



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, March 25, 2026
6:00 PM

4. Sign Plan for U-Haul, an existing Light Industrial Use, at 800 S. 108th St. (Tax Key No. 444-9995-002)

Overview

U-Haul owns the 6.7-acre site. This is the former location of the Homeowners Bargain Outlet (HOB0) building, converting it into a U-Haul Moving and Self-Storage Facility. The retail showroom at 924 S. 108 St. was relocated to this building. Rental and installation services will take place on this property. Interior, retrofitting to house climate controlled self-storage units. The building will be used structurally as is except for new design imaging and signage. The Common Council granted a use variance for this property in 2023,

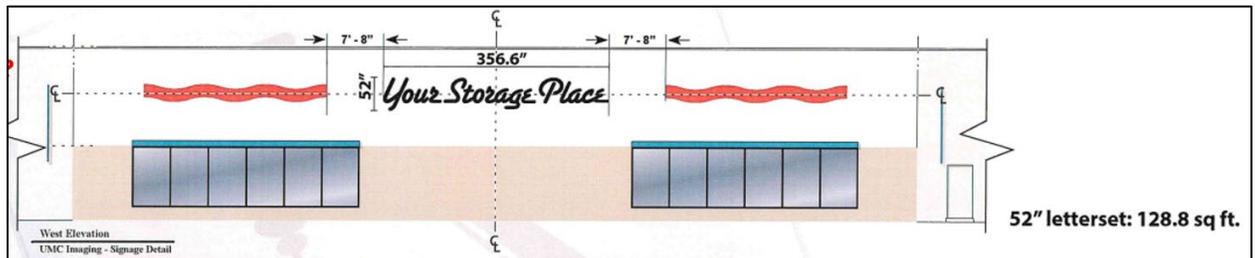


Plan Commission later conditionally approved the site, landscaping, and architectural plans. One of the conditions of approval was submittal of a master signage plan being submitted.

U Haul is proposing 5 signs totaling 416-sf on their 80,000-sf building located at 800 S 108 St. The master signage program of the sign ordinance allows for up to 420-sf of signage per sec. 13.21(13)(ii)2: *Area. Buildings greater than fifty thousand (50,000) square feet and less than three hundred thousand (300,000) square feet of building area shall be permitted four hundred (400) square feet in wall sign area, plus additional signage area computed by the following formula: five-tenths (0.5) square foot times the setback length of the building from the street frontage.*

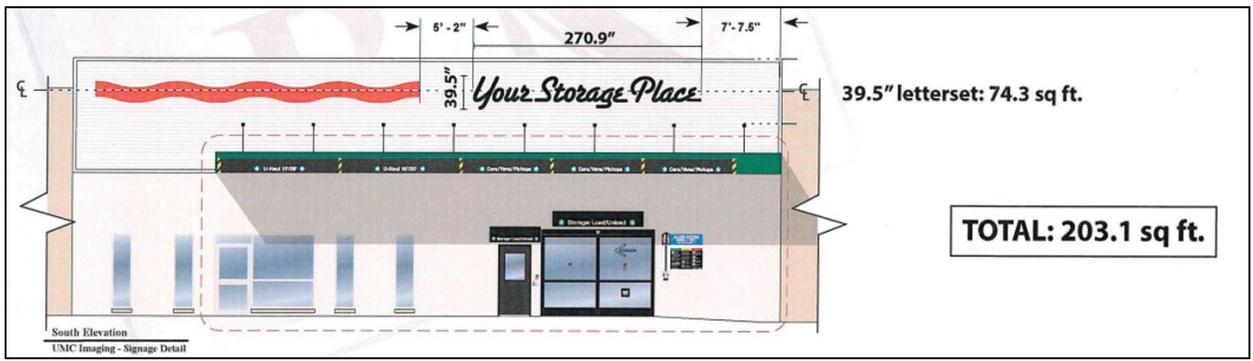
West elevation:

1. non-illuminated letters: YOUR STORAGE PLACE 128.8 SF
2. Illuminated cabinet: 12'w x 7'h 84.0 SF (staff comment - not shown)



