# City of North Salt Lake Mural Program

## Vision

The North Salt Lake Mural Program establishes a process to commission murals for the aesthetic improvement of the city. Murals are a creative medium for celebrating and expressing the culture of the city. This program seeks to unite the community through art, enhance opportunities for local artists, create more visually enjoyable areas, and prevent graffiti. By maintaining a clear process and consistent budgeting, this program can be used to bring murals to the city for years to come.

## Goals

Goal 1: Create a sense of place and a destination for residents of North Salt Lake

- Implementation 1.1: Create Experiences through mural design as a draw for residents.
- Implementation 1.2: Create murals which are aesthetically pleasing.
- Implementation 1.3: Identify sites for murals which will have the greatest impact on the aesthetics of the city.
- Implementation 1.4: Consider all mural styles in the selection process to avoid artistic homogeneity.

Goal 2: Create murals which are accessible to the residents of North Salt Lake

- Implementation 2.1: Have murals located near sidewalks or trails which are easily accessible to pedestrians.
- Implementation 2.2: Encourage the creation of new sidewalks and trails along mural corridors.
- Implementation 2.3: Select sites for murals which are visible from the public right of way.
- Implementation 2.4: Design Murals which are enjoyable for, and honor the culture of, all residents of the city.

Goal 3: Create murals which highlight the history, nature, and culture of the city, or is culturally uplifting

- Implementation 3.1: Encourage the creation of murals that consider context of setting and background while allowing for artistic expression, without becoming a collection of “historical” narratives of the city.
- Implementation 3.2: Select themes that are broad which allow for artistic expression through the murals.

DRAFT

- Implementation 3.3: Ensure that Call for Artists are distributed to local artists who can better relate to the city.
- Implementation 3.4: Select mural artists based primarily on the quality of their work.

## Mural Community Jury

- City Staff will assemble a 3-member jury of community representatives to assist the Arts Board in the mural recommendation process.
- Applications will be open to all residents of the City of North Salt Lake who are interested.
- Jurors will be expected to provide feedback to the Arts Board on mural **Theme, Location, and Artist**.

## Structure and Theme Selection

**Structure Selection Process**

- City Staff will contact structure owners within the established Mural Nodes and Corridors to gauge interest.
- City Staff will then evaluate the structure(s) of which the owners are interested and select preferred structure(s) for mural(s).
- City Staff will then contact the preferred structure owners and ask permission to bring their structure to be considered by the Arts Board for their recommendation to the City Council.
- City Staff will provide the Arts Board with a list of structures which have owners who are interested in participating in the mural program.
- The jury will provide feedback on their preferred mural location(s) before the Arts Board selects a structure to recommend to the City Council for approval.
- The Arts Board will recommend an appropriate number of structures to create new murals based on the allocated budget.
- The owners of structures recommended by the Arts Board will then sign a letter of intent stating their intent to allow the City to use their structure for a mural.
- The recommended structures(s) will then be brought to the City Council for approval (mural theme and location will be brought to the same Arts Board and City Council meetings for approval).
- The City will obtain a Public Art Easement from the property owner which allows the City to have a mural on a wall for a minimum of 5 years.
- A maintenance agreement will also be signed between the City and the structure owner establishing maintenance responsibilities for the mural.

DRAFT

**Structure Selection Criteria**

The following criteria will be used to evaluate the viability of structures for murals:

**Mandatory Requirements**

- Structure Owner Interest
- Mural wall is visible from street or public space
- Property is in compliance with **all** City Codes
- Property has a dedicated safe area to take photos (Sidewalk, Bus Pad, Concrete Pad, Parking Stall)

**Preferred Requirements**

- Accessible to pedestrian, active transportation, and transit routes
- Located in the established Mural Nodes and Corridors (Priority is given to structures in the mural nodes and secondary priority is given to structures along mural corridors)
- Lack of obstructions which impact the canvas area of the wall (trees, utility boxes, windows, doors, etc.)
- Improves the aesthetics on the surrounding area

**Theme Selection Process**

- The Jury will provide feedback and recommendations for themes to the Arts Board who will recommend a theme for the mural(s).
- A member of the Arts Board will bring their selected theme and location(s) to the City Council for approval.

**Theme Prompting Questions**

- What is the history of this structure or area?
- What is the current use of this structure or area?
- What values do we want to instill in the community?
- What can create a sense of place in North Salt Lake?
- Who or what do we want to memorialize?
- What cultural assets are there in this area?

