

CITY OF VINCENT PUBLIC MURAL GUIDELINES

BACKGROUND

The City of Vincent Mural Program is a successful program which enlivens the City's streets with ephemeral artwork. The City's aim is to lead the way in being an inspiring place that supports its diverse population, creative culture and shaping vibrant urban villages.

Since its inception in 2011, close to 100 murals have been funded through the program and collaborations with community arts groups. All of these murals can be viewed on City of Vincent's Mural Map.

The program provides funding for murals that reflect diversity in style and encourages artists with a range of experience to apply. Murals approved through this program become part of the City's public art collection for the lifespan of the mural.

All proposed murals, funded or not, are reviewed by the City. In some cases where the wall is very significant, the City will seek advice from a selection panel, whose members include artists, arts advocates, creative professionals and community representatives.

All Property Owners seeking joint funding are required to provide permission, along with signing an agreement that the artwork will not be painted over for an agreed amount of time.

TYPES OF MURALS

In the City of Vincent Mural Program, a mural is defined as a painting that is applied directly to a wall with acrylic or spray paints, and that is highly visible from the public right-of-way. To paint a mural on any wall you must have the Property Owner's written permission as well as the City of Vincent's.

As outlined in the City's Public Murals Policy No 3.10.9, there are three types of murals that the City of Vincent funds:

1. **City Funded Murals:** The City of Vincent may commission murals for City owned properties, such as public toilets, Skate Parks, clubrooms, community centres 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. **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 Murals 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.
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.

ELIGIBLE PROJECTS AND APPLICANTS

Any eligible individual/organisation intending to create a mural on an exterior wall that is visible from the public right-of-way and within the boundaries of the City of Vincent may apply for contribution funding through the City of Vincent Mural Program.

Eligible Applicants are:

1. An individual artist or group of artists;
2. A curator who selects artist(s) for a project; or
3. Town Centre community groups, associations, citizen-based groups/organisations, Business and Building Owners or private developers.

Please note:

- The number of Public Murals awarded funding is dependent on the funds available and the number of applicants submitting each year;
- Applicants/artists may be funded a maximum of one time within any financial year;
- Public funds for murals approved through this program must be matched one-to-one with cash or a combination of cash or donations. This one-to-one match must be reflected in the budget on the application form;
- Murals reflecting Aboriginal and Torres Strait Islander culture and people, and more specially Whadjuk Nyoongar culture and people, will be strongly encouraged and supported;
- Funds will be awarded based on the City's evaluation of the mural proposal using review criteria described below;
- The City, at its discretion, may refuse to approve any Mural;
- 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;
- 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;
- Items not eligible for funding through this program include operating costs for organisations; purchase of assets and administrative costs of the sponsoring organisation;
- In some cases where the wall or building is very significant, the City will seek advice from a selection panel, whose members include artists, arts advocates, creative professionals, City of Vincent heritage officer, Heritage Council and community representatives. All murals are to enhance and be sympathetic to the building and wall on which they are placed; and
- All murals proposed for heritage listed buildings or in historic districts must be approved by the City. To determine if a property is Heritage listed, contact the City of Vincent's heritage team or seek further information at www.heritage.wa.gov.au

INELIGIBLE PROJECTS OR APPLICANTS

The following are not eligible for funding:

- 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 not in keeping with the aesthetic and social context of the location;
- Artwork that is deemed to be offensive will not be approved or funded;
- Mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl;
- Murals which are not clearly visible/accessible to the public from the public right-of-way;
- "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; and
- Murals which are completed, or already commenced. The City will not fund Public Murals retrospectively.

REVIEW CRITERIA

The City of Vincent will assess each application seeking a cash contribution against the following criteria:

- 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 mural will be painted/attached;
- Context: creatively responds to site and neighbourhood;
- 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 (including previous work), 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.

PROCESS

1. Obtain permission from the Property Owner. If you do not have the Property Owner details, the City may be able to contact them on your behalf;
2. Complete an application form, making sure each section is complete and compiled into one document. Applications can be emailed to mail@vincent.wa.gov.au at any time of the year;
3. Submit application support materials listed under *Required Application Materials* below at the same time as your application form (preferably in the one email). If attachments are too large, provide a link to an online file sharing program such as dropbox or wetransfer;
4. The City will review the proposal and supplementary materials within 21 days. A meeting notice is sent to applicable neighbourhood groups. The City's decision is based upon adopted review criteria for public art murals. If the proposal is not approved, the applicant may resubmit additional materials as requested;
5. Once the City is satisfied with all application materials, funding recommendation is recommended for approval. If the application is deemed unsuitable for any reason, this will be communicated to the applicant; and
6. An agreement between the Property Owner and the City of Vincent must be executed prior to commencement. The agreement specifies each party's responsibilities and an agreed timeframe for the work.

