

Overview

Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art. Murals can also provide an avenue for involving youth and others in artistic expression.

To better serve these purposes, the Berkley DDA has created the Berkley DDA Mural Program. The Berkley DDA Mural Program is administered by the Berkley DDA and its Public Art Committee. Applications for new outdoor murals are reviewed by the Public Art Committee composed of community stakeholders and artists. Murals approved through this program are exempt from the city sign code.

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.

Eligibility

Any individual or organization wishing to create an outdoor mural in DDA District must apply for approval through the Berkley DDA Public Art Committee, regardless of the funding source.

Applicants may be:

1. An individual artist or group of artists
2. A building owner
3. A not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501(c)3 is not required.

Mural Requirements

Every applicant must demonstrate that they will:

1. Create a mural that is accessible to the public.
2. Use media that ensures mural longevity and durability.
3. Paint on a surface and structure that is stable and ready for painting.
4. Meet standards of artistic quality and suitability for the DDA District.
5. Have a plan for painting the mural that insures the safety of painters and the public, and that does not impede public access. In the event that the safety plan submitted is not being adhered to, and the DDA has identified a safety risk to either the artist and/or the public, the DDA has the right to stop work until such time that safety issues or concerns are addressed by the artist.

Approval Criteria

Murals in the Berkley DDA District will be approved based on the following criteria:

- Completed application has been submitted to the Public Art Committee
- The applicant has provided signed permission from the building owner who must commit to keep the mural unchanged for a minimum of 5 years and to help maintain the mural during that time
- Artistic quality: Strength of the artist's concept and demonstrated technical skills and experience
- Context: Appropriate to the architecture, geographic, socio-cultural and historic setting in scale and expression
- Feasibility: Reasonable budget, timeline, qualifications of participants
- Originality: Unique expression
- Permanence: Uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration

Mural Approval Process

1. Applicant meets with Berkley DDA's Executive Director for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant submits a Public Art Mural Application which includes:
 - a. Concept drawing of proposed mural with colors and dimensions
 - b. Photographs of site and physical surroundings
 - c. Written description of the proposed mural, site, wall preparation, specific processes and materials to be used and protective coating
 - d. Written description of individuals and groups involved and how they will participate
 - e. Evidence of support such as letters from the building owner, adjacent neighbors, and businesses
 - f. Project timeline
 - g. A plan that addresses safety of the artists and the public while painting the mural
 - h. Contact person for the project
3. The DDA Executive Director will bring the proposal to the Public Art Committee
4. The DDA Executive Director confirms that there are no outstanding issues with City of Berkley codes
5. The Public Art Committee recommendation is reviewed by the Berkley DDA Board of Directors at its next scheduled meeting. If the proposal is approved, the DDA Executive Director sends the artist a Notice of Approval and a Notice to Proceed
 - a. In the case that a mural is not approved, the DDA Executive Director will communicate to the applicant in writing the reasons for the decision of the Board Directors. The applicant is encouraged to address the concerns of the Board and submit a revised proposal to the Public Art Committee.
6. Building owner commits to keep the mural unchanged for a minimum of 5 years and to do his or her best to maintain the mural during that time.
7. Artist begins painting mural.
8. Applicant contacts the DDA when mural is completed in accordance with the approved project timeline or on a mutually agreed upon modification of the timeline.
9. Applicant provides digital images of completed mural for the DDA's public art collection records.

10. Muralists and building owners are encouraged to consider protective clear top coatings, cleanable surfaces, and/or other measures that will discourage vandalism or facilitate easier and cheaper repair of the mural if needed. If a mural needs to be repaired, the building owner should contact the artist to make the repairs. If the artist is unavailable or unwilling to make the repairs, the building owner can seek the help the Berkley DDA's Public Art Committee to find a suitable artist to do the repairs.

11. Alterations to or removal of, the mural within the first five years of the date of completion are permitted under the following circumstances:

- a. The building on which mural is located is sold; or
- b. The building or property is substantially remodeled or altered in way that precludes continuance of mural. Alterations or removal must be approved by the Berkley DDA Public Art Committee.

12. At the conclusion of the 5-year Agreement, the Applicant and the Public Art Committee reviews the condition of the mural and, based on the condition, either allow it to remain or make plans to remove or paint over the mural.

BERKLEY DDA MURAL PROGRAM APPLICATION

Applicant Information

Name of Applicant or Sponsoring Organization

Name of Contact Person

Email

Phone

Artist Information

Artist's Name

Artist's Signature

Email

Website

Artist's Mailing Address

City/State/Zip

Phone

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Property Information

Proposed Mural Location (building or business name)

Street Address/Intersection

Property Owner's Name Property Owner's Email

Property Owner's Phone

Property Owner's Signature

Start Date Completion Date

SUBMIT MATERIALS TO:

Jennifer Finney, Executive Director
Berkley DDA
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: director@downtownberkley.com

CHECKLIST OF REQUIRED MATERIALS

- Completed Application Form
- Resume of each artist involved in the project
- Signature of artist
- Six (6) digital images of the artist's original work that shows ability as a muralist. (e-mailed or provided on CD or flash drive.)
- Artist's rendering of the proposed mural with dimensions
- History of the sponsoring organization (if applicable) including a brief narrative, date established, community served and contact information.
- If working on the mural involves blocking a public right of way such as a sidewalk or street, or the use of scaffolding or ladders, include a plan for insuring the access and safety of the public and the artists.
- Signature of building owner

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