



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, April 26, 2022
6:30 PM
City Hall – Room 128

S1. Signage plan appeal for Cleveland Liquor, an existing business located at 9131 W. Cleveland Ave. (Tax Key No. 517-0184-000).

The property owner is proposing to install a freestanding sign at the northwest corner of the site. New signage requires a signage permit, and while one has been submitted for review, Planning has noted that the proposed new sign will be within the 20x20-ft vision area. Even with the recent vacation of street right of way, the site is compact and the installation of a freestanding ground sign at the corner must be evaluated by the Plan Commission when such fixtures are placed within the vision area.

The signage area/size otherwise appears to conform to the sign ordinance as proposed the new sign will have an overall height of 8-ft tall. The actual signage area being 4-ft tall x 6-ft wide (24-sf in area). Staff notes, that if the sign is to feature a changeable copy electronic message center, the message center cannot exceed 35% of the sign face. Staff will work with the applicant on conformance to that end. The purpose of this sign appeal is to evaluate the location of the sign on site. The proposed location will be in an area within the vision area. If approved staff will work with the applicant on ensuring the proposed design meets the sign ordinance.

Staff has met with the property owner and advised the sign contractor to arrange the sign in a manner to improve visibility at the corner/intersection. There is precedent for Plan Commission granting a sign variance for a sign in the vision area: in 2018 Plan Commission granted approval of a freestanding BP gas sign at S. 60 and W. National Ave. and more recently for the Shell gas station sign at S. 76 St and W. Lincoln Ave. and the Taqueria sign for the restaurant at 84th and Lincoln Ave. Each of these examples as well as the proposed are on similar 45-deg angles to promote visibility for motorists and pedestrians.

Like other vision angle variance requests, staff has shared the signage concept with City Engineering for comment to seek their feedback prior to the Plan Commission meeting.

Recommendation: Approval Signage plan appeal for Cleveland Liquor, an existing business located at 9131 W. Cleveland Ave. (Tax Key No. 517-0184-000), subject to the following conditions:

1. Revised Site, Landscaping and Signage Plan being submitted to and approved by the Planning Office to show the following:(a) site/landscaping plan to show specific sign location, height, landscaping and meet the sign ordinance requirements and approval of City Engineering; (b) signage design in accordance with changeable copy section of the signage ordinance. Contact Steve Schaer at 414-302-8466 or planning@westalliswi.gov with further questions.
2. City Engineering review of the location within the vision angle.

