

Public Art Mural Program

The purpose of the Public Art Mural Program is to enhance the character and aesthetics of the community as well as embody walls with history, storytelling and placemaking that will help distinguish the Village from other communities. The Public Art Mural Program for the Village of Brookfield shall be administered by the Beautification Commission.

Public Art Mural Definition:

A *Public Art Mural* means a large painting or other work of visual art applied directly on the side exterior wall of a building visible from a public right-of-way or other public area. A *Public Art Mural* shall not function as signage or advertisement for an on-site or off-site business and shall not contain hidden or overt text, logos, symbols, slogans or trademarks that convey commercial content and/or advertise for products or services.

Installation Provisions

A *Public Art Mural* may only be installed in compliance with the following provisions:

1. Public Art Murals shall be permitted uses in the C-1, SA-1, SA-3, C-3, C-4 and I-1 zoning districts.
2. Public Art Murals are limited to one (1) wall per building and one (1) per zoning lot.
3. Public Art Murals are limited to secondary facades, not primary street frontages.
4. Public Art Murals shall not interrupt major architectural features such as doors and windows.
5. Public Art Murals must be at least 64 square feet in size.
6. A Public Art Mural may not extend more than 6 inches from the plane of the wall it is placed upon.
7. Public Art Murals shall be applied with materials manufactured with the expectation of long-term durability and exposure to the elements.
8. Public Art Murals shall be sealed with anti-graffiti and UV resistant coating by the artist upon completion of the mural.
9. Public Art Murals shall not be illuminated by artificial lighting.
10. Approved Public Art Mural projects must execute a Maintenance Agreement with the Property Owner.
11. Property owners on both sides of the same block where an approved Public Art Mural will be installed should be notified in writing of the installation.

Application requirements

- A color rendering of the proposed mural, including dimensions and a site rendering of the proposed wall or façade upon which the mural would be installed or affixed.
- An aerial map providing the location where the proposed mural would be installed and photographs of the site location and its immediate surroundings.
- A narrative that includes a written description of the proposed mural, the project timeline, budget, and funding sources.
- Resume' or biography for each artist involved in the design of the mural that includes a list of examples of their previous mural projects and the location of each project.
- A maintenance plan that includes the proposed timeline or lifespan of the mural, information on wall preparation, proposed materials, installation process, information on the intended protective coating to be used, and a statement attesting that the coating will be applied in order to preserve the integrity of the building, structure, and mural.

Application Process

1. Application submission to the Beautification Commission via the Village Manager's office. Village Manager's office staff to confirm application completeness.
2. Initial staff review and memorandum to the Beautification Commission.
3. The Beautification Commission reviews and recommends approval, approves recommendation with modifications, or recommends denial based on the standards for public art mural approval.
4. If approved, permission is granted by Board Resolution subject to the installation provisions and a signed Maintenance agreement from the artist and property owner and a signed waiver of rights under the Federal Visual Artist Rights Act. The proposed duration allowing a public art mural is five (5) years maximum, with an opportunity to extend an additional three (3) years if well-maintained and approved by Beatification Commission.

Standards of Mural Approval

1. The Public Art Mural content shall meet the Code definition and be focused on presenting history, storytelling or placemaking content.
2. The public art mural content should inspire, educate, or advocate for at least one aspect of the community vibrancy, diversity, traditions, or family-friendly character of Brookfield.
3. The applicant demonstrates that the intended materials will be effective for long-term durability and exposure to the elements, and that the public art mural will be sealed with anti-graffiti and UV resistant coating by the artist upon completion of the mural.
4. The applicant provides a schedule for maintenance which the property owner has agreed to follow for a five year term following completion of mural installation.
5. The public art mural will not create a danger for motorists or pedestrians, nor will it limit the use or enjoyment of an adjacent property or a property with a clear line of sight to the mural.
6. The surface on which the public art mural is to be applied does have appropriate structural integrity to support the chosen application method.