

Roseville MURAL PROJECT

Blue Line Arts Request for a Proposal

With Roseville's last public arts project coming to an end over a decade ago, our community is long overdue for a creative invigoration. Blue Line Arts with the support of the Downtown Roseville Partnership, is working with local property owners and artists to install new murals by spring 2019.

The Roseville Mural Project not only aims to beautify the public spaces of our city, but to create the opportunity to experience art in daily life. During the installation of the murals, audiences will be exposed to the unique creative processes of the artists and self-guided walking tours of these works along Vernon Street will make the work thoroughly accessible. This project aspires to trigger our imagination and create a deeper sense of community in the city of Roseville.

Project Description: Blue Line Arts is seeking a creative, vibrant and engaging design proposal for a two-dimensional, outdoor, mural in Downtown Roseville. Artists are welcome to submit a proposal on their own or as a group.

Mural Locations (see Visual Support Materials below for wall diagrams):

1. Location A: Project Go Building, 801 Vernon Street, Roseville, CA
2. Location B: Lucy's Hair Salon Building Wall: 104 Lincoln Street, Roseville, CA
3. Location C: Bill Smith Photography Building Wall: 111 Vernon Street, Roseville, CA
4. Location D: Abbey Carpet Building Wall: 501 Vernon Street, Roseville, CA
5. Location E: Blue Line Arts Gallery Parking Garage Wall: 405 Vernon Street, Roseville, CA

Artwork Location Description: The selected artist will be contracted to paint a mural on the exterior wall of the location. The mural must be original and unique to the site. The mural must be two-dimensional with no protrusions from the wall surface. The final mural should visually activate as much of the length of the wall as possible. The mural may be a single overall image or multiple images that create an overall composition.

Site or Artwork Location Plans: Interested applicants are encouraged to visit the site before submitting an application. Proposed designs must follow the City of Roseville's Downtown Specific Ordinances (attached to the end of this document) to ensure approval by the Minor Design Review Permit process.

Total Project Budget: \$2,500

Budget Description: A maximum of a \$2,500 commission for the artist(s) selected to realize their work. The selected artist will sign an agreement with the Property Owner which must be sufficient for all elements of the project and will be valid for up to two years after its completion. Blue Line Arts will provide each artist or team with basic supplies: mural paint, brushes and a scissor lift. Artist(s) will submit a detailed project budget for all costs associated with the project including all materials cost, supplies and commission. Applications that represent a realistic and conservative budget will be given priority in the selection process.

Selection Process: one artist or team will be selected for each location of the mural project and pending a Minor Design Review Permit process by the City of Roseville—to be approved before starting the project.

All eligible applications will be screened by a Selection Committee. The Selection Committee will consider all approaches to the project, including traditional and street art painted designs. Mural content should not contain political or religious themes. All professional artists or artist teams living in the greater Placer County/Sacramento area are encouraged to apply. If artists are applying as a Team, the Team should be listed on the application form, specifying a Team leader to receive notifications.

Selection Criteria: Artists will be selected based on the following

- Aesthetic Excellence – the aesthetic quality of the artwork upholds the principles of art and design excellence, originality and innovation
- Artist Experience – Experience in creating public art of similar scope and scale
- Relevance/Theme – Design must be appropriate for the site and contextually relevant to the Downtown Roseville community audience. The design must be clear and legible when enlarged to the final scale dimensions of the site location as well as translatable to the final media.

Notifications of Selection will be sent via email on: Thursday, March 7th 2019

Project Timeline:

- a. **Deadline to Submit Proposal:** Thursday, February 28th 2019 at 11:59PM
- b. **Notifications sent to Artists:** Thursday, March 7th 2019
- c. **Anticipated Execution of Minor Design Review:** March 18th, 2019
- d. **Timeline for Selected Artist(s) to Start and Complete Project:**
Monday, May 29th through Friday April 17th 2019
- e. **Special Events hosted by Blue Line Arts:**
 - i. **Artists Panel Discussion Event:** Saturday, May 25th 2019
 - ii. **3rd Saturday Art Walk & VIP Unveiling Event:** Saturday, May 18th 2019

Artist Eligibility: Artist (s) must be 18 years or older to apply. This call is open to all artists who legally reside and are eligible to work in the United States. Proof of residency/work permit documentation may be requested.

