



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 22, 2022
6:00 PM
City Hall – Room 128

Watch: <https://www.youtube.com/user/westalliscitychannel>

6. Signage Plan appeal for a new freestanding sign at Taqueria El Toro located at 8322 W. Lincoln Ave. (Tax Key No. 477-0660-000).

The property owner is proposing to install a freestanding sign at the southwest corner of the site as part of the site improvements being made to open the new restaurant, Taqueria El Toro. This is the former Boy Blue ice cream drive-in.

New signage requires a signage permit, and while one has been submitted for review, Planning has noted that the proposed new sign will be within the 20x20-ft vision area. The site is compact and the installation of a freestanding ground sign at the corner must be evaluated by the Plan Commission when such fixtures are placed within the vision area.



The signage area/size otherwise appear to conform to the sign ordinance which will allow up to a 10-ft high sign and 50-sf in area. Staff is seeking some additional confirmations within the recommendation.



Staff has met with the property owner and advised the sign contractor to arrange the sign in a manner to improve visibility at the corner/intersection.

There is precedent for Plan Commission granting a sign variance for a sign in the vision area: in 2018 Plan Commission granted approval of a freestanding BP gas sign at S. 60 and W. National Ave. and more recently for the Shell gas station sign at S. 76 St and W. Lincoln Ave. Each of those examples as well as the proposed Taqueria sign are on similar 45-degree angles to promote visibility for motorists and pedestrians.

The new owner is also currently constructing site improvements in accordance with the approved site plan approved last year which will improve the curb appeal and safety of this property. Improvements underway include a new curbed landscaping areas and closure of the driveway on W. Lincoln Ave. closest to the intersection.

Recommendation: Approval of a new freestanding sign at Taqueria El Toro located at 8322 W. Lincoln Ave., subject to the following conditions:

(Items 1-2 below are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping and Signage Plan being submitted to and approved by the Planning Office to show the following:(a) site/landscaping plan to show specific sign location, height, landscaping and meet the sign ordinance requirements and approval of City Engineering; (b) internally illuminated sign – sign faces being opaque in accordance with signage ordinance, (c) masonry base details and dimensions. Contact Steve Schaer at 414-302-8466 or planning@westalliswi.gov with further questions.
2. Driveway permit being applied for with the city to close the W. Lincoln Ave. driveway nearest intersection.