

## **PUEBLO CONSERVANCY DISTRICT MURAL GUIDELINES**

### **AND APPLICATION**

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.

For additional application information and clarification please contact the Representative for the Pueblo Conservancy District: Mr. Rick Kidd, at 719-544-5239; rkidd@kiddengineering.com.

#### **General Guidelines**

These guidelines provide a 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 reputation in the State by encouraging creative and attractive mural art.

Murals are considered public art, and are 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 unless specifically approved by the PCD Board as sponsorship identification.

No murals may be placed on the Pueblo Levee without the written approval from the PCD Board after application by the artist for approval in accordance with these guidelines and recommendation from the PCD Art Committee. A \$10.00 fee must accompany the application, in the form of cash or cashier's check. The PCD Art Committee will be appointed by the PCD Board and will consist of two PCD Board members, two members from the art Community of Pueblo recommended by Cindy Ramu and three Pueblo business persons. This committee shall make recommendations to the PCD Board for approval of artwork. The decision of the PCD Board shall be final, but shall not preclude an artist whose work was not considered to be in the guidelines or acceptable from resubmitting another proposal consistent with the guidelines.

#### **Design and Content**

Murals on the levee should be based on Pueblo's past, present or future as it relates to one or more of the following themes: natural beauty, the heritage of any ethnics group, history of the community including but not limited to Fort Pueblo, immigration, cultural history, water, smelters, steel mill and mines, farming, ranching, industry, wildlife, transportation or similar related themes. The PCD Board will establish areas on the Levee at which themes other than as set forth herein may be allowed. The mural may not contain obscenity, anything gang related, profanity, racial slurs or sacrilegious works of art.

The bottom of the mural must be three feet 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 for permission to place a mural on the Levee. The PCD Board shall assign the location on the levee for painting of approved artwork.

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 company identification may if approved by the PCD Board be placed in this same area. This artist name/company identification area cannot 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 consistent with the Design and Content provisions in these guidelines.
- A paragraph explaining the artist's thoughts on how the proposed work is consistent with the Design and Content provisions in these guidelines shall be included with the application.
- 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 of painting unless an extension is requested and approved. Artist painting hours must be coordinated with PCD or its representative. A coded lock is on the chain providing access to the levee and the code will be shared with the artist.
- 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.
- By applying to paint on the Levee, the artist agrees that if the application is accepted, the artist shall 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 or delete 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.
- By applying to paint on the Levee, the artist agrees to 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. If the artist's application is accepted by PCD the artist is bound by this indemnification provision.

- 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). PCD reserves the right to revoke the permit to paint if the artist fails to comply with this requirement.

PCD approval to paint a mural neither warrants or guarantees that 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 a 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 11<sup>th</sup> 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 assumes no liability for the safety of the artists or helpers. The safety of the artists is at their own risk.

**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. A paragraph explaining the artist's thoughts on how the proposed work is consistent with the Design and Content provisions in the Mural Guidelines.
4. Mural subject/title\_\_\_\_\_
5. Proposed Start Date\_\_\_\_\_ End Date\_\_\_\_\_
6. Lead artist's qualifications and examples of previous work, if available.

**ACKNOWLEDGEMENT AND RELEASE OF LIABILITY**

If the undersigned's artwork is approved to be painted on the levee, the undersigned agrees to commence the artwork within 30 days after approval of the PCD Board and complete the artwork within 60 days from the date the work begins unless an extension of time for completion is approved by the PCD Board. The undersigned further agrees to make every effort to keep paint out of the river. The undersigned further agrees to rent appropriate ropes, harnesses and if desirable a paint platform to insure the artists safety. No more than two persons should be working on a mural at any time.

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 the undersigned or anyone assisting the undersigned accessing the Pueblo Levee for the purpose of painting a mural on the Levee. The undersigned agrees to take full responsibility for his or her actions, and those of his or her agents or employees while working on or in connection with the Pueblo Levee Mural Project. The undersigned acknowledges 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 Pueblo Conservancy District Mural 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:  
\_\_\_\_\_

Board Action:  Mural Application Approved  
 Mural Application Denied

Date: