



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, September 22, 2020**  
**6:00 PM**  
**City Hall – Room 128**

**Watch:** <https://www.youtube.com/user/westalliscitychannel>

- 5. Signage Plan Appeal for Allstate, a proposed business office, to be located at 1545 S. 84 St., submitted by Melissa Cataldo, d/b/a Allstate. (Tax Key No. 451-0521-000)**

**Overview & Zoning**

Allstate is an insurance company branch moving into the commercial space, located at 1545 S. 84 St. The property is zoned C-2 Neighborhood Commercial District. Their use is a business office, which is a permitted use in the C-2 district.

**Sign Plan Appeal**

The business would prefer to reuse a sign from their previous location, but the only viable place to install the sign is on the roof of the building.

According to the sign code, " No part of a wall sign shall extend more than four (4) feet above the plate line nor shall a wall sign extend above a parapet wall, fascia or roofline. A wall sign may be allowed on a roof surface only if the roof surface is within twenty-five degrees (25°) of vertical, such as a mansard roof."



The proposed wall sign is within the allowed square footage. The sign is also within 4 feet of the plate line and is within the roof line. However, the roof of their building is less than 25 degrees of vertical. Precedent has been set with a few other properties. An example includes Waterstone Bank at 10296 W. National Ave. Staff believes that this wall sign is not in an objectionable location.



**Recommendation:** Recommend approval of the Signage plan appeal for Allstate, a proposed business office, to be located at 1545 S. 84 St., submitted by Melissa Cataldo, d/b/a Allstate. (Tax Key No. 451-0521-000).