

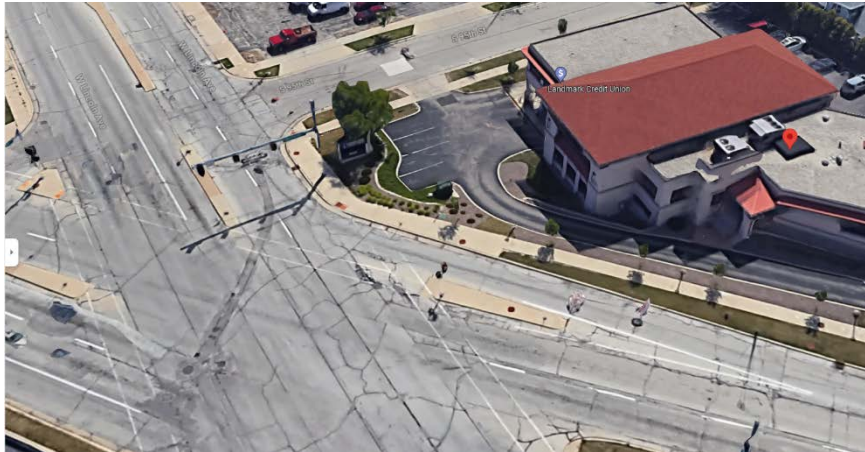


**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 25, 2023
6:00 PM**

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

6. Sign appeal for Landmark Credit Union located at 9515 W. National Ave. (Tax Key No. 486-0099-001).

The City is preparing for a WisDOT project along W. Lincoln Ave. As part of Project ID 2110-03-71, C



West Allis – West Lincoln Avenue, S 93rd Street to S 96th Street, the traffic signal pole will be relocated from the sidewalk to the terrace. To accommodate the larger base, the sidewalk will shift 2' south, requiring additional right-of-way from Landmark Credit Union. The back of the proposed sidewalk will be at the new right-of-way line.

The existing freestanding sign for Landmark Credit Union (LCU) is located near

the area of work and new property line. Our Engineering Department is attempting to purchase 2' of land from the credit union for additional City right of way (ROW) to accommodate shifting the existing traffic signal pole back to maintain ADA compliance along the new sidewalk.

Landmark Credit Union is working with our Engineering team but is concerned that their existing sign will become non-conforming given the proposed acquisition of land. The West Allis sign code requires that freestanding sign must have an offset/setback of no less than 1-foot from the ultimate right-of-way line and not obstruct the vision triangle. They are requesting a variance to section [13.21\(14\)\(b\)v. "Location"](#) of the sign code.

Please refer to the memo from GRAEF on the following pages which documents the proposed interaction between the roadway improvements along W. Lincoln Avenue and the Landmark Credit Union sign. The memo concludes that the changes in RoW line and proximity of the existing LCU sign will not change driver sight distance, nor impact the proposed improvements to the roadway.

Recommendation: Approval of the Sign appeal for Landmark Credit Union located at 9515 W. National Ave. (Tax Key No. 486-0099-001).



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MEMORANDUM

TO: Traci Gengler – City of West Allis
FROM: Bob Steuck - GRAEF
DATE: October 11, 2023
SUBJECT: Landmark Credit Union – Business Sign

The purpose of this memo is to document the interaction between the proposed roadway improvements along W. Lincoln Avenue and the Landmark Credit Union sign.

Currently, there is an existing traffic signal pole located within the sidewalk between W. National Avenue and S. 95th Street that is obstructing pedestrian travel. As part of the proposed improvements included in Project ID 2110-03-71, C West Allis – West Lincoln Avenue, S 93rd Street to S 96th Street, Milwaukee County, the traffic signal pole will be relocated from the sidewalk to the terrace. The proposed signal pole base has a larger diameter than the existing base. To accommodate the larger base, the sidewalk will shift 2' south, requiring additional right-of-way from Landmark Credit Union. The back of proposed sidewalk will be at the new right-of-way line.

Landmark Credit Union has a business sign located near the improvements. Today, the sign is 2'-8 ½" beyond the right-of-way. After the proposed improvements, the sign will be 8 ½" from the back of proposed sidewalk/new right-of-way line.

The proposed sidewalk will be lowered slightly to meet current ADA slope standards. The sidewalk will be ± 2 ½" lower than existing grade at the base of the sign. The grassed area between the back of proposed sidewalk and the sign will be graded at a 3:1 slope to match into the current ground elevation at the face of the sign.

In the proposed configuration, pedestrians will have a standard 5' wide sidewalk free from obstructions. The lateral clearance to the proposed traffic signal pole anchor ring will be ± 1' and the clearance to the Landmark Credit Union sign will be 8 ½". The traffic signal pole will be offset from the sign by 9' to avoid a pinch point in the sidewalk.

The proposed improvements will not change the line of sight for drivers. There is currently limited line of sight for drivers on S. 95th Street looking to make a right-turn onto Lincoln Avenue. Additionally, drivers on W. National Avenue looking to make a right-turn onto Lincoln Avenue have limited line of sight to vehicles on S. 95th. While the proposed curb & gutter on Lincoln Avenue will move closer to the sign to accommodate a 5' bicycle lane, the location of the proposed travel lanes will not change. The sign is presently ± 15' from the eastbound edge of travel lane on Lincoln Avenue and will be the



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same offset after the proposed improvements. While not ideal, the location of the sign in relation to the proposed improvements will not change driver sight distance.

Overall, a temporary variance, until such time the sign is to be replaced, to the City's ordinance for the sign being less than 1' beyond the right-of-way, would not impact the proposed roadway improvement project. The location of the sign will not obstruct the proposed sidewalk nor reduce driver sight distance.

RJS:rjs

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RMC 13.21(14)b.v. Sign code

Requires freestanding signs to be at least 1-ft from property line.

Existing sign



Proposed shift in RoW line

(result is less than 1-ft distance from existing sign)

