



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, December 2, 2020
6:00 PM
Virtual Meeting

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

11. Sign Plan Appeal for Weather Pro Exteriors, an existing business, located at 12200 W. Adler Ln., submitted by Bob Jewell (Tax Key No. 413-9994-011).

Overview

Ad-ucation Media Group, a sign contractor hired by Weather Pro Exteriors, is proposing to make improvements to an existing freestanding sign at 12200 W. Adler Ln., which do not comply with the City's current Sign Code.

Sign Code – Freestanding Signs

At this location, the Sign Code allows for 1 freestanding sign, with:

- A masonry base at least 2 feet in height (other durable materials that reflect the principal building may also be approved),
- Landscaping equal to twice the area of the sign face,
- An area no greater than 75 square feet,
- A maximum height of 10 feet, and
- A changeable copy portion not to exceed 35% of the sign face.

Signage Plan Appeal Request

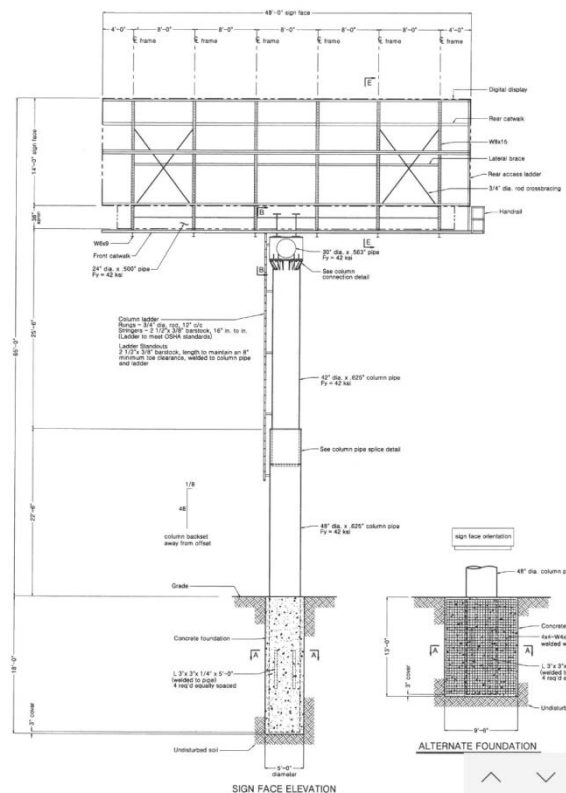
Ad-ucation Media Group is proposing to update the freestanding sign with a full digital display of 672 square feet. This proposal does not comply with the City's Sign Code in the following ways:

- Does not include a masonry base
- Does not include landscaping
- Exceeds maximum sign area by 597 square feet
- Exceeds maximum height by 70 feet
- Exceeds changeable copy maximum area

Considerations

The Sign Code identifies three criteria to be considered when Plan Commission reviews a request for a sign variance. The criteria and staff's considerations of those criteria (italicized) are as follows:

- 1) The sign as proposed will not result in an undue concentration of signage, which renders it difficult or confusing to read existing signs.



- *The amount of signage exceeds the Sign Code by more than 600 square feet.*
- 2) The proposed sign is unique and of exceptional design or style so as to enhance the area.
 - *The sign's design and style is not of unique or exceptional design.*
 - 3) 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.
 - *The roadway adjacent to the site frontage is 12200 W. Adler Ln. The property does not have frontage on I-94.*



Recommendation:

Denial of the Sign Plan Appeal for Weather Pro Exteriors, an existing business, located at 12200 W. Adler Ln., submitted by Bob Jewell (Tax Key No. 413-9994-011).