

# Information on the City of Salem Public Mural Program

Excerpted from:

## SALEM PUBLIC ART COMMISSION PUBLIC ART COLLECTION GUIDELINES, POLICIES AND PROCEDURES

### **8. Public Mural Program Policies and Procedures**

The purpose of the Public Mural Program Procedures and Standards is to ensure that Public Mural Program enhances the aesthetics of the City, provides avenues for original artistic expression in the City, provides public edification through access to original works of public art, encourages community participation in the creation of original works of art, and reduces the incidence of graffiti and other crime while increasing community identity and fostering a sense of place.

#### **A. Public Mural Program Policy**

##### **(1) Selection Criteria**

In addition to the criteria established in the Public Art Collection Development Guidelines in this Policy, criteria for approving public murals include:

- Strength of artist's concept for, and originality of, proposed public mural.
- Demonstrated craftsmanship of artist.
- Appropriateness of scale of the public mural to the wall on which the proposed public mural will be painted/attached.
- Appropriateness of the scale of the public mural to the surrounding neighborhood.
- Architectural, geographical, socio-cultural and/or historical relevance of the public mural to the site.
- General support/advocacy for the public mural from the building owner/user, surrounding neighborhood, adjacent businesses, and arts community.
- Demonstrated ability to complete the proposed public mural on time and within budget.
- If the proposed public mural will be located in a historic district, the proposed public mural:
  - Will be on a building or structure that is "non-historic non-contributing" under historic preservation laws.
  - Will not be located on the building façade. For purposes of this criterion, the building façade is defined as the wall that contains the

main entrance onto the premises.

- The proposed public murals will not be located on a single family dwelling, duplex, or multi-family dwelling. As used in this subsection, single family dwellings, duplexes, or multi-family dwellings do not include mixed-use buildings which contain residences.
- The proposed public mural will not contain electrical components, three dimensional structural elements; employ electrical lights as part of the image, moving structural elements, flashing or sequential lighting, interior lighting elements, any automated method that causes movement, or any method that causes periodic changes in the appearance of the public mural or changes the mural image or message.
- The public murals will be located in a manner that is accessible to the public.

## **(2) Conditions of Approval**

Approval of any public mural by the Public Arts Commission is required prior to commencement of the mural. The artist must agree to donate the public mural to the City's public art collection as provided in SRC 15.090.

Public murals must be maintained and remain in place for a minimum of seven years without alterations.

The approval and acceptance of each public mural shall be contingent upon the conveyance of a public mural easement to the City from the owner of the building upon which the public mural will be located. The form of the easement must be approved by the City Attorney. The easement shall grant the right to create the public mural on the wall of the building and provide that the person granting the easement will maintain the public mural, and, if necessary, restore the public mural to its original condition for the period of the easement, and provide that, upon expiration of the easement, the property owner will remove the public mural and restore the building to its prior condition.

Prior to approving a public mural for the City's public art collection, the Commission shall hold a public hearing at which interested members of the public may review and comment upon the proposed public mural

## **B. Public Mural Program Procedures**

### **(1) Application**

The artist will submit a proposal for the mural. The proposal will include location, materials, and size/dimensions, and explanation of how it meets the selection criteria, preliminary sketches, and written description of the mural. In addition, an easement form shall be submitted that includes:

- The legal description of the property upon which the mural will be placed.
- Proof of ownership of the property (i.e. a copy of the deed).
- Proof of identity of the person who has the authority to sign the easement form.

**(2) Public Hearing**

The Commission shall hold a public hearing on the proposed mural. Written notice of a public hearing shall be provided to the neighborhood association for the neighborhood where the public mural would be located and shall be posted on the building where the public mural will be placed. Public notice shall be given no later than thirty days before the hearing. The notice shall explain the purpose of the hearing, and contain a picture of the preliminary sketch and the written description of the mural. At the public hearing, any interested person shall be afforded the opportunity to speak or to present evidence to the Commission. The Commission may, but is not required, to make a final decision regarding the public mural at the conclusion of the hearing.

**(3) Final Selection**

The Commission will review the proposal and consider public comments. The Commission will make the final decision by majority vote of a quorum. Notice of the final selection shall be provided to any person presenting testimony or evidence at the hearing.

**(4) Easement Process**

The City will prepare the easement. After the property owner has signed the easement, the City will record the easement. A copy of the easement will be provided to the property owner.