

Date: September 9, 2022

To: Village of East Troy Plan Commission

From: Tim Schwecke, Zoning Administrator

Subject: Sign permit for a wall sign for Social Affair located at 2919 Main Street (ROP 00100), Vicki McKone, owner

Application: 2022-31; <https://s.zoninghub.com/CHV4NUWGB0>

Meeting: September 12, 2022 Plan Commission meeting

General description Vicki McKone owns the property at 2919 Main Street and has submitted a sign permit for a wall sign for a new tenant. The area of the proposed wall sign (19.35 sf) complies with the size limitations for this tenant space. The sign is not directly illuminated.

A mockup of the proposed sign is below.



Public notice Aside from being included on the meeting agenda, no other public notice is required.

Procedures Because the sign is located in the Downtown Design district, the Plan Commission is required to review the proposed sign.

As set forth in Section 510-141(B)(4) of the zoning code, there are four review criteria as follows:

- (a) The proposed sign conforms to the location, size, and style requirements of this article.
- (b) The proposed sign conforms to the Village's long-term plans for this area based upon the Comprehensive Plan.

- (c) The proposed sign is compatible with the principal building and is similar in design, colors and materials to the principal building.
- (d) The proposed sign will not be so different from or similar to other signs already constructed or under construction in the area or so out of harmony with the environs to cause a nuisance or have a potentially negative impact on property values.

Proposed motion for adoption: Approve the wall sign for Social Affair as proposed based on the four above-mentioned criteria listed in the zoning code