

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

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

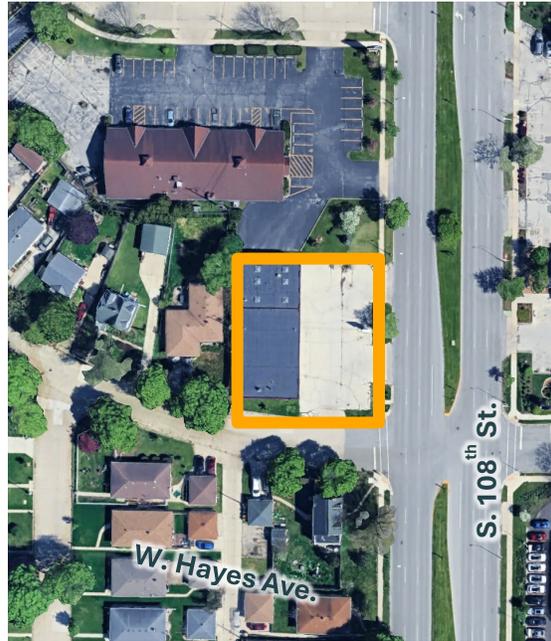
5. Sign Plan Appeal for CD One Price Cleaners, an existing Dry Cleaning use, at 2367 S. 108 St. (Tax Key No. 484-0013-001).

Overview and Zoning

The formerly vacant auto repair shop at 2367 S. 108th St. is on its way to becoming a new dry cleaning business. In January of 2025, the Plan Commission approved a site, landscaping, and architectural design review for CD Price Cleaners. Construction is underway with a targeted summer 2026 opening. The business plans to hire 8-10 employees with future growth planned to hire 15-20 workers over time.

Hours of Operation:

- Retail Store Hours:
 - Monday – Saturday: 7 a.m. – 7 p.m.
 - Sunday: Closed
- Self-Service Kiosk: 24-hour access



The property owners have applied for signage. Signage design review and permitting is typically handled administratively by staff, unless the applicant applies for a variance.

Plan Commission’s role is to review the sign proposal (including applicant’s rationale, the sign ordinance requirements, and then use the following criteria in sec [13.21\(9\)](#) to determine if an appeal is warranted:

- a. *The sign as proposed will not result in an undue concentration of signage, which renders it difficult or confusing to read existing signs.*
- b. *The proposed sign is unique and of exceptional design or style so as to enhance the area.*
- c. *Site difficulties: unusual site factors preclude the construction of a sign in accordance with this section, which would be visible to the roadway adjacent to the site frontage.*



Signage plan and requested appeal

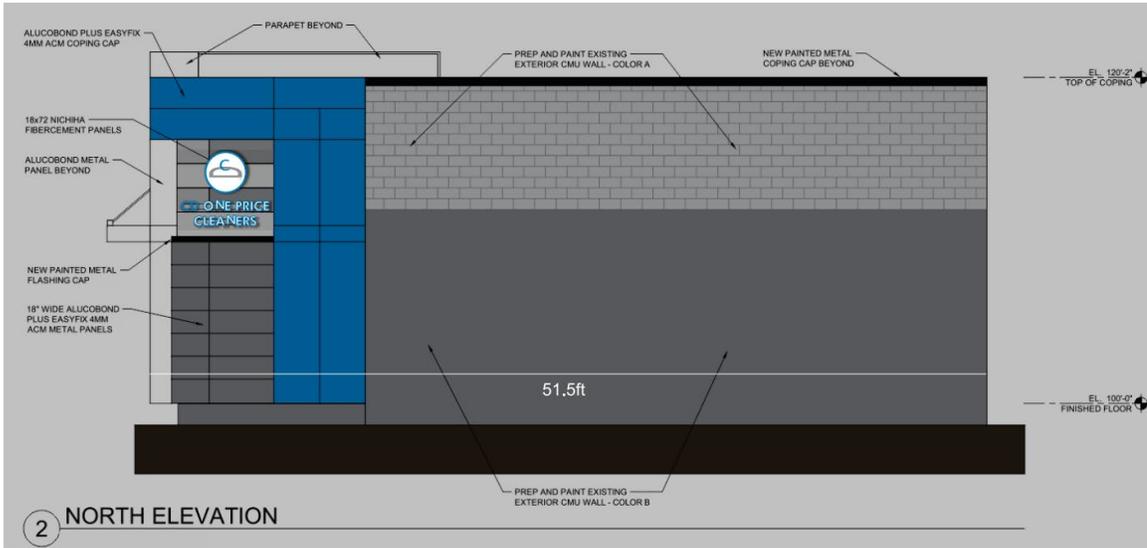
Like other similar commercial properties along Hwy 100, the signage ordinance **allows up to 125-sf** of signage for this property – [see section 13.21\(15\)](#). A monument sign, and two wall signs are allowed by ordinance (the applicant is proposing a monument sign and two wall signs). The appeal is requesting more signage area above the 125-sf allowance.

