



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Thursday, December 14, 2023
5:00 PM**

8. Sign Appeal for La Salsa, an existing restaurant use at 8129 W. Greenfield Ave. (Tax Key No. 452-0358-000)

Overview

La Salsa, an existing restaurant use, is applying for a Sign Plan Appeal to allow for additional signage area on an awning on the north façade of the existing building. Proposed for the north façade is an awning with a signage area of 29 sq. ft.. The west wall is currently comprised of painted grey brick. An existing projecting sign is also on the west façade.

A concept image of the proposed awning signage has been provided by the applicant. Shown on the proposed sign plan is the business logo along with text indicating the type of food sold at the business. The signage is placed on a red awning.

The area of the signage exceeds the maximum square footage allowed per Code. The maximum square footage for awning signage is 22.5 square feet based on the Sign Code. The proposed signage exceeds the maximum square footage by 6.5 square feet. Based on the appeal, Plan Commission has the authority to determine if the additional awnings on the front façade count towards area for the total signage square footage.



Recommendation: Recommend approval of the Signage Plan for La Salsa, an existing Restaurant use, at 8129 W Greenfield Ave. (Tax Key No. 452-0358-000) with the following condition:

1. Submittal of a Grant of Privilege submitted for awnings projecting over the right-of-way.