DRAFT

# Artist Selection and Design

**Artists Selection Process**

- The number of artists selected each year will be decided by the Arts Board based on the budget allocated by the City Council and on interest from property owners in participating.
- The City Staff will distribute a Call for Artists (CFA) for the year's mural(s).
- Once the CFA has closed, City Staff will share the applications from artists with the Jury and Arts Board to review before the selection meeting.
- The Jury will provide feedback and preferences to the Arts Board who will determine the preferred artist(s) to recommend to the City Council.
- A representative from the Arts Board will bring the recommendation(s) to the City Council for approval.
- Once Approved, the artist(s) will then be asked to waive their Visual Artists Rights Act (VARA) rights.
- The artist(s) will then sign a contract with the City and structure owner which agrees to allow the artist to paint the mural on the public art easement

**Artist Selection Criteria**

Members of the Arts Board are encouraged to evaluate artist applications based on the following criteria:

- Artistic excellence
- Quality of skills
- Technique
- The ability to develop a unique mural design
- Overall professionalism
- Presentation of ideas and application materials
- Experience
- Potential to successfully complete the project within the required time

**Design Approval Process**

- The artist will then be commissioned to design the mural. Structure owners participating in the Mural Program are encouraged to work with the artist during the design process and allow them to have artistic liberty. However, the structure owner can reject the artist's final design. Once the artist has created their final design, they must get approval from the structure owner.

DRAFT

- Once a final design has been agreed upon by the mural artist and the mural structure owner, the design will be reviewed by the Arts Board for recommendation to the City Council. Arts Board has the ability to reject any design proposals, but is encouraged to only reject a design if it is deemed to be:
    - An advertisement
    - Violent
    - Vulgar
    - Hateful
    - Unsettling
    - Degrading
    - Unreflective of the character of North Salt Lake
    - Unviable to be approved by the City Council.
- A member of the Mural Selection Committee will then take the recommended design to City Council to get approval for the final design of the mural(s).

## Maintenance

- The City will provide non-sacrificial anti-graffiti coating which the artist is required to apply to the mural once complete.
- A 5-year agreement will be made with the structure owner to keep the mural intact.
- The City is responsible for maintaining the mural for 5 years. In the event that a mural is damaged or is targeted by graffiti, the structure owner is responsible to contact the City to allow for the mural to be cleaned, fixed, or repainted.
- The property owner is responsible for maintaining the access to the mural (weeds, snow, etc.)
- The mural artist has first rights of refusal if repairs are needed for the mural.
- During the painting process, artist(s) will provide a list of all paint products and color codes used in case repairs are needed.

DRAFT

# Mural Locations

**Priority Mural Locations**

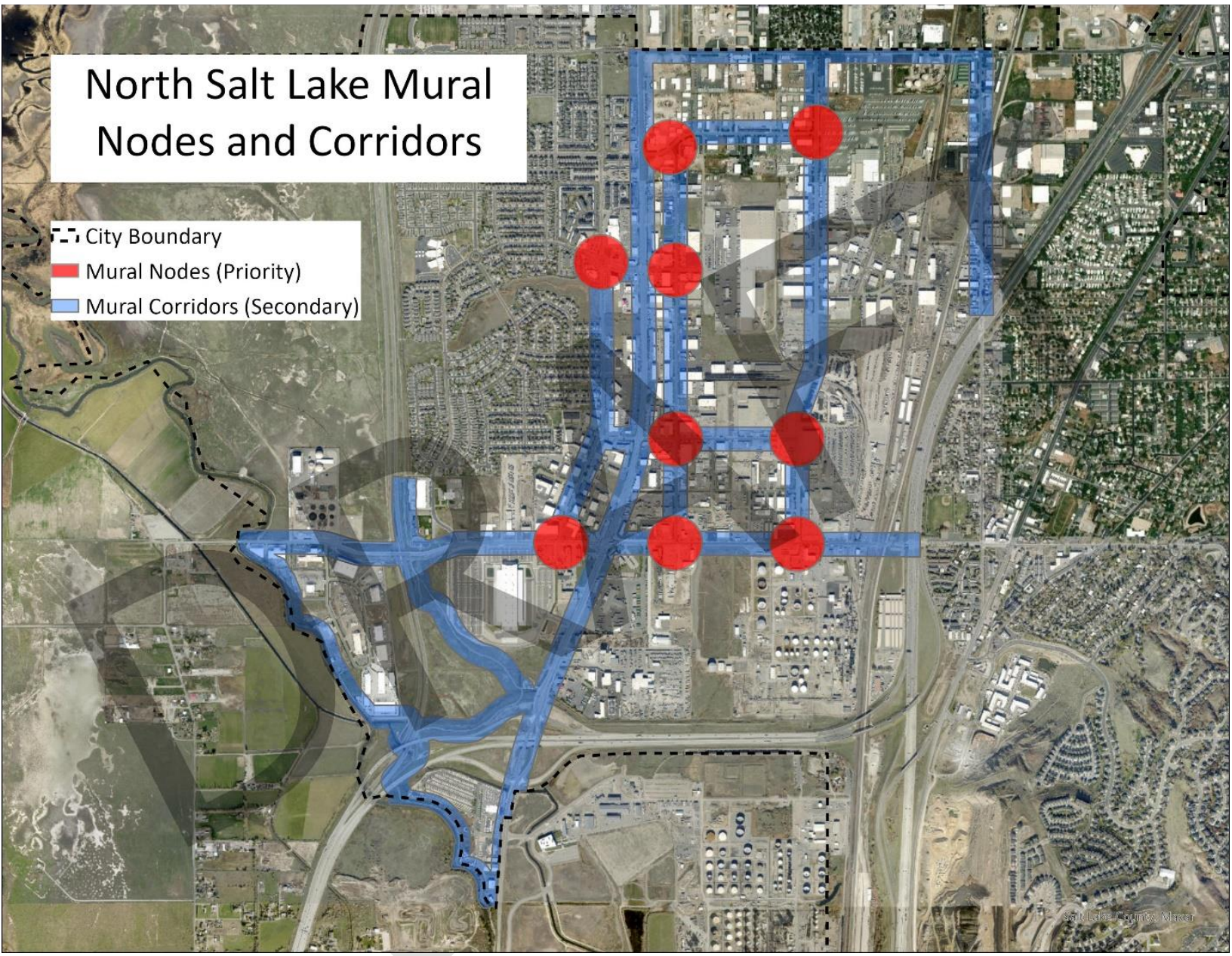
Nodes (Priority Mural Locations)

