



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday April 24, 2024
Room 128, 6:00 PM**

12. Sign Appeal for Twisted Plants, a proposed restaurant use at 6202 W. Lincoln Ave. (Tax Key No. 475-0375-000)

Overview

Twisted Plants, a proposed restaurant use, is applying for a Sign Plan Appeal to allow for painted wall signage existing building. Proposed for the south and east façade are two twin painted signs both 3' x 5' (15 sq. ft). The signage area complies with the Sign Code.

A concept image of the proposed signage has been provided by the applicant. Shown on the proposed sign plan is the business logo along with text indicating the type of food sold at the business.

The area of the signage exceeds the maximum square footage allowed per Code. The maximum square footage for awning signage is 22.5 square feet based on the Sign Code. The proposed signage exceeds the maximum square footage by 6.5 square feet. Based on the appeal, Plan Commission has the authority to determine if the additional awnings on the front façade count towards area for the total signage square footage.



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 Signage Plan for Twisted Plants, a proposed Restaurant use, at 6202 W. Lincoln Ave., (Tax Key No. 475-0375-000), based on the sign's satisfaction of the requirements of the City's Sign Code Creative Sign Subsection.