



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, March 24, 2021
6:00 PM**

Virtual Meeting

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

- 5. Sign Plan Appeal for America's Best, an existing business, located at 6822 W. Greenfield Ave. submitted by Charley Schalliol. (Tax Key No. 439-0001-007)**

Overview

America's Best is an existing eyeglass retail business at 6822 W. Greenfield Ave. in the Towne Centre Shopping Center. is requesting to exceed the Sign Code by 67.65 square feet. This business has a recently approved sign plan for one sign on their east elevation that is 40 square feet. When they first applied, they asked for two signs, but the two signs combined exceeded the maximum square footage allowed, so they decided to use their allowable square footage on one larger 40 square foot sign. Since the business is within a multi-tenant commercial building, we take 1.5 times the measurement of their tenant frontage (30 ft.), which amounts to 45 square feet of maximum square footage allowed.

Signage Plan Appeal Request

America's Best is proposing to install a second sign to the north elevation that is 72.65 square feet. Meaning this proposal is 67.65 square feet over their allowable limit permitted by code.

The applicant's reasoning for the appeal is as follows: "This tenant space has two visible facades that warrant signage to properly identify this space to the vehicular traffic seeking to locate this destination. The sign in question is intended to be a wayfinding device that will assist the motoring public in locating their desired destination in a safe and controlled manner. Without a sign on this elevation, motorists that are arriving to the center from the South 70th Street frontage or the West Washington Street frontage, would have no idea where the America's Best Contacts and Eyeglasses is located within this shopping center. This lack of available information is what leads to motorists focusing less on their primary responsibility of control of their vehicle and more time scanning the environment seeking the information that they need to locate their desired destination. This breakdown in the driver's focus is what often leads to frustrated drivers, erratic driving decisions, and traffic accidents."



Existing and approved sign at east elevation, main entrance



Proposed sign at north elevation



STOREFRONT HEADING SOUTH (FROM W. GREENFIELD AVENUE)

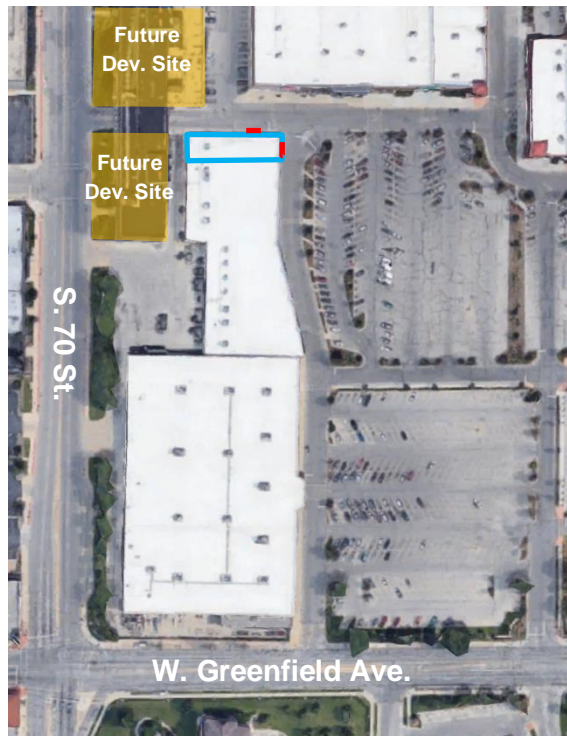


STOREFRONT HEADING EAST (FROM S. 70TH ST. AFTER GOING THRU BUILDING)

Considerations

The Sign Code identifies three criteria to be considered when Plan Commission reviews a request for a sign variance. The criteria and staff's considerations of those criteria (*italicized*) are as follows:

- 1) The sign as proposed will not result in an undue concentration of signage, which renders it difficult or confusing to read existing signs.
 - *The two signs are on different elevations. Staff does not find this to be an undue concentration of signage.*
- 2) The proposed sign is unique and of exceptional design or style so as to enhance the area.
 - *The sign's design and style are favorable to our Code (channel lettering) but is not of a unique or exceptional design that makes it stand apart from other channel letter signage.*
- 3) Site difficulties: unusual site factors preclude the construction of a sign in accordance with this section, which would be visible to the roadway adjacent to the site frontage.
 - *The existing sign is clearly visible from within the Towne Center. The private drive north of America's Best is not considered the roadway adjacent to the site frontage. America's Best does not have an entrance or parking along the north elevation.*



Recommendation: Denial of the Sign Plan Appeal for America's Best, an existing business, located at 6822 W. Greenfield Ave. submitted by Charley Schalliol. (Tax Key No. 439-0001-007)