



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, October 27, 2021
6:00 PM
City Hall – Room 128**

13. **Signage plan appeal for Perspective Brewing, a new restaurant, to be located at 7508 W. Greenfield Ave., submitted by Daniel Naus, d/b/a Perspective Brewing. (Tax Key No. 440-0445-000).**

Overview & Zoning

Perspective Brewing is a new restaurant which will brew unique craft beverages in-house and features an outdoor beer garden space. This restaurant will be located at 7508 W. Greenfield Ave. The property is zoned C-1 Central Business District.

To match the style of the building, appeal to the design of the neighborhood, and enhance their property, the owner would like to paint a sign onto the front façade of their building. The applicant was advised to apply for a sign plan appeal when they presented their updated sign plan as it does not conform to the code.

Sign Plan Appeal

Under the Sign Code, the property is permitted up to two wall signs totaling no more than 24 square feet of wall signage (30 ft. building frontage x 0.8). The proposed sign is the only wall sign on site, but is 62.5 square feet, which does not meet the Sign Code. The sign is also painted directly onto the façade, which does not meet the code. The applicant is requesting a sign plan appeal to allow this painted wall sign under the Sign Code's Creative Sign subsection.



PERSPECTIVE BREWING CO.

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 painted wall sign to be in alignment with the Creative Signs criteria. The design constitutes a substantial aesthetic improvement to the site and positively impacts the surrounding area by being designed specifically for the signage space built into the façade. The design is also unique to the location, being inspired by the historic “ghost” signs painted on other brick façades throughout the Milwaukee area. Third, the design uses a classic palette of simple colors and uses the naturally appealing brick texture to positive effect. This classical style signage is tasteful and thoughtfully designed to fit the context of the building and community.

Below is an example of a West Allis “ghost” sign at 6780 W Lincoln Ave for ‘Sealtest Ice Cream’



Recommendation: Recommend approval of the Signage plan appeal for Perspective Brewing, a new restaurant, to be located at 7508 W. Greenfield Ave., submitted by Daniel Naus, d/b/a Perspective Brewing. (Tax Key No. 440-0445-000)