



TOWN OF ST. STEPHEN

Corporate Policy & Procedure

Policy Title: MURAL PROGRAM

Policy No.: 71

Section:	Community Development	Subsection:	Public Art
Effective Date:	June 23, 2020	Last Review Date:	
Approved by:	Council (June 22, 2020)	Owner Division/Contact:	Community Services

PREAMBLE

Murals are large-scale artworks created directly on a wall, or attached to it, with the permission of the property owner. Outdoor murals have proven to be effective in managing graffiti vandalism, supporting arts and culture, contributing to economic development and providing youth engagement opportunities.

PURPOSE

The purpose of this program is to beautify the Town of St. Stephen through the design, production and facilitation of murals.

MURAL REVIEW PROCESS

Each mural project in the Town of St. Stephen must adhere to the requirements of all applicable municipal, provincial, or federal legislation. The Mural Review process is a proactive service offered to anyone who is looking to install murals in the Town of St. Stephen which assists with ensuring the proposed mural meets all the by-laws, regulations and acts **before** it is installed. This two step process reviews both the proposed location as well as the proposed artwork.

Location Review:

Upon receipt of an application for a mural project, the Director of Community Services will convene a review to assess the appropriateness of the proposed location of the mural. This evaluation shall take into consideration the following element, at a minimum:

1. Whether the permission of the owner of the proposed location has been secured by the applicant; and
2. Whether the installation of a mural would be considered an improvement to the façade of the building proposed; and
3. Whether the proposed location has a historic significance, and whether the installation of a mural would benefit or detract the historic value of the location; and
4. Whether the proposed location of the mural has sufficient visibility to be considered as an asset to the community; and
5. Whether the installation of a mural at the proposed location is permitted under the legislative framework of the day.
6. The location of a current community mural shall not be considered an approved location for a new mural unless:
 - a. It has been a minimum of 3 years since the date of the current mural's installation; or
 - b. The mural has fallen into disrepair and the original artist is unwilling or unable to undertake restoration work; or
 - c. The original artist and sponsor (if applicable) provide confirmation in writing that they approve of the replacement of the current mural.

Artwork Review:

Where the evaluation of a proposed mural location has determined that the location is appropriate, the application may be forwarded for artwork review. The Director of Community Services will convene an evaluation committee, which must include:

1. The Director of Community Services
2. The Mayor, or another member of Council delegated by the Mayor

3. A representative of the BIA, if the mural is to be located within the BIA.
4. A representative of the Chamber of Commerce, if the mural is to be located outside the BIA.
5. The owner of the property, or an appointed representative thereof.
6. An individual who may have interest or knowledge that would benefit the evaluation (local historian, etc.)

In undertaking a review of the proposed artwork, the evaluation committee must consider the following elements:

1. The extent that the subject matter represents the Town of St. Stephen (history, culture, etc.); and
2. The extent that the subject matter is appropriate to the location selected; and
3. Whether the artwork, or subject, is similar to any other mural or artwork already installed in the community.
4. Whether the proposed artwork meets the general guidelines for murals

GENERAL GUIDELINES FOR MURALS

Advertising:

Murals cannot include text that advertises a specific business or product. Additionally, trademarked symbols, text and business or artists names are not permitted in any mural in the Town. One exception is the one-square metre at the bottom of a mural where artist name(s) as well as sponsors may be listed.

Design:

When designing a mural there are some specific limitations such as:

1. Murals may not be used for commercial advertising or public information or solicitation of any kind. For example name of the artists, website address, blogs, brand names, logos, taglines, lengthy descriptions cannot be used in the artwork. However, a one square metre sponsor acknowledgement area can be located at the bottom corner or at the lowest point of the mural.

2. No tags or acronyms are permitted in the artwork, only wording meaningful to the public at large.
3. No inappropriate or controversial wording or images are permitted in the artwork
4. Local community must be consulted on the mural location and proposed artwork

Timelines:

Anyone interested in the installation of a mural should make application by March 31st of the calendar year in which the installation would take place. This would allow sufficient time for the review process(es) to be completed and project completed prior to unfavourable weather becoming an issue.

FUNDING OPPORTUNITIES

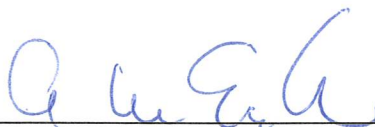
Council may, in their sole discretion, establish specific funding to support the development of murals with the municipal operating budget.

Those seeking to install a mural may also wish to explore:

Town of St. Stephen Community Grant
Fundy Community Foundation
Artslink NB

THE POLICY IS SUBJECT TO AMENDMENT OR CANCELLATION AT ANYTIME BY RESOLUTION OF COUNCIL.

Approved:



Allan MacEachern, Mayor



Jeff Renaud, Chief Administrative Officer