

3. STAFF REVIEW OF CERTIFICATES OF APPROPRIATENESS

A. The staff shall review the Certificate of Appropriateness Application for accuracy and completeness. If the application is deficient, the staff shall contact the applicant and attempt to correct the deficiencies before presenting the application to the Commission. Certain applications for Certificate of Appropriateness may be reviewed and approved by staff without prior review of the Commission. Staff shall be guided by the Design Guidelines for the site and the provisions of s. 320-21 of the Milwaukee Code of Ordinances when reviewing Certificate of Appropriateness applications. In any case where staff finds the proposed work to be inappropriate and no agreement can be reached with the applicant to modify the work to bring it into conformity with the design standards for the property, the applicant shall be submitted to the Commission for review. The following types of alterations may be approved by staff without Commission review:

- (1) Roofing where the proposed action is to replace or repair in kind or to replace a non-historic roofing material with a different type of roofing. This includes gutter and downspout, chimney, flashing and venting repair and replacement in kind.
- (2) Fences and retaining walls, landscaping and site restoration.
- (3) Paving for driveways, sidewalks and walkways.
- (4) Mechanical systems (air conditioners, side wall vent pipes, etc.) not visible from the public right-of-way.
- (5) Window and door unit replacement within existing openings.
- (6) Siding and masonry repairs and minor carpentry where materials are being replaced or repaired in kind.
- (7) Porch guard rails, decking, skirting and Americans with Disabilities Act compliant ramps.
- (8) Signage, awnings and canopies on all commercial structures and properties.

4. COMMISSION REVIEW OF CERTIFICATES OF APPROPRIATENESS

- A. In general, the procedure for Commission review of Certificates of Appropriateness shall be as set forth in s. 320-21-11-b of the Milwaukee Code of Ordinances.
- B. The Commission may direct issuance of a Certificate of Appropriateness, without scheduling a public hearing, conditioned upon the applicant's express written agreement to make specified changes in the project necessary to bring it into conformity with the design guidelines or to submit revised plans, material samples, or other information.

Section 8. Mural Guidelines.

I. DEFINITION: For the purposes of these guidelines, a "mural" shall be defined as an artistic work applied to an exterior surface of a pre-existing structure and that does not constitute a sign under s. 200-08-84 of the *Milwaukee Code of Ordinances*.

II. APPLICATION REQUIREMENTS

In addition to those materials usually required for Certificates of Appropriateness (CoA), applicants seeking a CoA for a mural on an historic property shall submit:

- a. Written approval from the property owner for the mural, provided the applicant is not the owner of the property.
- b. A record of ownership of the mural.
- c. A maintenance plan specifying care and the parties responsible for the maintenance of the mural. Maintenance includes, but is not limited to, graffiti removal, removal of surface dirt, reapplication of coatings, touching up damaged areas, and ensuring vegetation does not harm the mural or the supporting building.
- d. An agreement between the artist and the property owner identifying who is responsible for removal of a mural.
- e. Photo documentation of the completed mural shall be supplied to the Historic Preservation Commission to provide a base line for future maintenance, conservation and restoration.

III. DESIGN STANDARDS

- a. Except as provided below, no mural may be located on elevations that directly face or are parallel to sidewalks and public rights-of-way.
- b. Murals shall be permitted for side or rear walls or alley walls (but not the primary facades) that have been refaced with non-historic materials such as replacing wood with parging.
- c. Murals shall be permitted for side or rear walls or alley walls that lack historic details (cornices, windows, entrances, etc.), are of painted common brick, includes no decorative masonry work, and that are not street-facing or adjacent to a sidewalk.
- d. No mural shall exceed 50% of the wall on which it is placed or twice the maximum size allowed by the *Milwaukee Code of Ordinances* for wall signage in the area, whichever is smaller.
- e. Murals shall be confined to one wall of a building and not wrap around to other sides, nor may any building have more than one mural
- f. No mural shall be permitted on an unpainted masonry wall such as brick, stone, or stucco. Murals should instead be painted on removable materials such as plywood or other suitable outdoor material. Anchoring shall be placed into masonry joints or other non-damaging areas of the walls. Framing shall be done so as not to trap water between the mural and the wall. Hanging or anchoring shall be reversible.
- g. No mural shall be permitted on wood sidings with surface detail such as, but not limited to bevel siding, board and batten siding.
- h. No mural shall be permitted on a building that has had masonry cleaning or major repointing, nor may a mural be used in lieu of cleaning or repointing on a building in need of it.
- i. No mural shall be permitted on a fence.
- j. Except as provided below, murals shall not cover over windows, doors, cornices, or other architectural elements.
 - i. Murals may be permitted on windows and doors temporarily boarded due to vandalism. They shall be permitted for no more than 90 days or the time permitted for repairs by the Department of Neighborhood Services, whichever is greater.
 - ii. No mural shall be permitted on preventative boarding.
- k. Lighting of a mural shall require a CoA.
- l. Artists shall sign and date their work in a discreet location.

IV. REMOVAL

- a. A CoA shall be required for removal of a mural.
- b. Upon removal, any materials used to adhere the mural shall be removed at the time the mural is removed. This includes, but is not limited to brackets, mounting hardware, caulk or grout, and adhesive glues. The surface shall be returned to its original condition.

Section 9. Historical Landmark Award Program

1. PROGRAM INTENT

- A. An historical landmark plaque program is established to promote and enhance the awareness, appreciation and understanding of residents and visitors about the historic, architectural or cultural significance of a district, site or structure in the city of Milwaukee and to encourage the continued preservation of landmarks and their history.
- B. Landmark awards shall consist of the following:
 - (1) Formal recognition at an annual award ceremony in conjunction with existing historical recognition awards, including but not limited to the Cream of the Cream City Awards.
 - (2) A plaque to be placed at the landmark identifying it as a City of Milwaukee Landmark.
 - (3) An entry in a database of city landmarks maintained by the City Clerk in an online repository providing the public with information about landmarks.

2. ELIGIBILITY

- A. Any district, site or structure designated as historic by the Common Council shall be eligible to receive a plaque under this program upon request.
- B. Any district, site or structure located within the limits of the city and not designated as historic by the Common Council may be eligible to receive a plaque under this program if the Commission determines that the subject district, site or structure:
 - (1) Holds historic, architectural or cultural significance by meeting at least one of the designation criteria established under s. 320-21-3-e, Milwaukee Code of Ordinances; and
 - (2) Is not in poor maintenance; could not be considered to have derogatory connotations related to a particular person or organization, to any racial, religious or ethnic group or to disabled persons; is not associated with a structure, person or event which could be considered obscene, blasphemous or not in good taste; and otherwise would not depict the city unfavorably or detract from the intent of the program.

3. ADMINISTRATION

- A. Applications for historical landmark plaques for all districts, sites or structures shall be submitted in writing to the Commission staff for their review and recommendation before forwarded to the Commission for its determination.
 - (1) Applications by currently designated districts, sites or structures shall be submitted on or before the filing deadline established by the Commission and shall include the desired plaque wording, plaque placement and installation method.