



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, September 24, 2025  
6:00 PM**

**8. Sign Plan Appeal for Union Green, an existing mixed-use apartment, at 6400 W. Greenfield Ave. (Tax Key No. 439-9011-000).**

**Overview**

Union Green is a 19-unit apartment development consisting of 8 town homes and 11 apartments. The ground floor of the apartments will feature a commercial space for a future tenant to be determined.

An image of the proposed signage plan has been provided by the developer Jeffrey Hook, of JJH3. A sign will be placed on the southwest roofline of the apartment building. The sign would face west and identify the development "Union Green." The signage code as prepared does not allow roof signs, or in this case a sign mounted to the roofline parapet wall of the buildings 3<sup>rd</sup> floor. The signage plan shared also shows a painted wall sign (preliminary estimate about 9x9-ft) on the southeast corner of the building. The future commercial tenant will also eventually have signage on the commercial storefront.

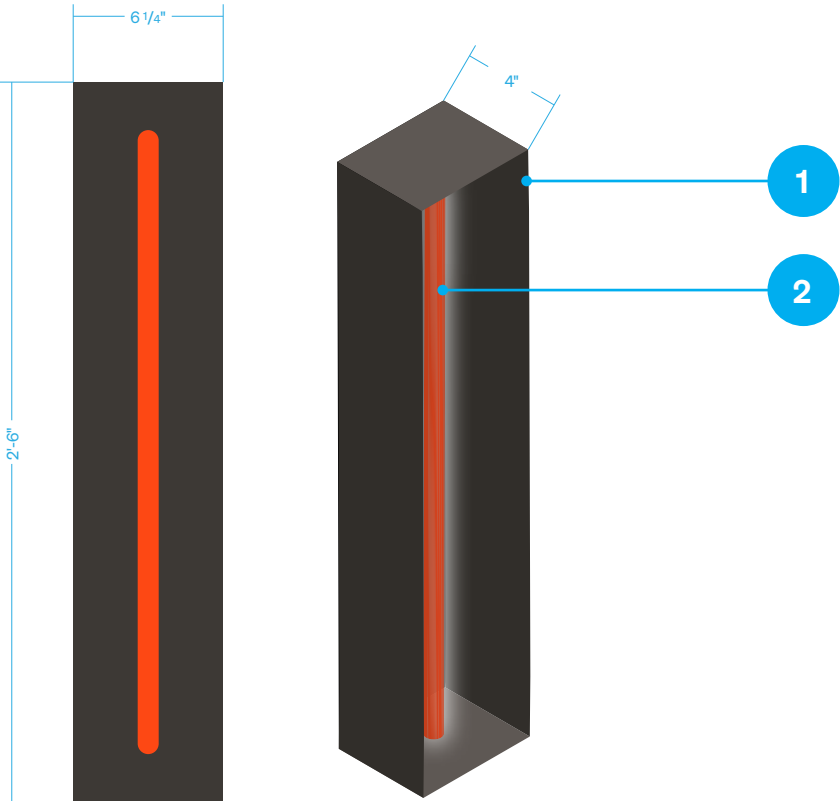
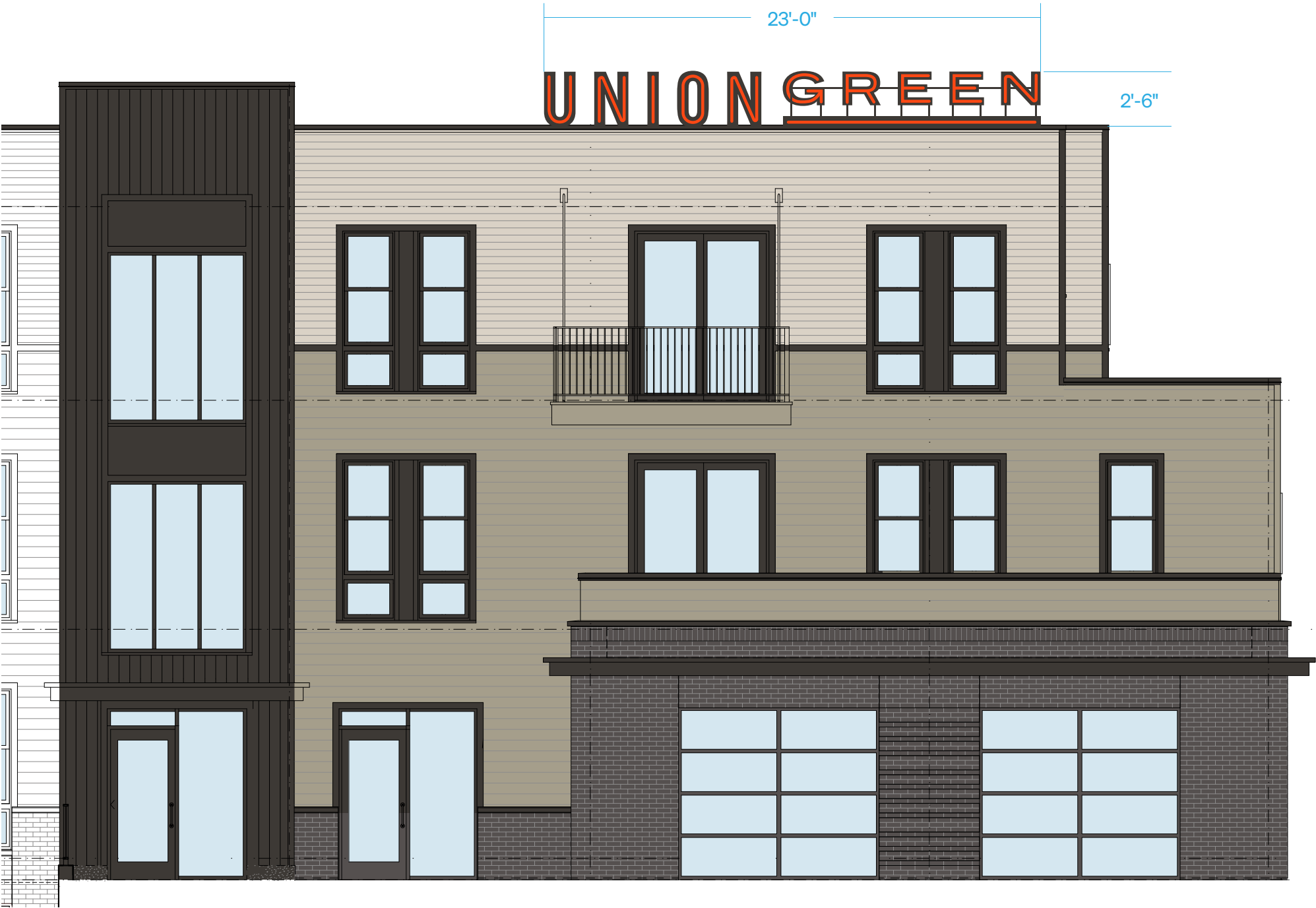
The purpose of this sign appeal is to consider the proposed sign mounted on the roofline of the building. The total signage area proposed is 57-sq. ft. (23-ft x2.5-ft). Per code, two (2) wall signs are permitted, or one (1) wall sign per street frontage. The number of signs for the building does not exceed what is allowed per code. The future commercial tenant will also be allowed up to two signs.

The applicant requests the sign appeal to provide signage identifying the name of the development, and to enhance the urban design, and appeal of the site within the Six Points Neighborhood.

**Recommendation:** Approval of the signage appeal for Union Green, a mixed-use apartment, at 6400 W. Greenfield Ave. (Tax Key 439-9011-000), subject to signage permits being applied for by the applicant.

B — Building ID Sign  
Qty 1

NOTE drawings are for illustrative purposes only.  
Sign Contractor will be responsible for site survey / field verification,  
and any necessary engineering drawings.  
Final signage art files will be provided by o&o studio  
in coordination with sign contractor.



Production Notes

- 1 Open channel using .080 aluminum, painted PT-1
- 2 Magic DMX LED 'Neon'

Installation will require raceway / support structure  
to sit atop building parapet.

Approved layout showing Magic DMX Neon with intervals

