

IN AND FOR THE CITY OF BROOKINGS  
STATE OF OREGON

IN THE MATTER OF A RESOLUTION  
ADOPTING A SET OF GUIDELINES TO BE  
USED IN REVIEWING PROPOSALS FOR  
MURALS WITHIN THE CITY OF  
BROOKINGS.

RESOLUTION 08-R-903

WHEREAS, the City of Brookings adopted Ordinance 08-O-608, amending Chapter 17.88, Sign Regulations, of the Brookings Municipal Code, which became effective May 27, 2008; and

WHEREAS, Chapter 17.88 now requires murals to conform to general guidelines;

NOW, THEREFORE BE IT RESOLVED, by the Mayor and City Council of the City of Brookings, Curry County, Oregon, that the general guidelines for mural applications, as shown in Exhibit A, be adopted; and

BE IT FURTHER RESOLVED that a fee for the mural permit be set and updated annually by Master Fee Resolution.

Adopted by Council and made effective on the 8<sup>th</sup> of September, 2008.

Dated and signed this 9<sup>th</sup> day of September, 2008.

  
\_\_\_\_\_  
Mayor Larry Anderson

Attest:

  
\_\_\_\_\_  
City Recorder Joyce Heffington

## **Design and Review Criteria for Public Art — Murals**

**Definition:** A mural is a painting, mosaic, fresco, or other permanent artwork attached or applied directly to the outside of a structure.

### **General Guidelines**

These guidelines provide anyone who wants to install a mural with a reasonable process that safeguards both the interests of the community and those of the individual building/property owner. The guidelines are designed to assure that murals within the City of Brookings enhance the community's appearance, without confusing drivers and/or pedestrians or causing any other negative impact on public safety or welfare.

In reviewing proposals for public (outdoor) murals, all of the following criteria will be considered:

#### **Is the location appropriate?**

Some locations may simply be inappropriate for murals, due to safety issues, potential maintenance problems, or complicated building geometry.

#### **Too many murals?**

To avoid the appearance of blight, the number of murals may have to be limited. If your neighborhood already has several murals, chances are, your mural proposal will not be approved.

#### **How big is too big?**

By their very nature, murals are large artworks. But, when murals become so large as to overwhelm the local streetscape and/or become a visual distraction, they are not likely to gain approval.

#### **No logos or advertising, please!**

Murals are considered public art, not billboards or signs. Murals containing logos, slogans, or advertising messages of any kind are considered signs and must comply with Chapter 17.88, Sign Regulations, Brookings Municipal Code (BMC).

### **Detailed mural guidelines and criteria**

In addition to the general guidelines above, the Site Plan Committee, or a Public Art Committee appointed by the City Council, will evaluate mural proposals based on the following:

### **Design and content**

- Relevance of the piece to the building or city, its values, culture, and people — murals within the city of Brookings should be based on one or more of the following themes: natural beauty; history and/or Native American heritage; logging, fishing, local agriculture or other relevant themes;
- Suitability of the work for outdoor display, including its maintenance and conservation requirements;
- Relationship of the work to the site and the community, especially how it serves to activate or enhance public space;
- Appropriateness of the scale of the artwork.

### **Site selection**

In order to ensure that public art is fairly and equitably distributed throughout the city, and that it is sited in such a way as to enhance and activate public spaces, sites where murals are to be displayed should:

- Experience high levels of pedestrian traffic and be part of the city's circulation paths;
- Be easily visible and accessible to the public;
- Serve to anchor and activate its site;
- Enhance the overall public environment and pedestrian streetscape experience;
- Help to create a place of congregation and activity;
- Establish landmarks and neighborhood gateways.

### **Placement**

The following are guidelines for mural placement:

- Mural art should be publicly accessible 24 hours per day, or, during the normal hours of operation if in a park.
- It should not obscure windows or entrances, nor disrupt normal pedestrian circulation unless that is the purpose of the artwork..
- It should not be placed in a given site if it disrupts the site's landscaping and maintenance requirements.
- It should not be so large as to overwhelm adjacent architecture or become a visual distraction.
- It should not detract from its surroundings nor create "blind" spots where illegal activity can take place.
- It should be located in a site where it will enhance and activate the pedestrian and the streetscape experience.

### **Construction and Maintenance**

1) Murals shall be well designed and incorporate high-quality materials that enhance the overall appearance of the site and not adversely affect safe and efficient movement of vehicles and pedestrians. Materials may include paint or other media appropriate for exterior use, such as tile or mosaic. Materials shall be long-lasting and graffiti-resistant to the greatest extent possible.

- 2) Colors, though vibrant, should be complimentary and harmonious with the exterior colors of the building structure, as well as consistent with the chosen theme. Neon, fluorescent, or reflective-type colors or materials are discouraged.
- 3) The mural shall be designed and painted by a qualified artist/muralist, one with sufficient knowledge and experience with the application of mural materials.
- 4) Mural size shall be determined by the wall surface to be covered. Smaller walls may be completely covered. On large walls, murals should be large enough to dominate the wall surface, but not so large as to overwhelm the local streetscape. Generally, one mural will be permitted per structure.
- 5) As indicated above, no advertising, logos, or political messages will be allowed. The mural artist's signature may appear, provided that it is not so prominent as to detract from the mural display.
- 6) The proposed mural, by its design, construction, and location, shall not obscure or detract from the significant architectural features of the building structure; nor should the building's architecture be altered to accommodate the mural.
- 7) The proposed mural, by its design, construction, and location, shall not have an adverse impact on adjacent properties or permitted uses. If the mural requires special lighting or other related construction, all applicable permits will be required as part of installation.
- 8) *Routine maintenance of an artwork becomes the responsibility of the building owner where the artwork is located. As part of the contractual requirements, the artist should develop a maintenance program in cooperation with the building owner or manager for the proper long-term care of the artwork.*

*If, for whatever reason, the mural falls into disrepair, the building owner will be notified in writing and required to make necessary repairs within 60 days. If the repairs are not made within the specified time, the city reserves the right to repair or remove the mural at the owner's expense. The process found in BMC 8.15.090, General Abatement Procedure, will be followed.*

#### **Application Review and Approval Process**

An applicant desiring to install a mural on a building in Brookings is required to submit a formal application, a scaled color rendering of the proposed project, and a photograph showing the building location of the proposed mural.

Mural proposals that do not meet all of the design criteria/guidelines may be denied by the Site Plan Committee, or the Public Art Committee, or accepted with

required modifications. Applicants whose proposals are denied may appeal to the Brookings Planning Commission per Chapter 17.156, BMC.

**Schedule:**

Mural installation must begin within 60 days of approval, and must be completed within six months of the start date. If these dates are not met, the Site Plan Committee, or the Public Art Committee, may, at its discretion, cancel the mural permit. A one-time extension for an additional 60 days may be granted if the request is submitted in writing prior to the end of the initial 60-day period.