



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, April 26, 2023
6:30 PM**

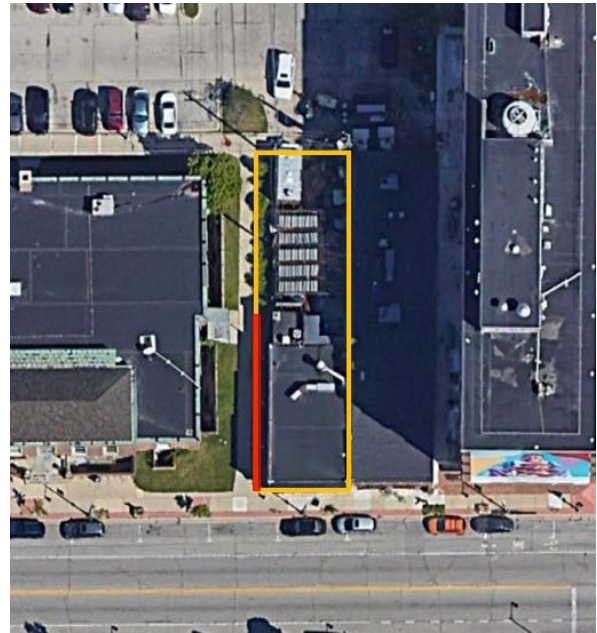
7. Creative Signage Plan for McCoco's, an existing restaurant at 7420 W. Greenfield Ave. (Tax Key No. 440-0413-000)

Overview

The owner of McCoco's, an existing restaurant, is applying for a Sign Plan Appeal to allow for an additional sign and mural on the west façade of the existing building. Proposed for the west façade is a 5' x 12' (60 sq. ft.) metal sign. Additionally, a full mural is proposed on the west façade of the building. The west wall of the building is constructed of masonry, currently painted black, with gooseneck light fixtures running along the wall.

A concept image of the proposed signage has been provided by the applicant. Shown on the concept plan is the palm tree sign on the southwest wall of the building, visible from Greenfield Ave. Shown on the palm tree is a depiction of the restaurant's name. Two birds are shown alongside the wall. It is unclear whether the applicant intends these birds to be within the proposed mural, or as signage applied to the wall. The concept image depicts colors on the signage. Any signs with electricity must be listed by a nationally recognized testing laboratory or be evaluated by a third-party engineer to be placed outside.

The applicant also provided a concept image of the proposed mural on the west façade. Shown on the mural is a tropical sunset to match the overall Caribbean theming of the existing restaurant. The applicant did not specify whether the mural will be painted or applied to the wall in a different method.





Creative Sign Requirements

Creative Sign section 13.215(22)(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 so as to not cover architectural features of the building.

Recommendation: Recommend approval of the Creative Signage Plan for McCoco's, an existing restaurant, at 7420 W. Greenfield Ave., (Tax Key No. 440-0413-000), 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 revised Sign Plan being submitted to the Planning and Zoning Office to indicate the following:
 - a. Notation on the sign plan to indicate the total number of signs proposed on the west façade of the existing building.
 - b. Notation on the sign plan to indicate method of application for the proposed mural along with details including dimensions, timing of installation, and artist.
 - c. Notation on the sign plan to indicate electrification of the proposed signage. All signs with electricity must be listed by a nationally recognized testing laboratory or be evaluated by a third-party engineer to be located on the exterior.
2. Removal of the noncomplying "Open" sign on the entrance of the south façade before installation of any additional signage.