

City of Ventura Mural Design Guidelines

Thank you for your interest in designing a mural for the City of Ventura (San Buenaventura). In order to effectively implement a successful mural program, which will ensure consistency and aesthetic value in the community, it is important that applicants adhere to the following guidelines, which will ensure the best possible results. The application and guidelines that follow are intended to provide mural applicants with a reasonable process that will safeguard the interests of the community, as well as those of the individual property owner. The following information is designed to assist you in your preparations.

To make an appointment for a mural review or for further information, please contact Tobie Roach, Public Art Program Manager, at troach@cityofventura.ca.gov or (805) 658-4759 with the Parks, Recreation & Community Partnerships Department.

Murals Under Public Art Commission Jurisdiction

The Ventura Public Art Commission must review and approve all:

- Murals to be placed upon city owned property
- Murals for privately owned property financed in whole or in part with city funds
- Murals for privately owned property financed by private developers or property owners if visible via the public right-of-way

Mural Design Approval Process

If your mural is to be placed on city owned property, you must obtain approval from the appropriate city department to proceed with the project prior to submitting a proposal to the Public Art Commission (PAC). The Public Art Commission will not review a proposal without the appropriate written approvals.

Mural proposals are initially reviewed by appointment with a Public Art Program staff member. The lead artist and the project coordinator must attend this meeting. The Public Art Program staff member will present the proposed mural design to the Public Art Commission. The Public Art Commission convenes the 2nd Tuesday of each month in the Santa Cruz Conference Room, on the 2nd floor of City Hall, room 223.

Requirements for staff recommendation for approval are listed below. Mural applicants are welcome to attend the Public Art Commission meetings, however, attendance is not required.

Mural Definition

Any large-scale artwork, painting, or mosaic, applied directly to an exterior or interior wall or ceiling.

Any project that seeks to create a faux finish, illusionary or trompe l'oeil (fool the eye) architectural detail on an exterior wall should submit an application with the City of Ventura Planning Division.

Content

It is recommended that mural proposals not include designs that would be considered inappropriate and/or indecent by community standards. All mural proposals containing any signage elements will be re-directed to submit an application through the City of Ventura Planning Division and will be reviewed by the Design Review Committee (DRC).

Fees

A \$25 administrative application fee will be paid at the time of application submittal. This interim fee structure will be evaluated and may be subject to change in the future.

Appeals

In the event the applicant fails to receive Public Art Commission approval for a submitted mural design, the applicant may appeal this decision to the City's Design Review Committee. All applicable application fees will then apply.

Timeframe

In determining the timeframe for the approval process, artists should allow sufficient time for the mural proposal to be reviewed a second time by the staff in the event a recommendation is made for a design revision. Therefore, requests for approval must be received no later than 90 days prior to actual implementation of design. Please note that approval of the mural design does not constitute acceptance into the Public Art Collection, unless specifically commissioned by or acquired by the Public Art Commission for the City of Ventura. The Public Art Commission does not take responsibility for maintenance and preservation of designs approved by the Design Review Committee, which does not have jurisdiction over the Public Art Collection.

Requirements For Mural Design Approval

Public Art Program staff will review mural proposals to ensure design integrity and to determine that the lead artist has organized and synthesized images into a coherent, professional statement appropriate to the setting and architecture. Approval is contingent upon fulfillment of the following criteria:

- Completed Mural Design Information Form, including written description of proposed design, site, wall preparation, materials and processes to be used (including anti-graffiti treatment), individual/groups involved in the mural design, and/or preparation, and parties responsible for subsequent maintenance. Ideally, a separate maintenance plan should be included.
- Lead artist's qualifications and examples of previous work.
- Funding source identified for the project.
- Evidence of community support for the project, e.g. letters of support from neighborhood associations, neighborhood petitions, etc.
- Written permission to proceed with the project, including any additional requirements, from the property owner or city department with jurisdiction over the proposed site. This letter should also

include acknowledgement of receipt by the property owner of the California Art Preservation Act (“CAPA”) and Visual Artists Rights Act (“VARA”) relating to the preservation and removal of artworks.

- For all murals to be placed on city owned property, a signed Waiver of Proprietary Rights.
- Color scale rendering (no larger than 8 ½” x 14”) of proposed design, including any text.
- Photographs of the proposed site and physical surroundings.
- Timeline for completing the project.
- Documentation of finished work. Photographic documentation of completed projects is required for city records.

Please Note

Once the Public Art Commission has approved the proposed mural design, the artist may not make additional changes to the design without returning to the Public Art Commission for approval of the changes prior to implementation of the mural.