Application Requirements: All artists must fill out the online application form before the deadline on February 28th to be considered: www.BlueLineArts.org/Call-to-Artist

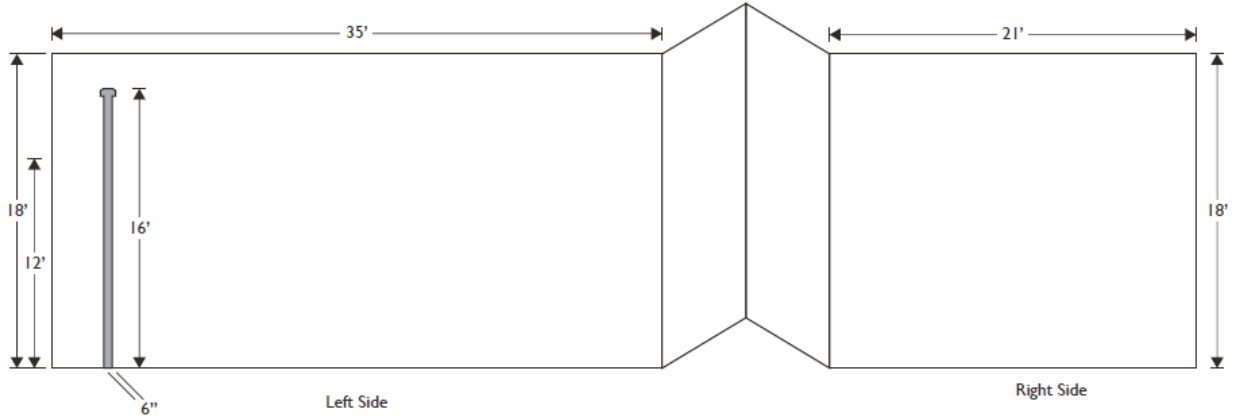
Call to Artist deadline to apply: Thursday, February 28th 2019 at 11:59PM

Sources for Additional Information: www.BlueLineArts.org/RosevilleMuralProject
For general questions about the Mural Project and application process please contact MaryTess Mayall, Blue Line Arts Co-Director: programs@bluelinearts.org
For specific questions about the Downtown Specific Ordinances & the Minor Design Review Permit process, please contact Greg Bitter with the City of Roseville: gbitter@roseville.ca.us

Visual Support Materials: Diagrams of the wall dimensions for each mural location

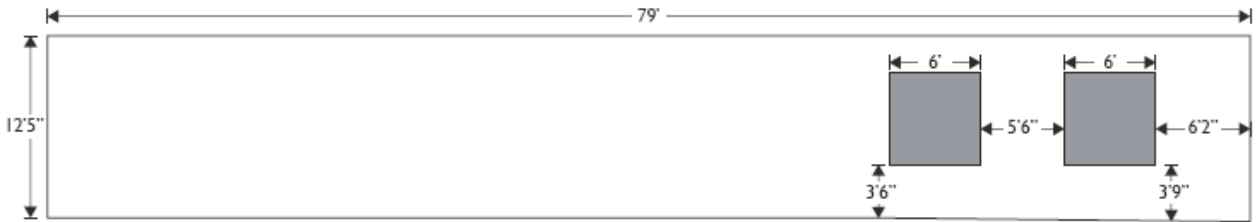
Location A: Project Go Building, 801 Vernon Street, Roseville, CA

Location A: Project F10



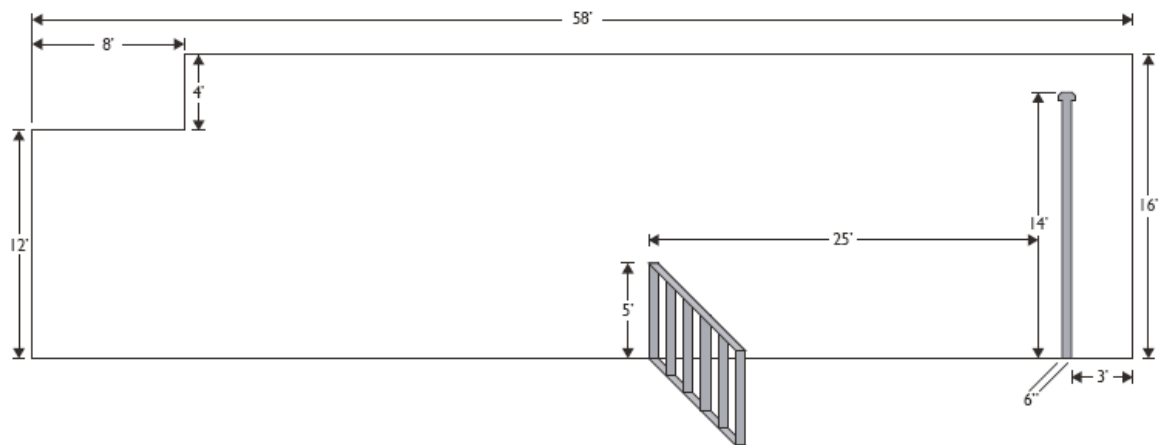
Location B: Lucy's Hair Salon Building Wall: 104 Lincoln Street, Roseville, CA

