



Correspondence

To: Alderman Tony Zielinski
CC: File
Date: January 8, 2009
Re: Mural ordinance – rational basis

● **Comments:**

The allowable area of a mural offers a significantly larger area than would be allowed for a wall sign in most zoning districts. Those limits range from 40 square feet in certain commercial districts to 120 square feet in certain industrial districts. Further, s. 295-407-3-b-2-b limits the area of temporary banner signs to only 1% of the area of the gross area of the building façade. A mural greater than 75% of the building façade could have a negative impact on the aesthetic qualities of a building.

The restriction on covering windows and doors is also applied to large temporary banners in s. 295-407-3-b-2-3. Further, s. 295-407-2-b-7 limits the opaque painting of windows unless the size proposed sign is limited to that of a wall sign. The fenestration of a building is a contributor to the aesthetic quality of the building and obscuring the fenestration could result in diminishing those qualities.

The current plan review fee for signs is 0.6% of the cost of the sign with a \$60.00 minimum. This fee takes into account the time required by the plan examination staff to review the proposed sign for compliance with the requirements of ch. 244 and ch. 295 and prepare the permit document. This fee also reflects the time required by office administrative staff to handle the distribution of documents related to the permit. The review and permitting of a proposed mural would require an equal amount of time for the plan review and administrative functions.

The current permit fee for signs is 1.0% of the cost of the sign with a \$40.00 minimum. This fee takes into account the time required to inspect the installation of the proposed sign to verify it is installed in accordance with the approved plan and any conditions specified on the permit document. The inspection of the installation of a mural would require an equal amount of time.

If you have any additional questions, please call me.



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