

POLICY ON MURALS

SEPTEMBER 2015

PURPOSE

The purpose of this policy is to provide a process and procedure for the approval of murals in the City of Desert Hot Springs. The intent of this policy is to create a way to improve the image of the community; add character to the community; enhance pedestrian and driving experiences by incorporating art into the streetscape; reduce graffiti on structures; promote and enhance the City's aesthetic environment through public art; continue to maintain a visual arts program for the residents and visitors of Desert Hot Springs; and promote the economic vitality of the community.

PROCESS

1. Applications shall be accepted from individuals that have submitted a complete application then be placed on the next available Community and Cultural Affairs Commission (CCAC) Meeting Agenda with sufficient time for a staff report to be prepared.
2. Applicants will make presentations to the CCAC which detail the location, design, size, types of paint, and costs.
3. The CCAC shall use the following findings to either approve or deny all Murals:
 - a. The proposed mural is in good taste and will provide a positive contribution to the neighborhood and or shopping center it will be located;
 - b. The location of the proposed mural is appropriate and will not be a distraction that could cause a safety issue;
 - c. The proposed mural will not have a negative impact on any other murals, sculptures, or utility boxes in the general vicinity;
 - d. The proposed mural will provide interest to the proposed business or institution it will be place on; and
 - e. The materials being used for the proposed mural are appropriate for the desert environment.

FUNDING

The CCAC will be able to fund up to \$5,000 from the Art in Public Places Fund without obtaining City Council approval.