



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, May 25, 2022
6:00 PM

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

5. Lighting plan for Braun's Powerhouse, an existing pub, located at 7100 W. National Ave. submitted by Joe Braun. (Tax Key No. 453-0233-000)

Braun's Powerhouse pub installed new exterior LED strip lighting on the awnings of his building. A notice was sent to apply for design review and submit a lighting plan. Joe Braun and his electrical contractor have submitted a lighting plan and are seeking approval by the Plan Commission of their light plan as proposed.

- The existing LED lights on the lower exterior edge of the awnings and will be replaced with a completely new style of dotless RGB LED lighting and diffuser on the exterior side of the awning.
- An electrical permit is required.
- The new style of lighting may be seen here in this [video clip](#).



Process for consideration:

If applied on the outside of a commercial, industrial or multi-family building an applicant needs:

- Approval from the Plan Commission
- An Electrical Permit as required by Code Enforcement Department

While removal of the individual diode LED lighting for a diffused light is good, staff feels it has not yet reached a solution that meets the intent of the architectural guidelines and sign ordinance. Staff has elected to bring this item before the Plan Commission for their consideration.

A summary of the guidelines and sign code are offered below for your reference. LED, strip lights, rope lighting and similar is not recommended under the City's Architectural Guidelines.

The architectural guidelines state:

- Colored light bulbs or spotlights are prohibited.
- Light shielding that reflects light away from the street is required
- Light distribution shall not spill over onto adjacent properties
- Pedestrians should not be able to see the light source and glare should be minimized
- Overpowering light levels should not be used

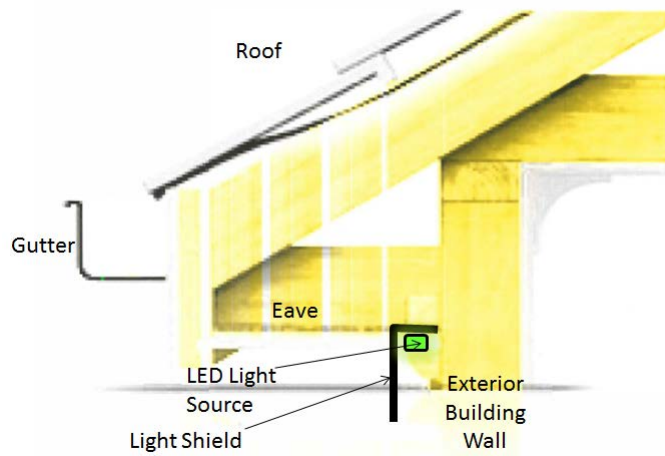
Lighting installation on interior and exterior windows is prohibited under the City's Sign Code (10)(a).

The sign code states:

- Bare light bulbs shall not be permitted.
- No flashing, blinking or rotating light shall be permitted for either permanent or temporary signs.
- Illumination shall be so installed to avoid any glare or reflection into any adjacent property, or onto a street or alley to create a traffic hazard.

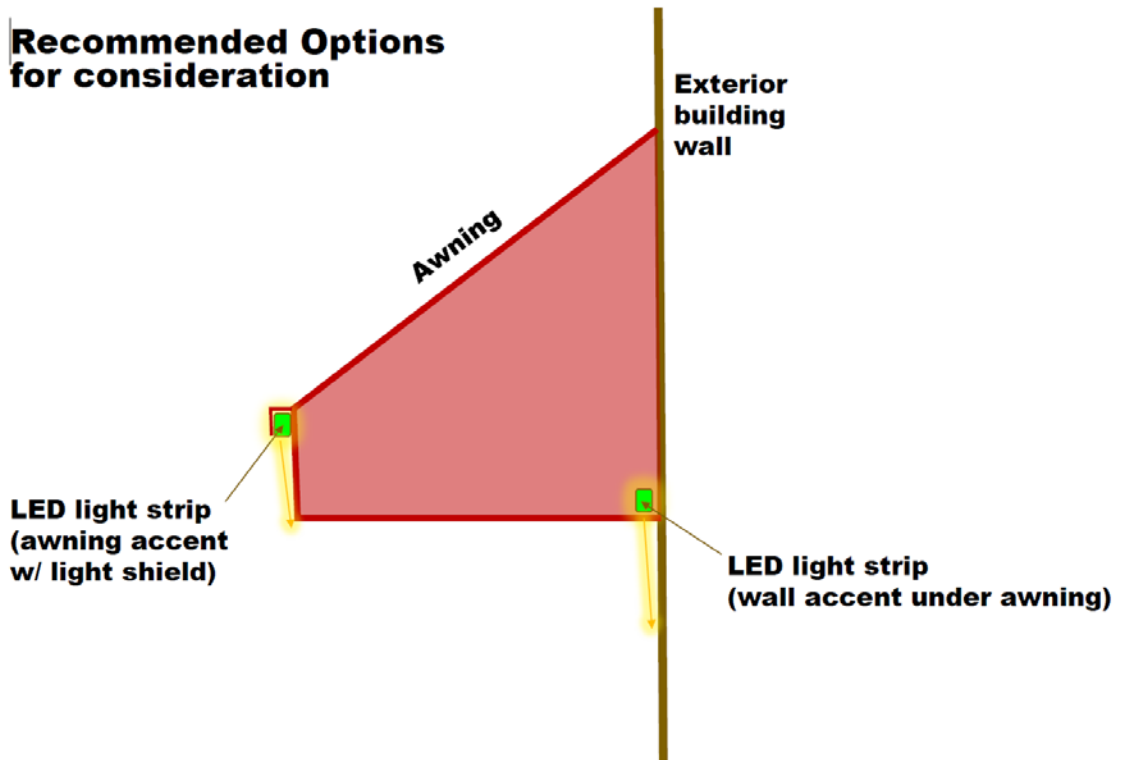
Lynch's Pub example

The following concept shows an example implemented at Lynch's on Hwy 100 and W. Lincoln Ave. Light is directed downward and is cast onto the building wall as an accent light.



Braun's – Staff shares the following as a possible solution to meet the architectural guidelines and the sign ordinance. The recommendation is similar as implemented under other commercial light plan reviews and the city guidelines for lighting.

Recommended Options for consideration



Recommendation: Recommend submittal of a revised lighting plan for Braun's, an existing pub, located at 7100 W. National Ave. submitted by Joe Braun, proprietor. (Tax Key No. 453-0233-000), subject to the following conditions:

(Items 1 through 2 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. A revised lighting plan being submitted to the Department of Development to show the following: (a) the proposed light strip shall be direct downward or cast on the wall or awning to accent the building. If placed, as proposed, a light shield (escutcheon) being installed (b) the method for attachment to the building being noted. Contact Steve Schaer, City Planner at (414) 302-8466.
2. An electrical permit as required per electrical inspector.