



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, January 27, 2021**  
**6:00 PM**

**Virtual Meeting**

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

4. **Signage Plan for Aspen Dental, a proposed dental office, to be located at 10757 W. Cleveland Ave., submitted by Sign Effectz, Inc. on behalf of Aspen Dental Management, Inc. (Tax Key No. 519-9996-003)**

**Overview**

Aspen Dental, a new dental facility currently under construction at 10757 W. Cleveland Ave., is requesting to exceed the Sign Code by 76.2 square feet.

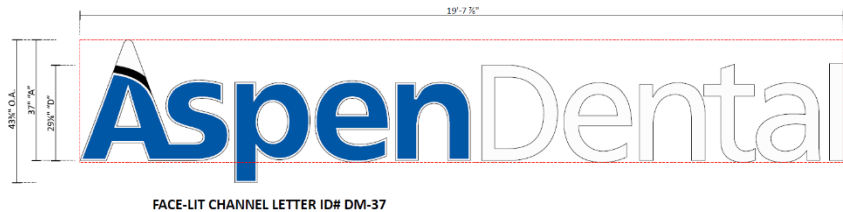
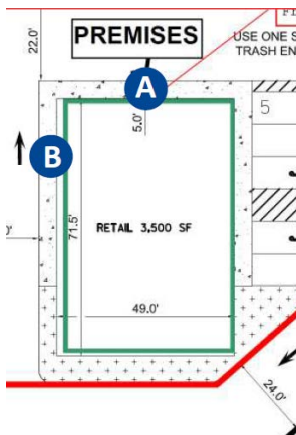
The parcel in question is located within the outlot area of the existing Office Max property. The area previously served as parking for Office Max and includes an 80 square foot non-conforming free-standing sign. Despite being a non-conforming sign, at the request of the developer, Plan Commission allowed for the sign to remain in place for the remainder of the existing Office Max lease.

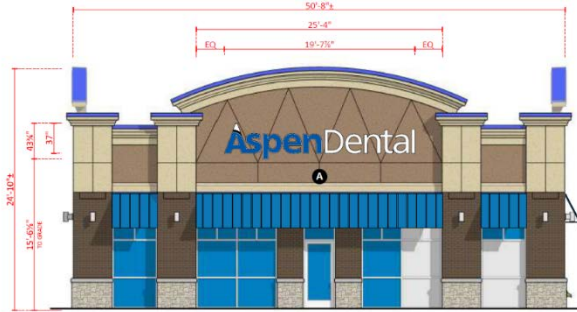
The parcel is permitted a maximum of 125 square feet of signage (combined total of both free-standing and wall signs). Given the existing non-conforming free-standing sign on site, 45 square feet of signage remains available for new Aspen Dental signage.

**Signage Plan Appeal Request**

Aspen Dental is proposing to install two wall signs at 60.6 square feet each, for a total of 121.2 square feet of wall signage. Combined with the existing 80 square foot non-conforming free-standing Office Max sign, the proposed total signage on site would be equal to 201.2 square feet. Meaning this proposal is 76.2 square feet over what is permitted by Code.

The 60.6 square feet channel letter wall signs are proposed on the north (Cleveland Ave.) and west (Hwy. 100) elevations.





NORTH ELEVATION - DM-37

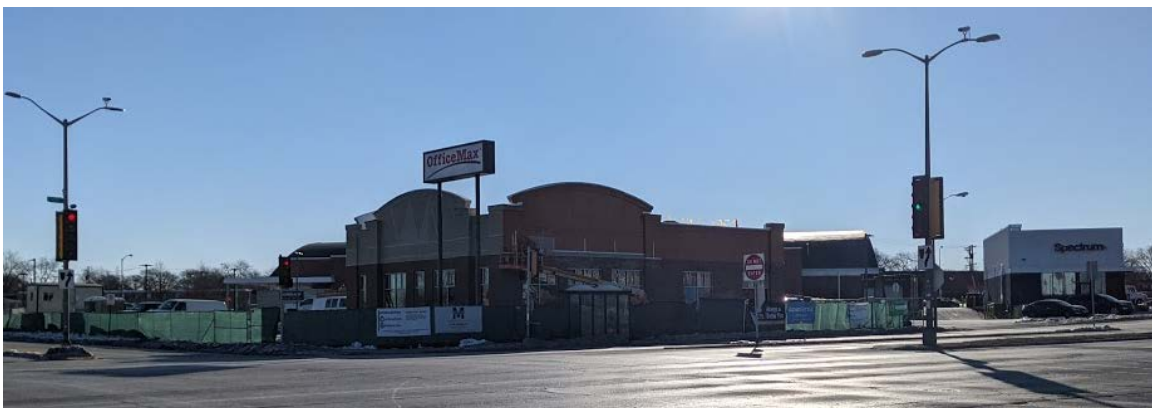


WEST ELEVATION - DM-37

### Considerations

The Sign Code identifies three criteria to be considered when Plan Commission reviews a request for a sign variance. The criteria and staff's considerations of those criteria (*italicized*) are as follows:

- 1) The sign as proposed will not result in an undue concentration of signage, which renders it difficult or confusing to read existing signs.
  - *The amount of signage exceeds the Sign Code by more than 76 square feet, and the signage (2 wall signs and one non-conforming free-standing sign) will be concentrated on the northwest corner of the site. Staff finds this to be an undue concentration of signage.*



- 2) The proposed sign is unique and of exceptional design or style so as to enhance the area.
  - *The sign's design and style is favorable to our Code (channel lettering), but is not of a unique or exceptional design that makes it stand apart from other channel letter signage.*
  
- 3) Site difficulties: unusual site factors preclude the construction of a sign in accordance with this section, which would be visible to the roadway adjacent to the site frontage.
  - *A sign constructed in accordance with the Sign Code, at 45 square feet, would be fully visible to the roadway, and would be in line with signage from similarly sized buildings in the area. Wall signs on the neighboring Spectrum, for example, are 47.45 square feet.*

Staff continues to encourage the applicant to apply for one 45 square feet sign, which conforms to Code. If a second sign is desired, staff further encourages the applicant to apply for a variance for a second 45 square feet sign, which Plan Commission can reconsider.

**Recommendation:** Denial of the Signage Plan Appeal for Aspen Dental, a proposed dental office, to be located at 10757 W. Cleveland Ave., submitted by Sign Effectz, Inc. on behalf of Aspen Dental Management, Inc. (Tax Key No. 519-9996-003)