

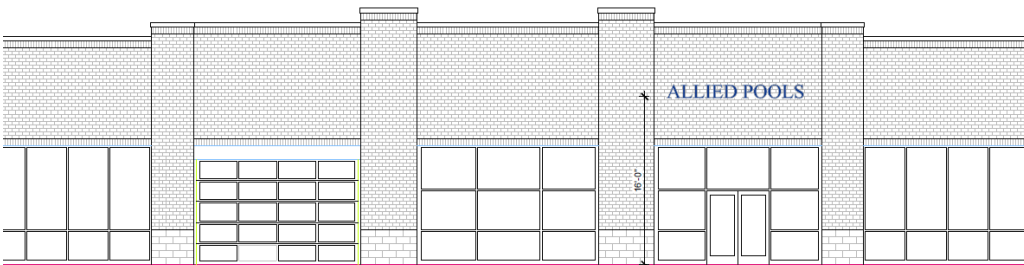


PLAN COMMISSION AGENDA  
Wednesday, October 28, 2020  
6:00 P.M.

Virtual Meeting

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

7. Sign plan appeal for Allied Pool, an existing business relocating to 1701 S. 108 St., submitted by Michael Hajek of Phoenix Investors (Tax Key No. 448-9981-003).



1 BUILDING ELEVATION  
SCALE: 1/4" = 1'-0"

The property is under new ownership and the owner has signed a lease with Allied Pools on the south end of the building.

The (2 tenant) building is over 25,000-sf so it qualifies for a bit more than the typical signage requirements under the master signage program. There are currently two non-conforming signs on the property and staff has been working with the new owner on a plan for the removal of non-conforming signage and the addition of a new monument sign in conformance with the sign ordinance.

Allied Pools immediate plan is to install a new wall sign that would be relocated from their existing location to the new façade.

Staff is bringing the overall master sign plan to Plan Commission for an update so we may move forward with approval of the Allied Pool wall sign plan.

Wall Signage ordinance allowance:

200-sf of signage is allowed for the overall 2 tenant building and as proposed 165-sf of signage is proposed. The sign ordinance would allow an additional 35-sf of signage.

- Proposed Allied Pool wall sign relocation 60-sf
- Existing Tile Shop wall sign area 105-sf

Freestanding Signage ordinance allowance:

As part of the above referenced new wall signage for Allied Pool, the property owner has also submitted their intent to remove the two non-conforming freestanding signs on site and replace with one new freestanding sign in conformance with the sign ordinance. As a condition of approval, staff will work out remaining ordinance requirements for a minimum 2-ft masonry base, cap feature and landscaping requirement around the base of the sign.

- Proposed freestanding sign allowance up to 75-sf
- Sign permit will be applied for construction in 2021





1 PROPOSED MONUMENT SIGN



**Recommendation:** Approval of the Sign plan appeal for Allied Pool, an existing business relocating to 1701 S. 108 St., submitted by Michael Hajek of Phoenix Investors (Tax Key No. 448-9981-003).