



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, February 24, 2021  
6:00 PM**

**Virtual Meeting**

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

- 4. Master Sign Plan for Festival Foods, a proposed large retail development grocery store, to be located at 11111-17 W. Greenfield Ave., submitted by Aaron Aspenson on behalf of Festival Foods (Tax Key No. 448-9993-006).**

**Signage Plan**

Festival Foods is in the processes of renovating the existing grocery store along with painting the exterior of their building as well as installing new business signage on the north and east elevations.

The renderings below were presented in the initial site plan approval which came before Plan Commission in 2020.

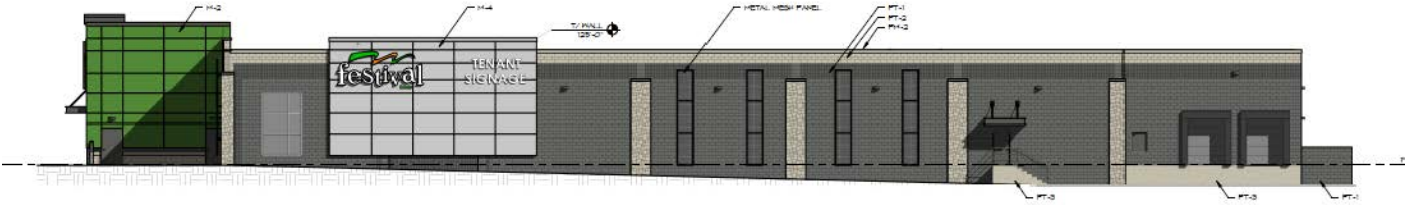


The signage review is being considered under the master signage program where building area is greater than 50,000-sf and less than 300,000 are required to obtain Plan Commission approval for their signage plans - section [13.21\(13\) Sign Code](#).

The existing building is about 84,600-sf.



**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.*



**NORTH ELEVATION**  
 SCALE: 1/8" = 1'-0"



**EAST ELEVATION**  
 SCALE: 3/32" = 1'-0"

*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 setback 133-ft from Greenfield Ave
- The total area of proposed new signage is 873-sf, and 550-sf of signage is allowed.
- There are two smaller tenants inside the Festival store, one being Caribou Coffee which is not requesting building signage. The other small tenant is TBD.

*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 Festival.



**Freestanding/monument sign**

The existing freestanding sign on site was used by the previous Pick 'n Save store. This sign features brick cap and base. The overall height is 12-4"-ft and the area is 75-sf.



The existing sign faces will be updated and repainted to correlate to the main building's new image.

**Recommendation:** Staff recommends approval of the Master Signage plan for Festival Foods located at 11111-17 W Greenfield Ave. submitted by Aaron Aspenson (Tax Key No. 488-9993-006). The signage is proportional to the building's setbacks and orientation on site relative to the street frontage and number of tenants. The signage It also includes architectural features, offsets and individually mounted letters, versus using raceways which is a more appealing/quality design standard.