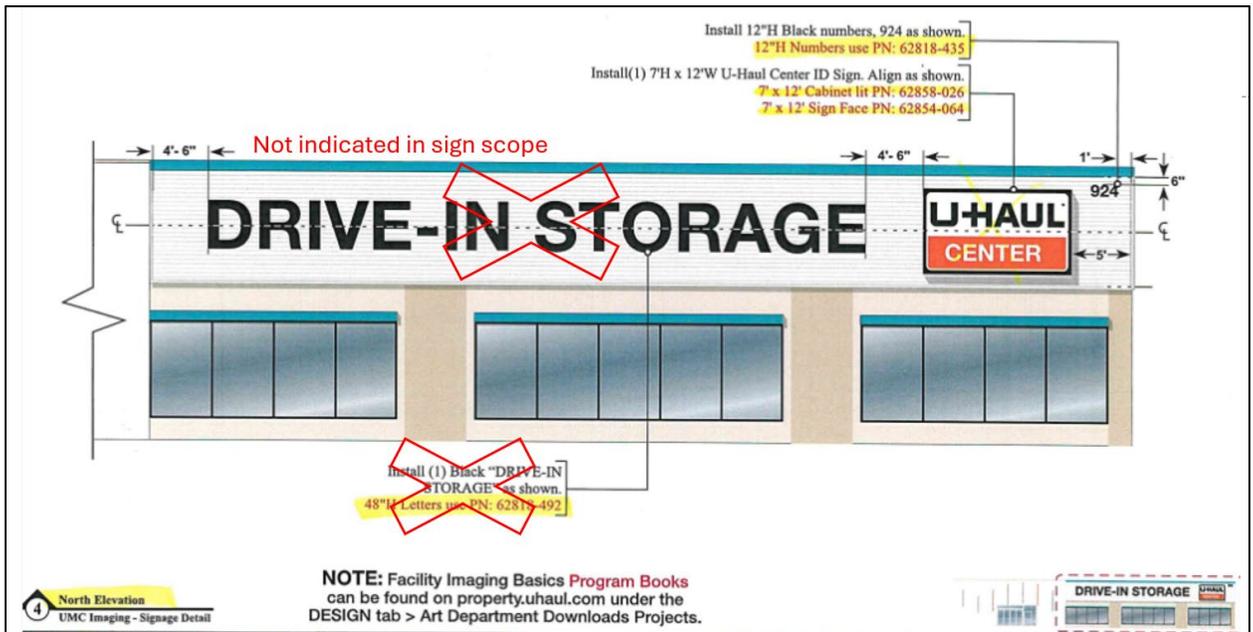
South elevation:

- 3. non-illuminated letters: YOUR STORAGE PLACE 74.3 SF
- 4. illuminated cabinet: 9'w x 5'h 45.0 SF (staff comment - not shown)



North elevation:

- 5. illuminated cabinet: 12'w x 7'h 84.0 SF (Staff comment – “Drive-in Storage” not in scope of work and should be removed from signage plan)



There are no other signs proposed for the building. Staff notes that as part of the previous Plan Commission review in 2024, U-Haul had agreed to remove their pole sign on the south end of the

site. Staff have included a condition within the recommendation to provide confirmation of scope and schedule toward removal of the pole sign.

Staff Comment - Staff is recommending U Haul prepare a revised signage plan to include a more accurate scope of work to show all proposed signage on the overall building elevations. The existing proposal doesn't show two cabinet signs (one 12' x 7' sign on the west and another 9'x5' sign on the south elevation). The proposal as submitted shows signage on the north elevation U Haul is not intending to install (the "Drive-In Storage").

Pole sign - As part of U-Haul's variance request (use appeal) that was granted by the Common Council in 2023 ([R-2023-0523](#)), the City may specify such conditions of the variance to substantially secure the regulations or provisions to which the variance applies. The City Council approved a use variance (7 to 3 vote) and specified the condition to apply for site, landscaping, architectural, and signage design review before the City Plan Commission and pending approval to obtain necessary permits.

As part of the variance and subsequent design review by the Plan Commission U Haul agreed to remove the existing non-conforming pole sign on the south end of the property, however the pole sign is not included within the scope of signage work. Staff is recommending that U Haul confirm the removal date/schedule.



Recommendation: Recommend tabling the Sign Plan for U-Haul, an existing Light Industrial Use, at 800 S. 108th St. (Tax Key No. 444-9995-002) subject to the following: (a) a revised signage plan to include a more accurate scope of work to show all proposed signage on the overall building elevations; (b) the existing proposal doesn't show two cabinet signs (one 12' x 7' sign on the west and another 9'x5' sign on the south elevation); (c) The proposal as submitted also shows signage on the north elevation that is not intended and that would exceed the total area allowance (the "Drive-In Storage") sign; (d) Existing pole sign - As part of U-Haul's variance use appeal granted by the Common Council in 2024, U Haul agreed to remove the existing non-conforming pole sign on the south end of the property, however the pole sign is not included within the scope of signage work; (e) confirm the pole sign removal date/schedule.

