



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

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

**7. Signage Plan Appeal for an existing sign, located at 1721 S. 100 St., submitted by Lamar Advertising Company (Tax Key No. 449-0031-004)**

**Overview**

Lamar Advertising Company is proposing to make improvements to an existing freestanding sign at 1721 S. 100<sup>th</sup> St., 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 50 square feet,
- A maximum height of 10 feet, and
- A changeable copy portion not to exceed 35% of the sign face.

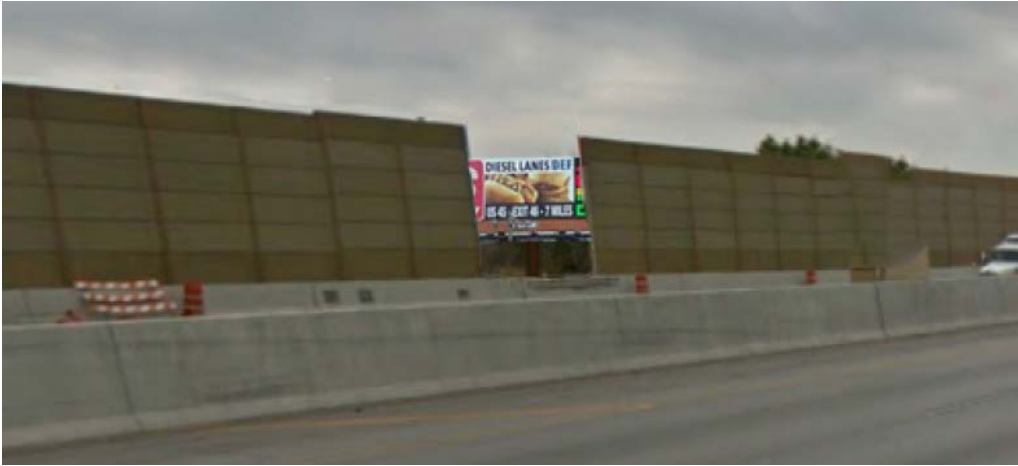
**Signage Plan Appeal Request**

Lamar Advertising Company is proposing to install a mono pole structure 80 feet in height 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 622 square feet
- Exceeds maximum height by 70 feet
- Exceeds changeable copy maximum area



Lamar Advertising is looking to “maintain (the sign’s) usefulness to those traveling on I-894,” as the sound wall reduces the existing sign’s visibility.



### 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 roadways adjacent to the site frontage are S. 100<sup>th</sup> St., W. Maple St., and S. 101<sup>st</sup>. St. The property does not have frontage on I-894. A freestanding sign conforming to the Sign Code could theoretically be constructed and placed in such a location that it would be visible from all adjacent frontages.*



### Recommendation

Recommend denial of the Signage Plan Appeal for an existing sign, located at 1721 S. 100 St., submitted by Lamar Advertising Company. (Tax Key No. 449-0031-004)