



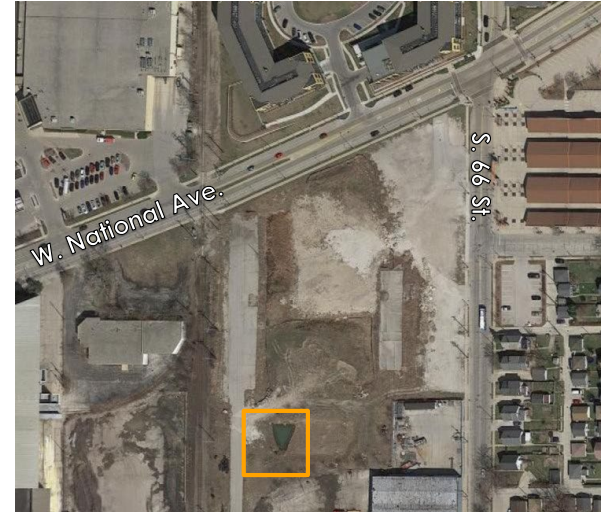
**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 23, 2023
6:00 PM**

4. **Sign Appeal for Healium Hot Yoga, an existing Instruction/Training use, at 6679 W. National Ave. (Tax Key No. 454-0654-000)**

Overview

The owner of Healium Hot Yoga, an existing Instruction/Training use, is applying for a Sign Plan Appeal to allow for a painted wall sign on the tenant space on the east façade of the existing SoNa Lofts building. The proposed sign is 8' x 8' (64 square). The signage is to be painted on a blank concrete wall. The signage will offer greater visibility for the business.

An image of the proposed signage has been provided by the applicant. Shown on the proposed sign plan is the business name in white text placed upon a black circle. A black and white tiger head appears along with the text "West Allis."



The area of the signage exceeds the maximum square footage allowed per Code. The maximum square footage for signage for the tenant space is 50 sq. ft. based on the Sign Code. The Plan Commission has discretion to deny or grant a variance for the proposed square footage of the signage.

Painted wall signs cannot be approved administratively under the Sign Code. The applicant is requesting an appeal to also allow the painted wall sign under the Sign Code's Creative Sign subsection. The creative sign section grants businesses the opportunity to present their proposal before the Plan Commission.

Creative Sign Requirements

Creative Sign section 13.21(24)(c)(i) requires that signs shall conform with the following:

- i. Design quality. The sign shall:



1. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.
 2. Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit.
 3. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
- ii. Contextual criteria. The sign shall contain at least one of the following elements:
1. Classic historic design style;
 2. Creative image reflecting current or historic character of the City;
 3. Public art, symbols or imagery relating to the entertainment or design industry; or
 4. Inventive representation of the use, name or logo of the structure or business.
- iii. Architectural criteria. The sign shall:
1. Utilize and/or enhance the architectural elements of the building.
 2. Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features/details of the facade.

Based on the proposed design in relation to the above criteria, staff agrees with the applicant that these requirements have been met and believes a Creative Sign Plan should be approved. The sign features a creative way of advertising the business, provides a positive visual impact to the surrounding area and is located on a side wall to not cover architectural features of the building.

Recommendation: Recommend approval of the Signage Plan for Healium Hot Yoga, an existing Instruction/Training use, at 6679 W. National Ave. (Tax Key No. 454-0654-000) based on the sign's satisfaction of the requirements of the City's Sign Code Creative Sign Subsection.