



PLAN COMMISSION AGENDA  
Wednesday, September 23, 2020  
6:00 P.M.

Virtual Meeting

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

**5. Sign plan appeal for Avant-Garde, an existing business relocating to a new location at 7201 W. Greenfield Ave., submitted by Zack Wegner of Lemberg Sign Company (Tax Key No. 453-0088-000).**

Avant-Garde is relocating to another adjacent storefront building along the south side of W. Greenfield Ave. The former business was Staff One who earlier this year relocated to the Hwy 100 and Lincoln Ave. area. Avant-Garde has applied for new wall signage which was approved by staff earlier this month as it meets the sign code. Brent Holmes (Avant-Garde) is requesting Plan Commission approval of window graphics that he would like to install on the street facing glass.

The property is a corner lot so the graphics are planned for both W. Greenfield Ave. and also S. 72 St. sides of the building. Staff notes that the graphics have been designed to be artistic rather than commercial in nature. A translucent window film is proposed on 7 windows facing S. 72 St. where the piercing studios are located. WI State Statutes does require piercing establishments to provide privacy for their patrons. The previous tenants window blinds were in poor condition and the applicant desires a cleaner look and sterile work environment within.

The applicant submitted the following 2 options as described and shown below:

- Both options feature the window film along the south most 7 windows on the east elevation facing S. 72 St. (as an alternate to window blinds). The internal function within the 7 windows is the piercing studio area. All other windows will allow viewing into-out of the building as the internal function of the remainder is store lobby and retail area.
- The mosaic shapes in option 1 are the applicant's original and preferred option.
- Option 2 includes a reduced mosaic size to 20% of the window space.
- Graphics as proposed, are on the outside of the glass.
- The applicant is requesting that the mosaic graphics be interpreted as artistic features not commercial advertising.



Desired effect of film on 1st and 2nd surfaces of window.  
(Field test required to determine effect.)

NOTE: Graphics cover 30% of Windows

The typical standard of the Downtown signage ordinance indicate that window signage shall be limited to 20% of a window's area and placed on the interior side of the glass.

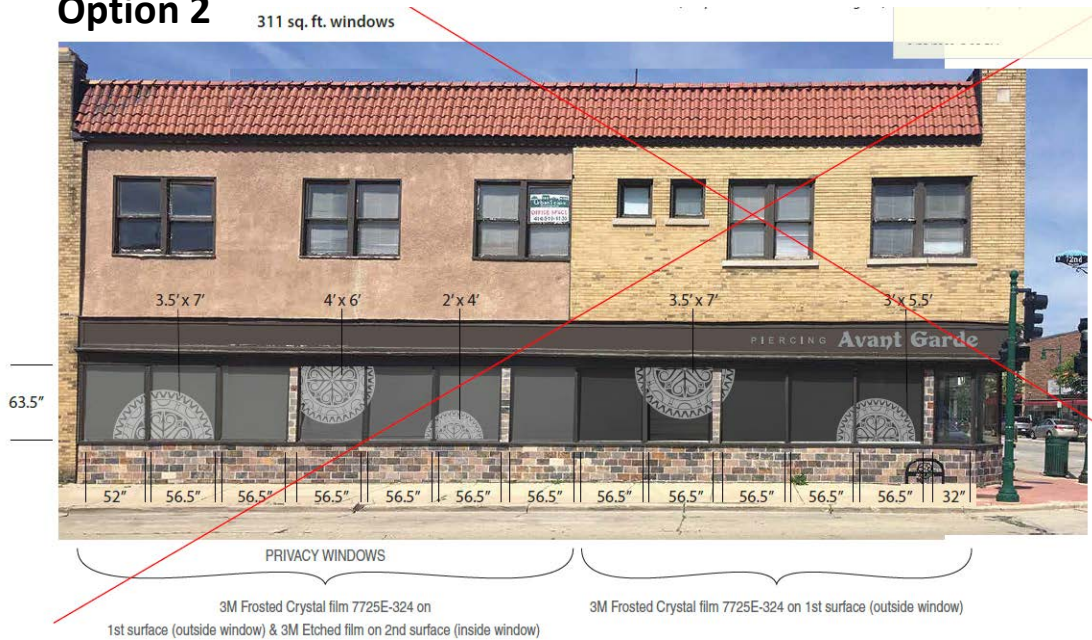
# Pre-Existing condition



## Option 1



## Option 2



**Storefront facing W. Greenfield Ave. (one option)**



3M vinyl Frosted Crystal 7725E-324 on 1st surface (outside window)

Staff is not opposed to the applicant's preferred option (option 1) and given the unique nature of the design and the statutory requirements for privacy supports the applicants plan. The following rationale is offered in support of the applicant's signage plan appeal:

1. The window film and graphics on the 7 window area on the east elevation facing S. 72 St. are being utilized to screen a piercing studio area where statutes require the business to provide privacy.
2. The mosaic graphics may be interpreted as artistic features as they are not commercial advertising.
3. If the Plan Commission chooses to interpret the mosaics as window signage, then option 2 would be an acceptable compromise.

**Recommendation:** Approval of the Sign plan appeal for Avant-Garde, an existing business relocating to a new location at 7201 W. Greenfield Ave., submitted by Zack Wegner of Lemberg Sign Company (Tax Key No. 453-0088-000), subject to the following: (1) applicant indicating the purpose for why the graphics are not being applied to the interior of the window; (2) explanation of the desired layering effect; (3) confirmation that the lobby area windows on the east and north side of the building will remain primarily transparent.