

Elmer, Linda

From: Hatala, Carlen
Sent: Tuesday, September 29, 2020 5:41 PM
To: Elmer, Linda
Subject: FW: DCD Planning input on draft Mural Guidelines

Please add to comments.

Thanks,
Carlen

From: Leichtling, Samuel
Sent: Tuesday, September 29, 2020 5:06 PM
To: Hatala, Carlen; Askin, Tim
Subject: DCD Planning input on draft Mural Guidelines

Carlen and Tim:

DCD Planning has reviewed the draft *Mural Guidelines for Historic Properties in the City of Milwaukee* that will be presented to the Historic Preservation Commission at its September 30th meeting.

Planning is supportive of the creation of mural guidelines for historic districts given the importance of balancing the need to preserve the architectural and historic integrity of our City's historic buildings and districts with the goals of using public art and creative placemaking to add additional vibrancy to our commercial corridors and neighborhoods.

We believe the draft guidelines will result in additional protections for our historic building stock. However, there are two particular areas where we would encourage adjustments to the guidelines prior to adoption.

- **Placement:** The draft guidelines would place significant limits murals on elevations that "directly face or are parallel to sidewalks and public rights of way." Planning recommends providing additional clarification in this section or adjusting the requirements so as not to prohibit murals along interior side walls (i.e. not primary facades) that still may be visible from or parallel to sidewalks or public right of way that otherwise meet the requirements of the guidelines. This standard as proposed would appear to significantly limit the ability to place murals on side walls that are adjacent to alleys, corner surface parking lots, or corner vacant lots and there are multiple examples from across the City demonstrating that these can be highly suitable locations for murals.
- **Size:** Planning discourages the proposed provision that would link the maximum size of a mural to twice the zoning code allowance for the maximum size of wall signs in a given location. We believe this may be overly restrictive in some locations, and may also create unintended consequences based on our experience with implementing the requirements of the signage portion of the zoning code. DCD does not oppose setting a maximum size limit for murals in historic districts, but recommends using a standard distinct from the signage code (e.g., the percentage of overall wall size method also proposed

in the draft standards). In looking at the successful murals elsewhere in the City, many would exceed the current proposed 50% threshold.

Thank you for your consideration of these comments, and please let me know if you have additional questions.

Sam

Sam Leichtling

City Planning Manager
Department of City Development | City of Milwaukee
sleich@milwaukee.gov | (414) 286-5804
<https://city.milwaukee.gov/Planning>

****DCD has assembled a list of resources to assist small businesses during the COVID-19 crisis. This list will be updated regularly****