The CD Price Cleaners **proposal seeks** a total of **180-sf of signage** (consisting of a 30-sf monument sign, a 125-sf east wall sign, and a 25-sf north wall sign). The number of signs on the building and property is compliant; however, the amount of signage area exceeds the sign ordinance 125-sf limit by about 55-sf. A summary of the sign proposal follows. Complete plans and the applicants rationale for the requested appeal are shared on the pages after the staff recommendation.

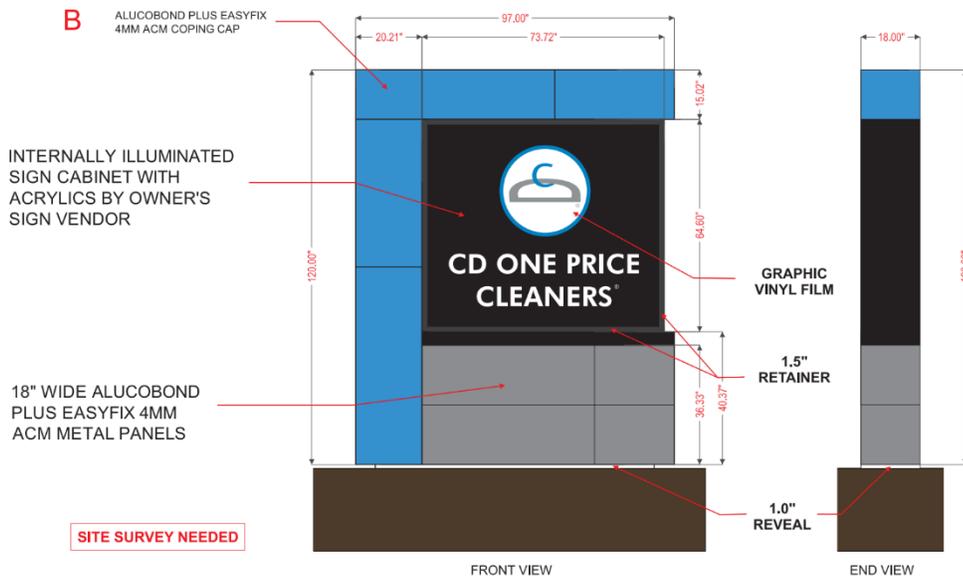
1. Wall Signage (front/east) 124.49-sf (39.5-ft x 3.15-ft)

