

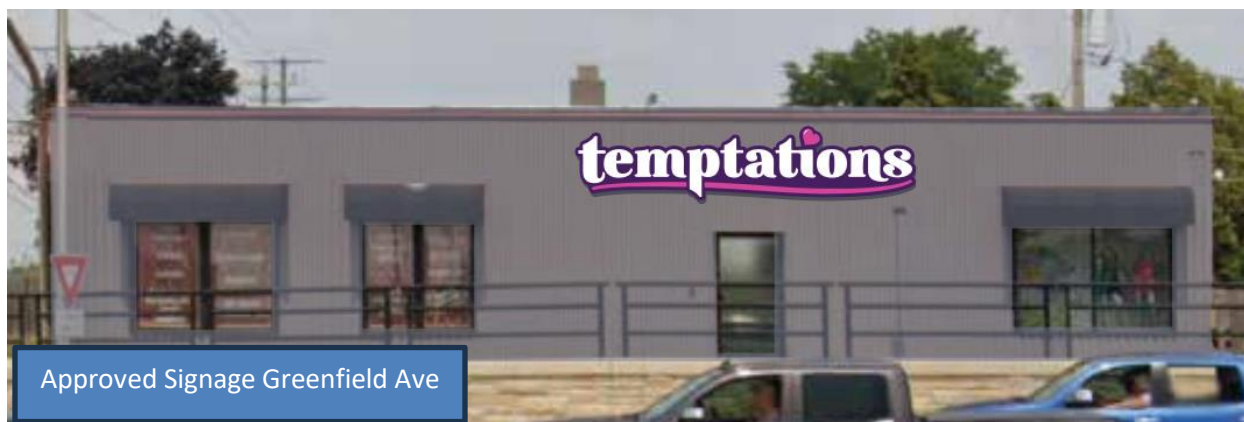


STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, May 28, 2025
6:00 PM

7. Sign Plan for Temptations, an existing adult-oriented entertainment business, at 9800 W Greenfield Ave. (Tax Key No. 443-0429-003)

Overview

Skip Deback, on behalf of Temptations, is seeking Plan Commission approval for a total allowable signage that exceeds what is outlined in the City's signage regulations. In early May, two updated wall signs were approved for the business via [SIGN-25-32](#). One 54 sq. ft. sign was approved along the southern elevation of the building facing Greenfield Avenue and the second 39 sq. ft. sign was approved along the building's western elevation facing S. 98th St.



Sec. 13.21 (15) of the West Allis Municipal Code regulates both signage area maximums as well as maximum signage quantity. Under these regulations, “Two wall signs are permitted, or one wall sign per street frontage, whichever is greater” and wall signage maximums are capped at a total of one hundred twenty-five sq. ft. The additional signage requested may exceed these regulations, requiring Plan Commission approval.

The additional signs are planned along the building's western elevation facing S. 98th St.

One of the signs proposed is a flat aluminum wall sign of a heart motif, equaling 30 sq. ft. The other

sign is an opaque vinyl decal to be attached to the door of the entrance to Temptations, displaying the heart motif and business name. The second sign will equal roughly 5 sq. ft. In total, the two approved signs and the two proposed signs will equal just over 128 sq. ft. and would exceed the one sign per street frontage regulation.

The decal door sign, if under 20% of the door area, may not require official approval and consideration within this report. If this sign is compliant with the 20% regulation, then Temptations would technically be within their total allowable signage maximum. However, at three signs Temptations would still be over the two-sign maximum, necessitating Plan Commission approval. Staff believe that the proposed non-compliant signage faces the quieter of the two street frontages and should not substantially impact the character of the adjacent commercial area and neighborhood. Additionally, the proposed extra signage appears to be more decorative in nature and may not be perceived outright as extra signage within the surrounding area.



Recommendation: Recommend approval of the Sign Plan for Temptations, an existing adult-oriented entertainment business, at 9800 W Greenfield Ave. (Tax Key No. 443-0429-003)