



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 23, 2019
6:00 PM

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

9. **Signage Plan for Green & Gold Zone, an existing apparel and merchandise store, located at 2331 S. 108 St., submitted by Andrew Hundt, d/b/a Green & Gold Zone (Tax Key No. 484-0005-000).**

Overview & Zoning

Green & Gold Zone is an existing retail store, which specializes in the apparel and merchandise of Wisconsin sports teams, located at 2331 S. 108th Street. The property is zoned C-4 Regional Commercial District.



The store recently came under new ownership. In looking to enhance the property and create a stronger connection with the neighborhood, the new owner hired a well-known local artist to paint a “Go Pack Go” mural on the south side of the building. The owner/applicant was unaware that a sign permit was needed for the mural. Once notified by City staff that a permit was required, the applicant quickly contacted staff to better understand the process and to apply for a permit.

Sign Plan Appeal

Under the Sign Code, the property is permitted up to two wall signs totaling no more than 80 square feet of wall signage (100ft. building frontage x 0.8). The mural is 145 square feet (10 feet x 14.5 feet), which is 65 square feet greater than Code allows, and is the only wall sign on site. The applicant is requesting a sign plan appeal to allow for the mural under the Sign Code’s Creative Sign subsection.



Creative Signs Criteria

The Creative Sign subsection was created to “establish standards and procedures for the design, review and approval of creative signs” that do not otherwise conform to the existing code. The Plan Commission has the authority to approve creative signs.

In order to qualify as a creative sign, “the sign shall: (a) Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area. (b) Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit. (c) Provide strong graphic character through the imaginative use of graphics, color, texture, quality material, scale and proportion.”

The sign shall also conform to contextual criteria by including “one of the following elements: (a) Classic historic design style. (b) Creative image reflecting the current or historic character of the City. (c) Symbols or imagery relating to the entertainment or design industry. (d) Inventive representation of the use, name or logo of the structure or business.”

Staff finds the mural to be in alignment with the Creative Signs criteria as it relates to having a positive visual impact on an otherwise blank/windowless wall, being spirited, being of an appropriate scale and proportion, being related to entertainment, and reflecting an inventive representation of the business.

Recommendation: Recommend approval of the Signage Plan for Green & Gold Zone, an existing apparel and merchandise store, located at 2331 S. 108 St., submitted by Andrew Hundt, d/b/a Green & Gold Zone (Tax Key No. 484-0005-000).