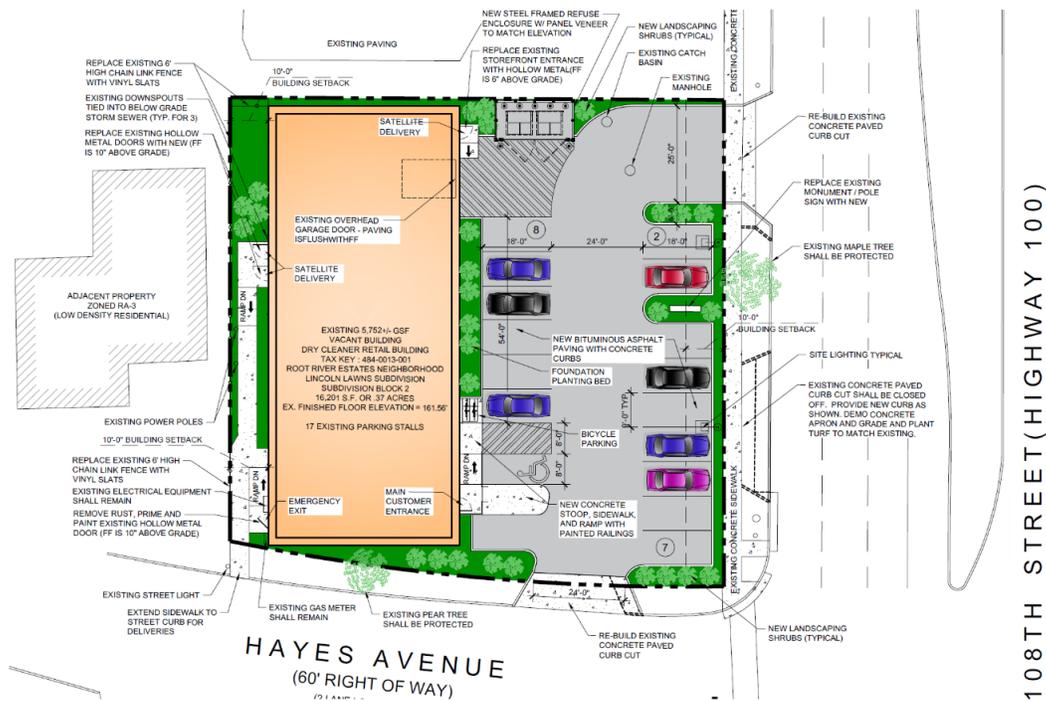


2. Wall Signage (side/north) 24-sf, 4.5-ft x 5.4-ft



3. Monument Sign (front/parking area) 10-ft tall and 32-sf of signage



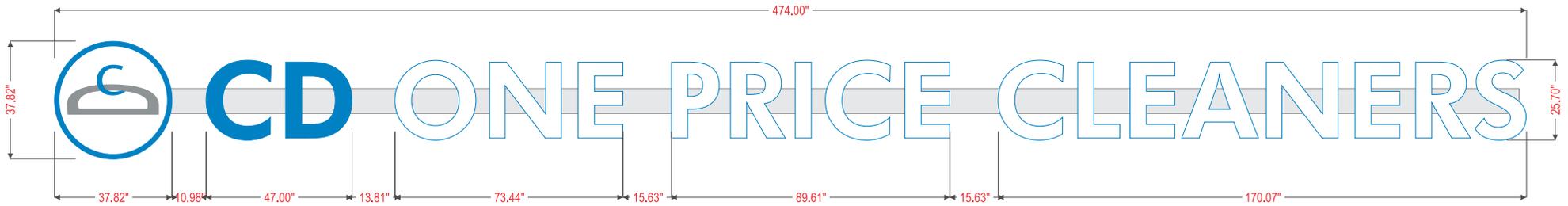


Staff comment - Criteria #1 is satisfied, as the proposed signage amount would not necessarily contribute to confusion or difficulty in reading existing signs along the corridor. However, it could contribute to a precedent setting change for future signage proposals. Of note, other businesses along the corridor have complied with the signage ordinance. A couple of examples include WI Vision on the corner of W. Lincoln Ave. and Hwy 100. Dollar General on the Corner of W. Greenfield Ave. and Hwy 100. **Criteria #2** is not fulfilled – while the proposed signage is not inherently unique in nature, it does present a high-quality design that integrates well with the proposed overall building and site’s design. The same could be achieved if made to be compliant with the code. Other properties along the corridor have followed the sign code and achieved compatibility with the building design and an impactful advertising message. **Criteria #3**, is not satisfied with this proposal. The conditions of the site are not inherently difficult or unique enough to preclude the construction of a sign in accordance with Sec. 13.21. The building is no further setback than several other properties along the HWY 100 corridor who maintain signage in accordance with the WAMC. The submitted sign proposal also includes a monument sign in the front yard/parking area along the frontage of Hwy 100. Even if the signage on the building were not seen from a distance, the monument signs proximity to the street will be offer visibility and added advertising coverage.

