

MURAL GUIDELINES AND PROCEDURES

Purpose:

To define the process used by groups or individuals who desire to install murals in Coalinga public places. The City understands the importance of art in public places and the role that murals play in preserving our culture, conveying the history of our community, beautifying the city and advancing the arts. These guidelines will provide direction to applicants wishing to install murals in public places.

General Guidelines:

1. The emphasis of the murals will be on artistic expression and must not include an advertisement or be commercial in nature. All murals must comply with City ordinances that prohibit indecency or obscenity in public.
2. Murals shall not contain copy, lettering, symbols or references directly to the promotion of any product, business, brand, organization, service, cause or place. Murals may contain limited commercial elements so long as they are not considered commercial speech with the purpose of promoting a commercial transaction. For those mural applications that may contain limited commercial elements, the Planning Commission will ask the question - "If the business on which the mural is located were to move, would the mural still be good quality art and something the community would want to remain?" If so, the mural is not considered commercial speech or advertisement but rather pure art.
3. Murals shall not be merely an extension or enlargement of a sign. If the theme of the mural is to promote a business, brand, organization, service, cause or place, it shall meet all requirements of a sign pursuant to the City of Coalinga Municipal Code.
4. Not more than 1% of the mural will contain the name of a sponsor and/or sponsor product likeness. The artist's signature shall not be more than 1% of the mural.
5. Temporary murals will receive, as is reasonably practicable, expedited review by the Planning Commission. Temporary murals shall be required to comply with the provisions of these guidelines and will be removed no later than one year after completed. After one year, if there is a desire for the mural to remain in place, the owner will resubmit a mural application and follow the standard process as outlined herein.
6. Mural artists will be required to demonstrate their ability and experience to create high quality, well designed and well executed murals and/or art. The artist must provide the Planning Commission a portfolio of work that is reflective of the style of the proposed mural. This will be used to help determine whether the artist will be able to uphold the standards for quality art within the City of Coalinga. For those artists without a portfolio of work, the Planning Commission will consider other presented forms of art that demonstrate an ability to create a quality mural.
7. New murals erected without receiving proper approval and that did not go through the mural application and approval process will be required to retroactively go through the process. Property owners will have 30 days after receiving notification to submit a mural application after which the mural will be deemed a sign and subject to all sign permitting requirements. The retroactive mural applications will be required to comply with

all mural guidelines and must receive City Council approval. Murals that fail to be approved will be removed within 30 days after the denial at the property owners expense.

Application and Approval Process:

Step 1-

Muralist(s) must obtain an application from the Community Development Department. The time required to process a mural application will vary but will be a maximum of 90 days from application submittal. The application will provide information to the City regarding location, size, concept and content of the mural, type of paint/media, owner of the building where the mural will be located, artist(s), dates of application and individuals who will be responsible for maintenance. The application must be signed by the individual/group proposing to place the mural, as well as the property owner where the mural will be placed and submitted to the Community Development Director or his designee along with a 1:12 scale (1"=1 ft-0") sketch, rendering or photo of the proposed mural.

Step 2:

The application and mural rendering must be reviewed and approved by the Planning Commission and the owner of the property where the mural is proposed to be placed. The review will be conducted to assure compliance with local ordinances and regulations, these guidelines and the ability of the artist(s) proposing the mural to produce a quality mural. If the mural receives preliminary approval, it will move forward in the process.

Step 3:

After receiving preliminary approval, the artist will then be required to provide for review their portfolio of work that is reflective of the proposed mural. The Planning Commission will use the portfolio of work to help determine whether the artist has the technical skill and ability to produce a quality mural within the City of Coalinga. If the artist is unable to provide a portfolio of work, at a minimum, the artist will be required to provide evidence of artistic talent that satisfies the Planning Commission as to the skill and ability of the artist to create a mural that is of good quality.

Step 4:

After review and acceptance of the artist's body of work, the Planning Commission will make a recommendation to the City Council for approval of the mural application which is the final step of approval.

Mural Agreement:

Following approval by the Planning Commission, whether the mural will be placed on public or private property, the property owner and applicant(s) will be required to provide to the Community Development Director or his designee a proposed agreement which identifies the terms and conditions under which the mural will be applied. These terms and conditions include, but are not limited to:

A. Specifications regarding the mural (location, size, concept and content, type of paint/media);

- B. Application for Encroachment Permit if necessary;
- C. Identification of ownership of the mural image and use thereof;
- D. Expected timeframe for completion;
- E. Long term mural maintenance;
- F. Circumstances under which the mural may be removed by the City and/or property owner (i.e. lack of maintenance or in disrepair);
- G. Proof of liability insurance;
- H. Landscape removal and replacement or protection if any.

The proposed agreement will be provided to the Planning Commission and will be submitted to the City Council along with the recommendation of the Planning Commission.

Appeal to City Council:

In the event the Planning Commission determines the proposed mural does not comply with the parameters of these guidelines or other City ordinances and regulations, and therefore determines to withhold its approval, applicant(s) may apply for a variance as authorized by Section 9-6.701 of the Coalinga Municipal Code.

Final Inspection and Acceptance:

The City reserves the right to inspect the mural during installation and upon completion to ensure that the final product is in compliance with the approved mural application. Should it be found that the mural is not in compliance, the artist and property owner will be notified and given 30 days to remedy the situation. Should the property owner and/or artist fail to make the necessary corrections, the mural will be deemed out of compliance and will be removed at the expense of the property owner and/or artist.

Approved and adopted by the City Council of City of Coalinga on June 23, 2016.