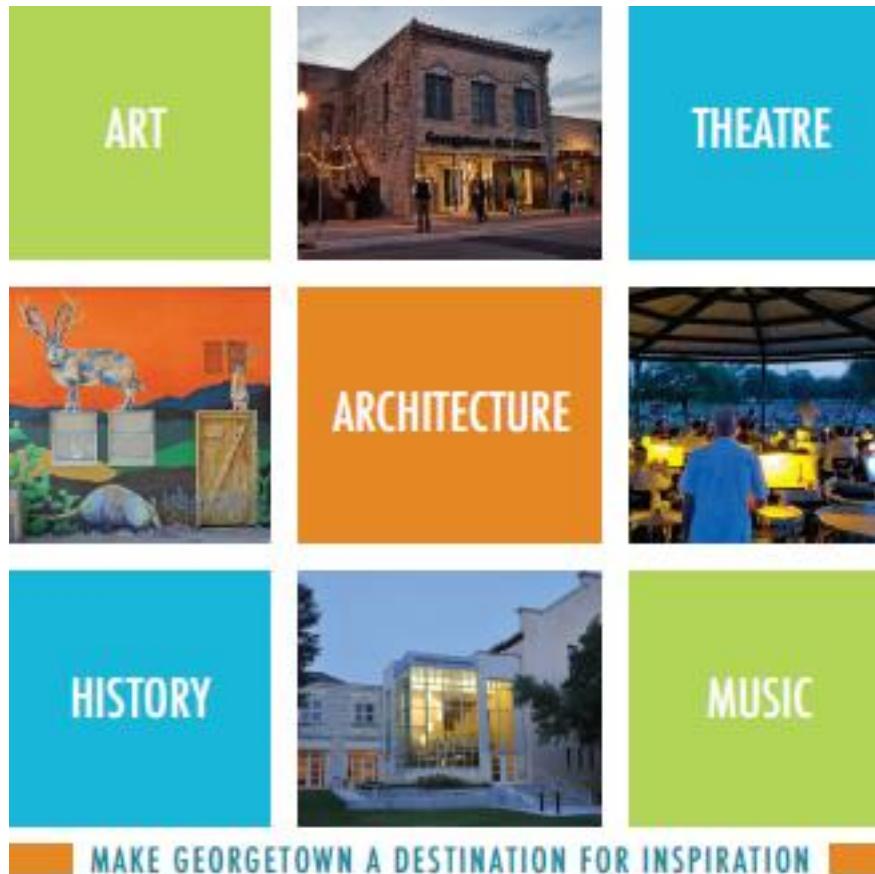


Commercial Mural Design Guidelines

City of Georgetown, TX

A Texas Cultural District



The City of Georgetown's Mural Program promotes community engagement, cultural participation, and cultural tourism through public art programming

City of Georgetown Commercial Mural Program

The Commercial Mural Program is a City of Georgetown program administered by the Georgetown Arts and Culture Board as part of the City of Georgetown Public Art Program.

The Georgetown Arts and Culture Board was established for the purpose of actively pursuing the placement of public art in public places and serving to coordinate, promote and support public access to the arts. The Board was also established to encourage, stimulate, promote and foster programs for the cultural enrichment of the City, thereby contributing to the quality of life in Georgetown, and develop an awareness of the value of the arts in the business community, local government and the general public.

Businesses and/or property owners intending to create a mural on an exterior wall of their property which is visible from the public right-of way and within the City of Georgetown are subject to the process and guidelines of the City of Georgetown Commercial Mural Program.

The City of Georgetown Commercial Mural Program Process and Guidelines has been adopted by the Georgetown Arts and Culture Board to ensure consistency and artistic value in the community.

Questions

The City of Georgetown's Arts and Culture Board is committed to assisting with the Commercial Mural Program requirements and process. If you have any questions, please contact Amanda Still, Arts and Culture Coordinator, 512-930-8471, Amanda.still@georgetown.org.

Design Guidelines

1. Murals shall be an original work of art.
2. Designs will be assessed according to the following elements:

Concept – Strength of concept to include originality and composition; appropriateness of imagery to all audiences; must adhere to the City of Georgetown signage ordinance by NOT including text or logos that advertise for the business

Context – Takes site conditions and local culture into consideration

3. Murals proposed on historic buildings listed as High Priority Structures in the City's most recent Historic Resource Survey cannot be applied using paint; however, certain materials or applications that are reversible will be considered. Murals proposed for Medium/Low Priority Structures must be reviewed and approved by the City Historic Preservation Officer in order for the unpainted historic and other significant architectural features to be painted. Given the possibility of reversible applications, High Priority Structures will be reviewed by the HPO.
4. Wall surface shall be clean and suitable for mural materials; artist shall commit to prepare the surface for painting and to use acceptable UV/graffiti protective coating.
5. Cost - Businesses and/or property owners intending to create a mural on an exterior wall of their property will be responsible for the cost of implementation.
6. Forms - Businesses and/or property owners will complete a Wall Easement Agreement and Funding Agreement with the City of Georgetown before implementation of the mural.
7. Mural lifespan – The mural is expected to remain in excellent condition for 5 years, at which time the Mural Easement Agreement will be up for automatic renewal. Condition of mural can be assessed at this time and at

each 5 year automatic renewal increment. Normal patina of the mural is expected after the 5 year lifespan and can be removed after the 5 year period or be allowed to age and patina naturally. Unacceptable conditions that would require repair include flaking, fraying, discoloration, graffiti, and excessive fading. Graffiti removal is per City Graffiti Guidelines.

Review Schedule

Once submitted to the Arts and Culture Coordinator and reviewed by the Historic Preservation Officer, mural designs will be reviewed at the next monthly meeting of the Arts and Culture Board.

Once approved by the Arts and Culture Board, the Wall Easement Agreement and Funding Agreement will be considered by the Georgetown City Council at the next applicable City Council meeting occurring on the 2nd and 4th Tuesday of every month at 6:00pm at the Georgetown Municipal Court Building.

Once approved Agreements are executed, murals can be installed!