



## **ORDINANCE NO. 593**

### **AN ORDINANCE AMENDING THE CITY OF EAGLE RIVER SIGN ORDINANCE TO EXCLUDE PUBLIC ART MURALS FROM PERMITTING FEE REQUIREMENTS AND ALLOW LIMITED SPONSOR RECOGNITION**

WHEREAS, the City of Eagle River recognizes the cultural, economic, and aesthetic value of public art murals; and

WHEREAS, the existing sign ordinance does not currently distinguish between commercial signage and artistic murals; and

WHEREAS, the City desires to encourage artistic expression while providing limited opportunities for corporate sponsorship recognition in a manner that does not detract from the artistic integrity of the murals;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EAGLE RIVER:

#### **SECTION 1. Amendment to the Sign Ordinance**

The City of Eagle River's existing sign ordinance is hereby amended to include the following provision:

#### **Sec. 106-692 Public Art Mural Exemption**

- a) 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.
- b) 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.
- c) Corporate Sponsor Recognition
  1. 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.

#### SECTION 2. Severability

If any section, subsection, sentence, clause, or phrase of this ordinance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

#### SECTION 3. Effective Date

This ordinance shall take effect immediately after its passage, approval, and publication as required by law.

Dated this 13<sup>th</sup> day of May, 2025

  
DEBRA A. BROWN, MAYOR

  
BECKY BOLTE, CLERK

Date adopted: 5-13-2025  
Date published: 5-21-2025  
Date effective: 5-21-2025