



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 26, 2020
6:00 PM**

Room 128 – City Hall – 7525 W. Greenfield Ave.

8. **Signage Plan for Holiday Inn Express, a new hotel, located at 10201 W. Lincoln Ave., submitted by Catalyst Partners. (Tax Key No. 485-9996-021)**

Overview & Zoning

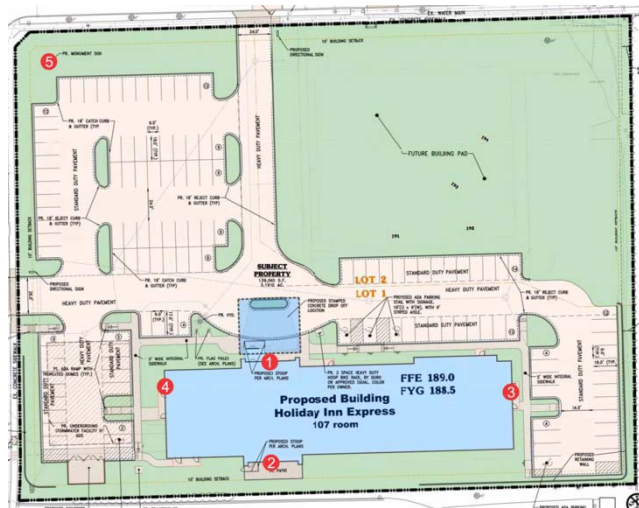
Construction of the new Holiday Inn Express is currently underway at 10201 W. Lincoln Ave. This property is zoned C-4 Regional Commercial District.



The Sign Code allows for 2 wall signs on this building, with a total allowance of 512.50 square feet of signage when the building's set back is accounted for.

The developer, Catalyst Partners, has submitted a sign plan for 4 wall signs – one on each face of the building – and is requesting a variance to allow for all four signs.

Other than the number of signs being requested, the sign plan otherwise adheres to the Sign Code.



The total square footage of the 4 wall signs combined is 506.26 square feet, which is less than the total permitted square footage. The wall signs themselves are comprised of individual channel letters and are proportional to the overall building size. If there were only two wall signs, at the maximum square footage, they would likely appear too large

and disproportional with the overall building aesthetic. All four sides of the building are visible from either local roads or the highway.



Recommendation:

Approval of the Signage Plan for Holiday Inn Express, a new hotel, located at 10201 W. Lincoln Ave., submitted by Catalyst Partners. (Tax Key No. 485-9996-021)