



Wauwatosa, WI

Board of Sign Appeals

Meeting Agenda - Final

7725 W. North Avenue
Wauwatosa, WI 53213

Thursday, September 5, 2024

7:00 PM

Committee Room #1

Regular Meeting

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

NEW BUSINESS

1. 1425 Discovery Parkway - ABB, is requesting one variance; Allow one hundred square foot banner, whereas thirty-two square feet in area is allowed. Reference 15.14.260

[24-1213](#)

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 #: 24-1213

Agenda Date:

Agenda #: 1.

1425 Discovery Parkway - ABB, is requesting one variance; Allow one hundred square foot banner, whereas thirty-two square feet in area is allowed. Reference 15.14.260

Stephanie ...
414-479-8913
Andrew Krause 4-479-8981

Chad Schultz

To: Chad Schultz
Subject: Signage Variance

1. To grant a request for a variance on the setback requirements for a monument sign, if the board finds that exceptional circumstances warrant approval of the variance. To establish exceptional circumstances the board must find all of the following:
 - a. That the circumstances are not of the applicant's making, - **The building is set back from the interstate 600' + from the centerline of the northbound lane of Highway 41. A 32 SF banner from that distance will not be readable and useless from a standing position let alone driving in heavy traffic at highway speeds.**
 - b. That the applicant's request mitigates unusual site conditions - **The unusual condition is that the building is set so far back from the interstate for the west & southwest elevation, the north side is blocked by buildings and the east side is blocked by a parking ramp.**
 - c. That the applicant's request would not result in depreciating property values or otherwise create a detriment to the neighborhood, - **This request will not impact the neighborhood or be seen from the residents on the north side.**
 - d. That the applicant's request is consistent with the spirit and intent of this chapter, and - **We feel this is an ideal condition for use of a variance**
 - e. That compliance with this chapter would be unduly burdensome - **We feel this is the case. The building owners will not have any revenue after ABB moves out if they are not able to secure new tenants.**
2. To grant a request for a variance on all applications other than those seeking relief under subsection (B)(1) above, if the board finds, that the record established by the applicant, meets the criteria in subsections (B)(1)(a) through (B)(1)(e) above. In addition, the board must find that but for the grant of a variance the applicant will experience a hardship. To establish a hardship the board must find that the applicant can make no reasonable use of the subject property without a variance.
 - * **We feel this is a great use of a variance for a variety of reasons as follows:**
 - * **ABB is a well-recognized brand that is moving out of the area. It will be highly visible that ABB has moved out without a new company moving in. ABB's lease expires in May 2024.**
 - * **Finding a new tenant for a building of this size is challenging but doable. It takes time along with marketing visibility for potential tenants and brokers to notice the opportunity.**
 - * **Ideally the building will take a single user but the building could be broken up to accept more.**
 - * **The longer the building is without tenants is lost revenue for the building owners.**
 - * **Without tenants there is a loss to Wauwatosa & local restaurants, gas stations, hair salons, retail stores, hotels etc for revenue.**

Chad Schultz
President



Visit our new PORTFOLIO



21700 Doral Road
Waukesha, WI 53186

p.262.432.1330
c.262-442-4848



CITY OF WAUWATOSA
BUILDING & SAFETY DIVISION
 7725 WEST NORTH AVENUE, WAUWATOSA, WISCONSIN 53213

PHONE (414) 479-8907

FACSIMILE (414) 479-8986

E-MAIL: tbuilding@wauwatosa.net

WEB SITE: www.wauwatosa.net

APPLICATION FOR SIGN APPEALS

Sign Address 1425 Discovery Parkway Wauwatosa WI 53226

Applicant Innovative Signs Inc - Chad Schultz Phone 262-432-1330

Address 21700 Doral Road City/State Waukesha WI Zip 53186

Property Owner 1425 Discovery LLC Phone 312-592-8053

Address 10 S. Wacker Street 28th Floor City/State Chicago IL Zip 60606

Proposed Variance Request (Sign Inspector can assist with the following):

- Code section appealed: 15.14.260 Banners
 - Practical difficulty or hardship: ABB building is set off from the interstate 640' from building to N.B. lane of Hwy 41. A 32 SF Banner cannot be effective advertisement at that distance & cars traveling at Highway Speeds
- Absence of detriment This variance will not create a detriment to the overall character of the neighborhood.
 This variance will not adversely effect property values.