While staff understand that the building abuts two street frontages, the frontage for Hayes St. may not necessitate the additional signage, as the character of this street is

predominantly residential. The additional street frontage here does not necessarily play a large role in the need for additional signage either, as the second wall sign proposed for the building would not face W. Hayes Ave., but rather the parking lot of the adjacent business, Sun Laundry.

Recommendation: Denial of the proposed Sign Plan Appeal for CD One Price Cleaners, an existing Dry Cleaning use, at 2367 S. 108 St. (Tax Key No. 484-0013-001), on the basis that the proposal doesn't satisfy variance criteria of the sign ordinance. Staff would be able to administratively approve a compliant plan if redesigned to meet the 125-sf limit.



SITE SURVEY NEEDED

A FRONT-LIT, PLEX-FACE CHANNEL LETTERS, RACEWAY MOUNTED • FRONT VIEW
INTERNALLY ILLUMINATED PLASTIC FACE CHANNEL LETTERS

QUANTITY: ONE (1)
 OVERALL HEIGHT: 37.82 IN.
 OVERALL LENGTH: 474.00 IN.
 TOTAL SQ. FT.: 124.49 FT²
 RETURNS: 5 IN. DEPTH - PAINTED TO MATCH CYAN BLUE
 BACKS: 0.6 IN. WHITE ALUMINUM
 RACEWAY: EXTRUDED ALUMINUM,
 PAINT TO MATCH EXISTING WALL COLOR
 TRIMCAPS: 1" JEWELITE - TO MATCH CYAN BLUE
 FACE: #7328 WHITE TRANSLUCENT ACRYLIC
 LOGO/LETTER FACE: FIRST-SURFACE INSTALLATION,
 3M CYAN - TRANSLUCENT GRAPHIC VINYL FILM
 3M GRAY - TRANSLUCENT GRAPHIC VINYL FILM