Location B: Lucy's Salon



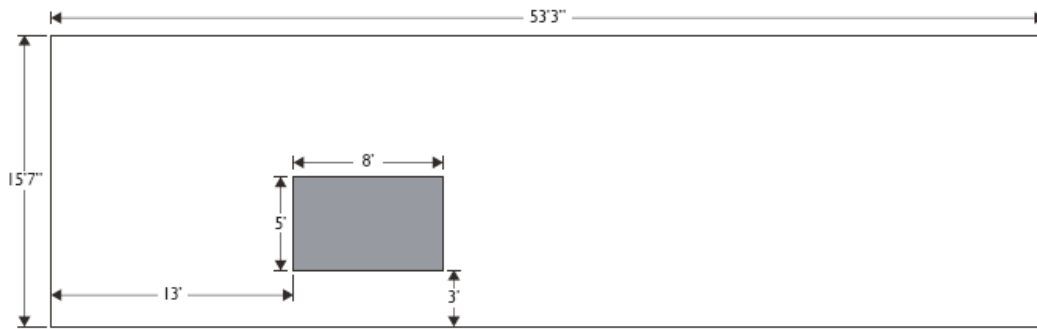
Location C: Bill Smith Photography Building Wall: 111 Vernon Street, Roseville, CA

Location C: Bill Smith Photography



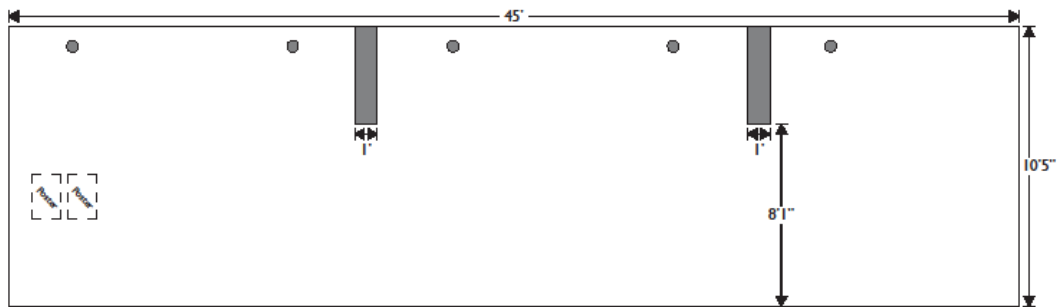
Location D: Abbey Carpet Building Wall: 501 Vernon Street, Roseville, CA

Location D: Abbey Carpet



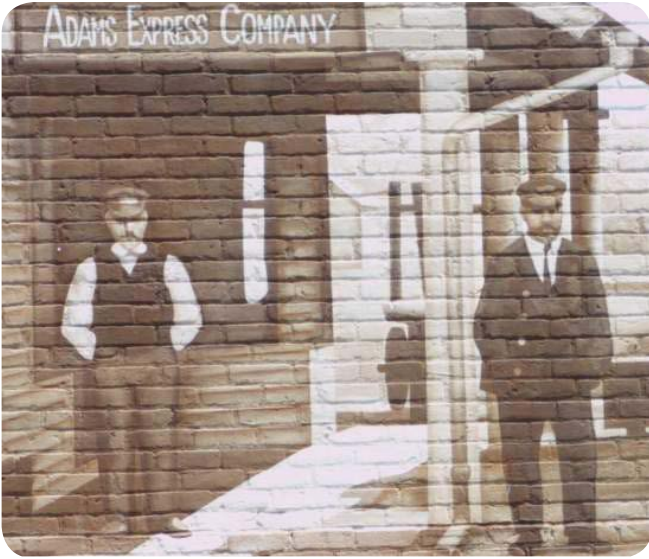
Location E: Blue Line Arts Gallery Parking Garage Wall: 405 Vernon Street, Roseville, CA

Location E



7.0 Downtown Specific Ordinances

7.11 Downtown Murals



A. Purpose

In order to effectively implement a successful mural program for the Downtown that will ensure consistency and aesthetic value in the community, it is important that potential applicants adhere to the following policy and standards. The policy and standards that follow are intended to provide a reasonable process that will safeguard the interests of the community, as well as those of the individual building/property owner.

B. Applicability

The purpose of the Downtown mural program is to enhance the commercial activity in the various commercial districts within the Specific Plan area. The following Downtown Specific Plan Districts will allow murals: Washington Boulevard, Washington Boulevard Intensified, Old Town Commercial, Vernon Street, Douglas Boulevard and the Dry Creek Districts. For purposes of the Downtown Code, murals shall not be considered signs as defined by Title 17 of the Roseville Municipal Code.

C. Permit Required

Prior to the application of any mural to a building façade, a minor design review permit (MDRP) as described in Chapter 19.74 C(1) of the Zoning Ordinance, shall be obtained from the City of Roseville Planning and Redevelopment Department.

