



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

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

9. Signage Plan Appeal for Apostles Presbyterian Church, an existing religious institution, located at 1509 S. 76 St., submitted by Deb Burton and Blair Benes of Poblacki Sign Company. (Tax Key No. 452-0082-001)

Apostles Church is requesting a signage appeal as part of their plan to install a new electronic changeable copy sign within the existing freestanding monument sign at the corner of S. 76 St. and W. Orchard St.

Sign Code – Freestanding Signs

At this location, the Sign Code allows for 1 freestanding sign, with:

- A masonry base at least 2 feet in height (other durable materials that reflect the principal building may also be approved),
- Landscaping equal to twice the area of the sign face,
- An area no greater than 50 square feet,
- A maximum height of 10 feet, and
- Changeable copy portion not to exceed 35% of the sign face.

Signage Plan Revision & Appeal

The applicant has modified the previous version of the plan to include an area below the electronic message center (EMC) as part of the sign face. The changes thereby increase the primary sign area so as to bring the electronic message center into compliance with the 35% limit for the EMC area.



In addition a metal cap feature has been included on the top of the sign and the color has

changed to a dark bronze color consistent with the look of the building.

Variance Request update - The signage ordinance does require a masonry/stone base. The applicant is requesting that the existing lannon stone retaining wall at the corner of the site and in proximity to the sign serve as the masonry/stone base requirement of the sign ordinance. Given the proximity and updates to the overall signage plan, staff recommends Plan Commission accept the variance request. Any landscaping areas disturbed in the installation of new signage would be replaced.

SIGN SPECIFICATIONS

[A] - CABINET
 Lighting: Lit
 Material: Aluminum
 Face Color: Paint MP41313SP Dark Bronze
 Cabinet Color: Paint MP41313SP Dark Bronze
 Voltage: 120V
 Installation: New Structure

[B] - GRAPHICS
 Material: Backed-Up
 Color: White

[C] - REVEAL
 Material: Aluminum
 Color: Paint MP41313SP Dark Bronze

[D] - EDS
 Voltage: 120V
 Manufacturer: Daktronics
 Model: GT-72X180-10-RGB-2V
 Color: Paint Cabinet MP41313SP Dark Bronze
 Communications: Wireless

[E] - CABINET
 Lighting: Non-Lit
 Material: Aluminum
 Face Color: Paint MP41313SP Dark Bronze
 Cabinet Color: Paint MP41313SP Dark Bronze

[F] - ADDRESS NUMERALS
 Material: Vinyl
 Color: White

[G] - CAP
 Material: Aluminum
 Color: Paint to Match Stone Base (180)

[H] - EXISTING STACKED STONE BASE



existing monument, to be removed (NTS)



proposed day view (NTS)



proposed night view (NTS)



103 S. 70th St., Milwaukee, WI 53214
 414.443.0000 • www.poblocki.com

Project
 Apostle Presbyterian Church
 West Allis, WI

Scale: 1/2"=1'
 Original Page Size: 11" x 17"
 Reference Drawing # B-25158
 W.J. # 4064

Revisions
 01 02/13/20 BY DATE
 01 02/13/20 msh

Rev. Bob Benes
 Drawn by: Marshall Hogan Date: 02/13/20

Sign Location

MON-01
 D/F Monument
 Sign Type

86079 C06
 000 - Project - Job No. Design

Recommendation: Approval of the updated signage plan appeal for Apostles Presbyterian Church, an existing religious institution, located at 1509 S. 76 St., submitted by Deb Burton and Blair Benes of Poblocki Sign Company. (Tax Key No. 452-0082-001).