March 11, 2026 at 2:18 pm

There are a total of 5 signs

West elevation:

1. non-illuminated letters: YOUR STORAGE PLACE 128.8 SF
2. Illuminated cabinet: 12'w x 7'h 84.0 SF -Illuminated cabinet not shown on plans

South elevation

3. non-illuminated letters: YOUR STORAGE PLACE 74.3 SF
4. illuminated cabinet: 9'w x 5'h 45.0 SF -Illuminated cabinet not shown on plans

North elevation

5. illuminated cabinet: 12'w x 7'h 84.0 SF

- The sign "Drive-in Storage" (north elevation) is not indicated in sign scope and should be removed.

TOTAL 416.10 SF

Other comments:

- Pole Signage - there is an existing non-conforming pole sign on each property that staff will recommend be removed. The number of and area of signs exceeds the sign ordinance. U-Haul has agreed to remove both pole signs at the 800 property and the 924 property. Removal of pole signage should be indicated on plans and staff will want to know the schedule toward removal as part of the sign permit.
- Freestanding and wall/building signage is allowed on each site, but would need to be in conformance with the city sign code (handout): [Sign_Handout_25_000+_sq._ft..pdf](#)
- Overall comment - Provide a revised sign plan and feel free to utilize the elevations of the building provided (see BLDG-1231).

Hope this helps

Scott A. Boese

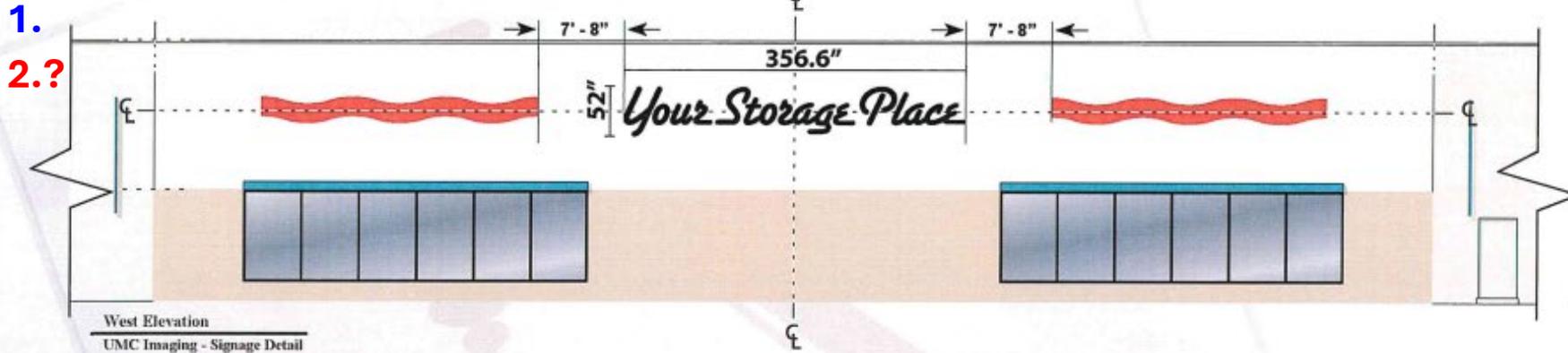




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File	U-Haul 108th Street
Location	West Allis
Client	
Sales rep	Scott Boese
Date	cb 03/05/26
Revision	



Printed artwork colors are not always representative of final product colors. Please refer to specifications for call out or salesman for samples.

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FINAL ELECTRICAL
CONNECTION IS CLIENT'S
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our products are certified by:
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This sign shall be manufactured in accordance with the Article 602 of the National Electrical Code and the applicable local codes. The installer must ground and bond the sign. Sign shall bear correct UL Label.

NOTE: Replacement letters, numbers, and symbols, can be ordered using the program book found on property.uhaul.com > design tab > art department download projects link. Program book **STG-3XXX-22927**

Install 12"H Black numbers, 924 as shown.
12"H Numbers use PN: 62818-435

Install (1) 7'H x 12'W U-Haul Center ID Sign. Align as shown.
7' x 12' Cabinet lit PN: 62858-026
7' x 12' Sign Face PN: 62854-064



NOTE: Facility Imaging Basics Program Books can be found on property.uhaul.com under the DESIGN tab > Art Department Downloads Projects.



