



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 27, 2022, 6:00 PM
Common Council Chambers – City Hall – 7525 W. Greenfield Ave.

5. Signage Plan for Crawdaddy's, an existing restaurant, located at 9427 W. Greenfield Ave., submitted by Troy Meyer, d/b/a Crawdaddy's. (Tax Key No. 450-0022-001)

Overview

Troy Meyer, the proprietor of Crawdaddy's on Greenfield, is applying for a Sign Plan Appeal to allow for a mural display on the north side of the building. If approved, Mr. Meyer would hire an artist by the name of Fred Kaems, he is very well known in the mural community, and the estimated cost of the mural is \$9,200.00.

The north wall of the building is masonry consisting of a fluted split faced block and aggregate masonry paneling. A 5-ft wide metal fascia caps the north elevation and would be repainted. Because the existing exterior surface alternates and consists of different materials, it would be difficult to paint a mural upon. The artist is planning using a wood board upon which to paint the mural, and then apply to the north wall.

The following specifications are provided by the applicant: Crawdaddies mural structure installation all wood used in the mural support structure will be UC4A Pressure-Treated 2x6s.

All wood fasteners will be GRK #9 R4s with are AC-257 approval for use with UC3/UC4 treated wood designations. Angle Brackets connecting the wood frame to the cementitious wall are 50 ct. Simpson Strong Tie ML24Z which are ASME approved for use with UC3/UC4 designations Concrete Fasteners will be ¼" diameter Tapcon Anchors. 2.5" long. Approx 100 will be used to secure the mural support structure to the cementitious wall. Tapcons are designed to be used in concrete and are coated to resist corrosion. Each fastener has ability to resist shear of 1,670 lbs, and tension of 2,020 lbs. The wooden support structure will bear on the concrete, so the positive connection is holding the wooden support structure to the cementitious wall, but not carrying the weight of the wooden support structure



Plan Commission decision

The basis for the appeal is that the applicant believes the proposed signage meets the criteria of the Sign Code's Creative Sign section – 13.21(24). Plan Commission consideration required.



Creative Sign Requirements

The "Design Quality" criteria of the Creative Sign section requires that signs shall:

13.21(24)(c)1

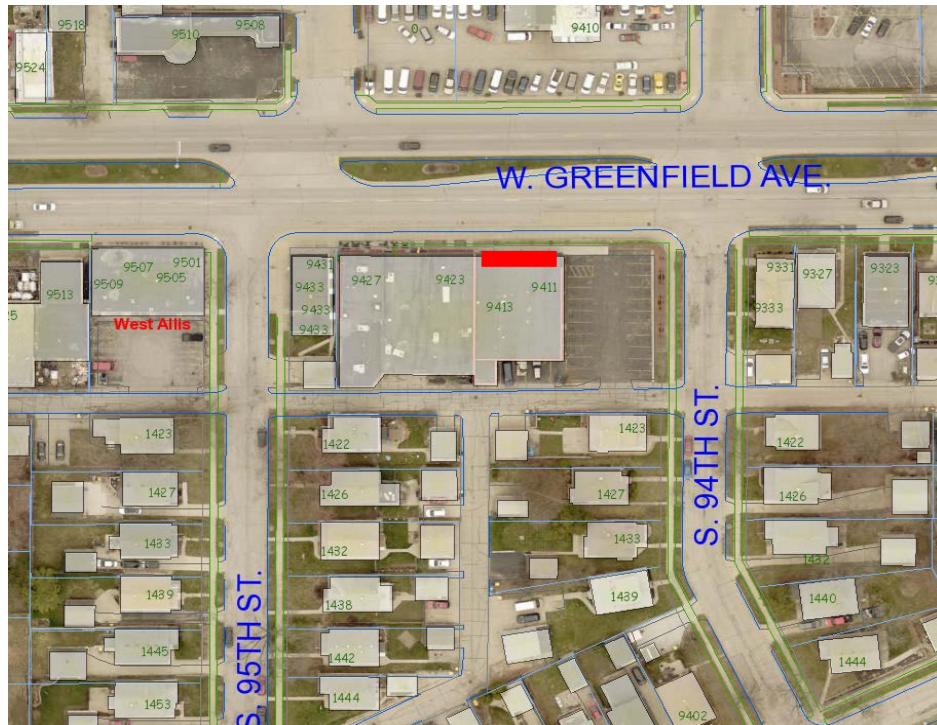
- a. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.
- b. Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit.
- c. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.

Additionally, the "Contextual" criteria requires at least that the sign shall contain:

13.21(24)(c)2d – Inventive representation of the use, name or logo of the structure or business.

And, the "Architectural" criteria in 13.21(24)(c)3 states that the sign shall utilize and/or enhance the architectural elements of the building and be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features/details of the façade.

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.



For reference, in 2020 the Plan Commission approved the following mural on the east wall of the building.



Recommendation: Recommend approval of the Signage Plan for Crowdaddy's, an existing restaurant, located at 9427 W. Greenfield Ave., submitted by Troy Meyer, d/b/a Crowdaddy's. (Tax Key No. 450-0022-001), 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.

As a condition of approval, staff recommends the following deliverables be submitted:

1. Signage permit - <https://www.westalliswi.gov/348/Sign-Review-Approval>
2. Floor plan and cross-section elevation with the specific anchoring system being included on in plans.