- Cutler Dr. and Center St. intersection
- Cutler Dr. and Foxboro Dr. intersection
- 700 W and Center St. intersection
- 700 W and 200 N intersection
- 700 W and 600 N intersection
- 700 W and 900 N intersection
- 400 W and Center St. intersection
- 400 W and 200 N intersection
- 400 W and 900 N intersection

Corridors (Secondary Priority Mural Locations)

- Center St. (West City Limit to I-15)
- 200 N (Cutler Dr. to 400 W)
- 600 N (Cutler Dr. to 700 W)
- 900 N (700 W to 400 W)
- Cutler Dr. (Center St. to Foxboro Dr.)
- 700 W (Center St. to 900 N)
- 400 W (Center St. to 900 N)
- 1100 North (Redwood Road to Main Street)
- Main Street (I-15 to 1100 North)
- Jordan River and Legacy Trails
- Redwood Road

DRAFT


North Salt Lake Mural Nodes and Corridors
City Boundary
Mural Nodes (Priority)
Mural Corridors (Secondary)

## Timeline 2025

**(Dates subject to change)**

January- City Staff locate structure owners with interest in a mural

February- Mural Program adopted by City Council and funds budgeted

March- Community Jury is summoned

March- Arts Board recommends mural structure(s) and theme

March/April- Mural structure(s) and theme City Council approval

March/April- Public art easement and maintenance agreement are signed

April- Call for Artists open

May- Call for Artists close

May- Arts Board selects artist(s) for the mural(s)

May- Artist(s) are approved by City Council

May- Artist contract(s) signed

July-- Structure owner design approval

July- Arts Board design recommendation

July- City Council final design approval

July/August- City Staff Applies for Discover Davis Mural Grant Funding

September- Painting period opens (painting should begin no later than September 10)

September/October- Work on mural(s) is completed

DRAFT

## Call For Artist Distribution Resources

Bountiful Davis Arts Center

- info@bdac.org
- 801.295.3618
- sarina@bdac.org

Discover Davis Utah Muralist Database

- (801) 451-3237

Salt Lake City Arts Council

- Public Art Pre-Qualified Artist Pool
- https://saltlakepublicart.org/artist-pool/
- publicartprogram@slcgov.com
- 801.596.5000

Davis Arts Council

- boxoffice@davisarts.org
- 801.546.8575

State of Utah Division of Arts & Museums

- https://artsandmuseums.utah.gov/public-art-opportunities/
- 801.245.7271

15 Bytes

- https://artistsofutah.org/15Bytes/
- listings@artistsofutah.org
- editor@artistsofutah.org

Americans for the Arts

- https://www.americansforthearts.org/membership

Call for Entry café (Western States Arts Federation)

- https://www.callforentry.org/

CODA WORX

- https://www.codaworx.com/

DRAFT

ArtCall

- https://artcall.org/

Local Universities (U of U, Weber State, UVU, USU, BYU, Westminster, SUU, UTT)

City Website and Social Media

DRAFT