



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 27, 2022
6:00 PM
City Hall – Common Council Chambers

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

6. **Signage Plan for 2 Brothers-in-law Vintage, an existing neighborhood retail use, located at 7332 W. Becher St., submitted by Ed Check, d/b/a 2 Brothers-in-law Vintage. (Tax Key No. 476-0337-001)**

Overview & Zoning

2 Brothers-in-Law Vintage is an existing neighborhood retail business. The property is zoned C-2.

To enhance their property, the applicant is proposing a painted wall sign. The applicant was advised to apply for a sign plan appeal and sign permit concurrently.

Sign Plan Appeal

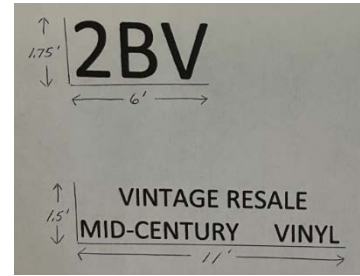
Under the Sign Code, the property is permitted up to two wall signs totaling no more than 43.2 square feet of wall signage. The business owner is proposing to install 2 wall signs, totaling 27 square feet of area. The signs would be painted directly onto the façade. Because painted wall signage is not something that staff may approve administratively under the sign code, the applicant is requesting a sign plan appeal to allow this painted wall sign under the Sign Code's Creative Sign subsection. The creative sign section grants businesses the opportunity to present their proposal before Plan Commission.

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 painted wall sign to be in alignment with the Creative Signs criteria. The design constitutes an aesthetic improvement to the site and positively impacts the surrounding area by contributing to a clean, unique visual appearance of the storefront and is an inventive representation of the business. The design complements the building by continuing the existing black accent color and uses a smooth, modern font to a positive effect. The signage is well placed and scaled for the building.

Recommendation: Recommend approval of the Signage Plan for 2 Brothers-in-law Vintage, an existing neighborhood retail use, located at 7332 W. Becher St., submitted by Ed Check, d/b/a 2 Brothers-in-law Vintage. (Tax Key No. 476-0337-001)