



PAINT THE PAVEMENT

A guide to beautifying your streets



City of Milwaukee - Department of Public Works
milwaukee.gov/PaintthePavement



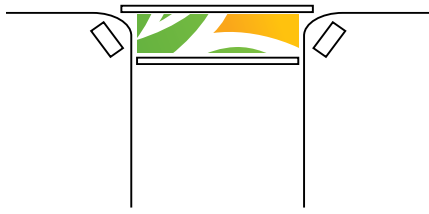
Paint the Pavement gives Milwaukee residents the opportunity to showcase streets as places for people to enjoy. This program turns city streets and sidewalks into canvases that help enhance community identity and build a sense of place.

Decorative designs created through this program are intended to enhance the public-right-of-way and should not be designed to draw people into portions of the street not intended for their use. This program is not intended to convert public right-of-way into a forum for speech, nor are designs intended to be an official traffic control device.

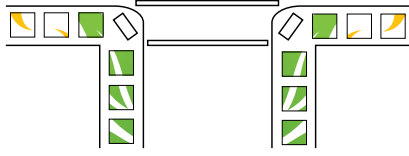
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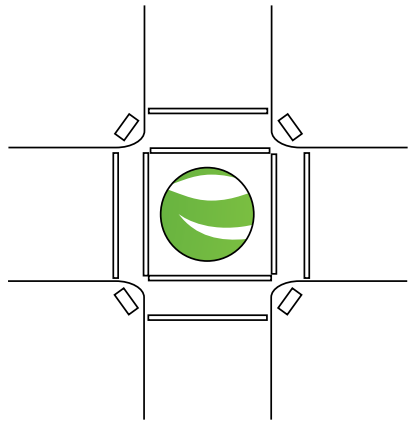
* Paint the Pavement Application is also available at milwaukee.gov/PaintthePavement



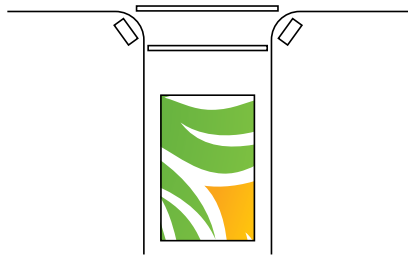
Crosswalks



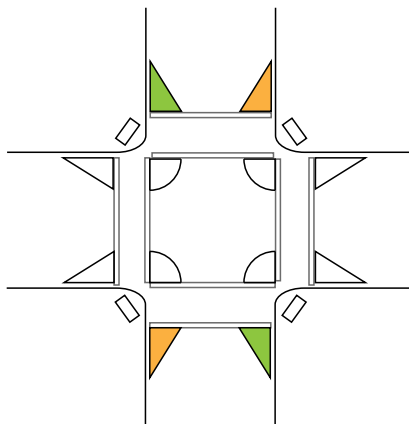
Sidewalks



Residential Intersections



Residential Streets



Curb Extensions

Crosswalks

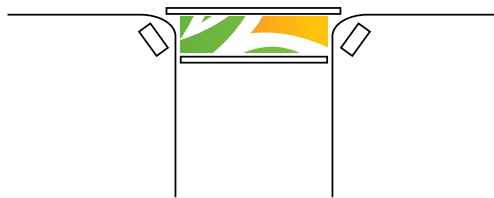
Location Requirements

- Pavement must be in good enough condition for materials to bond well (to be determined by DPW)
- Locally controlled streets only (no State, Federal, or County highways)
- Must be a legal crosswalk at a controlled crossing (two-way stop, all-way stop, or traffic signal)
- Local or collector streets preferred; allowed on arterial streets at the discretion of DPW
- Not allowed on stamped pavement or bricks; colored pavement not recommended because materials do not bond well
- Total number of motor vehicle travel lanes cannot exceed two; bike lanes may be present

