

Elmer, Linda

From: Owczarski, Jim
Sent: Wednesday, September 30, 2020 2:43 PM
To: Elmer, Linda
Subject: FW: Mural File

Can you distribute this to HPC members, please?

Also, attach to file.

I'll bring up hard copies.

Jim

From: Patin, Greg
Sent: Wednesday, September 30, 2020 2:22 PM
To: Owczarski, Jim
Cc: Leichtling, Samuel
Subject: RE: Mural File

Jim,
Below is not something different, but maybe reiterating the same suggestions. I know this comes at last minute, but maybe can help the discussion.

Greg

1. Do NOT tie regulation to signage regulations, as the correlations would seem difficult. Where we want to see signs is generally the opposite of the best location for murals.
2. DO use the definitions in the zoning code for consistency and ability for HPC to review. We would not recommend defining terms differently. Front street, side street, interior property line, street frontage, lot line (numerous subs), side setback, etc. and all other terminology. These have all been carefully worded, vetted and approved. <https://city.milwaukee.gov/ImageLibrary/Groups/ccClerk/Ordinances/Volume-2/CH295-sub2.pdf> (Per your message, not sure of what a non-primary façade is, hence using zoning definitions could help alleviate confusion.)
3. We suggest allowing murals on blank side walls, those walls parallel to interior property lines. Those side walls may be visible from sidewalks / public right of way. Rear side placement would follow the same guidelines.
 - a. We understand the need for HPC to regulate how it is applied given the surface materials, conditions, etc.
 - b. As to the size or proportions:
 - i. that may be a site by site determination,
 - ii. or some standard sets in regards to percent of side wall, distance of measure from the front edge (where side wall meets front or side street façade) and top edge of the sidewall, etc. may be a good practice.