The Board must conclude that these items exist in order to grant a variance. A written addendum may be added.

Owner of Record's Signature (required) Kirk [Signature] - Vice President Date 8-28-2024
Wells Fargo Bank, NA

Applicant (Print Name) Chad Schultz Contractor Architect/Engineer Owner Agent

Applicant Signature Chad Schultz Date 8-28-2024

In order to avoid any delays in the processing of your application, please provide the following at the time of submittal:

- Completed application form - Incomplete applications can not be processed
- Two (2) sets of scale drawings of the site plan showing the proposed location of signs, landscaping and lighting
- Two (2) sets of scale drawings of the sign detailing all dimensions, construction, height above grade, type of illumination and lettering and graphics as they will appear on the sign
- Samples of colors and materials - the use of white backgrounds on illuminated signs shall be minimal - not more than 25% suggested. Samples are required only for freestanding or monument sign submittals.
- Photograph(s) of existing signs and of the buildings on which signs will be placed
- Adjoining property owners: all names and addresses of all abutting and opposite property owners
- \$120.00 NONREFUNDABLE appeal fee
- Completed Application for Sign Permit - permit fee to be paid once appeal is granted

The City of Wauwatosa Municipal Code, Section 15.16, establishes a "Board of Sign Appeals" for the purpose of hearing appeals, authorizing issuance of additional sign permits, and granting variances and exceptions to the provisions of the Sign Code.

Meetings of the Board of Sign Appeals are conducted at Wauwatosa City Hall, Council Chambers, 7725 West North Avenue, Wauwatosa, Wisconsin, at 7:00 p.m. on the 1st and 3rd Thursdays of the month. Complete applications must be delivered to the Building & Safety Division not less than seven business days before the meeting the meeting.

DO NOT FILL IN BELOW LINE - OFFICE USE ONLY

Appeal Fee \$ _____ Date Paid _____ Receipt # _____ Alderman/District _____

Vinyl



www.innovative-signs.com

Customer

JLL
Vinyl

Date

10/12/2023

Order #

ISI - 12330

Project Manager

Chad S.

Designer

Brian H.

