



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

**3. Sign appeal for Lucky 7 Daily Food Pantry, an existing Neighborhood Retail use, located at 9127 W. Lincoln Ave. (Tax Key No. 487-0091-000)**

The property owner is proposing to install a freestanding sign at the northwest corner of the site. New signage requires a signage permit, and while one has been submitted for review, Planning has noted that the proposed new sign will be within the 20x20-ft vision area. The site is compact and the installation of a freestanding ground sign at the corner must be evaluated by the Plan Commission when such fixtures are placed within the vision area.

The signage area/size otherwise appears to conform to the sign ordinance as proposed the new sign will have an overall height of 9.5-ft tall. The actual signage area being approximately 3.5-ft tall x 6.3-ft wide (Approximately 22-sf in area). The purpose of this sign appeal is to evaluate the location of the sign on site. The proposed location will be in an area within the vision area..

There is precedent for Plan Commission granting a sign variance for a sign in the vision area: in 2018 Plan Commission granted approval of a freestanding BP gas sign at S. 60 and W. National Ave. and more recently for the Shell gas station sign at S. 76 St and W. Lincoln Ave. and the Taqueria sign for the restaurant at 84<sup>th</sup> and Lincoln Ave. Each of these examples as well as the proposed are on similar 45-deg angles to promote visibility for motorists and pedestrians. Additionally, this signage is designed like-for-like to the freestanding sign located at 9131 W. Cleveland Ave which was approved by Plan Commission.

Like other vision angle variance requests, staff has shared the signage concept with City Engineering for comment to seek their feedback prior to the Plan Commission meeting.

**Recommendation:** Approve the signage plan appeal for Lucky 7 Daily Food Pantry, an existing Neighborhood Retail use, located at 9127 W. Lincoln Ave. (Tax Key No. 487-0091-000) subject to the following conditions:

1. City Engineering review of the location within the vision angle.
2. Removal of any non-conforming signage on the property before installation of additional signage.
3. Landscaping plan being provided.



WEST LINCOLN AVENUE

