



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, March 28, 2018**

6:00 PM

ROOM 128 – CITY HALL – 7525 W. GREENFIELD AVE.

6. Sign Plan Appeal for Cousins Subs to be located at 6512 W. Greenfield Ave, submitted by Ashley Felman of Kieffer Signs.

The Cousins Subs currently under construction at 6512 W. Greenfield Ave. is seeking a variance to the sign area requirement in the City's Sign Code. The site has 122' of frontage. Using the



City's Sign Code formula for allowable signage (by multiplying the largest street frontage by 0.6), no more than 73.2 sf of signage is allowed on the property. The applicant has applied for a total of 112.95 sf. of signage split amongst 2 wall signs and a monument sign.

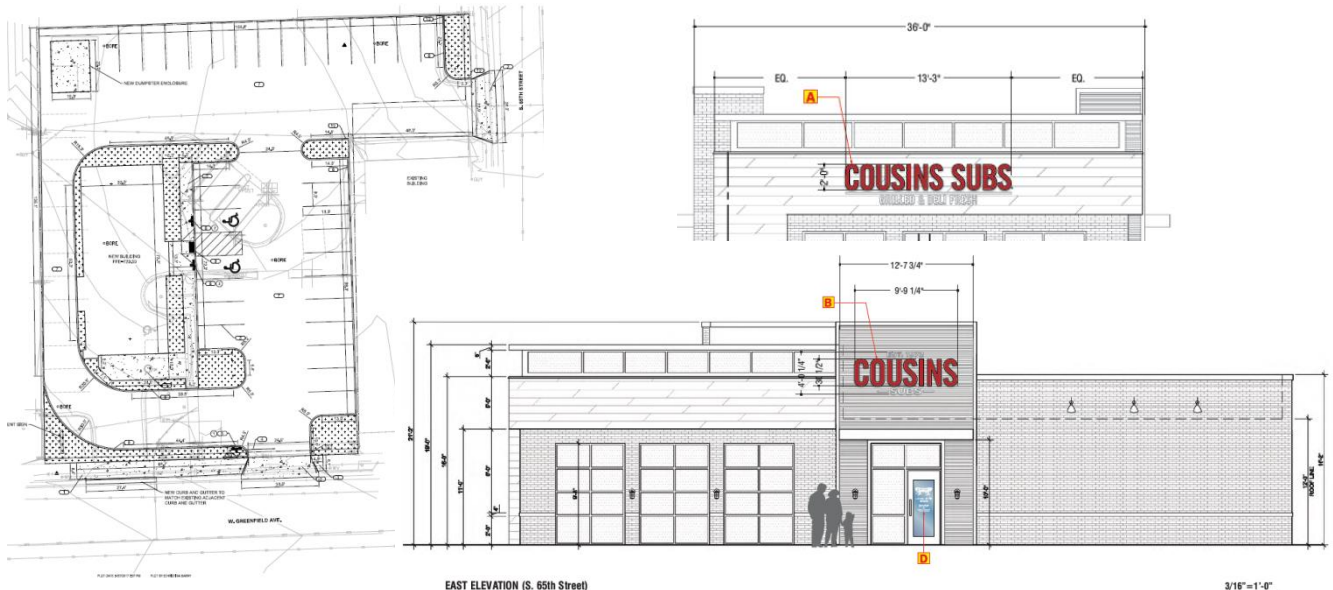
The applicant's appeal request is below.

Appeal request

Cousins Subs is seeking a variance to the City of West Allis, WI sign ordinance so that it may install a 3'-1" W x 13'-0" Cousins Sub sign on the South Elevation, 4'-0" x 12'-7" Cousins sign on the East elevation, and a 33 sf monument sign.

There are several special circumstances which restrict visibility of the Cousins Subs store.

First being the distance the store itself is from the Comer. Unlike other building in this vicinity, Cousin Subs will be setback from both W. Greenfield Ave. and S. 65 St. which would make smaller sign less visible to vehicular traffic. Increasing the size of the signs would allow for greater visibility.



Second, this location is at the corner of W. Greenfield Ave. and S. 65 St. whereas typically a corner location is ideal, Cousins Subs lot is set back from the corner and there is an existing building located at 6500 W. Greenfield Ave. which restricts visibility when traveling south on S. 65 St. and west on W. Greenfield Ave.

The requested size increase will not be detrimental to anyone, in any way shape or form. In fact, allowing the increase in size will help the general public in guiding them safely to this location as they will not be searching in a distracting manner while driving to find the actual location. This will reduce traffic as well as any accidents associated with not being able to properly identify the store while driving.

By allowing us to prominently advertise our store to local traffic, Cousins Subs will comfortably know that their store is receiving maximum exposure to local traffic. Not having a visible building signage at an increased size will substantially reduce our ability to bring in customers, which may impact our immediate and long term successes at this location.

Staff Comment

The hardship indicated above, that the building is setback further from the street than the buildings on adjacent properties is considered a self-imposed hardship. Staff always encourages applicants to build up to the setback lines of its neighbors in order to create more a consistent street presence along a corridor which in this case is nearly a 0' setback. In this case Cousin's chose to prioritize vehicular movement between the building and W. Greenfield Ave. as more important than having an increased street presence for the building itself. Additionally, the Plan Commission has consistently not allowed for signage above the allowable area in the sign code, simply because the applicant wanted larger signs. Staff notes that although the signage proposed does not look oversized or out of proportion on the building, it does recommend denial of the proposed variance request to allow for wall signage size beyond the size allowed in the Sign Code.

Staff also notes that the freestanding sign must have a masonry base to match or complement the building and that all proposed directional signs and menu board signs must have bases which match that of the proposed monument sign. The applicant must also meet any and all Sign Code requirements not applied for in this variance request.

Recommendation: Recommend denial of the Sign Plan Appeal for Cousins Subs to be located at 6512 W. Greenfield Ave, submitted by Ashley Felman of Kieffer Signs.