



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, December 11, 2019
6:00 PM**

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

Signage appeal for Crawdaddy’s on Greenfield located at 9427 W. Greenfield Ave. (Tax Key No. 450-0022-001)

Overview & Zoning

In light of a pre-existing condition from 2016, the new business owner, Troy Meyer, of Crawdaddy’s on Greenfield has proposing to request Plan Commission sign appeal to a previous Plan Commission decision and thereby update rather than remove an existing pole sign located on the east side of the site.

In 2016, Plan Commission granted a 3 year extension of time (to the previous business owner) to remove the existing pole sign at the end of the existing tenant’s lease in 2019.

Sign Ordinance:

The creative sign section of the sign ordinance was created to “establish standards and procedures for the design, review and approval of creative signs” that do not conform to the existing code. The Plan Commission has the authority to approve creative signs that “exhibit a high degree of thoughtfulness, imagination, inventiveness and spirit.”



Existing at 9427 W. Greenfield Ave.

In order to qualify for a creative sign, the design shall:

- Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.
- Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness and spirit.
- Provide a strong graphic character through the imaginative use of graphics, color, texture, quality material, scale and proportion.

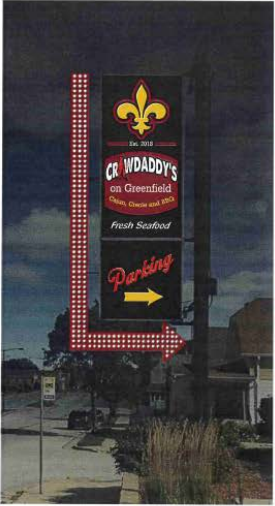
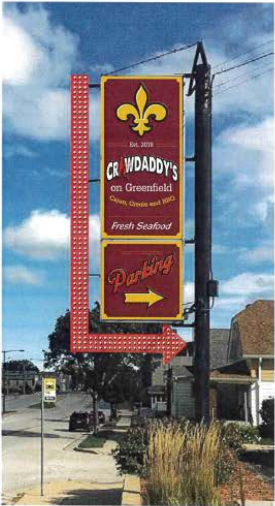
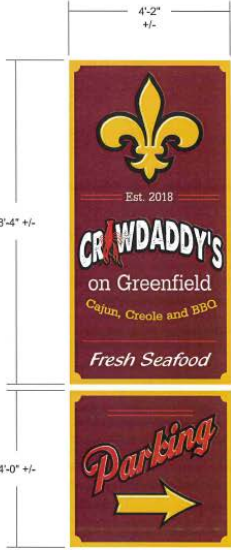
The sign shall also conform to contextual criteria by including one of the following elements:

- Classic historic design style.
- Creative image reflecting the current or historic character of the City.
- Symbols or imagery relating to the entertainment or design industry.
- Inventive representation of the use, name or logo of the structure or business.

The proposal:

Crawdaddy’s has indicated a desire to maintain and update the existing sign given what they believe could be considered a creative sign. Crawdaddy’s requests the Plan Commission’s consideration of their proposal as an alternative to removing the sign in compliance with the 2016 condition. Their desire is to renovate the sign respective of the creative sign section of the ordinance as they believe the sign is one of a few remaining nostalgic signs that offers aesthetic significance and should be preserved.

The scope of work includes the following: removing existing sign faces, retrofitting the sign cabinet lighting with LED's, installing new sign faces with an opaque background (copy illuminated) and within the arrow feature converting from incandescent to LED bulbs.

Crawdaddy's - Face Replacements		CONCEPTUAL DRAWING	
Face Replacement Specifications			
Golden Yellow Border & Burgundy Background Blocked Out			
			<p>Two (2) New Sets of Faces for an Existing Pole Sign Illuminated - Retrofit with White LED optional Double Sided Size: 4' x 12' +/-</p> <p>(A) Substrate: White poly carbonate face(s).</p> <p>(B) Graphics: 3M translucent film on 1st surface of face.</p> <p>Installation Method: Remove retainers.</p> <p>Colors: <ul style="list-style-type: none"> 3M translucent film, Burgundy 3630-49 3M translucent film, Golden Yellow 3630-125 3M translucent film, Red 3630-33 3M Blockout film, Black 3635-22B </p>
Double Sided Sign.	"Arrow" to be re-painted (Red) Repair sockets as needed with New LED bulbs.	Two (2) Sets Req'd.	<p>Four 8 ft. Lamps</p> <p>Four 4 ft. Lamps</p>

Plan Commission determination - Basis for consideration:

1. Design. Based on the design requirements within the City's Sign Code 13.21(24)(c)1, Creative Signs 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 materials, scale and proportion.

- Staff comment - the existing pole sign is one of a few existing pole signs offering a classic historic aesthetic to the area; features a unique and historically important vintage design through its use of lighting and unique shape characteristic of the 1940-50's; and provides the strong graphic character which is representative with the culture of the mid-century era.

2. Context. Based on the contextual requirements within the City's Sign Code, Creative Signs shall:

13.21(24)(c)2 The sign shall contain at least one of the following elements:

- (a) classic historic design style
- (b) creative image reflecting current or historic character of the City of West Allis
- (c) symbols or imagery relating to the entertainment or design industry
- (d) inventive representation of the use, of the structure or business

- Staff believes that the existing pole sign meets parts (a) and (c).
3. Architectural requirements. Based on the architectural requirements within the City's Sign Code 13.21(24)(c)3, Creative Signs shall:
- (a) utilize and/or enhance the architectural elements of the building
 - (b) be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features/details of the façade.
- Staff believes the existing sign both relates with and enhances the style of the building.
4. Total sign area. The total sign area allowance is compliant under the sign ordinance. Based on total sign area the property is allowed up to 125-sf of signage. As proposed the existing signage on site, inclusive of the proposed changes, total about 100-sf of signage.

Some other notable creative freestanding sign approvals have been granted at for the following: Oscar's Frozen Custard, Grebe's, Town Beer and Liquor and Bob's Bait (since removed by new owner).

Recommendation: Recommend approval of the Signage appeal for Crawdaddy's on Greenfield located at 9427 W. Greenfield Ave. (Tax Key No. 450-0022-001)