



CITY OF WATERLOO MURAL GUIDELINES

Mural art is widely considered one of the oldest methods of artistic expression. Its significance not based on age, but its ability to bring art into public places. Murals should complement and enhance the building and be incorporated architecturally into the façade. While a sign is specifically advertising a business, product or service through graphics or text, a mural is solely artistic in nature.

Mechanically-produced or computer generated prints or images, including but not limited to digitally printed vinyl are prohibited. Murals shall not contain electrical or mechanical components; changing image murals; commercial signage. shall be created with paint and or tile only.

For regularity purposes, hand-painted signs are not considered murals.

The mural application process and guidelines are intended to provide mural applicants with a reasonable process that will safeguard the interest of the community, as well as those of the individual property owner.

LOCATION

1. The installation of the mural should complement and enhance the building and be incorporated architecturally into the façade.
2. The location of the mural on the building should not cover or detract from significant or character-defining architectural features.
3. Murals should not be located in an area which may cause undue distraction to drivers thereby creating a safety hazard.
4. Murals should be located in commercial areas.
5. To protect the integrity of historically significant structures, murals are not permitted on the primary façade of a historic building.

DESIGN

1. The scale of the mural should be appropriate to the building and the site.
2. The mural should be an original design; showcasing the uniqueness, sense of community, historical, patriotic, or highlights from Waterloo's past.
3. The artist's name(s) may be incorporated but should be discreet.
4. Paint utilized should be of superior quality and intended for exterior use only. Reflective, neon and fluorescent paints shall not be used.
5. The mural should have a waterproof seal coating.
6. Murals shall not contain electrical or mechanical components.



REVIEW

Submit the Mural Permit Application and required documents to the Zoning Administrator. Once the application is submitted an appointment with the Downtown Beatification Committee will be made for the initial review of imagery, location and medium.

All applications must include the following:

1. Complete Mural Permit Application
2. Brief description of the theme/image for this mural.
3. Photographs of the existing building and proposed mural area.
4. List of materials to be used.
5. Lead artist's qualifications and work sample.
6. Color scale rendering of the proposed mural design
7. Written permission including acknowledgment or responsibilities of the property owner.
8. Project timeline.

The committee's decision is based upon adopted review criteria for public art murals, readability and appropriateness of scale and materials; no signage or subject matter that could be construed as advertising or political messages.

If the mural proposal is not approved, the applicant may resubmit additional materials as requested. The applicant is not required to attend the meeting.

The following criteria shall be considered in the review of mural applications:

- (a) *Visual enhancement*. The proposed mural has attributes that enhance visual enjoyment.
- (b) *Artistic excellence*. The proposed mural exemplifies high artistic quality.
- (c) *Public safety*. The proposed mural does not create a public safety issue, such as a distraction to drivers.



ENFORCEMENT

1. Murals shall be completed within six (6) months of approval of the Downtown Beautification Committee. This period may be extended once by vote of the Downtown Beautification Committee.
2. At the committee's discretion, incomplete projects that extend beyond the six (6) month installation period shall be required to cover the incompleting work with a solid paint color.
3. Any mural without approval shall be considered graffiti and enforced accordingly.
4. When an official interpretation is deemed necessary to determine whether or not a proposal constitutes a sign and is thereby subject to the City's sign standards, the Zoning Administrator or his designee shall be responsible for making such an interpretation.
5. The Zoning Administrator or his designee's decision may be appealed to the Zoning Board of Appeals.

MAINTENANCE

1. The maintenance of the mural will be responsibility of the property owner.
2. The mural must be properly maintained to ensure that material failure (peeling paint) is corrected and vandalism removed promptly in accordance with the Property Maintenance Ordinance.



CITY OFFICES
100 West Fourth Street
Waterloo, Illinois 62298
618.939.8600
Thomas G. Smith, Mayor

MURAL PERMIT APPLICATION

Date: _____

Name of Applicant(s): _____

Name of Organization (of applicable): _____

Mailing Address: _____

Phone Number: _____ Email: _____

Funding Source: _____

Address of Proposed Mural: _____

Property Owner's Mailing Address: _____

Property Owner's Phone Number: _____

Which direction does the wall Face:? North East South West

What are the dimensions of the wall? _____

The wall is: Brick Stucco Cinderblock Other _____

The following attachments are required:

- Brief description of the theme/image for this mural
- Photographs of the existing building and proposed mural area
- List of materials to be used
- Lead artist qualifications and work samples
- Color scale rendering of proposed mural design
- Maintenance plan (including parties responsible for maintenance)
- Written permission including acknowledgement of responsibilities from property owner
- Project timeline