

Public Mural Review Policy and Guidelines

The City of South Haven supports artistic activities within the City and recognizes the aesthetic value of placing murals in public areas.

Artists, property owners, and community residents and organizations are encouraged to work together to create new murals and when necessary to save existing murals for the enjoyment of citizens. It is known and accepted that Public Art Murals do much to beautify the urban environment and promote community pride.

All murals on City owned property or facilities must follow the process of review by the Planning Department to ensure conformance with all applicable land use regulations and/or entitlements, review and recommendation by the Planning Commission, the other applicable boards (depending on the location of the mural), and City Council approval. In addition, murals must meet the following criteria, which are also outlined on the application:

1. Review of mural design and location must be approved by the Planning Department; murals in traffic lanes are prohibited.
2. The mural design, size and location shall be reviewed by perspective boards and approved by City Council, before work commences.
3. Consultation is required with local business associations, neighbors, and neighboring businesses.
4. Colors: consistent with the surrounding area.
5. Size: The Planning Commission or applicable board (depending on location) may recommend restricting the size of the mural to ensure that it blends in with the surrounding area.
6. Materials: durable, graffiti resistant and weather resistant materials.
7. Workmanship: any support/attachments must be approved by a professional structural engineer; work on site must be supervised and approved by artist.
8. Themes: consistent with surrounding area. Consideration will be given to themes that are of artistic expression. Themes such as nature, landscapes, or agriculture are encouraged. The City reserves the right to reject proposals for murals on City-owned property based on the themes or messages expressed, as permitted by applicable First Amendment law. It is the intention of the City that all murals accepted pursuant to this policy shall become the property of the City and shall be considered government speech.
9. Murals shall not serve as an advertisement sign in violation of City Ordinances.
10. Mural permit or approval does not warrant or guarantee that, after installation, the mural will be preserved or remain intact for the expected life span of the mural. If the artist wishes to preserve the mural, it is his or her responsibility to reach an agreement regarding maintenance, and preservation with the City. Approval by the City of South Haven does not constitute an indication or promise of any conservation or restoration funds from the City.
11. If vandalism/graffiti to the mural occurs, it is the responsibility of the artist to remove graffiti within 48 hours after notification. If the graffiti is not removed and the mural is not repaired by the artist, The City of South Haven will remove the graffiti vandalism using their standard removal

techniques/materials, which will cause changes to the artwork.

12. Unless otherwise agreed by the City Council, it is the responsibility of the artist to create and maintain the mural. The City assumes that the mural will be kept in good repair with periodic maintenance to be performed by the artist as needed. By submitting the application the artist agrees that should the mural be defaced and/or not repaired, maintained, preserved and/or conserved to the satisfaction of the City of South Haven, the City has, in its sole discretion, the authority to repair, maintain, preserve, and/or conserve the mural, or alternatively, the authority to remove, alter, or destroy the mural.
13. A public meeting on the proposed mural will be held, with notice of the meeting provided to the neighbors, neighborhood association and/or district coalition, and posted at the site of the proposed mural.

Application Process

1. Complete the Application.
2. Contact all adjacent property owners (within ¼ mile or 300 feet when in a densely populated area), neighboring businesses, citizen groups, etc. to explain your project. Include a written description of the project and a picture of the mural art with a copy of your application.
3. Provide the names and addresses of the parties notified in writing.
4. Submit your application, any letters of support, and proposed mural design/description to the Planning Department.
5. The City staff will first forward the mural application packet to Planning for review, followed by an applicable board (depending on the location) and Planning Commission meeting for consideration. If recommended for approval, the application will be forwarded to the City Council for consideration. If an applicable board or the Planning Commission recommends denial, the application will be directed back to the mural applicant. If revised, the application will be reconsidered. Neighboring property owners, as described within item no. 2 above, will be notified by the applicant when this matter is scheduled for consideration by any one of the applicable boards, Planning Commission, and the City Council.
6. Prior approval of mural design and location must be obtained by the City Council before work commences.
7. The artist will sign an agreement with the City of South Haven that outlines the terms and conditions of the required maintenance for the mural, which shall be in a form acceptable to the City Attorney.

Guidelines for Mural Production Site Preparation

Proper preparation of the site and mural production will guarantee that this Public Art Mural piece will continue to enhance the community for years.

Brick, plaster and concrete walls offer the best surface for murals. Wood and aluminum are not recommended for permanent murals. Murals may be painted directly on the final surface, or on panels which are to be fixed to the wall either before or after painting.

Ideally the mural surface should be smooth. Should there be a question, it is recommended that a professional artist or painter be consulted.

The quality of the surface preparation will determine the quality of the finished product. Be sure to follow preparation steps and consult with a qualified paint professional to determine the best filler, primer and paint products.

Area is to be pressure washed to remove any dirt and existing paint prior to the commencement of work. Surface should be completely dry before proceeding.

Spackle or another filler should be used to fill cracks, holes, and to level uneven surfaces. Prime the wall with a latex primer to provide an even surface for the mural.



City of South Haven

Application for Public Mural on City Property

APPLICANT: Complete all sections below that apply to the proposal. Please print legibly.

Application Date _____

Describe Proposed Location:

Mural Artist/Sponsor Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Day Phone _____ FAX _____ Email _____

Type of Mural (check all that apply)

- Mural painted on exterior building or wall Mural consisting of other materials affixed to exterior building or wall

Proposed mural dimensions

Width	Height	Total Area	Depth of mural from plane of wall	Overall mural height above grade
ft.	ft.	sq. ft.	in.	ft.

RESPONSIBILITY STATEMENT

The mural artist/sponsor must agree to comply with each of the following terms as consideration for issuance of a Public Mural permit. The application will not be accepted unless the mural artist/sponsor agrees to following terms by initialing each of them.

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3. Consultation is required with local business associations, neighbors, and neighboring businesses.
4. Colors: consistent with the surrounding area.
5. Size: The Planning Commission or applicable board (depending on location) may recommend restricting the size of the mural to ensure that it blends in with the surrounding area.
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With my signature below, I attest that each of the above initialed items is true, and I agree to each of these terms. I understand that I am contractually bound by these terms for the life of the mural. Violations of any of the above initialed terms, or regulations will be enforced by City of South Haven.

Mural Artist/Sponsor Name (printed) _____

Mural Artist/Sponsor Signature _____ Date _____

Public Mural Application Submittal Requirements

All mural applications must be accompanied with the following information:

- Completed "Public Mural on City Property" application form
- One 8.5 x 11 inch site plan drawn to scale that identifies:
 - property lines
 - building location and façade on which the mural will be located
 - names of streets that abut site
 - north arrow
- One 8.5 x 11 copy of building elevations, drawn to scale that identifies:
 - location and dimensions of existing and proposed murals
 - height of the mural above grade
 - the building eave/cornice and roof line
- Details about how the mural is affixed to building façade
- Written description of material(s) used for the mural
- Design of Mural

All information is subject to change.