

PRIVATE BUILDING MURAL PROGRAM GUIDELINES

**For more information, please call the
Riverside Arts Council: (951) 680-1345**

Introduction

Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art.

Murals could be used to extend public art into all areas of the City of Riverside (beginning with a concentration in the downtown as part of the one-year "Downtown Private Building Mural Demonstration Program" funded in fiscal year 2008-2009).

The Arts & Cultural Affairs Division (ACAD) in the Development Department has oversight responsibility pertaining to the creation of murals on privately-owned buildings in the City of Riverside.

The Riverside Arts Council (RAC) assists ACAD with coordinating the creation and completion of murals on privately-owned buildings. This assistance includes but is not limited to: identifying potential mural sites; securing the required private funds and/or in-kind contributions from individuals, foundations, businesses and other corporate donors; issuing and administering the Request for Qualifications (RFQ) for mural artists; coordinating ad-hoc Mural Advisory Committees for RFQ reviews and artist recommendations; working with ACAD to secure permits, as appropriate; negotiating and finalizing the contracts with building owner(s), artist(s), and donor(s); coordinating the creation and completion of murals; and working with ACAD on mural dedications.

Applications for mural designs on privately-owned buildings in the City of Riverside must be approved by the Community Development Department through the City mural application approval process described in number 7 below.

The City of Riverside and the Riverside Arts Council will post the Private Building Mural Program Guidelines on their web sites.

Private Building Mural Program Guidelines

1. Theme / Design Criteria:

- a. Murals on privately-owned buildings will reflect the character, culture and history of the area/neighborhood. Murals will adhere to creative themes including but not limited to: Citrus Heritage, Inclusive Community, Riverside history, local sports, arts, or education – with an emphasis on their relevance to the specific area/neighborhood, and to the contemporary relevance that is appropriate to the time in which the mural is produced.
- b. Appropriate thematic and other relationships to the surrounding environment.
- c. Readability and appropriateness of scale.

- d. Content: No signage or subject matter that could be construed as advertising or political messages.
2. Site Selection Criteria:

Requests for consideration of a mural to be placed on a privately-owned building may be submitted in one of the following ways.

- a. The building owner submits a letter of request for the proposed mural to ACAD for consideration. The letter must include a proposed general idea or theme; a photograph of the wall on which the proposed mural will be created; and photographs of the surrounding area, including structures immediately adjacent to the building. The letter must include proof in writing that the required private funds and/or in-kind contributions are secured.
 - b. RAC, in partnership with organizations and entities such as the ad-hoc Mural Committee, Greater Riverside Chambers of Commerce, the Riverside Downtown Partnership, and Keep Riverside Clean and Beautiful, identifies potential sites. RAC approaches the building owner to see if he/she is interested in potentially having a mural painted on the exterior of the building. If the building owner agrees to potentially having a mural painted, he/she writes a letter to RAC indicating this approval. RAC will submit a letter of request for the proposed mural to ACAD for consideration. The letter must include a proposed general idea or theme; a photograph of the wall on which the proposed mural will be created; and photographs of the surrounding area, including structures immediately adjacent to the building. The letter must include proof in writing that the required private funds and/or in-kind contributions are secured.
 - c. The following applies only to the one-year "Downtown Private Building Mural Demonstration Program" funded in fiscal year 2008-2009: The murals must be within the boundaries of the Merged Downtown/Airport Industrial Redevelopment Project Area. Staff will use discretion in selecting the sites to ensure wide distribution of the murals and themes/designs within the Project area.
3. Building Owner(s) Responsibilities:
- a. The Building owner must sign a contract created by RAC which states that he/she will not paint over, destroy, or alter the mural for no less than five (5) years, nor will he/she alter the building or obscure the mural for no less than five (5) years. This criteria will be waived if the building owner submits a letter of request to the Community Development Department that provides legitimate proof that the building owner must expand or remodel the building before five (5) years for business and/or other reasons, and/or the property is sold or transferred, and the Community Development Department approves the request in writing. In such cases, before the mural is altered or destroyed, the building owner must provide thirty (30) days notification by letter and phone call to the artist, ACAD, RAC, and the Community Development Department.
 - b. The Building owner agrees to purchase and maintain lighting for the mural, where appropriate, during the mural's lifetime, which shall be no less than five (5) years.
 - c. The Building owner agrees to pay for electricity to illuminate the mural nightly, if applicable, during the mural's lifetime, which shall be no less than five (5) years.
 - d. The Building owner agrees that he/she is responsible for the maintenance of the mural during its lifetime, which shall be no less than five (5) years.
 - e. The Building owner agrees to allow images of the completed murals to be placed on

The City of Riverside web site.