Materials & Specifics

Digital Print

with lamination

Contour Cut logo

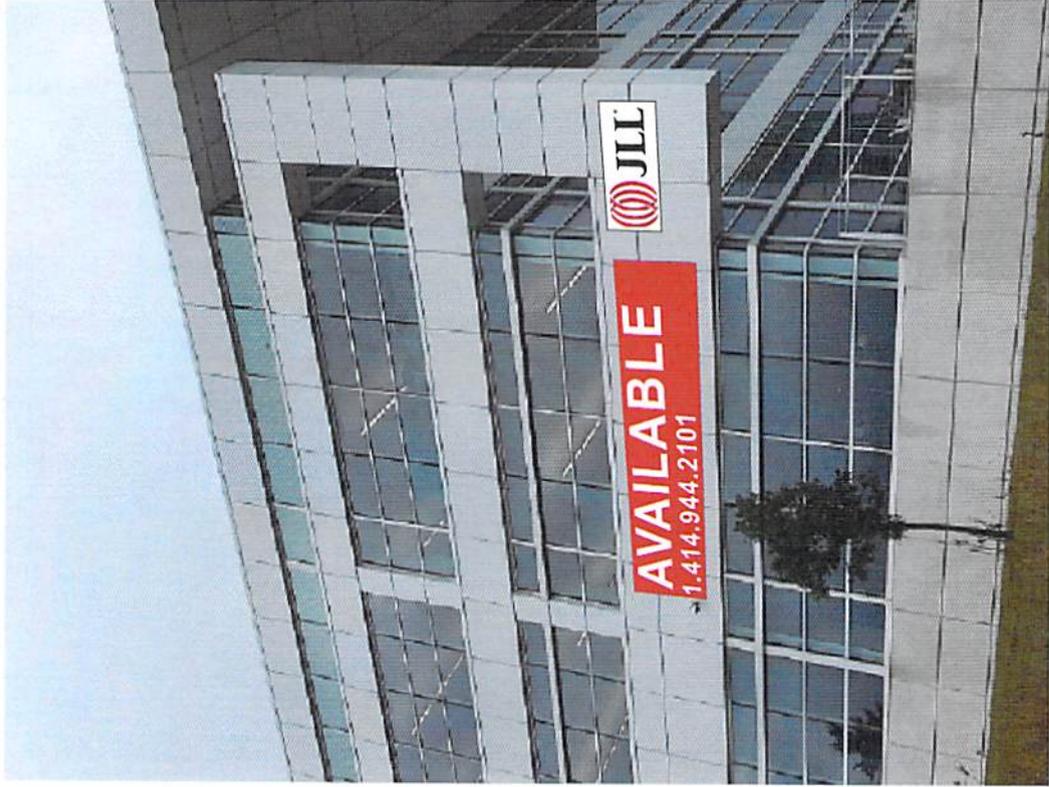
Colors

Full Color CMYK

Approval
Signature: _____

Qty: 1 - (Silver is the building)

The sign graphic consists of a red rectangular background. On the left side, there is a vertical dimension line indicating a height of 60.0". The main text on the sign is "AVAILABLE" in large, white, bold, sans-serif capital letters. Below this, the phone number "1.414.944.2101" is written in a smaller, white, sans-serif font. To the right of the sign, there is a horizontal dimension line indicating a width of 379.25". Above the sign, the JLL logo is displayed, which includes a stylized globe icon and the letters "JLL" in a serif font.





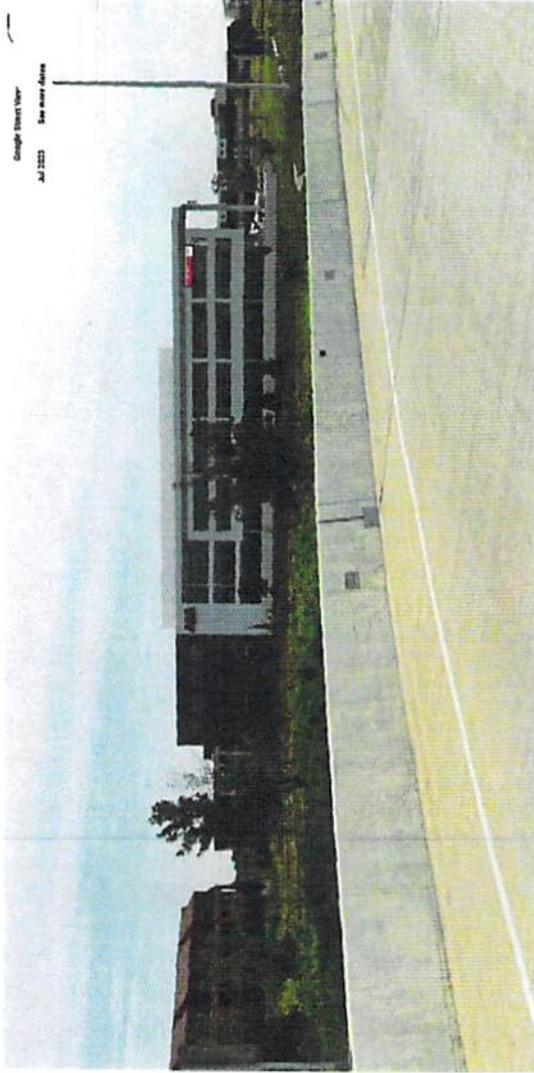
Google Earth

Imagery date: 8/5/22

100 m

Camera: 1,151 m 43°02'50"N 88°02'03"W 237 m

Banner



Google Street View
Jul 2023 Size: 1000x750px



www.Innovative-Signs.com

Customer	JLL
Banner	Banner 13oz.
Date	08/08/2023
Order #	ISI - 12330
Project Manager	Chad S.
Designer	Brian H.
Materials & Specifics	Banner 13oz.

