

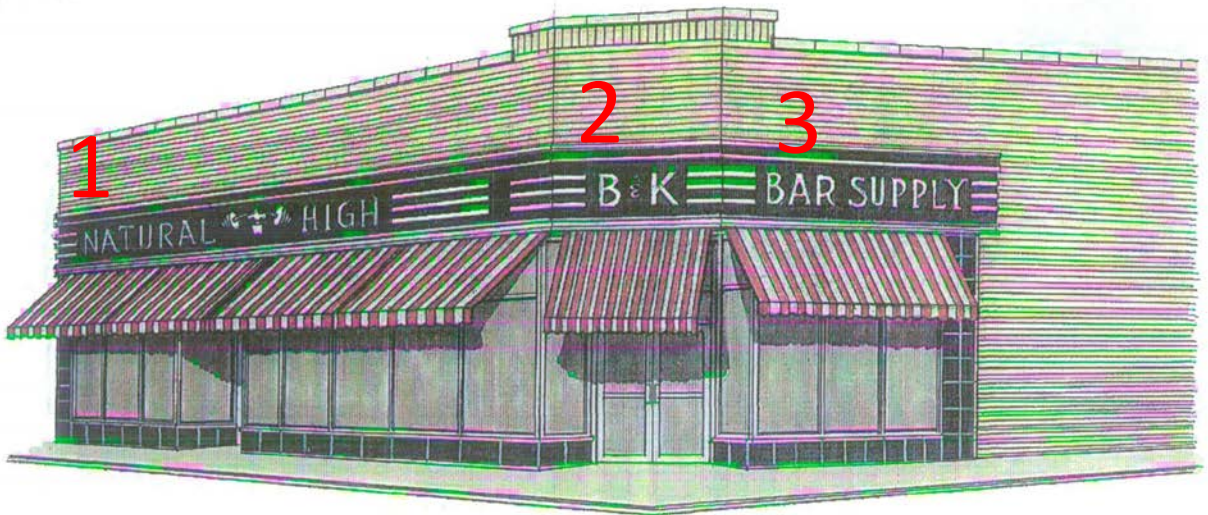


STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, June 24, 2020  
6:00 PM  
VIRTUAL MEETING

6. **Signage Plan Appeal for B&K Bar Supply/Supplement warehouse building, existing retail businesses, located at 7100-7110 W. Greenfield Ave. submitted by Chris Cronin of JNB Signs, Inc. (Tax Key No. 440-0314-000).**

**Overview**

The B&K Bar Supply/Supplement Warehouse has requested approval of a sign plan appeal to place a fourth wall sign on its existing building. A total of (2) are allowed by code. The following (3) wall signs were approved in 2004 before our updated sign code was in place.



- (1) "Bar Supply" icon wall sign on the south (front) elevation – 15 sf
- (2) "B&K" wall sign on the southeast (diagonal) elevation – 6.5 sf
- (3) "Bar Supply" wall sign on the east (front) elevation – 15 sf

The sign appeal for the third sign includes:

- (4) "Supplement Warehouse" wall sign on the south (front) elevation – 28.5 sf

The total of all 4 wall signs = 36.5 sf.  
Total signage proposed = 65 sf total  
Total signage allowed = 96 sf

Staff believes that all of the proposed signs add to the classic character of the building.



The sign as proposed will not result in an undue concentration of signage, which renders it difficult or confusing to read existing signs. The proposed sign is unique and of exceptional design and style so as to enhance the area. Staff has no problem recommending that the Plan Commission approve the fourth wall sign proposed.

**Recommendation:** Plan Commission approval of the Signage Plan Appeal for B&K/Supplement Warehouse located at 7100-7110 W. Greenfield Ave. submitted by Chris Cronin of JNB Signs, Inc. (Tax Key No. 440-0314-000)



**South Building Elevation - Before**



**South Building Elevation - AFTER**