

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, and a clear definition of the conditions and process for decommissioning. Artworks proposed as part of special events shall be considered under 2.11. Artworks lasting less than 1 year that are not part of a special event application shall be considered as temporary uses under 2.9 but should typically follow these guidelines (section 3.7).

3.7.3 Proposals to remove artworks, signs and other cultural artifacts for repair, to protect them during construction, or for other reasons should include a plan including a timeline for their proper inspection, removal, storage, and re-installation.

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 Works are encouraged from multiple different artists. The number of publicly displayed works by a single artist or collection of artists in the Historic District should normally be limited to three.

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

Other Sections

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, or icon of the Market is moved from its site, it should be displayed in a public place within the District. Commercial signage that remains after a business is closed, street furniture or other symbols or icons of the Market may be proposed to be retained as a cultural artifact and contributes to the district. The proposal should articulate how confusion with active business can be avoided.*

Definitions

(Insert alphabetically in section 5 and renumber section)

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