

PUEBLO CONSERVANCY DISTRICT MURAL GUIDELINES AND APPLICATION

Revised 10/13/19 CR

Thank you for your interest in designing a mural for the Pueblo Conservancy District Levee located along the banks of the Arkansas River in Pueblo, Colorado. To effectively implement a successful mural program, which will ensure consistency and aesthetic value in the community, it is important applicants adhere to the following guidelines. This will ensure the best possible results.

Applications to paint a mural on the Arkansas River levee and the guidelines associated with the painting can be downloaded from the Pueblo Conservancy District website; <http://www.pueblolevee.org>

For additional application information and clarification please contact the representative for the Pueblo Conservancy District:

Bud O'Hara at: roger.watercandy.sherry@gmail.com

General Guidelines

These guidelines provide anyone who wants to place a mural on the Pueblo Levee with a reasonable process that safeguards both the interests of the community, the Pueblo Conservancy District (PCD) Board and the artists. These guidelines are designed to ensure the murals within the PCD will enhance the community's appearance.

Murals are considered public art, neither billboards nor signs. Murals containing logos (except for logos of High Schools in Pueblo County, CO), slogans or advertising messages are considered signs and are not allowed on the levee.

No murals may be placed on the Pueblo Levee without the written approval from the PCD or its representatives after application for approval by the artist, in accordance with these guidelines. A \$100 fee must accompany the application, in the form of cash or cashiers check. 50% of this fee will be refunded if all these regulations are fully and timely complied with. The remaining 50% will go to buy primer for use on the levee.

Design and Content

Murals on the levee could be based on one or more of the following themes: natural beauty, the heritage of any ethnic group, history of the community including but not limited to Fort Pueblo, immigration and cultural history, water, smelters, steel mill and mines, farming, ranching, industry, wildlife, transportation or similar related themes. The mural may not contain obscenity, anything gang related, profanity, racial slurs or sacrilegious information.

The bottom of the mural must be 3 ft or more above the highwater line on the levee. The width of the mural should be a minimum of 12 ft. and maximum width is limited only by the artist and as approved by the committee. The average height of the levee is 25 to 28 feet tall as a painted surface. The height and width must be shown on the application to place a mural on the Levee. Identifying the proposed location on the levee using PCD Identification markings will be assigned by PCD.

The artwork must be for outdoor display. The maintenance and conservation requirements must be included in the application. Signing and dating your mural is not required but encouraged. All names and signatures must be placed in the lower right corner of the final artwork. A sponsoring companies name and logo may be placed in this same area. This artist name/logo area can not be larger than 8 ft. x 5 ft.

Requirements for Mural Design and Application

- A color scale rendering (no larger than 8 1/2 " by 21") of the proposed design, including any text.
- The mural should be an original design.
- Timeline for starting and completing the project. Must start no later than 30 days after approval by the PCD and be completed no later than 60 days after commencement. Special conditions will be considered if this length of time is exceeded.
- Artist painting hours must be coordinated with PCD or its representative. A coded lock is on the chain and the code will be shared with the artist painting at the time.
- Lead artist's qualifications and examples of previous work if possible.
- Proof that the planned mural can be completed must be shown.
- Latex exterior paint will be utilized by the artist.
- The artist should agree to maintain the mural in good condition. If, in the opinion of the PCD, the mural is not being properly maintained, the PCD reserves the right to touch up the mural after giving written notice to the applicant. The condition of the murals will be reviewed each year.
- No one under the age of 18 shall have access to the Levee for placing a mural on the Levee, unless a special situation is presented to and approved by the PCD.
- The artist shall indemnify and hold harmless the PCD for any and all damage to the Levee including damage caused by paint or other materials spilling on the Levee or into the water and for any claim of plagiarism by other artists or institutions.
- While the mural is in progress the artist shall be responsible for cleaning the mural site daily of all paint, brushes and other materials brought onto the site (including but not limited to food and beverage packaging).

Mural permit applications by PCD approval neither warrants or guarantees that after creating the mural will be preserved or remain intact for the designed life span of the mural. If the artist wishes to preserve the mural, it is his or her responsibility to provide maintenance for the mural. PCD does not assume any maintenance responsibility for the mural.

Access across the railroad yards is not allowed, under any conditions. The only currently approved access to the north side of the Levee is in the 1900 block of West 11th Street. Turn south and drive under the old concrete railroad bridge (very low clearance) to the locked chain gate. A combination lock that can be changed frequently is on a cable across this gate. The gate must be locked behind the artist once he/she has entered. This is a heavy cable and may require two people to lock. Vehicle access will be allowed at this location. Access to the levee facing along the south side of the Arkansas River is available from the bike/pedestrian path.

The Pueblo Conservancy District, its board of directors, staff, contractors or consultants assume no liability for the safety of the artists or helpers. The safety of the artists is at their own risk.

RELEASE OF LIABILITY

The undersigned, being over 18 years of age, hereby releases PCD, the City of Pueblo, all agencies, public or private, and their Board of Directors, employees, and agents from any and all liability that may occur because of accident or injury in my accessing the Pueblo Levee for the purpose of painting a Mural on the Levee. I agree to take full responsibility for my actions, and those of my agents or employees while working on or in connection with the Pueblo Levee Mural Project. I acknowledge having read and understood the Guidelines stated above and further acknowledge that any and all mural designs must be approved in writing by the Pueblo Conservancy District before any painting is done on the Levee.

I submit with this Application all required submittals pursuant to the Guidelines.

I agree to report to the Pueblo Conservancy District within 24 hours of any accident that may occur in my accessing the Pueblo Levee.

I sign this as my free and voluntary act.

Signature of artist

Name of artist (print): _____

Date: _____

Address of artist (print):

Phone Number/Email address of artist:

Application must include the following:

1. ___ A color scale rendering (no larger than 8 1/2 " by 21") of proposed design, including any text.
2. Mural Dimensions Height_____ Width_____

3. ___ Identification of the proposed location on the levee using Pueblo Conservancy District Identification markings will be assigned by PCD.

4. ___ Mural subject/title _____
5. ___ The mural must be an original design.
6. ___ Timeline for starting and completion of the project must start no later than 30 days after approval by the PCD and be completed no later than 60 days after commencement. Special considerations will be considered if this length of time is exceeded.
Start Date _____ End Date _____
7. ___ Lead artist's qualifications and examples of previous work, if possible.
8. ___ Proof that the planned mural can be completed must be shown.
9. ___ Latex exterior paint utilized or other paint upon approval by PCD ___
10. ___ No one under the age of 18 shall be allowed to have access to the Levee for placing a mural on the Levee, unless a special situation is presented to the PCD for review.
11. ___ The artist shall indemnify the PCD for any and all damage to the Levee including damage caused by paint or other materials spilling on the Levee or into the water.

___ **Mural Application Approved** Date _____

Application # _____

___ **Mural Application Denied** Date _____

Due to the following _____