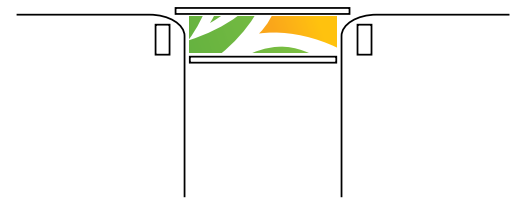


Design Requirements

- Can only include decorative design and patterns
- Cannot contain text; numerals; symbols; images that may be perceived as hurtful, harmful, or hateful; commercial messages; for-profit advertising; religious affiliations; promotions; or political commentary
- Cannot contain any element that mimics or imitates an official traffic control device or marking or would be confused with the same; the use of yellow and white paint must be minimized
- The design shall not violate any applicable city, state, or federal law
- Total crosswalk width must be at least 9 feet: the design must be at least 7 feet wide and edges of crosswalk must be marked with two white, reflective transverse lines 12 inches wide if none are currently in place
- Artwork must be contained within transverse crosswalk lines, and cannot be installed between white vertical lines in a continental crosswalk
- The crosswalk should connect the two curb ramps as shown below



Yes: crosswalk connects two angled (Type II) ramps



Yes: crosswalk connects two straight (Type I) ramps



No: crosswalk **does not** connect two angled (Type II) ramps

Location Requirements

- Pavement must be in good enough condition for materials to bond well (to be determined by DPW)
- Artistic elements cannot be placed within the pedestrian curb ramp (flares, landing, or detectable warning field)
- Not allowed on bricks or stamped or colored concrete



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- The design shall not violate any applicable city, state, or federal law

Location Requirements

- Pavement must be in good enough condition for materials to bond well (to be determined by DPW)
- Locally controlled streets only (no State, Federal, or County highways)
- Must be located at the intersection of two residential streets with two (2) or fewer travel lanes; no collectors or arterials
- Cannot be located where traffic signals are present
- Design must be at least three (3) feet from a marked crosswalk or from the line connecting the inside of pedestrian curb ramps at unmarked crosswalk locations



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- The design shall not violate any applicable city, state, or federal law

Residential Streets

Location Requirements

- Pavement must be in good enough condition for materials to bond well (to be determined by DPW)
- Locally controlled streets only (no State, Federal, or County highways)
- Design must be at least three (3) feet from a marked crosswalk or from the line connecting the inside of pedestrian curb ramps at unmarked crosswalk locations
- Must be located on residential streets with two (2) or fewer motor vehicle travel lanes; no collectors or arterials
- Streets with center lines, bike lanes, or marked turn lanes are not eligible



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- The design shall not violate any applicable city, state, or federal law

Curb Extensions

Location Requirements

- Curb extensions are only eligible if they are done in conjunction with or on a completed rapid implementation project
- Pavement must be in good enough condition for materials to bond well (to be determined by DPW)
- Locally controlled streets only (no State, Federal, or County highways)
- Must be located on residential streets with two (2) or fewer motor vehicle travel lanes and no bike lanes; if an intersection is made up of an arterial and a residential street, only the residential street side curb extensions can be painted



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- Cannot contain text; numerals; symbols; images that may be perceived as hurtful, harmful, or hateful; commercial messages; for-profit advertising; religious affiliations; promotions; or political commentary
- Cannot contain any element that mimics or imitates an official traffic control device or marking or would be confused with the same; the use of yellow and white paint must be minimized
- The design shall not violate any applicable city, state, or federal law

Materials

- Only street-grade paint that is firm, stable, and slip resistant may be used; anti-skid additive is required
- Paint must not be retroreflective
- Paint must be ASTM certified
- The paint and resulting design shall not include any relief or texture (except anti-skid texturizing material)
- *Sidewalks only:* Water soluble chalk may be used instead of paint and is subject to all design and location criteria



Materials Tip: A variety of paint brands and anti-skid additives may be used. Search the internet for “street grade traffic paint” and “anti-skid paint additive” for options. A primer and sealant are recommended to help the mural last longer.

Installation

- Applicant must fund the design, materials, installation, and any other costs
- DPW is not obligated to make pavement repairs for pavement art
- Applicant must maintain the decorative design and secure any additional permits to conduct maintenance as necessary. Condition of the decorative design must be evaluated annually and DPW will have sole authority in determining if the markings should be refreshed or removed.
- If removal is required, applicant must remove the decorative design themselves or pay the city to do so

When planning a Paint the Pavement project, ensure that there is adequate funding to pay for time and supplies. Below are items that should be considered in a project budget, along with cost estimates from past projects where available.

Please note that the following information is meant to be used as a guideline for planning purposes only. Actual costs and budget may vary depending on the size and level of detail in the project.

