



William Gust
Milwaukee Yard
7727 S Longwater Dr
Oak Creek, WI 53154

February 15, 2024

Kari Papelbon
City of Oak Creek
8040 S. 6th Street
Oak Creek, WI 53154

Mrs. Papelbon:

I hope all is well! We are excited to be establishing ourselves in the Oak Creek community and offering our youth and adult programs to the surrounding residents. In order to continue to grow our programs and service the community, we want to erect a monument sign near the southeast corner of our building to help get the word out to everyone passing by- this sign will also help us to attract businesses as tenants into the unoccupied portion of our building. As part of this process, we are requesting a variance of 2' above the code height in the B-4 district of 16'.

There are a few unique characteristics of our lot that make this variance a necessity for us:

- We are right on the highway, which is great for visibility, but this part of the highway has a very wide space next to it and we need the extra height to be visible to cars.
- The DOT has a 6' high fence that borders the west side of our property, which we can't remove or alter. We need the extra height to get the tenant panels above this fence, so that they are visible.
- The grade at the location of this sign is 2' lower than the grade of the south part of our lot, which is the direction of where the majority of the cars will be coming from- the extra 2' in height just visually compensates for this grade differential.
- The extra height is needed to be visually compatible with other much taller and bigger signs that are in the same visual path as our sign.

This variance does not run contrary to public interest, nor will it endanger public safety and welfare. The sign is next to our 45' high building and across the street from a much taller sign- the extra height is needed to be spatially compatible with these structures. The sign is next to our building, our parking lot, and the shoulder of the highway- it is very far away from any neighbors and will not impinge on the public interest in any way.

The spirit of the height portion of the code is to keep signs proportionate to their surroundings, and not overshadow nearby structures. The increased height of this sign does not make it disproportionate, it actually helps to make the sign more proportionate to its surroundings.



Granting this variance addresses the unique characteristics of our lot and allows us to construct something proportionate to what is visually needed, as well as to other structures that have been approved within the same site area.

We are excited to build on our footprint and continue to grow in the community. Approval of this sign is a big part of our plan- it will allow us to advertise and bring large events and tenants to our building. While we are right on the highway, we are tucked in the very back of the PUD and need effective signage to get our message out and help people to find us, the extra height is needed to make the sign effective in this particular environment.

I am the sole owner of MW Yard Investments LLC, the owner of this property. Please also use this letter as authorization that you have my approval of this proposal.

Thank you for your time,

William Gust
Milwaukee Yard
MW Yard Investments LLC