

Public Art Murals
Guidelines and Process
July 2013

Thank you for your interest in Installing Murals on Public or Private Property. The following information is intended to assist the applicant and artist with the process.

Overview

The Ashland Municipal Code allows murals only if they are approved by the Public Art Commission.

The costs associated with installing a mural are not covered by the Public Art Commission and must be borne by the applicant and/or property owner of the wall where the proposed mural will be installed.

Guidelines

The approval process for installing murals on public or private property within the city of Ashland is administered by the City of Ashland staff liaison to the Public Arts Commission. Proposed murals are reviewed by the Public Arts Commission. All property owners must sign an Art Easement form and all murals approved through this process become part of the City's public art collection for as long as the Art Easement remains in effect.

All applicants are required to meet with the staff liaison at least one month prior to submitting an application. To schedule an appointment contact Ann Seltzer at 541-55202106 or seltzer@ashland.or.us.

Any applicant (artist, property owner, etc) intending to create a mural on an exterior wall that is visible from a public right-of-way and within the boundaries of the City of Ashland must apply for approval through the following process.

Approval Process

Applicant shall:

1. schedule an appointment and meet with the staff liaison to the Public Arts Commission for an informational overview of the process and initial review of the proposed project
2. complete a Public Art Mural application,
3. obtain a signed Art Easement from the property owner,
4. prepare a mural presentation package as described in the Criteria for Approval of Wall Murals,
5. schedule an appointment for Commission review of mural package, and

6. submit a complete mural presentation package to staff 10 day prior to PAC review (only packages that are totally complete will be accepted).

Criteria for Approval of Wall Murals

The work of the artist should be of professional quality; the mural itself must also be of exceptional quality and of enduring value for the City. The mural should be professionally designed and executed with consideration to the following criteria:

1. appropriateness of the visual imagery for all audiences (not reflecting partisan politics or containing sexual or religious content or expressing a commercial aspect etc.),
2. choice of visual imagery that enhances the aesthetic experience within the City and the character and nature of the site,
3. appropriateness of the design for all view points to the mural (by pedestrians, from moving vehicles, seated audiences etc.),
4. suitability of the wall surface to receive proposed materials and to enable technical detailing, wall preparation required, and directional exposure of the mural to minimize fading of color, and
5. all installation issues.

Mural Presentation Package

The mural presentation package to be review by the Public Art Commission must contain the following:

1. photos of the proposed location of mural,
2. artist's professional portfolio of mural work; examples of demonstrated ability from prior projects to carry out the project as designed,
3. scaled, color drawings illustrating the proposed mural and actual materials and finish samples with their locations designated on the mural drawing,
4. explanation of imagery concept including:
 - how the artwork enhances the existing character of the site through scale, color, material, texture, and content,
 - how the mural considers the social dynamics of the location, and
 - how the artwork considers the historical, geographical and cultural features of the site as well as its relationship to the existing architecture and landscaping, and
5. description of maintenance issues:
 - Statement regarding the durability of the artwork and its potential to require ongoing maintenance.

Commission Review Process

The PAC will review the completed mural presentation package in a public meeting with the applicant(s). Adjacent property owners will be notified of the meeting in advance.

1. The PAC will consider the proposal and advise the artist whether or not the mural fits the criteria to move forward and whether additional information is required from the artist.
2. Applicant(s) should be prepared to attend a second meeting with the PAC to present modifications to the work or answer further questions.
3. The PAC will make a final decision and advise the applicant.

4. If approval is granted, the Public Art Commission will recommend approval by the City Council. If approved by the City Council, the applicant must:
 - a. Notify staff of installation schedule. Artist will be responsible for implementing all safety requirements per direction from staff.
 - b. Provide a \$500 deposit to the City. This deposit is held in reserve until the project receives final approval by the PAC otherwise the deposit is used to re-paint the wall.
 - c. Provide agreed upon funds to the City for artist payment.

Review of Project during Execution

The PAC will review the project during the mural execution three times. The artist must notify staff at the end of each of the following steps:

1. After the wall is prepped and ready for paint. At this step, the PAC will also review the paint colors to ensure they are the same colors approved during the review process
2. Halfway through the painting process
3. Within seven days of completion for review of compliance with approved documents, drawings, materials and finishes.

If the mural is not executed according to the approved concept, the City retains the right to suspend payment to the artist and remove the mural.

Other Things to Know

1. The City will contract with all parties involved including the artist, responsible party, applicant etc. for the execution of the piece and payment to the artist.
2. The contract will require the artist or responsible party to submit proof of liability insurance.
3. The Art Easement is for a period of five years. At the expiration of the five years, the easement may be terminated by either party upon 30 day written notice and can be terminated by either party or extended by either party.
4. The City is responsible for the maintenance of the mural during the existence of the easement.