



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, May 25, 2022
6:00 PM

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4. **Master Sign Plan for Kohl's Sephora, an existing retail business, located at 2601 S. 108 St., submitted by Steve Ignarski, d/b/a/ Kohl's Sephora. (Tax Key No. 484-9986-015)**

Signage Plan

Kohl's has a new partnership with Sephora. Alongside remodeling the interior of the store, the business will be updating its signage. The retail store qualifies for the City's master sign program because it is over 25,000 SF.



Wall Signs

The applicant is proposing 2 wall signs. The existing 190 SF "Kohl's" sign will remain, and a new 50 SF "Sephora" channel letter sign will be installed. A total of 240 SF of wall signage is proposed.

The signage ordinance indicates the following (*italicized*):

Number. Buildings greater than twenty-five thousand (25,000) and less than one hundred thousand (100,000) square feet of building area may be permitted two (2) wall signs on an exterior wall of the business in which the sign identifies.

Area. Buildings greater than fifty thousand (50,000) square feet and less than three hundred thousand (300,000) square feet of building area shall be permitted four hundred (400) square feet in wall sign area, plus additional signage area computed by the following formula: five-tenths (0.5) square foot times the setback length of the building from the street frontage.

Recommendation: Staff recommends approval of the Master Sign plan for Kohl's Sephora, an existing retail business, located at 2601 S. 108 St., submitted by Steve Ignarski, d/b/a Kohl's Sephora. (Tax Key No. 484-9986-015).