



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 26, 2020
6:00 PM**

Room 128 – City Hall – 7525 W. Greenfield Ave.

10. **Signage Plan Appeal to replace existing freestanding sign at an existing gas station, located at 2310 S. 76 St. submitted by Bob Kraus of Bauer Sign Company on behalf of Ikram Chaudry/BP (Chaudry Oil), property owner. (Tax Key No. 489-0362-001).**

The property owner is proposing to remove the existing pole sign at 76th and W. Lincoln Ave. A new freestanding monument sign is proposed to replace the existing pole sign.

The new sign requires a signage and an electrical permit. While the signage design proposal meets the ordinance in terms of sign area and design, the location of the new monument sign is proposed to be located within a 20-ft x 20-ft area near the NW corner of the site. The sign ordinance indicates that the location of signage should be setback outside of the 20x20 area. Of note, the existing pole sign is currently located within this area now.



The Plan Commission's role is to review the applicants appeal and signage plan relative to the location of new signage proposed. Of note, Plan Commission has granted

locational appeals previously and for other gas stations with similar challenges. The last example was at the corner of S. 60 St. and W. National Ave.



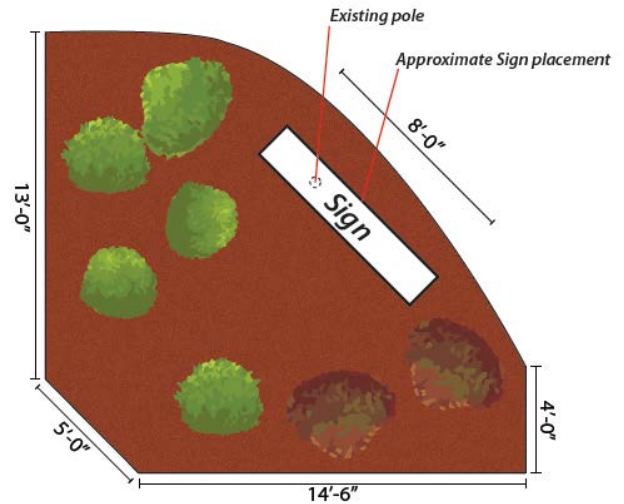
SE Placement View



E Placement View

A summary of the signage proposal follows:

- The applicant is proposing a compliant monument sign that would be situated diagonally along the eastern most edge of the existing landscaped island.
- The sign will be placed with the leading edge starting at a NE starting point running 8' to a SW endpoint per attached plans.
- The proposed placement/orientation was designed so as not to reduce vision for northbound traffic on 76th St, and also not to impede vision of customers utilizing the north or west drives of the property.
- Structurally, installation will utilize the eastern most steel pole of the existing pylon sign structure.
- The property owner will remove the non-used "payphone" that is at the eastern edge of the landscaped island



Recommendation: Approval of the Signage Plan Appeal to replace existing freestanding sign at an existing gas station, located at 2310 S. 76 St. submitted by Bob Kraus of Bauer Sign Company on behalf of Ikram Chaudry/BP (Chaudry Oil), property owner (Tax Key No. 489-0362-001), subject to a revised Site, Landscaping, Screening Plan being submitted to and approved by the Department of Development to show additional infill landscaping around the base of the sign to meet the sign ordinance requirement 2x the sign face. Contact Steve Schaer at 414-302-8460 with further questions.