



**S STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 22, 2020
6:00 PM
Virtual Meeting**

- 5. Signage Plan Appeal for Carrie's Crispies located at 7133 W. Becher St. submitted by Brian Cieslak of Carries Crispies. (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.

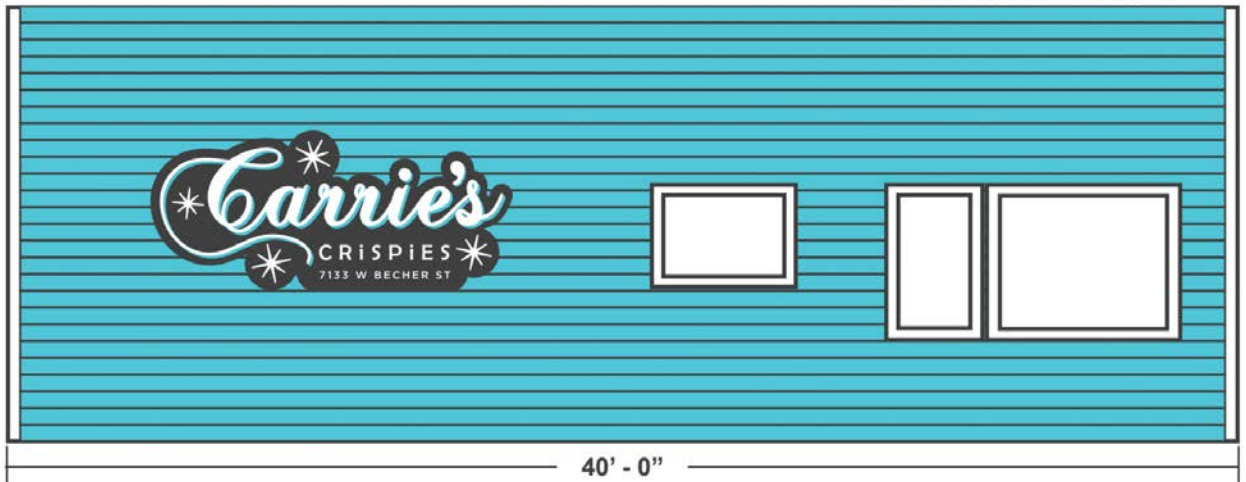
In looking to enhance the property and create a stronger connection with the neighborhood, the owner would like to have their logo painted onto the side of their building. The owner/applicant submitted a sign permit application and then submitted a sign plan appeal when he learned that painted signs are not permitted in the sign 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 painted logo will be 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 for the mural under the Sign Code's Creative Sign subsection.

FACADE ALONG W. BECHER ST.



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 a similar painted sign looks like on vinyl siding.



Recommendation: Recommend approval of the Signage Plan Appeal for Carrie's Crispies located at 7133 W. Becher St. submitted by Brian Cieslak of Carrie's Crispies. (Tax Key No. 453-1057-000).