

# Park and Recreation Board Policy



Title: Mural Policy  
No. 25: 01-27-2022

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## 1. PURPOSE

To establish a process for the selection, placement, and maintenance of art murals at City of Dallas parks that complement and enhance the visual experience of park visitors. This mural policy is independent of the Park and Recreation Special Event Directive.

## 2. DEFINITION

“Mural” A mural is a painting or other work of art executed directly or primarily on a wall or adjacent permanent substrate. A mural can be created from various materials including paint, mounted mosaic tile, a collage of elements, and digitally produced imagery that is printed out and attached to the surface. For purposes of this policy, a mural does not include temporary works of art that wash away by elements of the weather (e.g., chalk drawings).

## 3. APPLICATION PROCESS

Any group or individual who wishes to paint or create a mural on park property must provide certain information to the Park and Recreation Review Committee (which includes one (1) representative from the Office of Arts and Culture and two (2) representatives from the Park and Recreation Department), the Park and Recreation Director and the respective Park and Recreation Board Member, to ensure conformance with all applicable city ordinances, including but not limited to land use and environmental regulations. **Mural applications will be accepted by the Park and Recreation Department beginning on August 1<sup>st</sup> ending on May 1<sup>st</sup>. A maximum of 2 murals per Council District can be approved per fiscal year.**

Information to be provided by the artist or supporting friends' organization (including but not limited to):

- a) Completed Mural Application
- b) Proposed installation location
- c) Proposed installation methods-including safety measures
- d) Appropriateness of content for general audiences
- e) Durability for defined life span between 1 to 5 years
- f) The artist's or supporting friends' organization's plan for maintenance during the defined lifespan of the art project

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- g) The artist's or supporting friends' organization's plan for removal upon end-of-life span or upon deterioration
  - h) The artist's or supporting friends' organization's plan for graffiti remediation
  - i) Required insurance as defined by the Office of Risk Management (obtained by applicant)
  - j) Supporting friends or neighborhood group endorsement (encouraged)
  - k) Youth (under 18) may participate in the mural design process. If youth are handling art materials, paint, painting tools, etc.; Park Maintenance Division will include that information in the volunteer waiver required for Youth (under 18) to be completed by the guardian

## 4. CRITERIA FOR ACCEPTANCE

Murals must meet the following criteria:

- a) Community murals must be undertaken under the direction of an experienced artist who can provide documentation of professional work commensurate with the scope of the mural project.
- b) Review of mural design and location must be approved by the Director, Park and Recreation Review Committee, and the Park and Recreation Board before work commences. Artist or supporting friends' organization will be provided a written Notice to Proceed when the approval has been done.
- c) Applicant must contact Park staff to plan and execute the community engagement process. Applicant must also engage the surrounding community, with Park staff and/or a Park Board Representative, in attendance, through at least two (2) public input meetings, one virtual meeting is acceptable, to help ensure mural art projects align with the community's priorities and values. The Park Maintenance and Operations Division will manage and support the process with the artist or supporting friends' organization, homeowner associations, and other similar organized groups. Bi-lingual public meeting notification flyers shall be mailed to property owners within a 500' minimum radius for mini and neighborhood parks and a 1000' minimum radius for community, metropolitan and regional parks. The notification radius for special use areas, linear and conservancy parks

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- will be either 500' or 1000' depending on comparable size and service classifications.
- d) Acceptable mural locations include exterior walls at bridge underpasses on trails, retaining walls, and walls attached to permanent structures in parks. Mural designs at historical parks or fixtures, on walking surfaces, or on living materials such as plant life, trees, etc., will not be accepted. Also, mural designs on the exterior of Recreation Centers are not accepted. Any mural existing as of the effective date of this policy shall not be subject to this policy. In addition, this policy is not applicable to, nor intended to alter or affect, murals or parks (or portions thereof) that are under management or other similar agreements that provide maintenance and programming of a park. Such agreements include but are not limited to agreements for the Arboretum, Klyde Warren Park, the Dallas Zoo, the Trinity River Audubon Center, MoneyGram Park, and parks maintained and programmed by Public Improvement Districts pursuant to an agreement with the City of Dallas.
  - e) Themes should be consistent with the surrounding area that enhance the park and could include nature, landscapes, and the scenic environment.
  - f) Murals cannot serve as advertisement.
  - g) Materials that are environmentally safe, durable, graffiti resistant, and weather resistant are required.
  - h) Proper preparation of the site and mural installation is required to preserve the mural during the term of the agreement. Murals painted directly on brick, plaster, and concrete walls offer the best surface for longevity.
  - i) It is the responsibility of the artist or supporting organization to develop a safety plan to observe during installation/deinstallation of the mural.
  - j) Mural Proposals must include a maintenance plan that provides for the following:
    - 1. If vandalism/graffiti to the mural occurs, it is the responsibility of the artist or supporting friends' organization to remove graffiti within 72 hours after notification. If the graffiti is not removed and the mural is not repaired by the artist or supporting friends' organization, the Park Department will

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- remove the graffiti using the department's standard removal materials.
2. Repairs to the mural are the responsibility of the artist or supporting friends' organization within 72 hours after notification by the Park and Recreation Department.
  3. It is the responsibility of the artist or supporting friends' organization to create and maintain the mural in good repair with periodic maintenance to be performed by the artist or supporting friends' organization. By submitting the application, the artist or supporting friends' organization agrees that should the mural be defaced and/or not repaired, maintained, and preserved to the satisfaction of the Park and Recreation Department, the Director has the authority to remove the mural.
  4. It is the responsibility of the artist or supporting friends' organization to develop a mural removal plan after the mural has reached its life expectancy. The site is expected to be returned to its original state.

**Note: All mural designs proposed for the interior of the Recreation Centers must also be approved by the Park Board.**

If the mural application is accepted, the artist is expected to begin installation within 6 months after the permit is issued. If installation does not occur within the required timeframe, the applicant will be required to resubmit an application. Also, the applicant will enter into an agreement with the City of Dallas through the Park and Recreation Department that outlines the terms and conditions of the work to be performed at a Dallas park. By approving the mural project, the City of Dallas Park and Recreation Department does not assume any financial obligation of its creation, upkeep, or repair. It is the responsibility of the artist to create and maintain the mural. The City of Dallas requires that the mural be kept in good repair.

If a denial of the project is recommended, the application will be returned to the mural applicant.

This Policy does not apply to murals that are categorized as Public Art. Murals on park property are approved by the Park Board.