- Grommets and edge tabs every 24"

Colors
Full Color CMYK

Qty: 1

60.0"

AVAILABLE
1 414 944 2101



240.0"

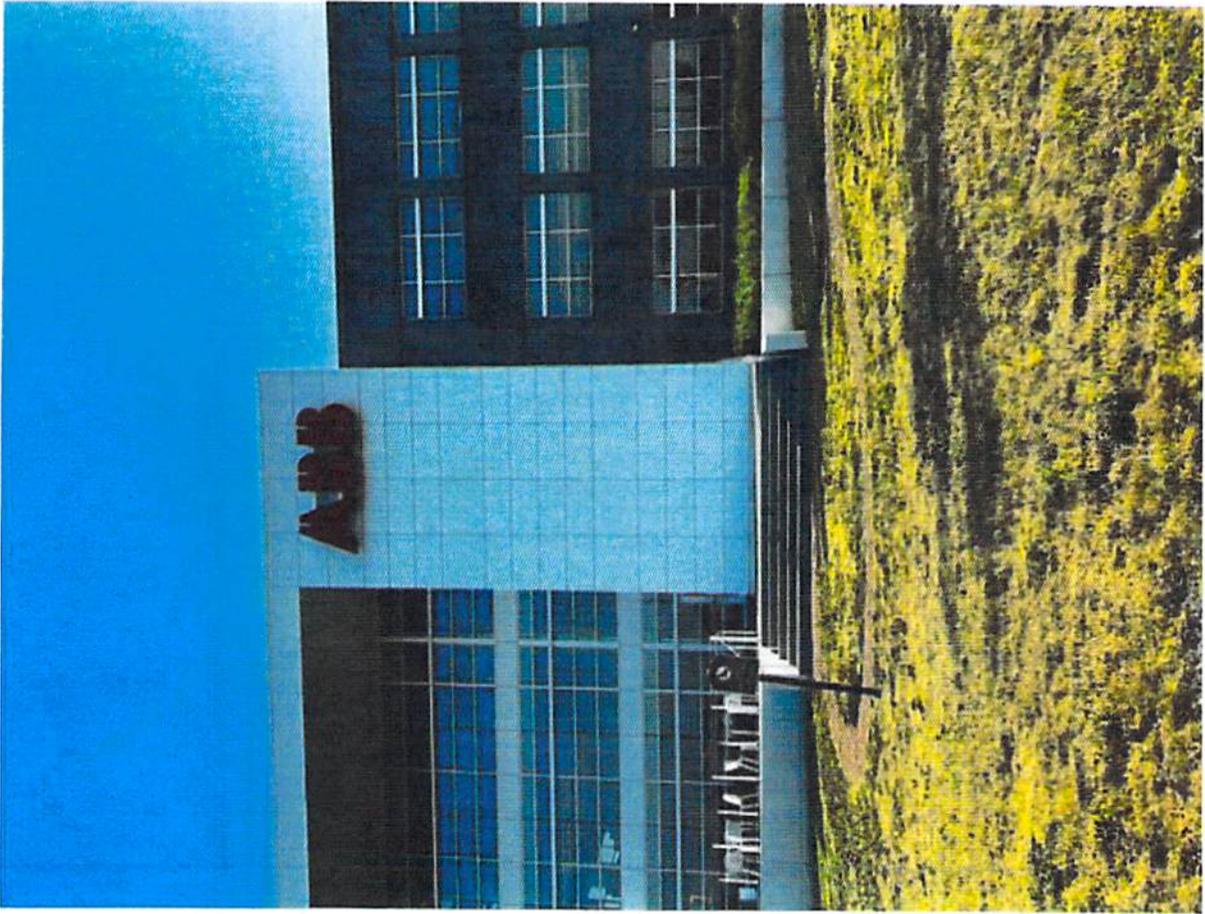
Approval
Signature: _____

West Elevation

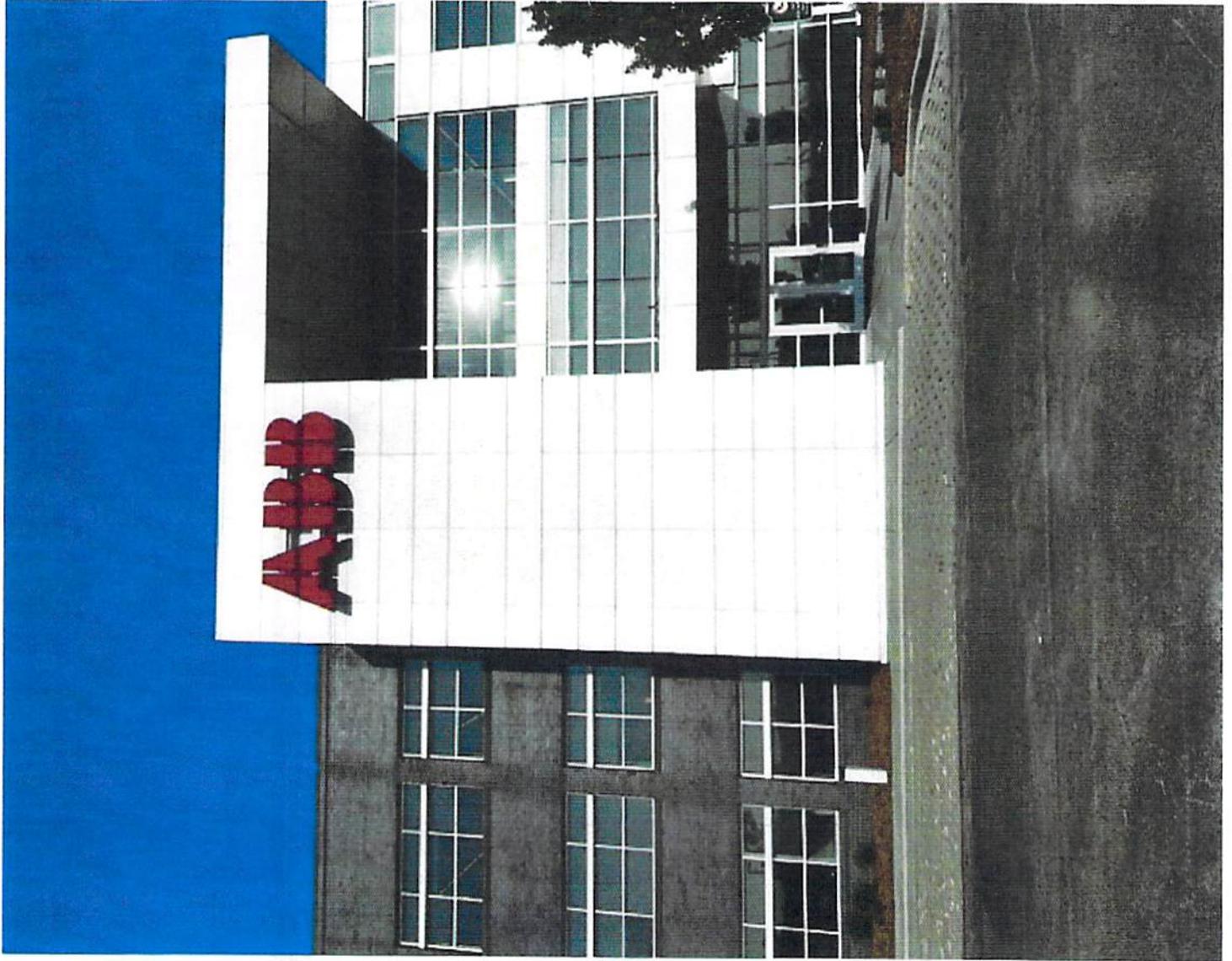
ALBIS



South
Elevation



East Elevation
Main Entrance



North
Entrance
Elevation



There is
No Monument
for ABS



ITEM #6

Chad Schultz

From: Chad Schultz
Sent: Monday, August 7, 2023 2:24 PM
To: Chad Schultz
Subject: RE: Sign Appeals - 1425 Discovery Pkwy

From: Hepner, Nick <Nick.Hepner@jll.com>
Sent: Monday, August 7, 2023 12:29 PM
To: Chad Schultz <chads@innovative-signs.com>; Jessup, Dan <Dan.Jessup@jll.com>
Subject: RE: Sign Appeals - 1425 Discovery Pkwy

Chad,

I'm finding limited information regarding the adjoining sites. See link below for what I mean.

<https://apps.geocortex.com/webviewer/?app=00d9853f922845a5841e0123918a449a>

When I go to the GIS site and use the parcel viewer tool, to review the properties adjacent to 1425 Discovery, I'm coming up with Robert Bruss of Bruss Investments LLC. And, the property address is listed as 4301 537 W. Ramsey Ave, Greendale WI 53129.

It appears this is the real estate attorney that likely helped Mandel and Irgens secure these properties, etc.

Nick A. Hepner | JLL
Vice President – Real Estate Solutions
Office: 414.944.2107 | Cell: 608.444.1675
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www.jll.com | www.jll.com/milwaukee/en-us