



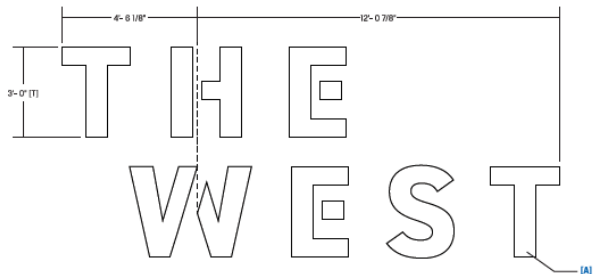
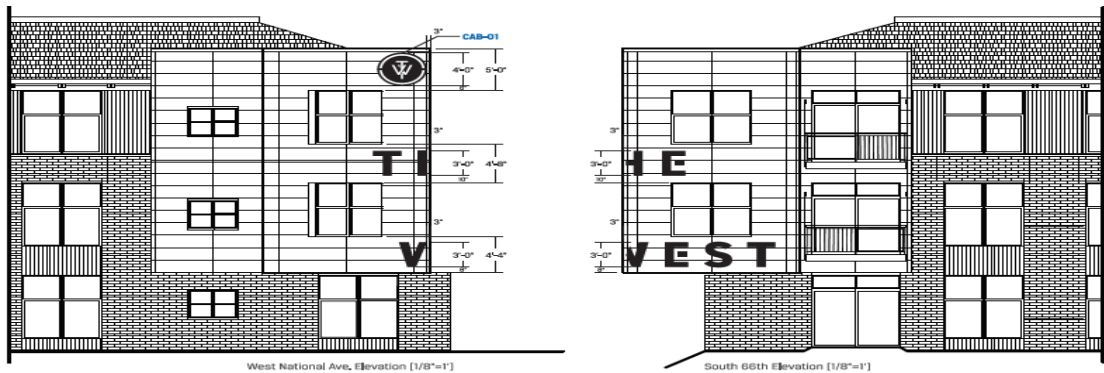
STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 24, 2019
6:00 PM

Room 128 – City Hall – 7525 W. Greenfield Ave.

6. **Signage Plan for The West, an existing apartment development, located at 6620 W National Ave, submitted by Poblocki Sign Company on behalf of Mandel Group (Tax Key No. 454-0651-002).**

Overview and Zoning

Construction of The West apartment building is currently underway. The developer, Mandel Group, has submitted a wall signage plan for the southeast corner of the building. This corner faces the West Allis Farmers Market and the intersection of S. Six Points Crossing and W. National Ave. The code allows for 2 wall signs, up to a combined 400 sq. ft. of area. The applicant is requesting approval of 3 wall signs at a combined 112 sq. ft.



Proposed building area is 73,000-sf (approximately 200 apartment units with underground parking connection – one building)

Proposed signage area – 112-sf

Number of wall signs – 3 (circular emblem and two sets of individual letters)

Sign Ordinance Criteria

The applicant is applying for signage under the sign ordinances master signage plan section (13.21(13)). The purpose of the Master Sign Program is to advertise a center and its individual tenants and to allow qualified buildings and/or centers greater flexibility. Plan Commission approval is required under this option.

Buildings greater than twenty-five thousand (25,000) square feet of building area.

Area. Buildings greater than fifty thousand (50,000) square feet and less than three hundred thousand (300,000) square feet of building area shall be permitted four hundred (400) square feet in wall sign area, plus additional signage area computed by the following formula: five-tenths (0.5) square foot times the setback length of the building from the street frontage.

Number. Permitted two (2) wall signs on an exterior wall of the business in which the sign identifies.

Design. Artistic qualities, design relief and articulation of signage including raised letters, framing, insets/offsets and unique shapes are encouraged.

(i) The sign face shall be constructed of aluminum, masonry, or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.

(ii) Exclusively flat wall signs shall not be acceptable. Acceptable alternatives include:

(a) Raised/channeled letters;

(b) Individual letters;

(c) Oddly shaped signs

The proposed signage plan is composed of an emblem and individual letter signage in two parts, which wrap the southeast corner of the building. While the sign ordinance grants up to two wall signs, the total area of signage is well under the limit of the ordinance. The overall composition is also proportional to the architectural design of the building. Based on this rationale, staff is recommending approval, but recommends that the total signage area allowance be capped at 200-sf. This will allow the developer flexibility for additional signage in the future (for example a freestanding sign on site).

Recommendation: Recommend approval of the proposed Signage Plan for The West, an existing apartment development, located at 6620 W National Ave, submitted by Poblocki Sign Company on behalf of Mandel Group (Tax Key No. 454-0651-002), subject to the signage area being capped at 200-sf for this high density residential development.