

NOTICE OF PUBLIC HEARING

The Iola Village Board of Trustees will be holding a Public Hearing on:

October 14th, 2025, at 5:30 PM

in the Iola Village Hall, Community Room, 180 S. Main St, Iola WI. PLEASE TAKE NOTICE that the Village of Iola Board of Trustees has reviewed and added an ordinance for Murals. At this Public hearing, citizens will have time to express concerns regarding the Mural Ordinance.

Chapter 34 SIGNS AND BILLBOARDS

ARTICLE I. IN GENERAL

Sec 34-2

2. Definitions.

MURAL means an artwork, typically a large-scale painting, that is applied or affixed to a wall or other permanent surface, serving purposes from aesthetic improvement and historical preservation to communication and tourism. A mural does not promote or sell current commercial products or services at the property where it is located.

Nonconforming sign means any sign which does not conform to the regulations of this article.

Sec 34-33 MURAL

1.) **Applicability.** A mural is any inscription, artwork, figure, urban wall art, marking, or design that is marked, etched, scratched, drawn, or painted directly on a wall, ceiling, or other permanent surfaces. Painted graphics that are murals, mosaics, or any type of graphic art that are painted or affixed on a wall or fence and do not contain advertising symbols, trademarks, or other references to the premises, products, or services that are provided on the premises where the graphics are located or any other premises, are not signs for the purposes of these regulations. When any graphic (public or private) is installed on other than a wall or fence or contains advertising symbols, trademarks, or other references to the premises, products, or services, such display shall be treated as its appropriate sign classification and must adhere to requirements detailed for that specific sign classification.

(2) Standards

(a) Mural permit.

1. No mural shall be installed on public or private property unless a mural permit has been issued by the Iola Village Clerk's Office.
2. Murals shall not be counted towards signage size or quantity maximums (see mural definition).
3. The Village Clerks Office shall review the proposed mural and approve, deny, or modify the application.
4. Planning and Zoning Committee shall review application and determine whether the application is complete and fulfills the requirements of this chapter.
5. Planning and Zoning Committee shall bring before the Village of Iola Board of Trustees for final approval or denial.

(b) **Application requirements.** permit application shall contain, but is not limited to, the following information:

1. Map showing the location of the proposed mural.
2. A scale drawing and color photo of the proposed media (canvas) showing the proposed size and placement of the mural.
3. Example artwork from the artist.
4. A colored drawing of the proposed mural.
5. A description of the proposed maintenance schedule includes the time frame (or the life of the mural and the method for removal, if applicable). An agreement to uphold the submitted maintenance schedule will be required. Maintenance and repairs will be at the expense of the artist, building owner, and/or commissioner of the mural. Any mural that is not maintained per the submitted maintenance schedule or is chipped, peeling, or in any way unsightly, will be required to be removed at the cost of the property owner or commissioner of the mural.

(c) Design standards.

The proposed mural will not have an adverse impact on the safe and efficient movement of vehicular or pedestrian traffic.

2. The proposed mural is well integrated with the media's design and other elements or the property and enhances the architecture or aesthetics of a building, wall, or other media.
3. The media (canvas) for such graphics shall be inspected by the Village and must be determined to be in good repair. If the selected media (fence or wall) is determined to not be in good repair, repairs shall be required in order for the submission to be approved.
4. The mural will not have any detrimental effects on the structural integrity of the wall on which it is applied/affixed.
5. The proposed mural is culturally and historically appropriate and does not contain any political or vulgar messaging.
6. The graphic shall be produced using high-quality paint to ensure the longevity of the graphic.