Item	Cost Estimate
Artist Fee	\$1,500 - \$3,000
Paint & Anti-Skid Additive	\$300 - \$700
Day-of Painting Supplies: brushes, rollers, trays, rags, kneeling pads, etc.	\$200 - \$300
Barricades / Special Event Permit	\$30 - \$100
Staff Time: planning & painting	Varies
Miscellaneous: food, drink, neighborhood flyers, etc.	Varies

Materials & Installation

Budget

Potential Funding Sources

Below are links to organizations and foundations that may be able to provide funding for a Paint the Pavement project. Please note that this list is for reference only and there is no guarantee that funding is available through these sources.

- [Milwaukee Arts Board](#)
- [City of Milwaukee Community Improvement Projects](#)
- [Wisconsin Arts Board](#)
- [Greater Milwaukee Foundation](#)
- [Ruth Foundation for the Arts](#)
- [AARP Community Challenge Grant](#)
- [Partners for Places](#)
- **Additional ideas:** partnering with a [Business Improvement District](#), [Neighborhood Improvement District](#), or nearby corporate or business sponsor



Application Checklist

At least **30 days in advance** of the planned paint day:

- Submit Paint the Pavement permit (following page or milwaukee.gov/PaintthePavement)
Include attachments:
 - Proposed artwork with dimensions
 - Description of materials to be used
 - Email completed application and attachments to move@milwaukee.gov

Sidewalks only: No additional approvals are required.

All other locations require a Special Event Permit. After receiving a signed, approved Paint the Pavement permit, and at least **15 days in advance** of the planned paint day:

- Fill out Special Event Permit online: <https://city.milwaukee.gov/SpecialEvents/Online-SpecialEvent-App>
 - Submit the signed, approved Paint the Pavement permit with the Special Event Permit
 - Pay Special Event Permit fee if requesting DPW street closure barricades

Barricades may not encroach on the cross-street. If the applicant wants additional traffic control devices, they must be provided at the applicant's expense. Contact move@milwaukee.gov for more information.

We are thankful to the artists who have beautified our city with their art! Below are the artists whose work appears in this document.

Cover: Clockwise from bottom left, Stephanie Krellwitz and Artists Working in Education; *Recuerdos de Mi Tierra* by Yesi Pérez and Catalina Bayona; Kristelle Ulrich and Artists Working in Education

Page 1: This is It! and George Schneider

Page 2: See credits on pages 3 - 6

Page 3: Stephanie Krellwitz and Artists Working in Education

Page 4: Top, Quan Caston; bottom, Artists Working in Education

Page 5: Top, *Floración* created by LUNA, LLC artists Whitney Salgado and Katie Avila Loughmiller; bottom, John Greenfield (photo)

Page 7: *Floración* created by LUNA, LLC artists Whitney Salgado and Katie Avila Loughmiller





PAINT THE PAVEMENT PERMIT APPLICATION

DEPARTMENT OF PUBLIC WORKS - MULTIMODAL

841 NORTH BROADWAY, ROOM 920

MILWAUKEE, WI 53202

PHONE: 414-286-CITY (2489) | EMAIL: MOVE@MILWAUKEE.GOV

Note: Form is a fillable PDF; also available as a standalone document at milwaukee.gov/PaintthePavement

Type of Installation:

- Crosswalk
 Sidewalk
 Residential Intersection
 Residential Street
 Curb Extension

Applicant Information

First Name

Last Name

Name of Organization or Business

Street Address

City

State

ZIP

Phone

Email

Proposed Location

Examples:

Crosswalk: east/west crosswalk on the south side of E. Kilbourn Ave. at N. Market St.

Sidewalk: sidewalk on the south side of E. Kilbourn Ave. between N. Water St. and N. Market St.

Residential Intersection: intersection of S. 10th St. and W. Washington St.

Residential Street: W. Washington St. between S. 10th St. and S. 9th St.

Curb Extension: curb extensions on north and south sides of W. North Ave. between N. 20th St. - N. 15th St.

Describe the intent or meaning of the design:

How would you like your work credited in City materials and social media? Include social media tags if applicable.

Installation Date:

Legal Requirements

- Applicant waives all claims under federal and state laws that protect the integrity of the art.
- Applicant agrees that the City can reproduce the images promotional materials.

I have read the permit specifications and I certify that all information provided as part of this application is true and correct to the best of my knowledge.

Signature

Date

DPW Approval

Date

Attachments:

- Image of proposed artwork with dimensions
 Description of materials to be used