



NOTICE OF PUBLIC HEARING
CITY OF EAGLE RIVER PLANNING COMMISSION

Posted 4/7/2025

The City of Eagle River Planning Commission will hold a Public Hearing on Thursday, May 1, 2025 at 5:00 P.M. at the Eagle River City Hall, 525 East Maple St, Eagle River, Wisconsin, to consider the following change to the Municipal Zoning Code regarding Public Art Murals.

Sec. 106-692 Public Art Mural Exemption

1. Definition: A "public art mural" is a hand-painted, spray-painted, or otherwise applied work of visual art displayed on an exterior wall and intended for public viewing. Murals that include commercial messages, logos, or advertisements, except as provided for sponsor recognition below, shall not qualify for this exemption.
2. Exemption from Sign Permit Fee Requirement: Public art murals are exempt from the sign ordinance's permitting fee requirements, and must meet the following conditions:
 1. The mural content is approved by the Zoning Administrator and property owner, and complies with all applicable zoning and building codes.
 2. The mural does not contain direct commercial advertising, business logos, or promotional content, except as provided for sponsor recognition below.
3. Corporate Sponsor Recognition
 - a. Corporate sponsorship recognition may be included in a mural but shall be limited to:
 - a. A maximum size of two (2) square feet or ten percent (10%) of the total mural area, whichever is smaller.
 - b. Text limited to the sponsor's name only. Addresses, phone numbers, slogans, website URLs, or other contact information shall not be permitted.
 - c. Placement in a manner that does not detract from or dominate the artistic elements of the mural.

Comments can be made during the public hearing, or by mail to City Administrator, PO. Box 1269, Eagle River, WI 54521; by phone (715) 479-8682 x227 or email rcginner@eagleriverwi.gov.