REQUIRED APPLICATION MATERIALS

Completed on-line application or a paper copy submitted via email in one document:

Digital images:

- One colour image of proposed concept;
- One colour image of the overall building from the street's view to include the proposed mural wall; and
- One colour image of the proposed mural in situ on the building wall.

Up to 3 images of past work from each artist contributing to the mural design and an image list that includes location, budget, year completed, and description of artist's role (e.g., lead artist, collaborator or assistant).

- CV or bio for each Artist involved in the design of the mural;
- Letter from Property Owner that states commitment to display the artwork for at least two years; and
- Letter(s) of support from the neighbourhood community if possible.

AFTER FUNDING APPROVAL

The following requirements apply to all Applicants whose project is approved through this program:

1. Before the mural project can get underway, the Applicant must provide the City with a signed Agreement from the Property Owner;
2. The Applicant must have Public Liability insurance for the duration of the mural project and provide a Certificate of Insurance at the time a contract;
3. The City issues an agreement outlining the terms of the mural project and the payment schedule. Once the City receives the signed agreement, processing of payments begins. The awarded amount of funding is typically divided into two or three payments and in consultation with the Applicant. The final payment is made after the final report and documentation are received;
4. The mural must begin within three months of funding being awarded. If the project is unable to meet that deadline, approval may be rescinded;
5. Applicant notifies the City of completion of mural;
6. Applicant acknowledges the City support on the mural wall and in all printed materials related to the mural project. The City will work with the Artist to provide appropriate acknowledgement; and
7. Applicant submits a final report within 30 days of completion of the mural summarising the completed project and detailing the use of the funding. Copies of invoices, receipts and checks are required documentation for the final report, as well as photographs the City can use for promotional purposes.

MAINTENANCE OF MURALS

- 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;
- 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 costs for restoration or repair. The City will attempt to remove vandalism only if it will not impact the artwork; and
- If the mural cannot be satisfactorily repaired or restored, the City may request the removal the mural. This can be by painting another mural or a solid colour. On co-funded murals, this cost will be borne by the Property Owner.

CITY OF VINCENT MURAL APPLICATION FORM



Name	
Artists Name	
Property address for the proposed mural	
Details of the proposed mural site (e.g. “on the left hand section of the back wall of ‘xx’ property, facing onto ‘xx’ lane” – please include photos)	
What is the overall size of the proposed mural? (in m²)	
Dimensions: width x height estimated size of mural site (in m²)	
Describe the project's concept and design and how it creatively responds to site and neighbourhood	
Describe the community outreach and consultation that has taken place	
Describe materials, process and safety involved in installed the proposed mural	

Consent of the Property Owner/Authorised Agent	
Consent and contact details of Property Owners or their agents is essential. The City's Officers may conduct a title search on the property and request proof of the proper authorisation from the Authorised Agent and Property Owner.	
Mr/Mrs/Miss/Ms Given Name	
Company Name (if applicable)	
Mailing Address	
Contact Telephone	
Contact Email	
Property Owner/Authorised Agent consent	
I, _____, declare that I am the duly authorised agent of the Property Owner/s or am the Property Owner for and on behalf of any other Owner/s and hereby consent to this street art application for the display of street art as proposed at _____ (street address of property).	

If more than one property is involved in the proposal, this page must duplicated and be completed by each individual Property Owner or their agent.

Applicant Declaration

I, _____ declare that I have completed this application form and that all details are true and correct. I understand and consent to the disclosure of any information provided as part of this application as determined by the City of Vincent including its staff. Should a funding be granted, I agree to comply with all funding conditions.

Applicant's signature		Date	
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PROJECT BUDGET TEMPLATE

PROJECT EXPENSES		Expenses
A.	Artist Fee	
B.	Assistant(s) Fee(s)	
C.	Supplies / Materials	
D.	Wall Preparation	
E.	Scaffolding / Ladders / Lifts	
F.	Insurance	
G.	Publicity / Promotion	
H.	Person Protective Equipment Supplies	
I.	Other Expenses (list below)	
	1.	
	2.	
	3.	
	4.	
	5.	
TOTAL PROJECT EXPENSES		

CASH CONTRIBUTIONS	Contribution Amount
TOTAL CASH CONTRIBUTIONS	

IN-KIND CONTRIBUTIONS	Contribution Amount	
A.	Artist Fees	
B.	Assistant(s) Fee(s)	
C.	Volunteers	
D.	Supplies / Materials	
E.	Wall Preparation	
F.	Publicity / Promotion	
TOTAL IN-KIND		

TOTALS	Amount
Total Project Expenses	
Total Cash Contributions	
Total In-Kind	
FUNDING REQUESTED FROM THE CITY OF VINCENT:	