



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, May 29th, 2024, 6:00 PM
Common Council Chambers – City Hall – 7525 W. Greenfield Ave.

10. Creative Signage Plan for a proposed wall mural at Paul’s Jewelers, an existing business, located at 10820 W. National Ave., submitted by Mircea Prejbeanu. (Tax Key No. 520-0010-001).

Overview

Mircea Prejbeanu, the proprietor of Paul’s Jewelers on National Avenue, is applying for a Sign Plan Appeal to allow for a mural display on the east side of the building overlooking the parking lot. If approved, Ms. Prejbeanu would hire an artist by the name of Fred Kaems, a well-known artist in the mural community, and the estimated cost of the mural is \$10,290.00.

The east wall of the building is masonry that has been painted white and is well-poised to paint a new mural upon. The artist will power wash and scrape this façade before priming it for painting. The block has vertical grooves that require spray on paint. There also appears to be an old sign mounted to the middle left of this wall. The artist will paint over the remaining bolts unless removal is desired. The mural will be 33 ft wide by 20 ft tall with a 7.33 ft peak. The total area of this mural will encompass 802 sq. ft.



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.

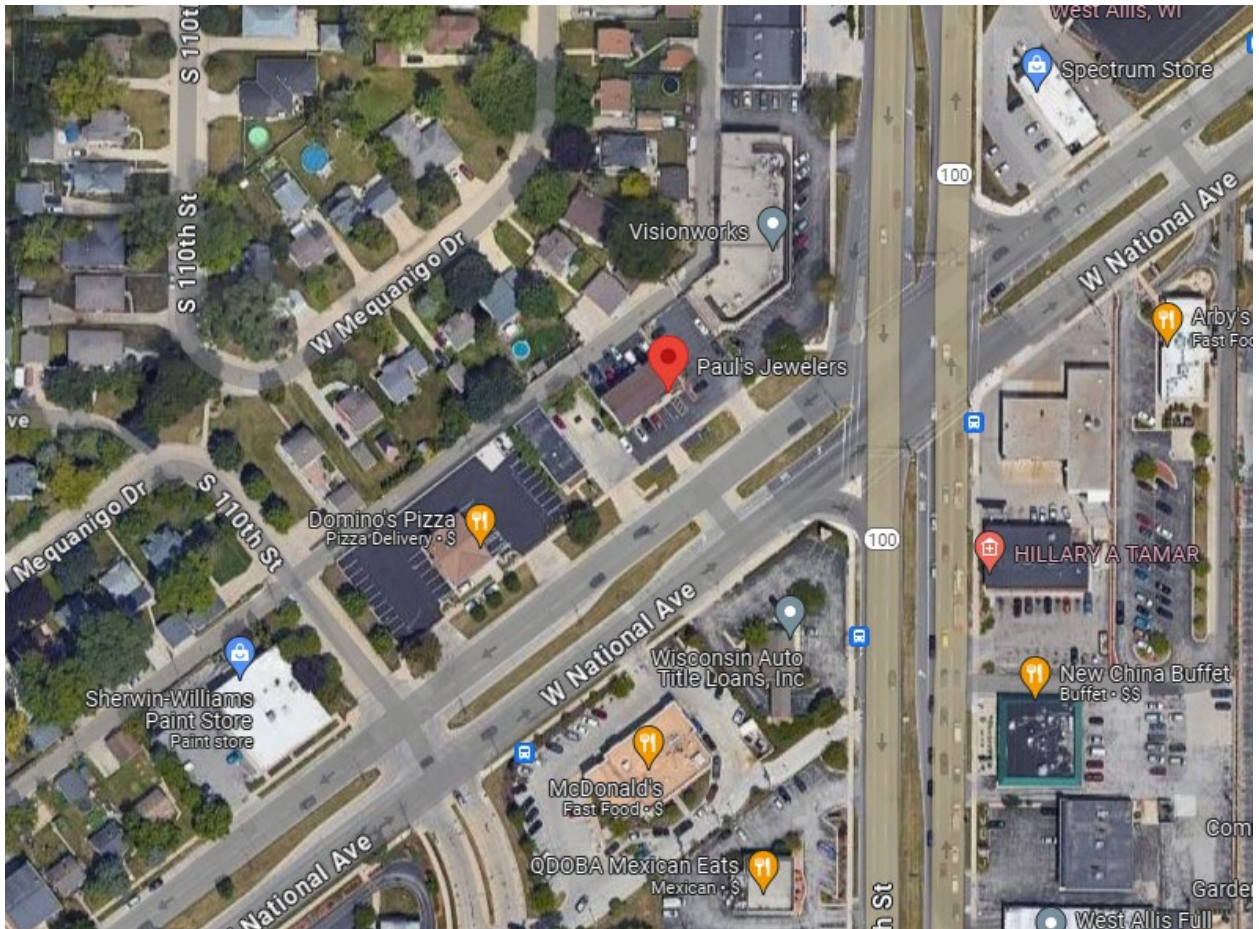
Additionally, the "Contextual" criteria requires at least that the sign shall contain:

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 a majority of these requirements have been met and believes a Creative Sign Plan should be approved. Although the proposed mural does not directly meet the "Contextual" criteria that requires "Inventive representation of the use, name, or logo of the structure or business", the proposed mural decidedly promotes the other "Design Quality" requirements to such a high degree that it provides a positive visual impact to the surrounding area and would be a visual benefit to the community overall.



Recommendation: Recommend approval of the Creative Signage Plan for a mural at Paul's Jewelers, an existing retailer, located at 10820 W. National Ave. submitted by Mircea Prejbeanu. (Tax Key No. 520-0010-001), based on the sign's positive visual impact, unique design and imagination, strong graphic character, which comprehensively and substantially satisfy the requirements of the City's Sign Code Creative Sign Subsection.

There are no further conditions staff recommend for approval.

Fred Kaems Art & Mural Services

Pricing Estimate

Project scope: Exterior Mural

Location: Paul's Jewelers 10822 W National Ave. West Allis, WI 53227
Previously painted South East facing exterior wall, over looking parking lot.

Size: ~33" wide by ~20' tall rectangle with a 7.33' tall peak for ~802 sq/ft

Surface: Previously painted block, power wash and scrape before primer. Block has vertical grooves requiring spraying on paint.

Painting Notes: Will need to use parking space while painting.
Curb in front of wall requires set back while working. Boom lift.

Prep Work: Clean wall, and look for loose paint. There seems to have been an old sign mounted on the middle left of the wall. I will paint over the remaining bolts unless removal is desired. Primer sprayed on.

Layout: Done on site. No special templates

Materials: Paint, primer, brushes, rollers, nozzles, tape, ancillary supplies.

Artist Fee: Proposal drawings, painting of mural, materials **\$8,200.00**

Special Equipment: Boom lift. 2 week rental, transportation, fuel, insurance. **\$1,840.00**

Power washing service **\$ 250.00**

Proposal Total: Includes above as well as any setup and cleanup needed. **\$10,290.00**

A 50% deposit will be required before materials are purchased or work begins, with the remaining balance due after completion. With the requirements of getting a design approved by the board \$1,000 can be put down to hold a spot, the rest of the initial 50% would then be due before work begins. This can be discussed as we move through the process.