



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, March 28, 2018**  
**6:00 PM**  
**ROOM 128 – CITY HALL – 7525 W. GREENFIELD AVE.**

**7. Sign Plan Appeal for WELS Lutherans for Life, an existing non-profit organization, located at 8501 W. Lincoln Ave., submitted by Peter Georgson, d/b/a WELS Lutherans for Life.**

WELS Lutherans for Life, a currently operating non-profit organization located at 8501 W. Lincoln Ave. is seeking a variance to the requirements for sandwich board signs in the City's Sign Code. They have submitted a Sign Permit Application to staff to locate a sandwich board sign along their W. Lincoln Ave. frontage. In their application they propose to place the sandwich board sign in the walkway leading to their main entrance. Staff could not approve the initial submittal on the grounds that it did not meet three main code requirements for sandwich signs:

- 1) The proposed sandwich board sign would be incorporated into a commercially used building with a front yard setback of greater than five-feet off of the property line;
- 2) The sandwich board sign is proposed to be placed in the walking pathway area to the building; and
- 3) The current location of the proposed sandwich board sign impedes and obstructs the general public or the exit of building occupants.

Staff notes that with items 2) and 3) above, the sign location could easily be changed to meet these requirements. However, with respect to 1), the building setback cannot change, so a variance would need to be granted for the sign to be placed on this property. The building at 8501 W. Lincoln Ave. has a 9' setback, which exceeds the 5' maximum building setback requirement. If all other requirements for sandwich board signs, found in Section 13.21 (23) of the Sign Code, are met, staff recommends the approval of a variance.

**Recommendation:** Recommend approval of the Sign Plan Appeal for WELS Lutherans for Life, located at 8501 W. Lincoln Ave., submitted by Peter Georgson, d/b/a WELS Lutherans for Life subject to a Sign Plan Appeal application being submitted.