

Guidelines for Public Art Mural Program

Eligibility

Any individual or organization interested in creating an outdoor mural in the City of Elmhurst must apply through the Public Art Mural Program and be approved.

Applicants may be:

1. An individual artist or a group of individual artists.
2. A Property owner or lessee.
3. A not- for-profit organization.

Steps:

1. Meet with City Staff for initial review and guidance. This review to include: i.) verification that proposal does not promote any commercial interest, ii.) confirmation that the proposal supports applicable City plans relating to public art. City staff may recommend a consultation with the Public Arts Commission prior to application submission.
2. Submit Public Art Mural Application. Include the following items:
 - Completed application form.
 - Color rendering of the proposed mural, including dimensions and a site rendering of the wall or façade upon which the mural will be painting or affixed.
 - Location where the proposed mural would be installed and photographs of the site location and its immediate surroundings.
 - Narrative that includes a written description of the proposed mural, the project timeline, detailed and itemized budget and funding sources.
 - Maintenance plan that includes the proposed timeline or lifespan of mural, information on the wall preparation, the materials and processes that will be used to install the mural, a description of the protective coating that will be applied to ensure the longevity and durability of the mural, and a statement that the necessary coating will be applied to the building or structure to preserve the integrity of the building, structure or mural.
 - List of the persons and/or organizations involved in the installment of the mural.
 - Résumé or biography for each artist involved in the design of the mural and a list of examples of previous work that includes location, budget, year completed, past history of execution, and the description of artist's role in the project (e.g., lead, collaborator, assistant).
 - Signed agreement from the artist and the property owner agreeing to the terms of the Maintenance and Removal of Artwork Agreement ("Maintenance

Agreement”) provided by the City and a signed waiver of rights under the Federal Visual Artist Rights Act (“VARA”).

3. Request official mural proposal presentation at a Public Arts Commission Meeting.
4. Recommendation. For each application for a mural, the Public Arts Commission shall, within sixty (60) days of close of the public meeting, report its findings and recommendation to Elmhurst City Staff.
5. Public Arts Commission shall have the authority to approve the mural and based upon such approval, the City shall issue a permit for the installation of the mural.
6. Public Arts Commission provides an annual report to City Council through the Public Affairs and Safety Committee on the status of the mural program.
7. Mural construction occurs within established timeframe.
8. Applicant contacts City of Elmhurst Staff and notifies of completion of mural and provides digital images of completed mural.

Mural Requirements

Every applicant must demonstrate that they will:

1. Use media that ensures mural longevity and durability.
2. Paint on a surface and structure that is stable and ready (or will be stable and ready) for painting.
3. Use acceptable graffiti/UV coating on the finished mural that provides resistance to vandalism and weather.
4. Create a mural that is accessible to the public.
5. Provide a Maintenance Agreement signed by the property owner and VARA waiver signed by the artist. The property owner is required to maintain, repair or otherwise keep the mural installed in a condition acceptable to the City and in compliance with all codes and ordinances.
6. Mural must be viewable by the public and meet any applicable accessibility codes.

Review Criteria

Murals will be approved based on the following criteria:

1. Artist Quality: strength of the artist’s concept and demonstrated craftsmanship;
2. Context: contemporary relevance, including but not limited to community connection, architectural, geographical, socio-cultural and historical;
3. Feasibility: budget, timeline, experience, etc.;
4. Originality: the mural must be unique, and not a replication or reproduction of others’ work;
5. Permanence: will be installed in a manner to meet the proposed lifespan of mural, resistance to vandalism and weather, maintenance plan;
6. Public Input: Evidence of public support is encouraged.
7. Scale: appropriateness of scale to the surrounding neighborhood and structure;

8. Signage: The proposed mural shall not include commercial content and is not a sign as defined in the Elmhurst Zoning Ordinance;
9. Suitability: appropriateness to surrounding neighborhood, especially how it serves to activate or enhance public space;
10. Technical proficiency: technical skills and artistic experience.