



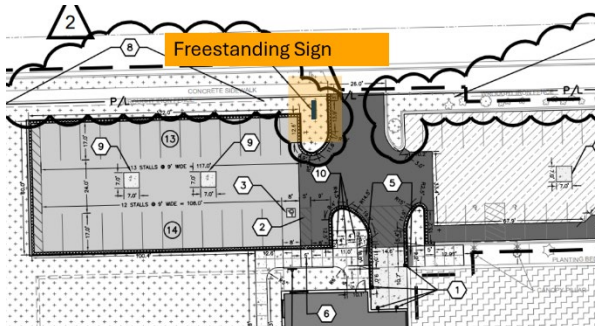
STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 22, 2025
6:00 PM

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

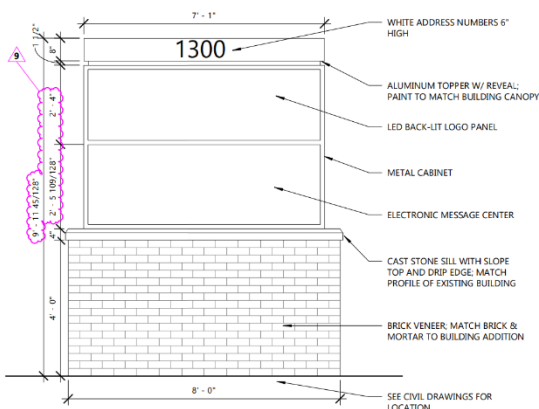
9. Sign Plan Appeal for the WAWM Activity and Fitness Center, an existing indoor recreation use, at 1300 S. 109 St. (Tax Key No. 445-0715-002)



The future site of the WAWM Activity and Fitness Center is currently under construction on the City's west side. As part of the construction, a freestanding sign was built to provide visual advertising for the building. The freestanding sign has an overall height of approximately 9.9 ft, with a 4 ft, brick veneer base. Above the base is a sign area roughly 7' 1" x 4' 9 $\frac{7}{8}$ " (Approx. 34.2 sq ft.) The signage includes an LED lit logo panel and an electronic message center. The design and size of the freestanding sign conforms with City code. However, the location does not meet requirements for obstructions within the required, 10' x 10' vision triangle. Due to the encroachment, the applicant is requesting a variance to section [13.21\(14\)\(b\)y. "Location"](#) of the sign code.



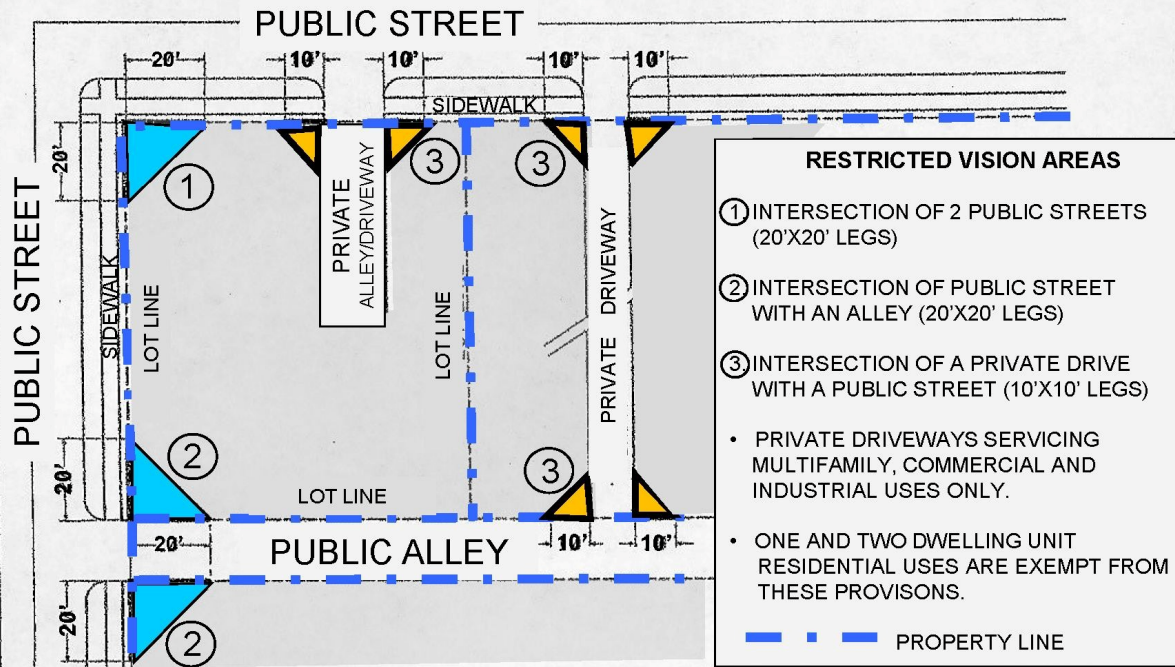
Per the City's Engineering Department, the sign encroachment into the vision corner does not appear to significantly impair the vision on S. 109th at the driveway. Additionally, S. 109th St. has low traffic counts as it is not a collector or arterial street. Thus, Engineering is accepting of the request for the variance to the location within the vision triangle.



Recommendation: Approval of the Sign appeal for the WAWM Activity and Fitness Center, an existing indoor recreation use, at 1300 S. 109 St. (Tax Key No. 445-0715-002) subject to a submittal of a Grant of Privilege for encroachment into the City right-of-way.

CITY OF WEST ALLIS

RESTRICTED VISION AREAS



NOTE: THROUGHOUT THE CITY OF WEST ALLIS, THE PROPERTY LINE IS GENERALLY NOT THE SIDEWALK. THE PROPERTY LINE MAYBE INSIDE THE SIDEWALK 1-5-FT. IF THERE IS NO SIDEWALK AND/OR CURB THE PROPERTY LINE MAY BE INSIDE OF THE PAVED STREET AREA 10'-20'.