



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, January 22, 2020
6:00 PM**

Room 128 – City Hall – 7525 W. Greenfield Ave.

8. **Signage Plan Appeal for temporary signage, to be located at 1010 – 1304 S. 70 St., submitted by Cobalt Partners, LLC. (Tax Key No. 439-0001-026)**

Overview

Cobalt Partners, LLC is proposing to place temporary signage at the future Allis Yards development site (former Allis Chalmers office building) which exceeds the City's Sign Code.



Sign Code – Temporary Signs

For nonresidential use properties, the Code allows:

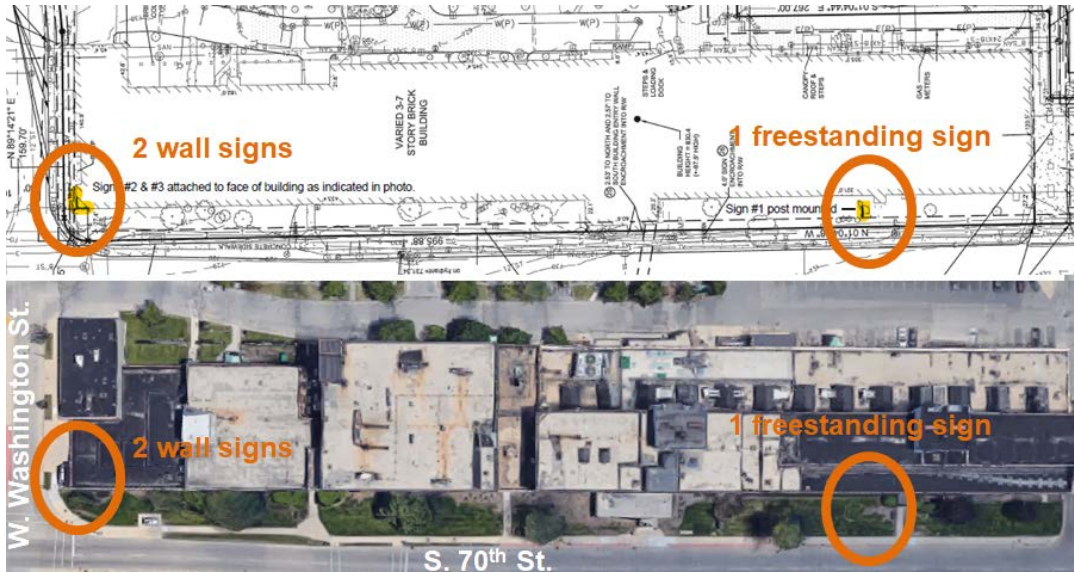
- 1 temporary sale, lease, or rent sign (single or double-faced),
- Not to exceed 32 square feet, and
- Limited to 5 feet in height (for freestanding signs),
- Issued for 180 days and renewed for ninety-day periods until the development is 90% occupied or when 2,000 square feet of area or less remains to be leased.

Signage Plan Appeal Request

Cobalt is proposing to exceed the temporary sign regulations for the following purposes:

- To allow **three** 8ft. by 8ft. temporary signs (**64 sq. ft. each**) as displayed above:
 - 1 freestanding sign (double-sided) **10ft.** from grade to top of sign, and
 - 2 wall signs (1 facing W. Washington St.; 1 facing S. 70th St.)
- To be issued for **one year**, with the option to transition the wall signs to ground signs once the northern portion of the building is demolished.

Location of Temporary Signs



Considerations

Staff finds the proposed temporary signage to be appropriately numbered and sized given the large scale and nature of the Allis Yards development project. It is likely that, as the phases of demolition and development progress, sign locations may need to be adjusted, including removing the proposed wall signs and transitioning them into freestanding signs. Cobalt Partners, LLC will notify and receive staff approval of all such adjustments.

Recommendation

Recommend approval of the Signage Plan Appeal for temporary signage, to be located at 1010 – 1304 S. 70 St., submitted by Cobalt Partners, LLC. (Tax Key No. 439-0001-026)