



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, March 23, 2022
6:00 PM

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

3. **Master Sign Plan for Home 2 Suites to be located at 1212 S. 70 St.**
(Tax Key No. 439-9001-000)

Signage Plan

Home 2 Suites is in the process of building a new hotel. The hotel qualifies for the City's master sign program because it will be over 25,000 SF. The proposed building will be 79,912 SF.

Wall Signs



The signage ordinance indicates the following (*italicized*):

Number. Buildings greater than twenty-five thousand (25,000) and less than one hundred thousand (100,000) square feet of building area may be permitted two (2) wall signs on an exterior wall of the business in which the sign identifies.

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.

- The total area of the building is 79,912-SF
- The building is setback 20-ft from S. 70 St.
- 410-SF of signage is allowed, 383-SF is proposed
- 2 wall signs are allowed, 3 wall signs are proposed



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

- 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.*
- Exclusively flat wall signs shall not be acceptable. Acceptable alternatives include:*
 - Raised/channeled letters;*
 - Individual letters;*
 - Oddly shaped signs; and*
 - Two-inch thick (minimum) border around the wall sign.*

- The signage is proportional to this 5-story building, its height, setback and orientation.
- Signage has also been aesthetically designed to integrate with the approved exterior architectural features.

Freestanding/monument sign

The proposed freestanding sign features a cement board with brick veneer design to match the principal building and includes a cap feature. The overall height is 6 ft. 6 in. and the area of actual signage is 30-SF.



Staff Opinion:

Staff recommends allowing 3 wall signs, 1 more than is permitted. The signs are appropriately placed and face different streets and private roads. While an additional sign is being proposed, the overall wall signage area is under the allowance and will not create an undue concentration of signage on this property.

Recommendation: Staff recommends approval of the Master Signage plan for Home 2 Suites located at 1212 S. 70 St. (Tax Key No. 488-9993-006). Subject to the following conditions:

1. Revised sign plans being submitted to and approved by the Planning & Zoning program to show the following: 1) wall sign area not to exceed area allowance of sign code 2) detail to show articulation relief/depth of symbols on all signs.