



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, June 24, 2020  
6:00 PM  
Virtual Meeting**

7. **Architectural Plan Amendments for murals of original artwork on existing buildings located at 7506-08 W. Greenfield Ave., 7400 W. Greenfield Ave., 6900 W. Greenfield Ave., 6610 W. Greenfield Ave., submitted on behalf of the West Allis Artscape Committee, the West Allis Living Streets project, and Wallpapered City (Tax Key No. 440-0445-000, 440-0415-001, 439-0001-007, 439-0001-032).**

**Background**

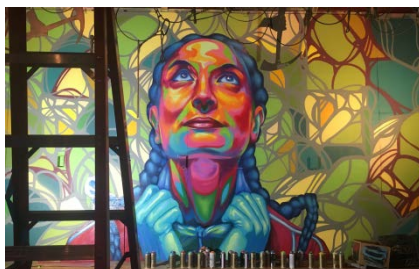
The City of West Allis Artscape Committee aims to positively increase the visual character of the city through a variety of artistic endeavors. Most recently, the Artscape Committee has partnered with Wallpapered City, a team of local mural artists and curators, to kick-start the West Allis Living Streets (WALS) mural project.



Four buildings/walls along Greenfield Avenue have been selected as part of the Living Streets project. Three of the four artists will be selected under a currently open Call for Artists. The fourth artist was requested via a special artist invitation, due to the large scale of the mural and the level of expertise required for such a project.

**7400 W. Greenfield Ave. – Lamplight Inn Special Artist Invitation**

Thomas “Detour” Evans has accepted the ArtScape Committee’s special artist invitation to commission a mural for the Lamplight Inn building at 7400 W. Greenfield Ave. Detour is a nationally recognized artist known for his vibrant portraits, and he specializes in large-scale public art. The mural is proposed to be 5-stories tall and to be located on the south-facing facade.



**7506-08 W. Greenfield Ave. - Open Call for Artists**

Artists are being requested to submit proposals for an approximately 14 feet x 30 feet mural, to be painted on the west wall of 7506-08 W. Greenfield Ave. This building is located across the street from City Hall and has recently been renovated, including an updated storefront system and new lighting fixtures.



**6900 W. Greenfield Ave. – Open Call for Artists**

Artists are also being requested to submit proposals for an approximately 25 feet x 40 feet mural on a south-facing wall of the West Allis Towne Center. The mural will enhance an existing pedestrian area along Greenfield Ave.



**6610 W. Greenfield Ave. – Open Call for Artists**

Finally, artists are being requested to submit proposals for a mural on the future Reunion Restaurant building, located at 6900 W. Greenfield Ave. Improvements to the Reunion Restaurant site were recently approved by Plan Commission, which include a front patio/outdoor dining addition, an outdoor volleyball court, and outdoor bar and fire pit area. The mural is to be located on the top half of the east wall, with an approximate size of 12 feet x 37 feet.



**Plan Commission Role**

Under the Creative Sign section of City Code, Plan Commission has an established process for approving exterior murals intended to be used as business signage. However, strictly artistic murals seem to fall into a grey area under existing formal approval processes.

Staff does not wish to over-regulate artistic programs or place the responsibility of approving artistic designs upon the Plan Commission. However, staff also recognizes that adding large murals to the exterior of buildings represents a significant change in the urban landscape and the visual character of structures.

Staff is working to establish a more formal process for approving large-scale murals that are not considered signage, whether that request come internally from a City body or externally from a private building owner. In the meantime, staff is requesting Plan Commission’s support of the proposed locations for the West Allis Living Streets program, assuming there are no major concerns related to proposed walls.

Actual design proposals are not expected to come before Plan Commission. A jury of City staff and local residents will be formed to review the Call for Artists responses and to select the winning mural designs. Wallpapered City will be present to help facilitate the jury selection process.

**Recommendation:** Approval of the Architectural Plan Amendments for murals of original artwork on existing buildings located at 7506-08 W. Greenfield Ave., 7400 W. Greenfield Ave., 6900 W. Greenfield Ave., 6610 W. Greenfield Ave., submitted on behalf of the West Allis Artscape Committee, the West Allis Living Streets project, and Wallpapered City (Tax Key No. 440-0445-000, 440-0415-001, 439-0001-007, 439-0001-032).