



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, March 27, 2024
6:00 PM**

8. Sign Appeal for Reunion, an existing Restaurant retail use at 6610 W. Greenfield Ave. (Tax Key No. 439-0001-032)

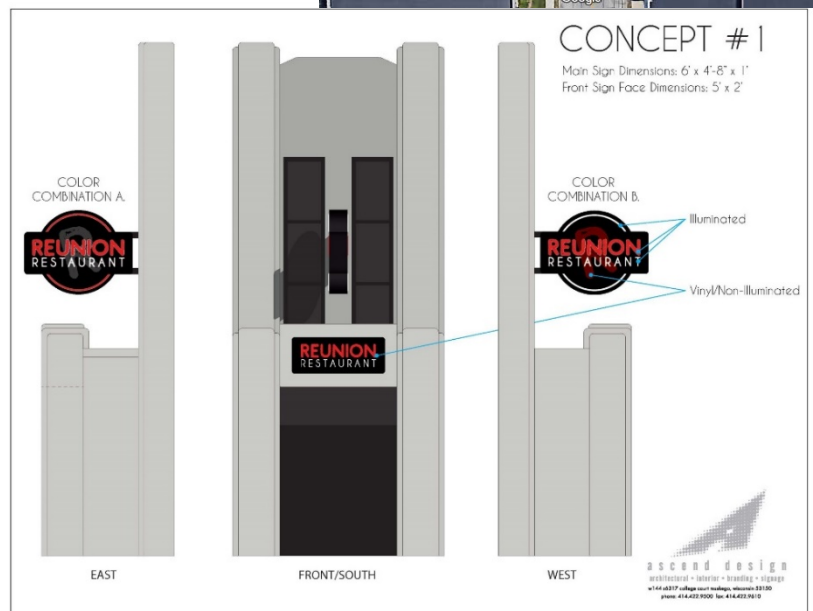
Overview

The Chris and Abby Paul, owners of [Reunion Restaurant](#) are seeking additional signage on the property. Situated at 6610 W. Greenfield Ave. Reunion is in the 6-Points Neighborhood on the cities fashionable east side. Historians will recognize it as the old Allis-Chalmers employment building. After an extensive renovation, the restaurant offers food and arcade lovers a full day or night of fun. The restaurant offers a spacious, yet cozy dining area on the first floor and a fully accessible arcade on the second floor. There's a nod to West Allis history on every wall – the family business honors the past while looking ahead to the city's future.

A sign plan has been provided by the applicant. Shown on the proposed sign plan is a wall sign and a projecting sign.

The projecting sign is 6' x 4'-8" (28 sq. ft). A maximum of 32 sq. ft. is permitted by the Sign Code. However, only a maximum projection of 4 ft is permitted. The sign projects greater than 4 ft to provide better clarity from a canopy addition on the first floor of the building. The wall sign is 5' x 2' (10 sq. ft.) and conforms with sign square footage permitted by the Sign Code. There is an existing wall sign that was approved by Plan Commission in 2021. The building is only permitted one wall sign which is the second reason for the appeal.

The request for additional signage comes due to the lack of a freestanding sign on the site along with the challenges presented by the canopy addition. Additional signage will offer greater visibility for the business in the same manner a freestanding sign would.



Recommendation: Recommend approval of the Signage Plan for Reunion, an existing Restaurant use, at 7332 W. Becher St., (Tax Key No. 439-0001-032).