SIGN CODE

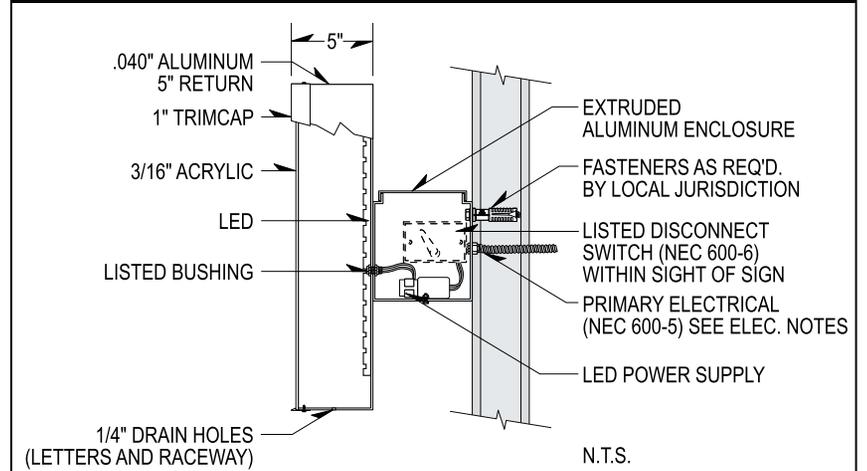
Max Size Allowed = 125 ft²



ILLUMINATION:
WHITE LED MODULES

NOTES:
 • WHITE INTERIORS FOR INCREASED ILLUMINATION
 • ALL PAINT IN TWO-STAGE AUTOMOTIVE ACRYLIC

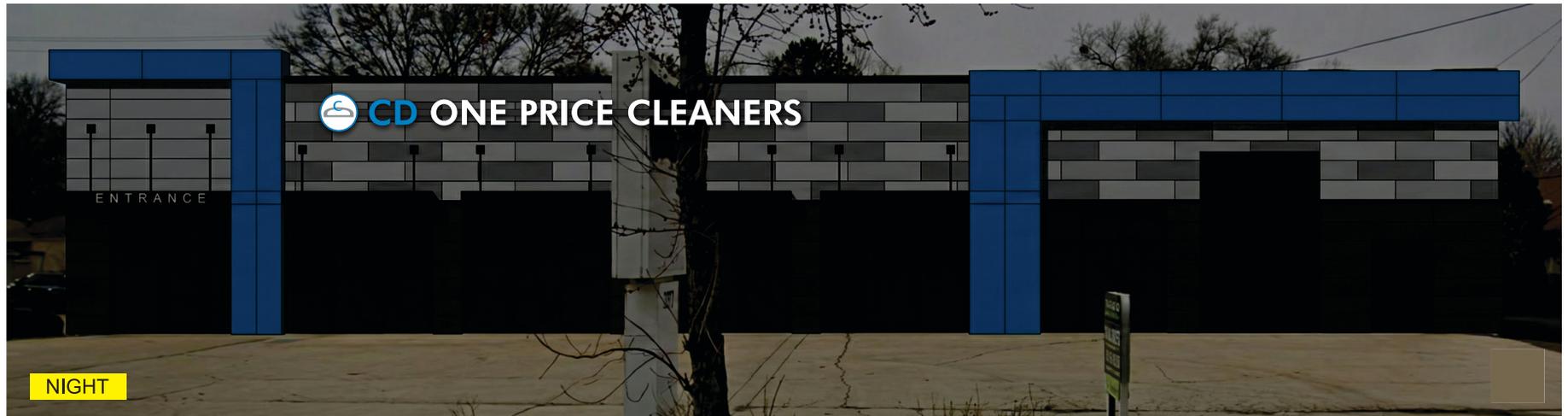
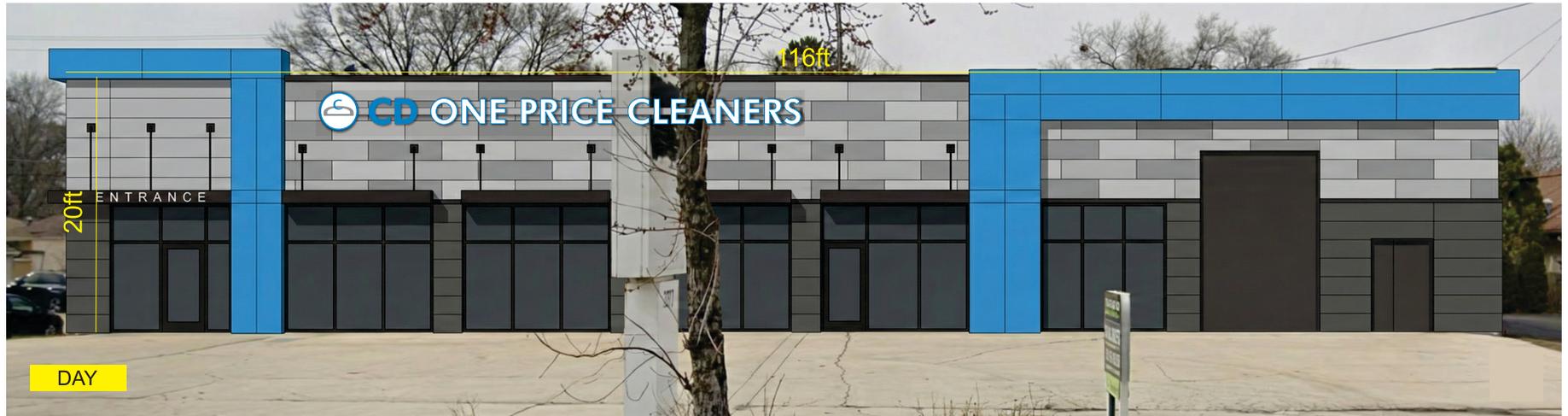
CHANNEL LETTER - TYPICAL SECTION - FRONT-LIT PLASTIC FACE



