



Mural Policy and Guidelines

Corporation of the City of New Westminster

Planning Department

Mural Review Policy and Application Procedure

Murals should meet the following criteria:

1. Professional Art: done by a qualified artist. The mural should be signed and dated.
2. Design Review stages:
 - a) portfolio review by mural committee and/or Director of Planning;
 - b) review and approval of mural design and location by mural committee and/or Director of Planning.

Consultation with the local business association and neighbouring businesses is recommended. The mural committee can assist with this.

3. Design Guidelines:
 - a) Colour: consistent with the building. On historic buildings heritage colours are encouraged. On non-heritage buildings, classic colours are encouraged.
 - b) Material: durable, graffiti resistant and weather resistant materials.

- c) Workmanship: any support/ attachments must be approved by a professional structural engineer (e.g. wind loads); work on site not done by the artist must be supervised and approved by the artist.
- d) Theme: themes are not limited to, but could include themes that celebrate New Westminster's history, natural setting, or that promote tourism. However, other themes would be encouraged as well. Consideration will be given to themes that are of a purely artistic expression.
- e) Design: the mural should be consistent with the building style (e.g. heritage style on heritage building) and not obscure window openings.

Note: Murals may not be appropriate for some heritage buildings.

4. The identification of the sponsor(s) should be limited (i.e. no more than 10% of the mural surface). Other related text may be included up to a total of 25% of the mural area if this is consistent with the artist's approved concept. If there is a community notice component that can be used to promote community events (e.g. May Day, Hyack Parade, Fraserfest), consideration may be given to increasing the area for text if this is consistent with the artist's approved

concept. Any increase in the area of text requires the approval of the Director of Planning.

5. Community projects must be undertaken under the direction of a professional artist.

Mural Application Procedure:

1. An application may be made at any point in the design review process.
2. When the design review process is completed the application will receive "Preliminary Approval".
3. The application fee is \$50.00
4. When the mural installation has been completed the mural will receive an inspection by the Planning Department. If the finished mural is consistent with what was approved at the completion of the Design Review process the application will receive "Final Approval". This signed, final approved application form is to be considered the mural permit.

Guidelines for Mural Production

Public art murals can do much to beautify the urban environment and encourage community pride. Proper preparation of the site and mural production will guarantee that these pieces of neighbourhood art will remain in good condition for years to come.

Site Selection

Brick, plaster and concrete walls offer the best surfaces for the creation of murals. Wood and aluminium are not recommended for permanent murals, although marine grade plywood can be used if the edges are sealed properly. Murals can either be painted directly on the final surface, or on panels, which are fixed to the wall either before, or after painting.

Ideally, the mural surface will be smooth, although many murals have irregular shapes and rough plaster. Either way, the artist must inspect the surface before agreeing to paint it.

The major cause of damage to murals is water. Ensure that there is no water seepage from roof or ground level, and that there will not be snow piling against the wall. Also, check that the wall is sound, because if the mural is intended to last for a long time, the wall must do the same!

Wall Preparation

Concrete, Plaster and Brick Surfaces

- Pressure wash the surface to remove any dirt and existing paint, and ensure the surface is completely dry before proceeding further
- Scrape the wall to remove any additional loose material and ensure a smooth, solid surface
- Spackle or another type of filler should be used to fill cracks and holes

and to level uneven surfaces. Lightly sand the entire surface to even out the filled areas and to ensure the primer will adhere.

- Prime the wall with a latex primer to provide an even surface for the mural.

Reminder: As with any paint job, the quality of the surface preparation will determine the quality of the finished product. Make sure to follow all preparation steps, and consult with a qualified paint professional to determine the best type of filler and primer products to be used.

Paint

The paint possibilities are endless, and the best materials and methods should be determined by the nature of your project and in consultation with a qualified paint professional. Some of the options include:

Latex is much easier to work with than alkyd (oil) paint as it is water-soluble and easy to apply. Latex is definitely suitable for any interior murals or on surfaces that are sheltered from the elements. Latex paint should follow a latex primer

Alkyd (oil) paint, while initially harder to work with and requires the use of solvents, is more durable and resistant to fading and weathering caused by the elements. Oil paint should follow an oil primer.

Artist's *acrylics* can also be used, usually on top of a latex primer.

It is *strongly* recommended that an anti-graffiti topcoat be rolled on top of the mural after it has been completed. Besides providing protection from potential vandalism, this topcoat contains an ultra-violet ray protector to prevent fading of colours due to sun exposure. Make sure the artists apply a test patch of the topcoat, as some paints will crack or yellow or become water-soluble upon application.

Supplies

2" and 3" brushes can be used in large-scale projects, and artist brushes can be used for smaller details, especially portraiture.

Surgical gloves and masks can be used with oil paints if the artists have allergies to paint or solvent.

Reminder: The selection of paint and paint supplies should be made in discussion with a qualified paint professional and based on the needs of each individual project.

Maintenance

Pollution and water seepage cause the greatest damage to murals, and annual washing of the surface with a gentle soap will help minimize this damage. Water damage usually requires the scraping and repainting of the affected areas, but remember that effective surface preparation and a protective topcoat should eliminate this hazard.

The City disclaims any liability arising from reliance on information contained in this guide.



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