4. Ad-hoc Mural Advisory Committee Selection:

For each mural project, an ad-hoc Mural Advisory Committee, coordinated by RAC, will include no more than one member from the categories below; committees will be made up of no less than five (5) people from the following categories:

- a. City of Riverside staff (including but not limited to the Community Development Department, Public Works Department, or the Development Department).
- b. Arts administrators.
- c. Artists with experience in mural projects.
- d. Art educators.
- e. Greater Riverside Chamber of Commerce, Keep Riverside Clean and Beautiful, the Riverside Downtown Partnership, or other appropriate civic and/or business organizations.
- f. Business owners from the area where the mural is proposed.
- g. Community members from the area where the mural is proposed.

5. Ad-hoc Mural Advisory Committee Responsibilities:

- a. Recommends the theme for the mural to RAC, so that RAC can get the building owner's approval as well as ACAD's approval to issue an RFQ based on the recommended theme.
- b. Reviews the Responses to the RFQ and recommends the artist to RAC.

6. RFQ Artist Selection Criteria:

- a. Experience with similar mural projects, examples of past projects – either in Riverside or other cities with strong mural programs, including at least ten (10) color images of one or more completed mural projects – and three supporting professional references.
- b. Willingness to work with ACAD, RAC, the ad-hoc Mural Advisory Committee, the building owner and the community to develop and refine the mural design.
- c. Timely response to the RFQ, which shall include but not be limited to a requirement that at least ten (10) color renderings/designs of the proposed mural, a written description of the mural, and photographs of the proposed site and physical surroundings be submitted to RAC.
- d. Innovative and unique artistic vision, including technique, composition of visual art elements, use of line, color, form, and texture.
- e. Realistic project budget and timeline.
- f. Willingness to enter into a contractual agreement with RAC.
- g. Liability/worker's compensation/automobile insurance.
- h. Agreement to allow images of the completed mural to be placed on the City of Riverside web site.

7. City Mural Application Approval Process:

The following applies only to the City's one-year "Downtown Private Building Mural Demonstration Program" funded in fiscal year 2008-2009: When the building owner(s)

agree to have a mural created on his/her building, and has provided proof that the required private funds and/or in-kind contributions are secured, ACAD will approve matching funds.

To streamline the mural application approval process, RAC will receive, review and submit all application materials to ACAD, which will route the application materials through the appropriate City Departments (including but not limited to the Community Development Department) for review and approval.

- a. RAC submits to ACAD the Community Development Department's General Application Form and supporting materials for the City mural application approval.
- b. ACAD routes the General Application Form and supporting materials to the Community Development Department and monitors its approval progress.
- c. The Community Development Department agrees to waive the design review filing fee and the design review process.
- d. The Community Development Department notifies ACAD when the General Application Form for the mural is approved.
- e. RAC notifies the building owner and artist.

8. Fundraising and Funding Criteria:

- a. RAC, in partnership with the ad-hoc Mural Advisory Committee, will seek funds and/or in-kind contributions from individuals, foundations, business and other corporate donors, including but not limited to the Riverside Downtown Partnership.
- b. The following applies only to the one-year "Downtown Private Building Mural Demonstration Program" funded in fiscal year 2008-2009: When the building owner(s) agree to have a mural created on his/her building, and has provided proof that the required private funds and/or in-kind contributions are secured, ACAD will approve City matching funds. For RAC-generated mural funds that are supplemented by the City of Riverside as part of the one-year "Downtown Private Building Mural Demonstration Program", the following budget will be used: The cost to create individual murals will be no more than \$10,000; and the following ratio will be used: 20% will be raised by RAC; 80% will be provided by the Redevelopment Agency pursuant to the Program, with no more than \$8,000 in Redevelopment Agency funds used for a single mural.

9. Fundable Expenses include but are not limited to:

- a. Artist(s) fees for design and execution of mural.
- b. Rental or purchase of painting equipment or the purchase of painting supplies.
- c. Rental of barricades and other equipment required of street or alley closures.
- d. Lighting and electrical equipment.
- e. Other expenses that are pre-approved by ACAD and RAC.

10. Mural Preparation and Creation:

- a. RAC works with ACAD to secure permits, as appropriate, such as street or alley closures.
- b. RAC monitors the creation and completion of the mural.
- c. Artist creates artwork in a timely fashion. If more time is needed, artist notifies RAC so that RAC makes a request to the City so that any applicable permits may be extended.

- d. The creation of the mural must include materials that are long-lasting (at least five (5) years), graffiti-resistant, or include an anti-graffiti coating.
- e. RAC notifies ACAD when the mural is completed.

11. Dedication:

- a. When the mural is completed, ACAD works with RAC to hold a mural dedication event.

12. Publicity

- a. RAC provides ACAD with digital images of the completed mural.
- b. ACAD works with City staff to post digital images of the completed mural on the City of Riverside web site.