

Potential Guidelines regarding art DRAFT 6/13/2025 mcc

Proposed 3.7 Artwork and Cultural Artifacts (Insert and renumber existing 3.7 to 3.10)

3.7.1 Artwork and cultural artifacts should complement the primary uses, activities, structures, character or history of the District. Works shall be installed in a manner that does not damage, significantly detract from, hide, or alter the character of significant architectural elements or impede established uses. Such works should not appear to be actual architectural components (such as columns or window openings), or otherwise degrade or confuse significant architectural components. The cumulative presence of works in an area should not significantly compete with or transform the visibility and character of activities and architecture. Artists(s) should document in writing their design intent, describe how the artwork complements the Market, describe materials, fabrication methods, and other significant aspects of the work, and this documentation should be included in the application.

3.7.2 Proposals should include the intended lifespan of the work, a maintenance plan that includes a schedule and responsible parties, and a clear definition of the conditions and process for decommissioning. Artworks proposed as part of special events shall be considered under *Section 2.11 Street Use, Street Vendors and Sidewalk Cafes*. Artworks lasting less than 1 year that are not part of a special event application shall be considered as temporary uses under *Section 2.9 Temporary Events* but should typically follow these guidelines (*Section 3.7 Artwork and Cultural Artifacts*).

3.7.3 Maintenance and repair of existing artworks, signs, and other cultural artifacts is encouraged. Proposals to remove artworks, signs and other cultural artifacts for repair or for other reasons, or to protect them during construction should include a plan including a timeline for their proper inspection, removal, storage, and re-installation. These proposals should include a long-term maintenance plan.

3.7.4 Artwork may include a signature(s) of the artist(s). Signatures should be readily legible and composed as part of the work. Hashtags, QR codes or other digital links may be incorporated if the link primarily provides history or context for the work.

3.7.5 Artworks are encouraged from multiple different artists. The Commission may deny an application if it determines that multiple artworks by a single artist would dominate an area of the historic district (such as the Hill Climb or a section of Post Alley) or if an artist is over-represented in the District as a whole.

3.7.6 In order to preserve and maintain the character and adaptability of the district, Visual Artist Rights Act rights should be waived by artists for new artworks in the District.

Other Sections (italics = existing language)

3.6.4 *Significant historic signs, symbols or icons of the Market must be preserved. Examples include the large “Public Market Center” structure, “Farmers Market” gateway, and the small “Milwaukee Sausage Company” sign. All such signs shall be meticulously maintained. If a significant historic sign, symbol, **cultural artifact**, or icon of the Market is moved from its site, it should be displayed in a public place within the District.*

Any person may submit a proposal that commercial signage that is retired or no-longer being used by an existing business, existing street furniture, artwork, or other symbols or icons of the

Market be retained as a cultural artifact. Proposals should be made and evaluated by the Commission using *Section 3.7 Artworks and Cultural Artifacts* and must include a maintenance and decommissioning agreement with the owner or managing public agency. Additionally, a proposal for retention of an unused sign should articulate how confusion with active businesses can be avoided.

Definitions

(Insert alphabetically in section 5 and renumber section)

5.1 Cultural artifacts: Enduring built forms such as a retired or unused business signs, street furniture, or utility structures that the Commission designates as significant contributing features to the historic architectural, cultural and/or economic qualities of the District.