

## CITY OF SHEBOYGAN

### REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

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**ITEM DESCRIPTION:** Application for Conditional Use with exceptions by Brian Kurtz to install a new mural on the east wall of the Flooring Studio located at 1526 Indiana Avenue. UC zone

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**REPORT PREPARED BY:** Steve Sokolowski, Manager of Planning and Zoning

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**REPORT DATE:** April 8, 2022

**MEETING DATE:** April 12, 2022

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#### FISCAL SUMMARY:

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

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#### STATUTORY REFERENCE:

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

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#### BACKGROUND / ANALYSIS:

Brian Kurtz is proposing to install a new 300sf (12 x 25) mural on the east wall of the Flooring Studio located at 1526 Indiana Avenue. Zak Worth is the artist and Mr. Worth states:

- Over the years I have romanticized the thought of painting something large scale outside in our city. There is an abundance of forgotten walls and spaces that if tended to could be brought back to life. Daily on the way to work I would make note of these spaces and walls. Daydreaming. One such place driving west on Indiana Avenue on the north side of the street is the Sheboygan Flooring Studio. It has a large east facing brick wall overlooking a parking lot. I thought about one of my designs that would fit the wall.
- The Sheboygan Flooring Studio has a large east facing brick wall overlooking a parking lot and I thought one of my designs that would fit the wall. So I stopped in and asked the owner, Brian Kurtz, if they would allow me to paint a mural on their east wall and showed them the design I had in mind. They were happy and on board immediately as long as it was okay with the city.
- I then talked with the manager of Sherwin Williams about the project. He was willing to help me and donate what was needed to get it done.
- Once temperatures are consistently over 50 degrees, I'm thinking late April/May myself along with a few good friends will then at dusk project my design onto the wall tracing it in its entirety in one night. The following two days (weather permitting) will be spent filling in the lines with black exterior paint.

- The wall was professionally painted this previous September. So there will be no need for priming, sandblasting etc. Wall is in mint condition. Of course I will do a quick wipe down prior to painting if needed.
- I will be using high grade professional exterior paint. I actually just talked with the manager of Sherwin Williams and he assured me of its longevity and quality. He said that there is no need to seal it.
- Again Sherwin Williams assured me that the paint that they will be supplying is of extreme quality. I personally will take responsibility to maintain the integrity of this wall using my own funds to do so.
- The mural design proposed is a decorative, symmetrical pattern with fractal leanings. The wall was painted the color Sage the previous summer. I imagined painting my design there in black.
- I believe it to be up to the viewer to interpret a meaning that may resonate with them. My hope is that this mural will contribute beauty, curiosity, and peace to our community and also to our visitors, drawing folks to all areas of our city.
- The mural will not be lit.

#### **STAFF COMMENTS:**

The Plan Commission may want to have the applicant explain:

- The preparation work of the wall for the mural such as sandblasting, priming, etc.
- Is the applicant using professional paint used for murals and will the mural be sealed?
- How will the Flooring Studio maintain the integrity of the piece in the years to come? Are there funds for future maintenance/sealing?

The Plan Commission should consider the following when reviewing murals:

- Is the location appropriate?
- Is the size/scale appropriate?
- Is the mural considered public art (mural is not a billboard or sign used for advertising)?
- Does the mural represent the City's values, culture and people?
- Does mural activate and enhance this private/public space?
- Are the colors complimentary and harmonious with the exterior colors of the building structure, as well as consistent with the chosen theme?

Public Art has been a focus of the City of Sheboygan for several years, as evidenced by the JMKAC's "Sheboygan Project" and other recent public art installations in Downtown Sheboygan. The artist hopes this mural will be a landmark beckoning visitors and locals alike to come view the mural.

**ACTION REQUESTED:**

Staff recommends approval of the conditional use subject to the following conditions:

1. Applicant shall obtain all necessary permits prior to installation of mural.
2. The mural shall not contain any political, advertising (business name, logos, slogans, messages, etc.), etc.
3. Mural installation must be completed within six (6) months of the start date. A one-time extension for an additional 60 days may be granted if the request is submitted in writing prior to the end of the initial 60-day period. If these dates are not met the Plan Commission, at its discretion, may cancel the mural permit.
4. Materials shall be long-lasting and graffiti-resistant to the greatest extent possible.
5. The applicant shall properly maintain mural and any issues of disrepair shall be addressed immediately. If, for whatever reason, the mural falls into disrepair, the building owner will be notified in writing and required to make necessary repairs within 60 days. If the repairs are not made within the specified time, the city reserves the right to repair or remove the mural at the owner's expense.
6. If using lighting, lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance (no spillover light onto adjacent properties and/or the streets).
7. If there are any amendments to the approved plans, the applicant will be required to submit a new conditional use application reflecting those amendments.

**ATTACHMENTS:**

Conditional Use Permit Application and required attachments.