A vibrant mural by Reggie LeFlore is the background of the document. It features a central figure with a large, expressive face, wearing a yellow and orange garment with a blue circular pattern. The figure's arm is raised, holding a yellow object. The background of the mural is a mix of blue, yellow, and orange, with abstract shapes and patterns. Above the mural, there is a structure of metal beams and wires, possibly a bridge or a utility structure, against a clear blue sky.

# CITY OF BLOOMINGTON MURALS POLICIES AND PROCEDURES DOCUMENT

*Adopted August 28, 2023*

*Mural by Reggie LeFlore*







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## INTENT

The intent of this Murals Policies and Procedures document (“Policy”) is to supplement the regulation of murals established in City Code Section 21.301.25. City Code provides that the Policy governs mural permit application procedures, surface selection and preparation, and long-term maintenance obligations and responsibilities. This Policy may be modified by the City’s Creating Placemaking Director and Planning Manager. Modifications must be consistent with City Code Section 21.301.25.

## DEFINITION OF A MURAL

A mural is defined in City Code (Sec. 19.03) as follows:

**MURAL.** A hand produced or machined visual graphic applied or affixed to the exterior surface of a building or structure through the application of paint, canvas, tile, metal panels, applied sheet graphic, or other medium. Any representation which identifies a business or building by logo, product, service, trademark, message, or slogan is considered a sign. Uniform painting or coating of an exterior building surface does not constitute a mural. A mural is separate and distinct from graffiti, which is defined elsewhere in § 12.72 of this code.

## MURAL APPLICATION AND APPROVAL PROCESS

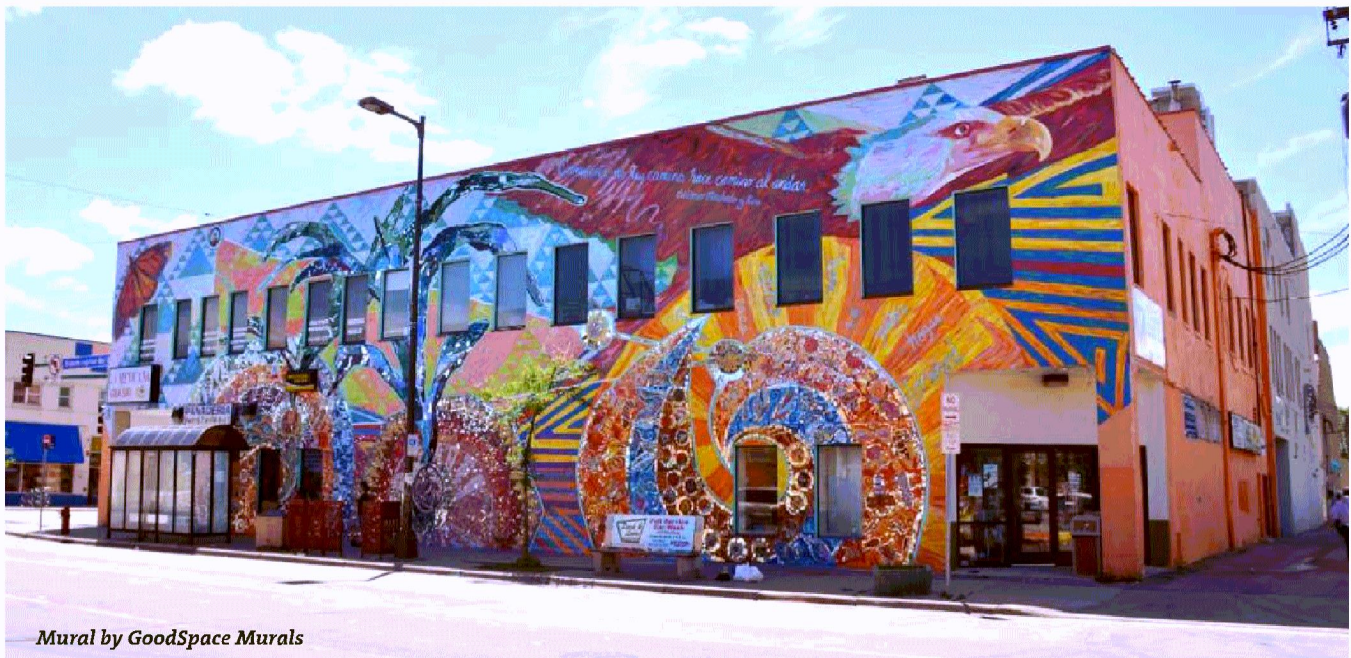
Any proposed new mural or any proposed modification to an existing mural must be reviewed and approved by City staff for compliance with City Code and this Policy prior to installation on any building or structure.