ELECTRICAL NOTES

Sign Company DOES NOT provide primary electrical to sign. Power to the sign must be done by a licensed electrical contractor or licensed electrician. Each sign must have:

1. A minimum of one dedicated 120V 20A circuit
2. Junction box installed within 6 feet of sign
3. Three wires: Line, Ground, Neutral



SITE SURVEY NEEDED

MOCKUP

**These mockups are for illustrative purposes only. The final product may not be a 100% accurate representation.*



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CLIENT & LOCATION



(2367 S 108th St West Allis, Wisconsin 53227)

CLIENT APPROVAL:

LEAD NO.:

DATE STARTED:

REVIEWED BY:

SHEET NO.:

LANDLORD APPROVAL:

SM - PM

DRAWN BY:

SEG. NO.:

2 OF 5

09.12.2024

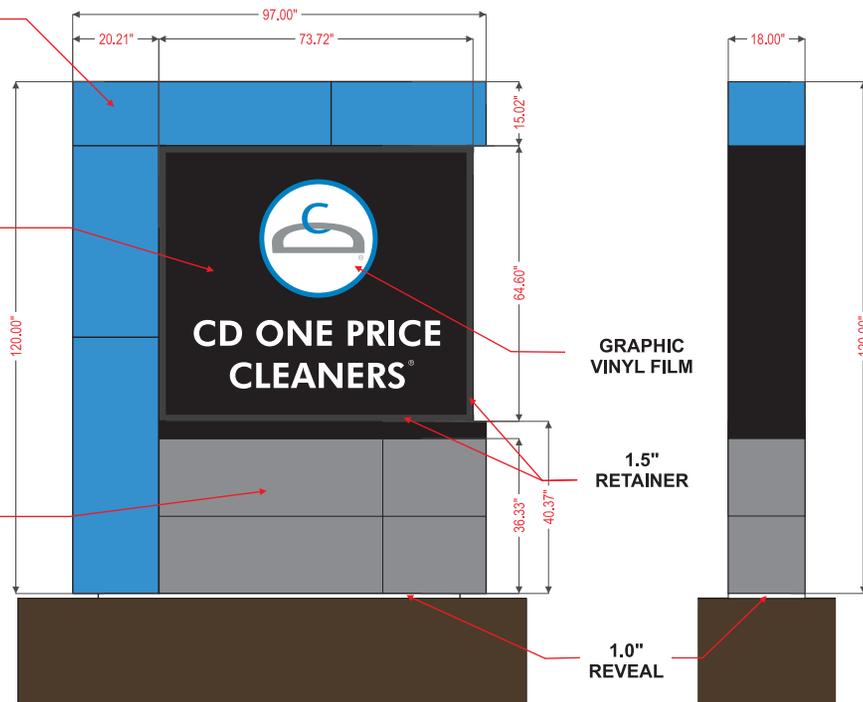
KEN

OPTION 2

B ALUCOBOND PLUS EASYFIX
4MM ACM COPING CAP

INTERNALLY ILLUMINATED
SIGN CABINET WITH
ACRYLICS BY OWNER'S
SIGN VENDOR

18" WIDE ALUCOBOND
PLUS EASYFIX 4MM
ACM METAL PANELS

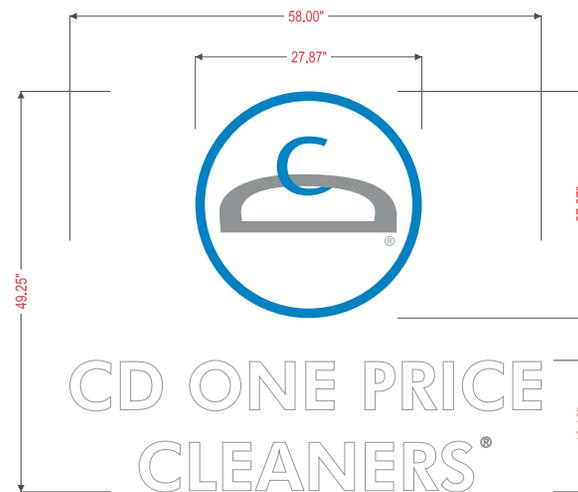


SITE SURVEY NEEDED

FRONT VIEW

END VIEW

B1



C MONUMENT SIGN • FRONT VIEW
INTERNALLY ILLUMINATED

QUANTITY: ONE (1)
OVERALL HEIGHT: 64.60 IN.
OVERALL LENGTH: 73.72 IN.
TOTAL SQ. FT.: 33.07 FT²

C1 VINYL FILM SIGN

QUANTITY: TWO (2)
OVERALL HEIGHT: 49.25 IN.
OVERALL LENGTH: 58.00 IN.
TOTAL SQ. FT.: 19.84 FT²

MATERIAL: FIRST SURFACE
TRANSLUCENT GRAPHIC
3M CYAN - TRANSLUCENT GRAPHIC VINYL FILM
3M GRAY - TRANSLUCENT GRAPHIC VINYL FILM



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SM - PM

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KEN

5 OF 5

Sign Variance Appeal Justification

Project: CD One Price Cleaners

Location: 2367 S 108th St West Allis, Wisconsin 53227

Request

We are requesting approval of a sign area variance in accordance with the City of West Allis sign regulations, as strict compliance with the maximum allowable sign area creates a practical difficulty due to unique site conditions.

Basis for the Appeal

The subject property has **two public street frontages**, both of which function as primary approaches to the site. Due to this configuration, signage is required on **two separate building elevations** to provide reasonable identification and wayfinding for customers approaching from different directions.

