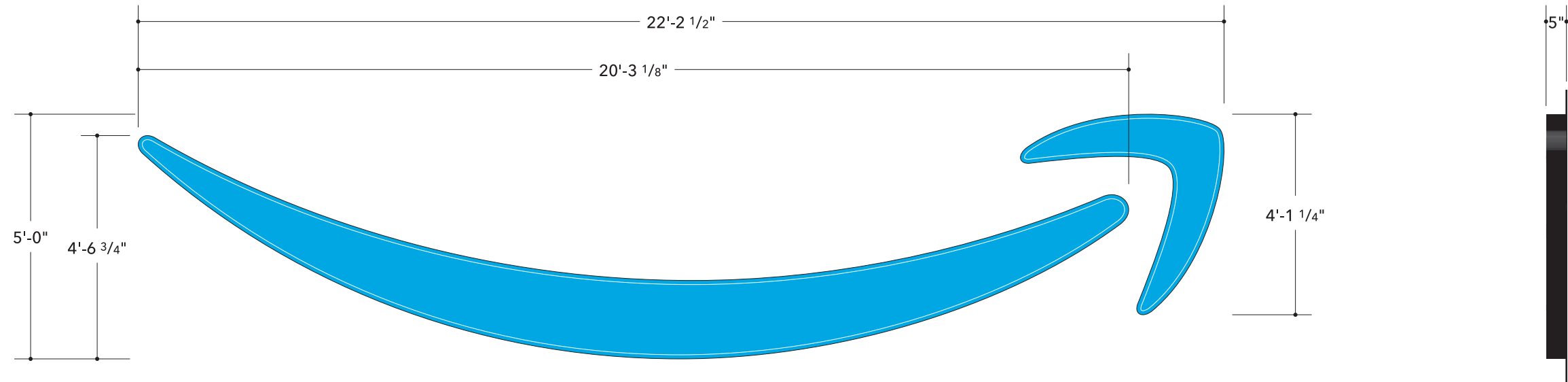
Illumination: Internal White LEDs
Faces: 3/16" White Lexan w/ 3M 3630-147 Light European Blue Vinyl
Returns: 5" Deep .063" Coil Painted Black, Satin Finish
Retainer: 1" Formed Aluminum Painted to Match Faces, Satin Finish
Installation: Stud Mount Flush to Wall



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



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



3 Sign Detail
 SCALE: 3/8"=1'

