

# SIGNAGE GUIDELINES

## 3+ Tenant Commercial Buildings



www.westalliswi.gov/signs

### FREESTANDING SIGNS



#### Maximum Size:

- Multi-Tenant Commercial Buildings = 75 sq. ft. / 10 ft. height\*
- 25,000-50,000 sq. ft. centers = 75 sq. ft. / 10 ft. height\*
- 50,000-100,000 sq. ft. centers = 150 sq. ft. / 12 ft. height\*
- 100,000-300,000 sq. ft. centers = 150 sq. ft. (1 sign per arterial st.) OR 225 sq. ft. (1 sign) / 15 ft. height\*
- 300,000 sq. ft. and up = Plan Commission approval

\*subject to Plan Commission approval



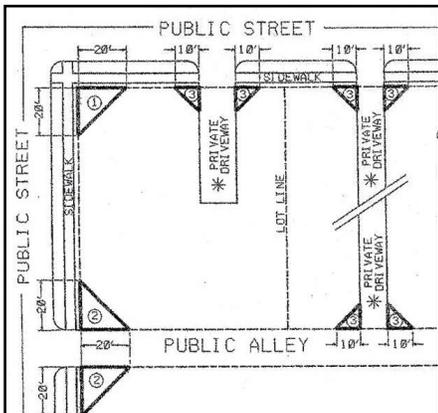
#### Landscaping:

Landscaping shall be provided at the base of the sign equal to twice the area of one sign face.

(i.e. a 20 sq. ft. sign face shall have 40 sq. ft. of base landscaping)

#### Sign Design:

- The tone and texture of the base, sides and top shall reflect the principal building construction as close as possible or shall enhance the exterior architecture of the principal building.
- The sign shall have a 2-ft. minimum masonry base to match building.
- Changeable copy shall not exceed 35% of sign face area.
  - (i.e. a 50 sq. ft. sign may have 17.5 sq. ft. of changeable copy alongside a 32.5 sq. ft. primary sign face)
  - EMC must be integrated into the design of the sign.
  - Message may not change more frequently than 3 second intervals
- If internally illuminated, an opaque background is required.
- The Department of Development may approve, deny or request changes to a sign based on the architecture and proportion of the sign.



#### Other Submittal Requirements:

- Dimensions, materials, and colors of sign
- Site plan showing proposed location of sign, including distance between sign and property line(s)
- Vision triangle dimensions (see picture)  
Plan Commission may grant exception to vision triangle.

# WALL SIGNS

## Maximum Area:

1.5 x lineal foot of tenant frontage = Permitted Sign Face Area (sq. ft.)  
200 sq. ft. aggregate maximum

## Number:

Two (2) wall signs are permitted per tenant.  
No more than one sign per facade

## Placement:

Must be placed on an exterior wall of the tenant's space  
May not extend above parapet wall, fascia or roofline

## Design:

- May not be more than 12" in depth from wall surface
- Wall signs must be architecturally integrated with the principal building.
- Artistic qualities and design relief are encouraged.
- **Exclusively flat wall signs shall not be acceptable.**  
Alternatives include: raised/channel letters, individual letters, odd shapes or two-inch thick minimum border
- Sign face shall be constructed of aluminum, other similar product or polycarbonate, or other durable materials.
- If internally illuminated, an opaque background is required.

## Other Submittal Requirements:

- Dimensions, materials, and colors of sign
- Building elevations showing proposed location of sign



INDIVIDUAL LETTERS



RAISED LETTERS



CHANNEL LETTERS

# PROJECTING SIGNS

Signs may be projecting. A Grant of Privilege will be required for signs over the right of way. One projecting sign is permitted per street frontage for each tenant, not to exceed 16 sq. ft. in area. Multi-story buildings are permitted an additional 16 sq. ft. for each additional level.



# WINDOW SIGNS

In no instance may window signage cover more than 20% of the window space. All window signage must be affixed to the interior of the window.

# AWNINGS

The area of sign copy shall not exceed 25% of the face of the awning to which the sign is affixed. Plastic/vinyl awning materials are not permitted. A Grant of Privilege is required for awnings over the right-of-way.



## Application and Review Procedure:

Please submit 4 color copies of the scaled signage proposal, completed application, and corresponding signage review and permit fee to the Department of Development. Upon design approval by the Department of Development, the application will be forwarded to the Department of Building Inspections. If technical information regarding installation is not known at the time of application, additional information will be required prior to the issuance of a sign permit.

For complete signage requirements, please reference §13.21 of the West Allis Revised Municipal Code.