The building is set back from the roadway and visibility is further limited by traffic speed, viewing angles, and existing site features. Because of these factors, signage designed strictly within the allowed area would be difficult to read and would not provide clear identification for customers approaching the site from either frontage.

The requested variance is not intended to increase visual impact, but rather to allow signage to be distributed across both front-facing elevations and monument sign. The total sign area exceeds the ordinance maximum only because signage is needed on two sides of the building and monument; each individual sign remains proportional, appropriately scaled, and visually restrained.

Practical Difficulty

Limiting signage to the maximum permitted area would prevent the business from being reasonably identified from both street frontages.

This difficulty is not self-created, but is directly related to the property's orientation, setbacks, and dual frontage condition. Without the requested variance, the signage would be ineffective from one or both approaches, potentially causing confusion and inefficient site circulation.

Consistency with the Intent of the Ordinance

The proposed signage is consistent with the **intent and purpose of the West Allis sign ordinance**, which is to allow reasonable business identification while maintaining community aesthetics and minimizing visual clutter.

The signage:

- Provides clear and safe identification for vehicles and pedestrians
- Supports proper wayfinding from both public streets
- Is architecturally integrated into the building design
- Maintains a clean, professional appearance consistent with surrounding development

Conclusion

The requested variance represents the **minimum relief necessary** to address the site's unique conditions while still upholding the goals of the City's sign regulations. Approval of this appeal will allow the signage to function as intended without creating adverse impacts on neighboring properties or the public realm.

Because this request is based on specific, site-related conditions, approval of this variance **does not establish a precedent** for other properties without similar frontage, setback, and visibility constraints.

For these reasons, we respectfully request approval of this sign variance.