MIDVALE CITY
RESOLUTION NO. 2019-R-51

A RESOLUTION AUTHORIZING THE IMPLEMENTATION OF A PILOT OF THE MIDVALE MURALS PROGRAM

WHEREAS, City Council desires to encourage and provide opportunities to incorporate public art throughout Midvale City; and

WHEREAS, Midvale City Staff have drafted a program designed to incentivize the creation and maintenance of murals throughout Midvale City; and

WHEREAS, the cost of the program pilot shall be $4,500; and

WHEREAS, Midvale City Staff and Council Members held a discussion about the program at the regular Council Meeting on October 15th, 2019; and

WHEREAS, City Council has evaluated the program and considered the cost of its administration and incentives; and

WHEREAS, City Council desires to launch a three-project pilot of the proposed program.

NOW THEREFORE BE IT RESOLVED BY MIDVALE CITY COUNCIL, that they do hereby authorize the implementation of the pilot of the Midvale Murals Program in the form attached subject to such other terms and conditions as recommended by the City’s legal counsel.

APPROVED AND ADOPTED this 19th day of November 2019.

ATTEST:

Rori L. Andreason, MMC
City Recorder

Voting by the City Council
Bryant Brown
Paul Glover
Quinn Sperry
Paul Hunt
Dustin Gettel

“Aye”

“Nay”

Robert M. Hale, Mayor
MIDVALE MURALS PROGRAM PILOT

PURPOSE: To meet the rising interest for Public Art by partnering with private property owners with the goal of establishing murals throughout Midvale City.

GOAL: To establish three new murals by 6/30/2020.

INITIAL FUNDING: $4,500

OVERSIGHT: The program will be managed by the Midvale City Staff.

ADVERTISING: The program will be published on the City's Website and social media pages for public participation.

APPLICATION: Applications for the program must include:

- Property owner's affidavit.
- A detailed plan for the mural including the artist's information, rough sketches, dimensions, and materials.
- A photo of the wall on which the mural will be painted.
- A timeline for the installation of the mural.

REIMBURSEMENT: Midvale City will reimburse property owners for the cost of the creation and installation of the murals at the lesser amount of $30.00 per square foot or $1,500.00. Invoices and proof of payment must be submitted for the reimbursement.

MURAL APPROVAL COMMITTEE: The Mural Selection Committee will consist of six members.

RDA Representative
City Planner
Council Member
Community Member
Public Information Officer
Assistant City Manager

PROCESS: Any owner of real property that is within Midvale City boundaries may apply. Applications will be reviewed by the Mural Selection Committee for acceptance into the program. If an application is selected, the property owner will oversee the installation of the mural. After installation is complete, proof of costs may be submitted to the City for reimbursement. Once reimbursement payments have been made, the owner must maintain the mural for five years.

CRITERIA: Applications will be selected based on proximity to a major pedestrian or vehicular thoroughfare, quality and condition of the proposed wall the mural will be installed on, adherence to all Regulations for Submittal, and aesthetic excellence.
RESTRICTIONS: In sponsoring and organizing the Midvale Murals Program, Midvale City is engaging in Government Speech and has not and does not intend to create a public forum of any capacity. Any mural application submitted to the Midvale Murals Program will be subject to the following restrictions:

1. The mural's visual imagery shall be appropriate for all members of the public.
2. The mural may not contain sexual images.
3. The mural may not contain violent images.
4. The mural may not express messages of partisan politics.
5. The mural may not express religious messages.
6. The mural may not express any commercial or advertising messages.
7. The mural may not infringe on existing intellectual property rights.

These restrictions do not represent the entirety of reasons an application may be rejected and are subject to change at the will of the Mural Approval Committee.