



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, June 28, 2023
6:00 PM**

7. Creative Signage Plan for Pick N' Save, an existing General Service use at 6760 W. National Ave. (Tax Key No. 453-9018-000)

Overview

Pick N' Save, an existing general service use, is applying for a Sign Plan Appeal to allow for a mural display on the south façade of the existing building. The south façade is currently composed of tan colored concrete along with a set of windows extending outward. The building does not have any signage on the south façade. The location of the proposed mural currently faces a parking lot but will be highly visible along W. National Ave. and from new developments including SoNa Lofts and Ope! Brewing Co.

The concept image depicts the overall design of the mural. Various fruits are displayed along with the text "Serving Wisconsin Communities" and "Since 1872." The concept image does not display the final color scheme of the mural. The applicant did not give the dimensions of the proposed signage.





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.

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 is in agreement 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 not covering architectural features of the building.

Recommendation: Recommend approval of the Creative Signage Plan for Pick N' Save, an existing General Service use, at 6760 W. National Ave., (Tax Key No. 453-9018-000), based on the sign's positive visual impact, unique design and imagination, strong graphic character, inventive representation of the business and logical placement, which comprehensively satisfy the requirements of the City's Sign Code Creative Sign Subsection subject to the following conditions:

1. A Sign Plan being submitted to the Planning and Zoning Office