D. Design Criteria

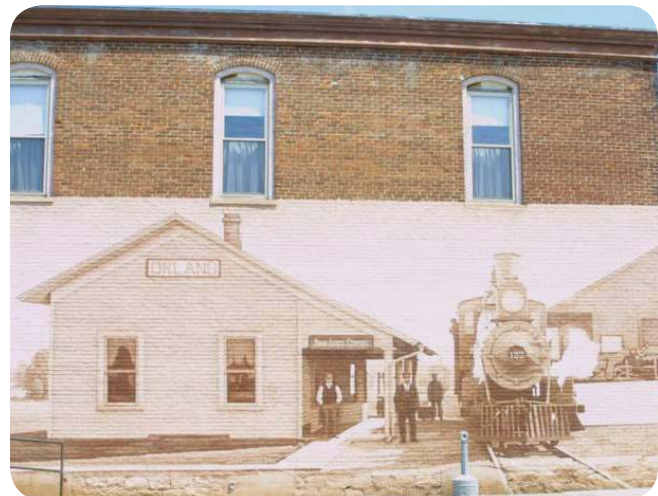
The following provides the design criteria that needs to be considered as part of the development of a building mural:

1. Location

Murals shall be constructed on a building face that is clearly visible to pedestrians and motorists. Specific to the building itself, and to the extent possible, the mural image should be located on the sides/walls of buildings that are readily visible from the street/sidewalk.

2. Design Characteristics

Given the historical nature and area of Downtown, the mural shall be of historical significance, reflecting the growth and development of the City of Roseville and the surrounding area, or should be of such high quality and relevance to downtown Roseville,



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as appropriate. The mural shall provide a public art benefit to the area and shall not add visual clutter. Potential subject matter may include images representative of historic eras important to Roseville, such as the citrus and vineyard industry periods; significant local historical figures, such as early settlers, community members, etc. who have made valuable contributions to the community; significant buildings/structures; or significant events/activities.

3. Materials

Murals shall be of exceptional design and quality and incorporate high-quality materials that enhance the overall development and appearance of the site. The materials used may include paint (preferred method) or other artistic mediums, such as tile or mosaic which are appropriate for an outdoor location. Materials used to produce the mural shall be long lasting and graffiti-resistant to the greatest extent possible.

4. Colors

Vibrant mural colors are encouraged, but should be complimentary and harmonious with the exterior colors of the building structure. Under no circumstances will neon, fluorescent or reflective type colors/materials be permitted.

5. Size

The size of the mural will be dependent upon the size of the building surface selected. The size of the mural can vary dependent upon the overall uninterrupted wall space that the mural is proposing to occupy. The overall size shall be based on how the mural integrates with the building architecture and will be reviewed as part of the Design Review process.

6. Advertising

A mural shall not contain commercial advertising. The exception will be the inclusion of a historic advertising theme that is unrelated to business activities within the building/structure. Additionally, the mural artist's signature may appear on the finished mural provided that it does not detract from the mural display.



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7. Building Architecture

The mural, by its design, construction, and location shall enhance and not obscure or detract from the significant architectural features of the selected structure.

8. Relation to adjacent properties

A mural shall not have an adverse impact on adjacent properties or the permitted use thereof, and should contribute to the unique character and quality of the pedestrian environment within Roseville's downtown.

E. Care and Maintenance

1. Responsibility

Any mural produced on a private structure shall become the physical property of the property owner. As such, the building owner is responsible for the care and maintenance of the mural, and any costs associated with maintenance, repair, and/or removal of the mural.

2. Neglect of Maintenance

If, for whatever reason, the City has found that the mural is in a state of poor condition, the building owner will be notified in writing, and required to make the necessary repairs

within 60 days of official notification. If the repairs are not made within the specified time period, the City reserves the right to repair or remove the mural at the property owner's expense.

F. Approval Process

The approval process shall be a Minor Design Review Permit as established in Chapter 19.74 of the Zoning Ordinance.

1. Formal Application

Any entity desiring to construct a mural on a building in the Downtown shall submit a Minor Design Review permit application. Accompanying the application will be a color scale rendering of the proposed project which shall be submitted to the Director, or his/her designee. This application will be reviewed for appropriateness of design, content accuracy, proposed building location and any other information required to complete the process. Mural designs that do not meet all of the design criteria may be denied, or accepted with required modifications.



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2. Appeal of decision

Mural designs that do not receive approval may be appealed. The Director's decision to deny an application may be appealed to the Design Committee, following filing of a written appeal and payment of the required appeal fee as described in Chapter 19.80 of the City's Zoning Ordinance.

3. Schedule

Applicants are required to begin their mural project within 60 days of approval and are required to complete the mural project within nine months of the approved Minor Design Review Permit.

4. Building Owner Authorization

The Minor Design Review Permit application must be signed by the property owner. This signature represents the owner authorization to proceed with a mural at the site.

