
POLICY NO: 3.10.9**PUBLIC MURALS****OBJECTIVE**

The City of Vincent supports a city wide place-making approach to public art as people enjoy spending time in vibrant and culturally attractive public places. Opportunities for creative contributions from community groups and individuals in the form of Public Murals are encouraged as they add to our city's vibrant urban villages. By encouraging Public Murals in the City of Vincent, the City aims to:

- Develop and promote community identity within the City;
- Increase the social, cultural and economic value of the City's Town Centres;
- Establish strong design partnerships between the arts community and Property Owners;
- Engage with the community in a way that contributes to their understanding of the spaces and places they inhabit; and
- Increase public awareness of the value of street art and ephemeral works.

DEFINITIONS

Public Murals in this policy are defined as a painting that is applied directly to an exterior of a wall with acrylic or spray paints.

Ephemeral Works means an artwork of a temporary nature.

City Owned Property is a City of Vincent owned building (including properties leased by the City) such as a public toilet block, club rooms, Skate Park or community centre.

Privately Owned Building is either a private residential laneway or right of way (ROW) or commercial building which is owned privately within the City of Vincent.

Residential Building are houses or homes used as a residence containing one or more dwelling.

POLICY STATEMENT**1. Policy Intent**

To deliver and support the establishment of Public Murals on public and private properties through the City of Vincent.

2. Types of Public Murals

2.1 City Funded Murals: The City of Vincent may commission Murals for City owned properties, such as public toilets, clubrooms etc. if the requirement for beautification exists (i.e. if a wall is often vandalised or if a blank wall overlooks a public area or the area requires activation).

2.2 Co-funded Murals on Privately Owned Building: The City may contribute up to 50% of the cost of procuring a Public Mural if it meets criteria outlined in the Public Mural Guidelines. Where the City has identified a prominent location for a Public Mural with significant benefit to the surrounding public place, consideration may be given to a greater than 50% contribution.

2.3 Public Murals with no Funded Assistance from the City: The Owners of a privately owned building may wish to procure a Public Mural on an external wall which will be viewed publicly. All Public Murals are to be developed in full

consultation with the City of Vincent, with reference to the Guidelines for Public Murals.

3. Public Murals Exclusions

Public Mural Projects are not to include:

- Any Mural which can be deemed advertising (by way of colour branding, business logos or imagery related to the main service of the business);
- Artwork that is deemed to be offensive will not be approved or funded;
- Artwork that is not in keeping with the aesthetic and social context of the location;
- Mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl banners;
- Murals which are not clearly visible/accessible to the public;
- "Off-the-shelf" art and/or reproductions;
- Any interior Murals or temporary exterior banners;
- Murals for which the Property Owner will not provide a signed agreement providing permission to paint and keep the Mural for an agreed period of time;
- Public Murals on private single family residences/property;
- Applicants painting a Mural on a Residential Building do not require approval from the City, unless the Mural is located in a laneway or right of way; and
- Public Murals which are already complete (the City will not provide retrospective funding).

4. Artwork Assessment and Approval

All Public Murals, City funded or not, are to be developed in full consultation with the City of Vincent.

- 4.1 All three types of Public Murals as per clause 2 will be assessed and approved by Administration with the advice of the Arts Advisory Group.
- 4.2 The City, at its discretion, may refuse to approve any Mural.
- 4.3 The following criteria will be used to assess Public Mural projects:
 - Concept and execution: strength of concept, originality and craftsmanship of proposed Mural;
 - Scale: appropriateness of scale to the surrounding environment as well as to the wall upon which the Mural will be painted/attached;
 - Context: creatively responds to site and neighbourhood. Murals reflecting Aboriginal and Torres Strait Island culture, and more specially Whadjuk Nyoongar, will be strongly encouraged and supported;
 - Community support: evidence of support from the Property Owner, Building and Business Owner(s), neighbourhood association or adjacent neighbours (e.g., letter, email); and
 - Feasibility: demonstrated ability to complete the proposed Mural, an appropriate budget, proposed longevity and durability, commitment on the part of the Property Owner or the artist to prepare surface for painting and to use acceptable graffiti/UV coating, as required.
- 4.4 While the City encourages artist diversity the assessment and approval of Public Mural projects will seek to ensure that creative opportunities are provided for local artists based within the City of Vincent when possible.

5. Mural Funding

- 5.1 The number of Public Art Murals awarded funding is dependent on the funds available and the number of applications submitting each year and Applicants/artists may be funded a maximum of one occasion within any financial year.
- 5.2 Eligible expenses may include artist fees, assistant fees, supplies and materials, rental equipment, space rental (required for either storage or neighbouring property requirements), transportation and installation costs related to the Public Mural; and
- 5.3 Items not eligible for funding through this program include operating costs for organisations; purchase of assets; and administrative costs of the sponsoring organisation.
- 5.4 The Building and Business Owners who receive co-funding will enter into an Agreement with the City where a Mural is located on private property to keep the artwork on the building for an agreed number of years.

6. Maintenance of Murals

The City of Vincent will enter into an agreement with the Property Owner where a Mural is located on private property to assist in the maintenance of City funded and co-funded Murals by removal of graffiti on the following basis:

- 6.1 A Mural is a temporary public artwork. It will be subject to the environment it is placed in. As a result the work may deteriorate due to the weather, vandalism, accidental damage and other such impacts.
- 6.2 If it is deemed that the Mural is in need of repair or restoration, all parties involved (i.e. Owner, Lessee and the City) will work together to undertake this work and share equal costs for restoration or repair.
- 6.3 The City can assist with graffiti removal on City funded and co-funded Murals if the graffiti removal does not impact on the artwork.
- 6.4 If the Mural cannot be satisfactorily repaired or restored, the City or may request the removal of the Mural at the Property Owner or lessee's expense.

7. Records

The City will keep a record of all funded Murals within the City of Vincent, and update as required. This information will be available on the City of Vincent's website.

Date Adopted:	13 September 2011
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