



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, July 23, 2025  
6:00 PM**

**9. Sign Plan Appeal for The Armory Hockey, at 11111 W. Greenfield Ave. (Tax Key No. 448-9993-006).**

**Overview**

The Armory Hockey Development Center is in the process of filling in a vacant tenant space (about 12,500-sf) next to the existing Festival Foods store. Total building area about 84,600-sf. The Armory indoor recreational use was previously approved by Plan Commission and Common Council earlier in 2025.

The signage review is being considered under the master signage program where building area is greater than 50,000 sq. ft. and less than 300,000 are required to obtain Plan Commission approval for their signage plans - section [13.21\(13\) Sign Code](#). The existing building is about 84,600 sq. ft. in total.



Wall Signage – 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 about 84,600-sf
- The building is situated at 133-ft (setback) from W. Greenfield Ave.
- Festival Foods previous master sign program was approved by the [Plan Commission in 2021](#) and exceeded the 550-sf of signage allowed. As a result, The Armory was left without an allowance of square footage. However, the proposed square footage (108 sq ft) aligns with square footage requirements for other large tenant commercial buildings.

*Design. Artistic qualities, design relief and articulation of signage including raised letters, framing, insets/offsets and unique shapes are encouraged. A. 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. B. Exclusively flat wall signs shall not be acceptable. Acceptable alternatives include: a. Raised/channeled letters; b. Individual letters; c. Oddly shaped signs; and d. Two-inch thick (minimum) border around the wall sign.*

- The signage is proportional to the building, its setbacks and orientation.
- Signage has also been aesthetically designed to integrate with the approved exterior architectural features.
- Individually mounted letters, versus using mounting channels/raceways, is a more appealing/quality design choice utilized by The Armory.

**Recommendation:** Recommend approval of the Sign Plan Appeal for The Armory Hockey, at 11111 W. Greenfield Ave. (Tax Key No. 448-9993-006).

