



Staff Report
West Allis Plan Commission
Wednesday, April 23rd 2025
6:00 PM

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

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

6. **Creative Sign Plan for a Business Improvement District led public art project to be installed at Cook Specialty, an existing business located at 7321 W. Greenfield Ave. (Tax Key No. 453-0117-000).**

The West Allis Business Improvement District, Dianne Eineichner, applied on behalf of Cook's to create an inviting and innovative sign for their storefront at 7321 W. Greenfield Ave. The proposed sign equals 32 sq. ft. and will be created during West Allis A La Carte in 2025. The art design will be drawn on a 4' x 8' piece of polytab material. The sheet will then be cut into 4" by 4" squares for community members to purchase and paint individually at A La Carte. Then, each individual painted polytab tile will be mounted onto a 4' by 8' piece of dibond and sealed with a nova gel. To enclose the signage, a 1' frame made of composite decking materials will border the edges of the sign. Finally, the entire project will be mounted on the front of the building using concrete anchors.



[Section 13.21\(13\)](#) of the sign code outlines the requirements for creative signs. Design quality, context, and architectural criteria must be met in order to approve this type of signage. Based on the requirements outlined, it appears that the proposed signage will meet all three criteria. With a

unique design and strong graphic character, the visual impact on the Downtown BID businesses is notable. Additionally, the signage meets the contextual criteria by creating symbology representative of the business inside. Lastly, the signage will enhance the architecture of the building through its logical placement and added composition to the building's façade.

Overall, this proposal presents a fresh update to Cook's store frontage while offering an opportunity for the community to directly contribute to a unique project. It is compliant within the City's Creative Signage ordinances and will contribute positively to the character of the Downtown BID.

i. Design quality. The sign shall:

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

ii. Contextual criteria. The sign shall contain at least one (1) of the following elements:

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

iii. Architectural criteria. The sign shall:

- (1) Utilize and/or enhance the architectural elements of the building.
- (2) Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features/details of the facade.

Recommendation: Approve the Creative Sign Plan for a Business Improvement District led public art project to be installed at Cook Specialty, an existing business located at 7321 W. Greenfield Ave. (Tax Key No. 453-0117-000) subject to a signage permit being approved and issued by the Code Enforcement Department.