



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, October 26, 2022**  
**6:00 PM**

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

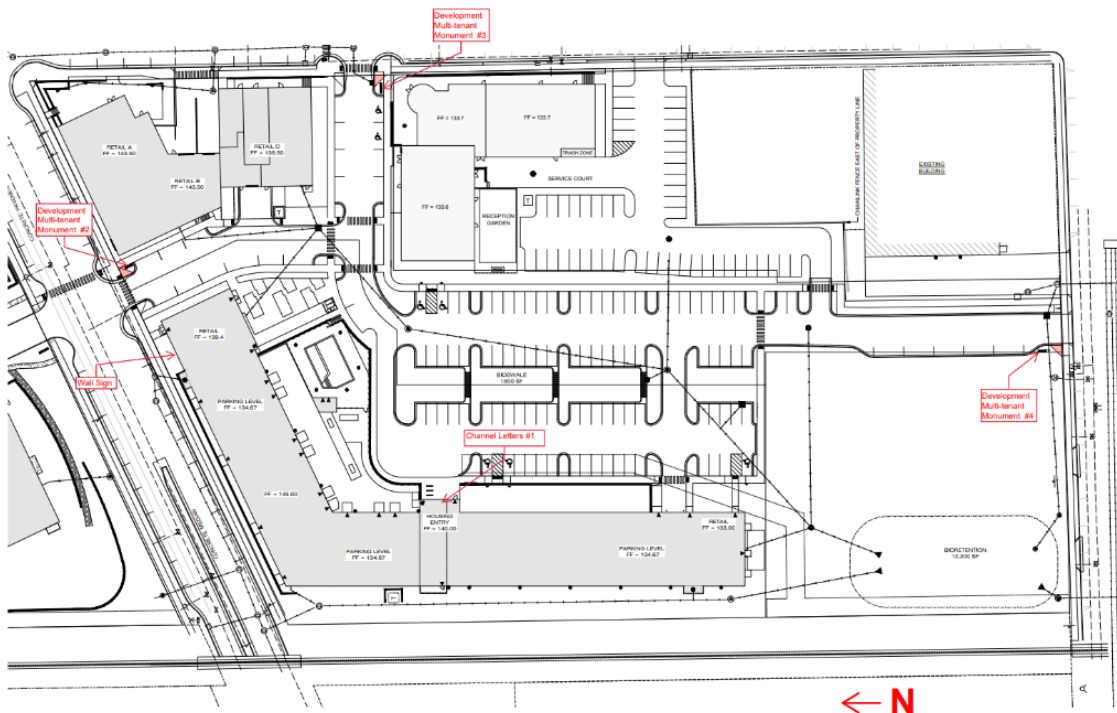
4. **Signage Plan for Maker's Row, a proposed food-centric collection of restaurants, limited food production and retail uses, and SoNa Lofts, a 5+ Unit Dwelling, to be located at 6601 W. National Ave., 16\*\* S. 66 St., 66\*\* W. Mitchell St., and 6675 W. National Ave., submitted by Eric Rohs, d/b/a Mandel Group Inc. (Tax Key Nos. 454-0653-000, 454-0655-000, 454-0656-000, and 454-0654-000).**

**Overview**

Makers Row is a proposed food-centric collection of restaurants, limited food production and retail uses. SoNa Lofts is a 5+ Unit Dwelling.

To enhance the development, the applicant is proposing 3 freestanding signs on 3 different parcels for Makers Row. The applicant is also proposing 2 wall signs for SoNa Lofts. The development is over 25,000 sq. ft. (approximately 160,000 sq. ft.) and qualifies for the City's Master Sign Program.

The applicant was advised to apply for a sign plan appeal and sign permit concurrently.



## Freestanding Signs

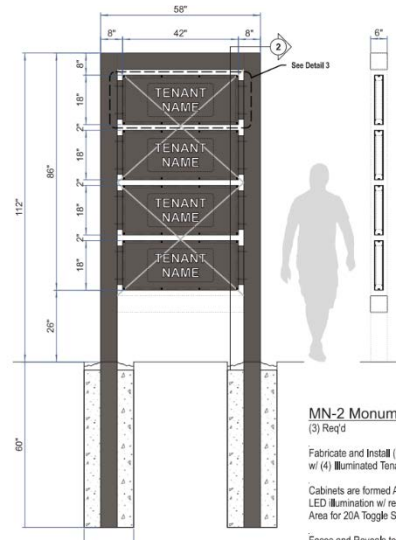
Per the Sign Code, freestanding signs must have a 2' tall masonry base and landscaping equal to twice the area of the sign face. The applicant is proposing steel freestanding signs with a modern design intended to complement the development's unique aesthetic and tie-in to a broader theme.

To qualify as a creative sign, "the sign shall: (a) Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area. (b) Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit. (c) Provide strong graphic character through the imaginative use of graphics, color, texture, quality material, scale and proportion."

The sign shall also conform to contextual criteria by including "one of the following elements: (a) Classic historic design style.

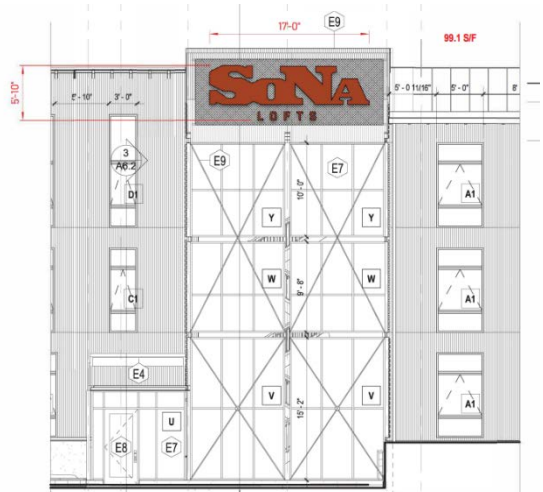
(b) Creative image reflecting the current or historic character of the City. (c) Symbols or imagery relating to the entertainment or design industry. (d) Inventive representation of the use, name or logo of the structure or business."

Staff finds the steel freestanding signs meet the Creative Signs criteria. The design constitutes an aesthetic improvement to the site and positively impacts the surrounding area by contributing to a clean, unique visual appearance. The design is an inventive representation of the development with an imaginative use of texture and quality material. The design complements the buildings by continuing the metal, industrial aesthetic and nodding to the classic design style of the area.



## Wall Signs

Per the Sign Code, a maximum of 125 sq. ft. of wall signage is allowed. The applicant is proposing to install 2 wall signs to SoNa Lofts with a total size of 165.6 sq. ft. Under the Master Sign Program, 400 sq. ft. of wall signage is allowed.



**Recommendation:** Recommend approval of the Signage Plan for Maker's Row, a proposed food-centric collection of restaurants, limited food production and retail uses, and SoNa Lofts, a 5+ Unit Dwelling, to be located at 6601 W. National Ave., 16\*\* S. 66 St., 66\*\* W. Mitchell St., and 6675 W. National Ave., submitted by Eric Rohs, d/b/a Mandel Group Inc. (Tax Key Nos. 454-0653-000, 454-0655-000, 454-0656-000, and 454-0654-000).