### 1. Mural Permit Application

- a. A property owner or occupant interested in hosting a mural must submit an application that includes the following, unless specifically exempted by the Creative Placemaking Director:
  - i. Name, address, phone number, and email of the owner or operator of the property where the mural will be located.



- ii. Written permission, signed by the property owner or someone with legal authority to sign on its behalf, including approval of the selected artist and final design.
  - iii. Clear, legible scaled drawings with a description showing the location of the mural. Identify the wall or walls that will host the mural, cross streets, building dimensions, and show the immediate surrounding area. Provide photos if available.
  - iv. Artwork statement/description, include if there are any intentional changes to the design or material quality over time.
  - v. Installation plan, including prep work, proposed materials or products, how the mural will be affixed to the building, and demonstration or documentation of durability, which can include warranty or other durability-related information of proposed products.
  - vi. A proposed maintenance plan and schedule that includes the timeframe for the life of the mural and method for removal, if applicable.
  - vii. Permission to include in any City public art maps, Apps, or brochures.
- Credit line: \_\_\_\_\_
- b. The review process will be completed by City staff and approval or denial will be made by the Creative Placemaking Director and Planning Manager. The review timeline approval will be consistent with the requirements of Minnesota Statute 15.99
  - c. City staff will review mural permit applications and will issue a mural permit if the application is complete, and the design conforms to City Code and this Policy.
  - d. Mural permit application fee: \$150
  - e. Mural permits expire if installation of the mural has not commenced within one year of the mural permit issuance date. The installation of the mural must be completed within two years of the mural permit issuance date.



## MURAL DESIGN STANDARDS

Design standards for murals include:

- Mural designs may not change after design has been approved unless authorization is granted from the Creative Placemaking Director.



- Mural materials used may be, but are not limited to, paint, coatings, Polytab, and other artistic mediums such as tile, metal, or glass.
- Murals may not contain the following: electrical components, moving elements and/or images, and any method that causes periodic changes in appearance.
- Signs incorporated into a mural must comply with the Bloomington Sign Ordinance, and a separate sign permit is required.



## DURABILITY AND MAINTENANCE REQUIREMENTS

It is the responsibility of the owner and operator of property upon which a mural is placed to maintain the appearance of the mural and complete repairs in the case of vandalism or accidental destruction. Specific maintenance provisions and considerations include:

- Mural materials must be securely attached to the building or structure to which it is applied.
- Mural materials must be durable and weather resistant to prevent premature deterioration or other unintended changes in appearance.
- Mural materials must be appropriate for outdoor location and climate, with special considerations for longevity and shall be graffiti-resistant, when reasonably possible.
- Repainting or replacing the mural in a manner consistent with the approved mural permit does require prior approval from the Creative Placemaking Director and Planning Manager.





Mural by Taylor Berman

## MURAL BEST PRACTICES

The following is a list of recommendations for property owners, mural installers, and applicants to consider as part of a proposed mural. Applicants are strongly encouraged to:

- Consider the design and theme of the mural, and appropriateness to the neighborhood and city.
- Consider collaborating and engaging with the community, particularly neighbors, on the content, style, and theme of the mural.
- Murals should be designed and constructed under the supervision of a qualified artist/muralist or other qualified professional who has sufficient knowledge and experience in the design and execution of such projects, as well as sufficient knowledge and experience with the application of the selected medium.
- Pay the selected artist an appropriate fee, inclusive of material, time, and expertise.
- Review the Visual Artist Rights Act (VARA). For more information about the Visual Artist Rights Act of 1990 (VARA), 17 U.S.C. § 106A, you may visit the U.S. Government Publishing Office online to view the United States Code titled “Rights of Certain Authors to Attribution and Integrity.”
- When selecting an exterior surface for a mural, consider its features, irregularities, construction, surface material(s), and overall condition. Check for water damage, rust, surface filth, loose pieces, and cracks. Prior to painting, power-wash and prime the wall as appropriate in addition to other surface preparation methods. Consult with the paint or product manufacturer to ensure that the product is appropriate for the exterior surface proposed for mural installation. Choose an enduring paint for outdoor murals. Exposure to sun, rain, snow, salt, and pollution can quickly cause damage. Consider base coats, UV shielding, weather-proofing varnishes, and regular condition assessment.
- Plan and budget for ongoing maintenance and conservation of the mural. Applicants should also consider:
  - Who to consult and hire when repair, cleaning, or graffiti removal is required; and
  - Maintaining documentation of condition and maintenance of the mural.