



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, November 28, 2018
6:00 pm**

City Hall – Room 128– 7525 W. GREENFIELD AVE.

7. Signage Plan Appeal for Citgo, an existing business located at 6000 W. National Ave., submitted by Bob Kraus of Bauer Sign Company (Tax Key No. 439-0345-002).

The property owner is proposing to modify the existing sign at 60th and W. National Ave. and remove a second pole sign on the north east side of the site. The existing freestanding signage on site pre-dates our current sign ordinance and is generally over 25-ft tall.

The property owner originally wanted to keep the NE pole sign and reduce the height of the main SE sign by about 5-ft and add LED pricers to the existing cabinet. Such alteration requires a signage permit and an electrical permit and therefore must conform to the sign ordinance which will allow up to a 10-ft high sign and 50-sf in area.

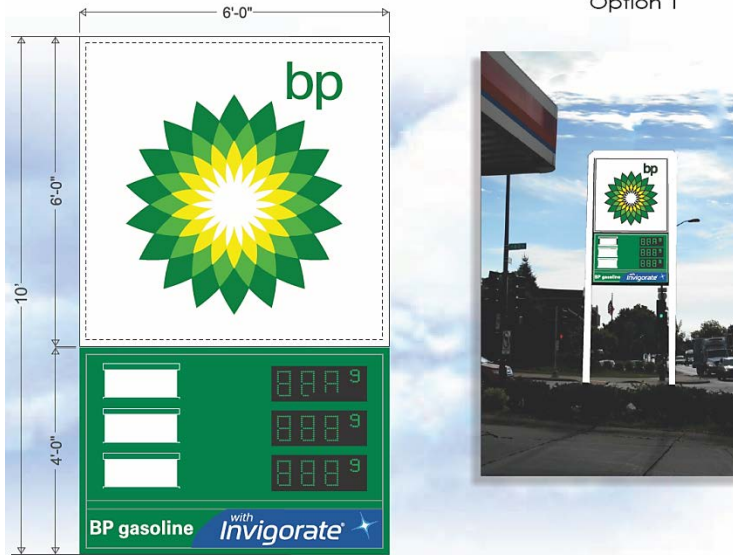
Staff has met with the property owner and sign contractor and has seeks to minimize the need for a sign variance to the ordinance as there are opportunities to this end. Two options have been reviewed and a revised plan has been provided which staff is recommending be reduced so as not to exceed the area requirement of the sign ordinance (sign area not more than 50-sf).

If reduced in line with the sign ordinance, then the only remaining item for Plan Commission variance consideration would be to consider the new signs location as part of it will encroach into a 20x20-ft vision angle. Of note, the existing sign is located within this area now.

A summary of the existing signage location and most recent proposal is shown below.



Option 1 - The sign below represents the original concept submitted for City review. Of note, the upper portion of the sign cabinet would be removed. This version exceeds the height, area and doesn't meet the design requirements of the sign ordinance.



Option 2 - The sign below represents a revised version and incorporates a masonry base and side features, but the area exceeds the 50-sf limit of the sign ordinance.



Recommendation: Approval of the signage plan appeal for Citgo, an existing business located at 6000 W. National Ave., submitted by Bob Kraus of Bauer Sign Company (Tax Key No. 439-0345-002), subject to the following conditions:

(Items below are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping, Screening and Signage Plans being submitted to and approved by the Department of Development to show the following: (a) the new freestanding sign should not exceed the 50-sf allowance per the sign ordinance; (b) updated site plan showing vision angle requirements; (c) confirmation of the removal of the non-conforming pole sign on the NE side of the site within 30 days of issuance of the sign permit; (d) landscaping plan to meet the sign ordinance requirement 2x the sign face. Contact Steve Schaer at 414-302-8460 with further questions.