



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 23, 2025
6:00 PM**

7. Sign Plan Appeal for All Goods, a proposed Neighborhood Retail use, at 8436 W. Greenfield Ave. (Tax Key No. 442-0632-000)

Overview

The owner of All Goods, an existing Neighborhood Retail Use, is moving to its new location at 8436 W Greenfield Ave has applied for a Sign Plan Appeal to allow for a painted wall sign on the south façade of the existing building. The proposal includes a 3-ft x 8-ft (24-sf) painted sign. The west wall previously included a black wooden board panel sign. No other signage is proposed at this time. There was a large rooftop sign affixed to the building for a number of years, however, the applicant has since removed the rooftop sign.

An image of the proposed signage has been provided by the applicant. Shown on the proposed sign plan is the business name in a white to grey finish, contrasting the black façade.

The area of signage is below the maximum square footage allowed per Code. The maximum square footage for signage for the building is 72 sq. ft. based on the Sign Code.

Painted wall signs cannot be approved administratively under the Sign Code. The applicant is requesting an appeal to also allow the painted wall sign under the Sign Code's Creative Sign subsection. The creative sign section grants businesses the opportunity to present their proposal before the Plan Commission. The applicant did not provide information on the artist of the proposed sign.

Creative Sign Requirements

Creative Sign section 13.21(24)(c)(i) requires that signs shall conform with the following:

- 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 of the following elements:
1. Classic historic design style;
 2. Creative image reflecting current or historic character of the City;
 3. Public art, 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.

Based on the proposed design in relation to the above criteria, staff agrees with the applicant that these requirements have been met and believes a Creative Sign Plan should be approved. The sign features a creative way of advertising the business, provides a positive visual impact to the surrounding area and is located on a side wall to not cover architectural features of the building.

Recommendation: Recommend approval of the Sign Plan Appeal for All Goods, a proposed Neighborhood Retail use, at 8436 W. Greenfield Ave. (Tax Key No. 442-0632-000), based on the sign's satisfaction of the requirements of the City's Sign Code Creative Sign Subsection