



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 27th, 2025
6:00 PM

4. Sign Plan Appeal for Tsunami Express Car Wash, an existing Car Wash Service use, at 10928 W. Oklahoma Ave. (Tax Key No. 520-0151-001)

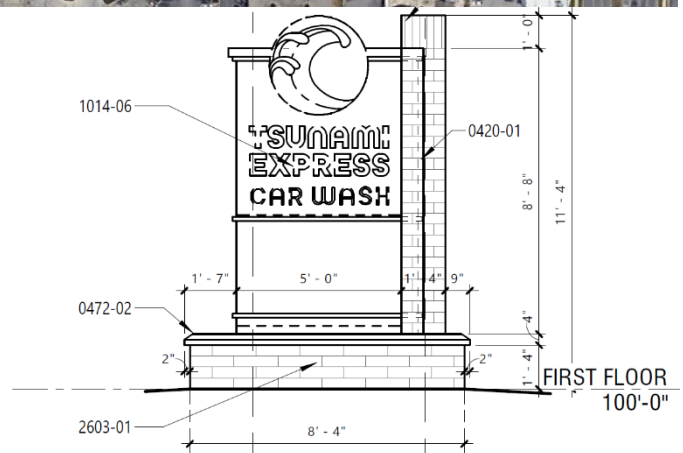
Overview

[Tsunami Car Wash](#) at 10928 W. Oklahoma Ave. is currently under construction. As the project climbs closer to completion, signage has been submitted for the new business.

Proposed for the building is a total of 4 wall signs. Sign 1 on the east elevation above the vehicle entrance to the car wash consists of the Tsunami Express logo and channel lettering totaling 21.8 sq. ft. Sign 2 is directly below sign 1 and consists of the raised text “Car Wash” and totals 23 sq. ft. Moving to the south elevation of the building is Sign 3, a 16.4 sq. ft. channel letter sign with the text “Memberships.” On this same façade is Sign 4, another channel letter sign totaling 17.6 sq. ft. with the text “Wash. Chill. Repeat.” Additionally, a freestanding sign has been proposed on-site that totals 43.75 sq. ft. The total signage area proposed across all signs is 122.55 sq. ft. The maximum signage area allowed is 125 sq. ft. for this property.

The total number of signs on the building exceeds the allowable signs per façade. Per code, two (2) wall signs shall be permitted, or one (1) wall sign per street frontage, whichever is greater. The total number of signs exceeds what is permitted per code. The applicant justifies this decision to provide enhanced visibility along Oklahoma Ave. while maintaining a square footage under the maximum total allowed.

All wall signs conform to the design requirements per Code. The freestanding sign proposal aligns with our aesthetic goals of the sign code; however, it exceeds the allowable height of



10 ft. Additionally, the freestanding sign does not conform to the 2 ft minimum masonry base requirement.



Recommendation: Approval of the sign plan appeal for Tsunami Express Car Wash, an existing Car Wash Service use, at 10928 W. Oklahoma Ave. (Tax Key No. 520-0151-001) subject to the monument sign conforming to the height and area design requirements of the signage ordinance.