



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, February 26, 2020
6:00 PM**

Room 128 – City Hall – 7525 W. Greenfield Ave.

11. **Signage Plan Appeal for a Creative Sign for Crawdaddy's on Greenfield located at 9427 W. Greenfield Ave. submitted by Troy Meyer, business owner and Michael Ortiz artist (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 east side of the building. 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).



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.



Area Map of Proposed Mural Location



Recommendation: Recommend approval of the Signage Plan Appeal for a Creative Sign for Crawdaddy's on Greenfield located at 9427 W. Greenfield Ave. submitted by Troy Meyer, business owner and Michael Ortiz artist (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.