

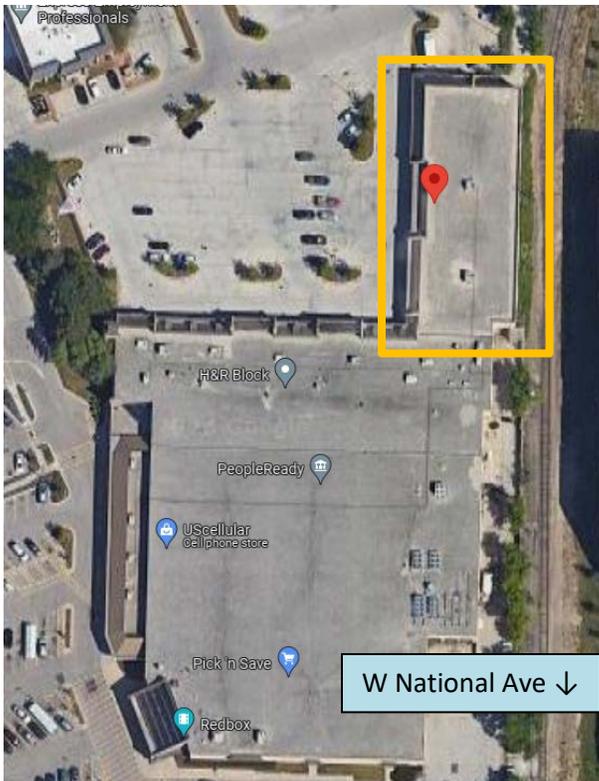


STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 28th, 2024
6:00 PM
West Allis City Hall – Room 128

4. Sign appeal for Spirit Halloween, a proposed General Retail use, located at 6731 W Greenfield Ave. (Tax Key No. 453-9018-001)

The applicant is proposing to install two temporary wall signs at the western and northern walls of the building at 6731 W Greenfield Ave. New signage requires a signage permit, and while one has been submitted for review, planning has noted that the larger of the two signs exceeds the 32 sq ft maximum for temporary signs. The larger proposed sign will be 112 sq ft in area and the smaller sign will be 16 sq ft. Despite exceeding the maximum area for a temporary sign, staff finds that the building's overall size at roughly 17,700 sq ft would be large enough to accommodate the proposed signage. The signage characteristics otherwise appear to conform to the sign ordinance as proposed. The purpose of this sign

appeal is to evaluate the previously approved larger sign within the given context of the new building it will occupy.



There is precedent for Plan Commission granting a sign variance for the larger of the two signs. In 2019 Plan Commission granted approval of the same Spirit Halloween sign at 11135 W National Ave. This sign was approved previously by the Plan Commission without conditions.

Staff has shared the signage concept with City Code Enforcement for comment to seek their feedback prior to the Plan Commission meeting. Code Enforcement has mentioned that the signage is appropriate considering the context of the new building, the previous approval by Plan Commission of the sign, and the temporary nature of the signage and proposed business.

Recommendation: Approve the signage plan appeal for Spirit Halloween, a proposed General Retail use, located at 6731 W Greenfield Ave. (Tax Key No. 453-9018-001) without conditions.