



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

7. Sign Plan Appeal for Slingshot Bar, a proposed Recreation (indoor) use, at 6325 W National Ave. (Tax Key No. 454-0122-001)

Overview

[Bars and Recreation](#) is a group of activity bars offering immersive experiences with cutting-edge activities, creative drinks, and customer service. Bars and Rec has been actively working on the proposed Slingshot Bar at 6325 W National Ave in the past few months. The business anticipates a fall opening date. A conditional use permit for the property was approved in January 2024. Additionally, a mural promoting the Milwaukee Brewers rather than the business itself has been approved on the west façade in October 2024.

An image of the proposed signage has been provided by the applicant. Shown on the proposed sign plan is the business name placed on an overhang that takes shape similar to a marquee, consisting of two signs. Additionally, a third sign is shown on the west façade.

The two signs forming the marquee are each 3' x 11.25' (33.75 sq. ft.). The proposed wall sign on the west façade is 4' x 8' (32 sq. ft.). The total signage area proposed is 99.5 sq. ft. The area of signage is below the maximum square footage allowed per Code. The maximum square footage for signage for the building is 111 sq. ft. based on the Sign Code.

Per code, Two (2) wall signs shall be permitted, or one (1) wall sign per street frontage, whichever is greater. The number of signs for the building exceeds what is allowed per code. The applicant requests an appeal to this section of the code to provide more visibility to the business. In place of a monument sign, the additional wall signs provide enhanced visibility along National Ave. while maintaining a square footage under the maximum total allowed.

The twin signs forming the marquee conform with the Signage guidelines for design. However, the west facing wall sign does not conform with the design requirements per Sec. 13.21(15)(a)(2) as *exclusively flat wall signs shall not be acceptable*. Staff has discussed this with the applicant who has since indicated modification to this signage to conform with the sign code. Staff will continue to work with the applicant on submitting a conforming wall sign.



Recommendation: Recommend approval of the Sign Plan Appeal for Slingshot Bar, a proposed Recreation (indoor) use, at 6325 W National Ave. (Tax key No. 454-0122-001)

