



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 23, 2020
6:30 PM
City Hall – Room 128**

7. **Signage plan appeal for Carries Crispies an existing business located at 7133 W. Becher St. submitted by Brian Cieslak, owner (Tax Key No. 453-1057-000).**

Overview & Zoning

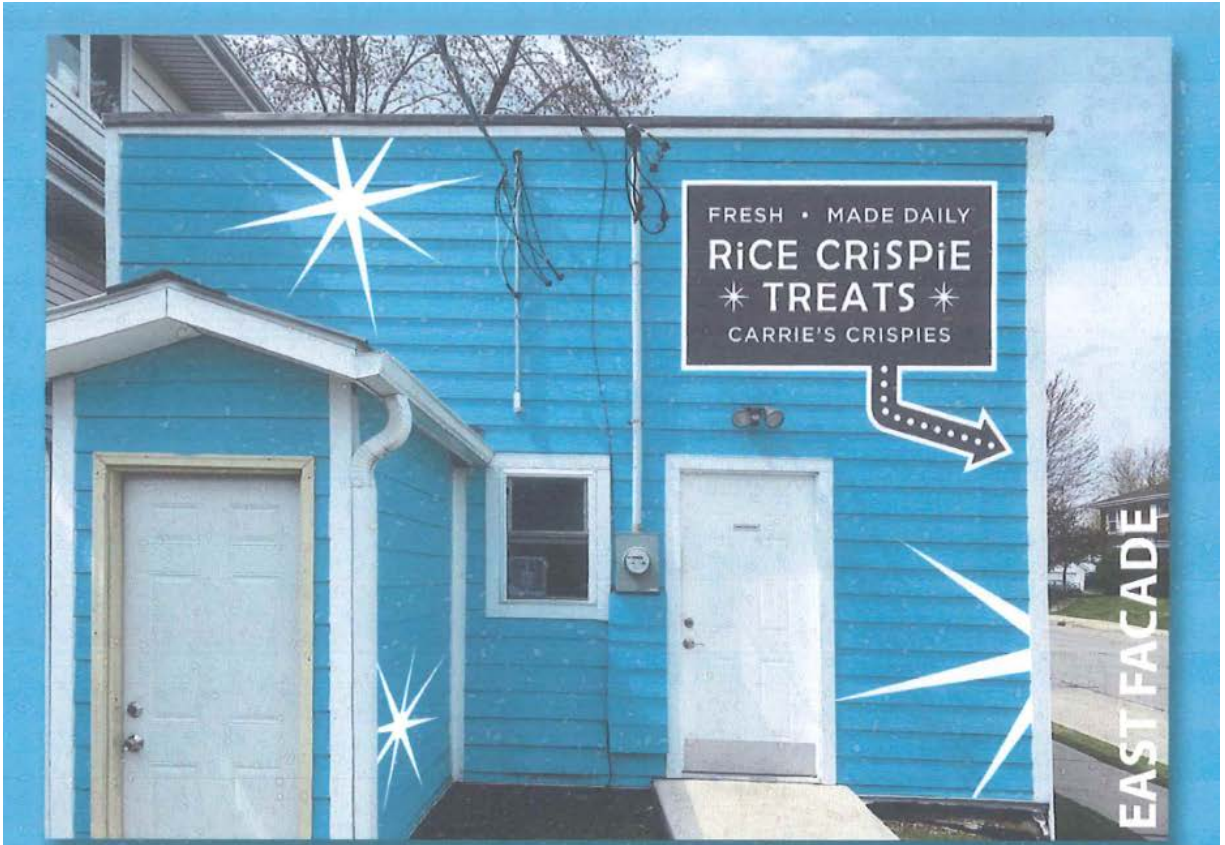
Carrie's Crispies is an existing food production and processing facility with retail for direct and indirect consumption, which specializes in the making of gourmet rice crispie treats, located at 7133 W. Becher St. The property is zoned C-2 Neighborhood Commercial District.

In looking to enhance the property and create a stronger connection with the neighborhood, the owner would like to have artistic elements and directional signage painted onto three sides of their building. The owner/applicant was approved for a sign appeal in July of last year for the painted logo sign. 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 60 square feet of wall signage (100 ft. lot frontage x 0.6). The approved painted logo is less than 60 square feet, which meets the Sign Code, and is the only wall sign on site. The applicant is requesting a sign plan appeal to allow additional signs under the Sign Code's Creative Sign subsection. The additional signage proposed is over their allotted square footage.





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, and reflecting an inventive representation of the business.

Below is an example of what similar painted signs looks like on vinyl siding.



Recommendation: Recommend approval of the Signage plan appeal for Carries Crispies an existing business located at 7133 W. Becher St. submitted by Brian Cieslak, owner (Tax Key No. 453-1057-000).