



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 24, 2021
6:00 PM**

Virtual Meeting

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

- 6. 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 45-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.

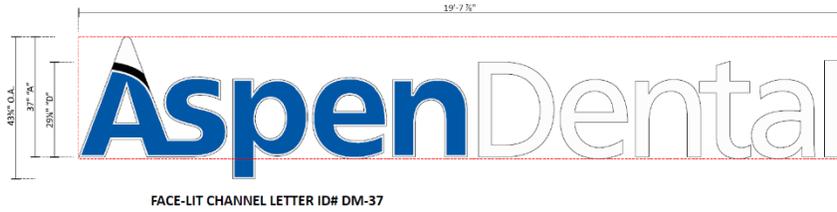
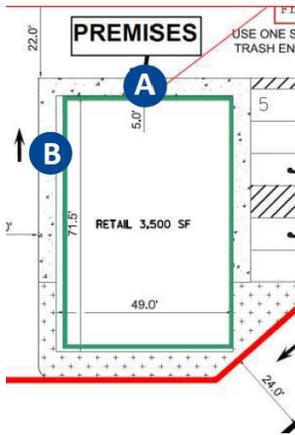
At the January Plan Commission meeting, the Commission placed the Aspen Dental application on file as it didn't meet the sign ordinance. The directive from the Planning Commission to the applicant was to apply for a sign permit, for a 45-sf sign that will conform to the sign ordinance.

- This step has since been completed and has been approved administratively by the Planning staff.
- The subsequent request is for a sign variance to appeal for an additional 45-sf wall sign on the north elevation of the new building.

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, plus the recent staff approval of an additional 45 square feet wall signage on the west elevation, no additional signage area remains available for a new Aspen Dental wall sign on the north elevation (facing W. Cleveland Ave.)

Signage Plan Appeal Request

Aspen Dental is proposing to install an additional 45 square foot wall sign. When combined with the existing 80 square feet non-conforming free-standing Office Max sign, the recently approved 45square foot west wall sign and the proposed 45 square foot signage (the subject appeal) would be equal to 170 square feet on site. Meaning this proposal is 45 square feet over what is permitted by Code.



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.
 - *While the amount of signage exceeds the Sign Code by 45 square feet, and the signage, two wall signs and one non-conforming free-standing sign, will be concentrated on the northwest corner of the site. Staff notes that the applicant*

has reduced the area of wall signage from 60-sf each to 45-sf each. Staff is supports the change as it reduces the concentration of wall 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), and is typical of other commercial wall signage along the Hwy 100 corridor.*
- 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 supports the applicants sign appeal request as Aspen Dental has modified the signage plan in alignment with staff and Plan Commission's directives from last month.

Recommendation: Approval 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).