

AGENDA NO. 4C

DRAFT Mural Policy Oceanside Arts Commission

This policy establishes a process for approving original art murals on private and public property including their maintenance and lifespan.

The City of Oceanside finds:

- A. Mural projects are an investment in cultural and economic 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 cohesiveness, and contribute to its public art

Murals can be used to extend public art into all areas of the City of Oceanside, beginning with a concentration in the downtown as part of an effort to increase beautification and attractiveness as supported by the Oceanside Arts Commission

- B. Applications for mural designs on privately and publicly owned buildings throughout the City of Oceanside must go through the City mural application approval process described below

Building Mural Guidelines

A. Criteria for the Design of Murals

The following criteria shall apply to the design of murals submitted for approval:

- 1) Murals on buildings will reflect the character, culture and history of the area/neighborhood. Murals will adhere to creative themes including but not limited to: Beach Heritage, inclusive Community Oceanside 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
- 2) Appropriate thematic and other relationships to the surrounding environment
- 3) Readability and appropriateness of scale
- 4) Content: no signage or subject matter that could be construed as advertising or direct political messages/endorsement
- 5) The paint to be used shall be appropriate for use in an outdoor locale, for an artistic rendition and shall be of a permanent, long-lasting variety. The paint to be used shall be appropriate for use in an outdoor locale, for an artistic rendition and shall be of a permanent, long-lasting variety. 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. No use of aerosol spray can, and low-toxicity, recycled paint strongly preferred.

- 6) The mural shall be designed and painted by qualified mural artists with sufficient knowledge in the design and painting of such projects and the application of paints for such projects.
- 7) To the extent feasible, the mural shall be vandal and graffiti resistant.
- 8) The mural design shall not include indecent images as defined in applicable case law.
- 9) Innovation in the contest of mural art development encouraged
- 10) Collaborations/teamwork of graphic designers/architects/artists encouraged

B. City Mural Application approval process

To streamline the mural application approval process, all application materials will be submitted to the Planning Department, which will route the application materials to the Arts Commission upon their approval.

- 1) Planning Department's Mural Application Form (appendix a) and supporting materials available in Planning Department and on City website including sample contract (appendix b) between building owner and artist with maintenance
- 2) The Planning Department agrees to waive the design review filing fee and the Planning Commission design review process
- 3) The Planning Department notifies the Arts Commission when the Mural Application Form for the mural is approved by Planning Director or senior staff
- 4) Three Oceanside Arts Commissioners are tasked based on availability with meeting with building owner and upon approval of mural design, notifying the Planning Department
- 5) Should mural be initiated by tenant, written correspondence from the property owner required to be sent to Planning Department and meeting held with tenant
- 6) Planning Department assists with securing permits as appropriate such as street or alley closures. Artist creates artwork in timely fashion. If more time is needed, artist notifies the City so that applicable permits may be extended.

C. Publicity

- 1) The Arts Commission will post digital image(s) of the completed mural on the City of Oceanside's web site.

Appendix A: Mural Application

Appendix B: Sample Contract (building owner and artist)

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