



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

**5. Sign Plan for Archie's Flat Top, an existing Restaurant use, at 6922 W. Becher St (Tax Key No. 476-0086-000)**

**Overview**

Mark Lutz, the owner of [Archie's Flat Top](#) is seeking to alter the existing projecting signage on the property. After an extensive renovation of the former Randy's Neighbor's Inn, the restaurant offers food and drinks with an interior connection to [Scratch Ice Cream](#).

A sign plan has been provided by the applicant. Shown on the proposed sign plan is the existing projecting sign but extended 9" outward from the existing placement.

The projecting sign is 36" x 38" (12.4 sq. ft). A maximum of 32 sq. ft. is permitted by the Sign Code. However, only a maximum projection of 4 ft is permitted. The sign currently projects 47 inches from the building meeting the 4ft requirement. The proposed projection is 56 inches, which will make the sign project 8 inches beyond what is permitted per code. All other aspects of the sign conform with the sign code. Additionally, signage over the right-of-way requires a privilege for encroachment. Per the City Attorney's office, even with the extension it is still covered under an existing privilege.

The request for additional projection comes due to visual challenges presented by the architectural feature of the protruding second story on the building. This architectural feature provides additional space in the interior second floor but poses a visual obstruction for any projecting signage not placed on the feature itself. The applicant explored the possibility of placing it on the architectural feature however the current placement is in a logical location in relation to the overall composition of the building's facade and is not covering any key architectural features/details of the facade.

There are no other signs proposed for the building. The other tenant also has an existing projecting sign, however, there are no proposals to alter that signage.

**Recommendation:** Recommend approval of the Sign Plan for Archie's Flat Top, an existing Restaurant use, at 6922 W. Becher St (Tax Key No. 476-0086-000)

