



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, August 26, 2020
6:00 PM
Virtual Meeting

4. **Master Signage plan for Beyond Vision located at 1540 S. 108 St. submitted by James Kerlin (Tax Key No. 449-9981-019)**

Signage Plan

In 2019 Wiscraft Inc. d/b/a Beyond Vision acquired the former Sam's Club property located at 1540 S. 108th St.

Beyond Vision is proposing to repaint the exterior of their building as well as install new business signage on the west elevation.

The signage review is being considered under the master signage program where buildings greater than 100,000-sf are required to obtain Plan Commission approval for their signage plans - section [13.21\(13\) Sign Code](#).

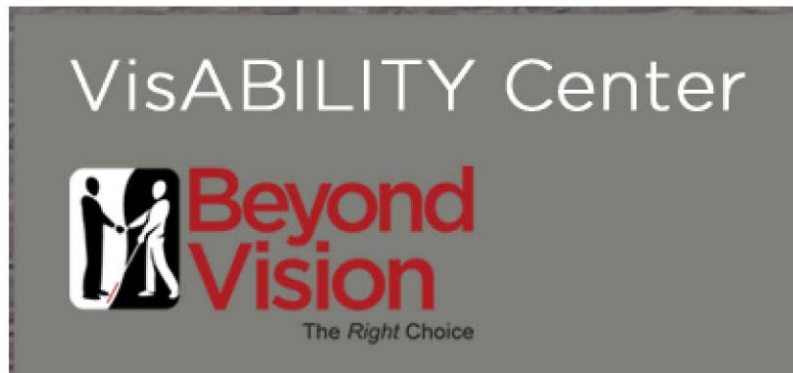
The existing building is about 130,000-sf.



Wall Signage – The signage ordinance indicates the following (*italicized*):
Number. Buildings greater than one hundred thousand (100,000) square feet and less



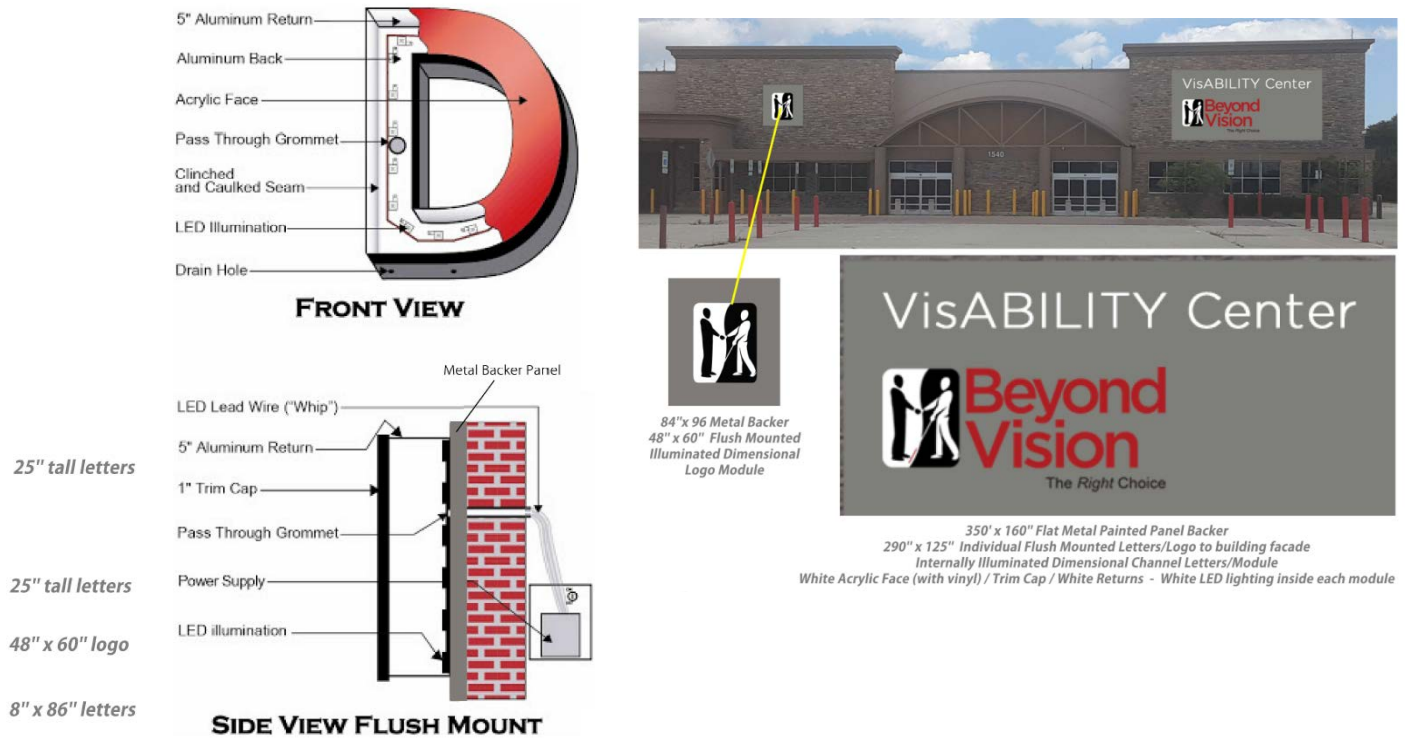
84"x 96 Metal Backer
 48" x 60" Flush Mounted
 Illuminated Dimensional
 Logo Module



350' x 160" Flat Metal Painted Panel Backer
 290" x 125" Individual Flush Mounted Letters/Logo to building facade
 Internally Illuminated Dimensional Channel Letters/Module
 White Acrylic Face (with vinyl) / Trim Cap / White Returns - White LED lighting inside each module

than three hundred thousand (300,000) square feet of building area may be permitted three (3) wall signs on an exterior wall of the business in which the sign identifies.

- While 3 wall signs are permitted, Beyond Vision is proposing two wall signs on the west elevation.



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 about 130,000-sf
- The building is setback 400-ft from Hwy 100
- The total area of proposed new signage is 444sf (overall proportion backer panel measurement), and 600-sf of signage is allowed.

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 proposed signage consists of two layers, a flat metal panel backer and raised internally illuminated dimensional letters.

Freestanding/monument sign

The existing freestanding sign on site was used by the previous Sam’s Club store. This sign features stone columns and base. The overall height is 10-ft and the area is 100-sf.

The existing sign faces will be changed. The proposed copy will be translucent while non-copy areas on the sign face panel will be opaque.

The existing sign and proposed changes to it meet the signage ordinance.



***Face Change on existing monument sign
Double Sided
OPAQUE vinyl graphics for background
Illuminated Letters and Logo ONLY***

Recommendation: Approval of the Master Signage plan for Beyond Vision located at 1540 S. 108 St. submitted by James Kerlin (Tax Key No. 449-9981-019), subject to the a revised signage plan being submitted to the Department of Development to show the following: (a) depth/returns being added and noted on the proposed backer panel; (b) confirmation that both wall sign’s feature dimensional logos and channel letters. Dimensions being noted on plan.