

GUIDELINES – MURALS

Purpose: These guidelines outline the process and requirements for applicants seeking CRA funding for murals, with a focus on defining the responsibilities of both artists and property owners. The program is available to property owners and limited to non-residential and mixed-use buildings within the CRA subarea.

Design and Location Requirements

- A conceptual design for the mural must be submitted for review.
- Murals must be visible from the street. Staff will evaluate the proposed location to ensure it is appropriate.
- Per Section 122-968, City of Ocala Code of Ordinances, a no-fee permit is required for any public art and is subject to review for compliance with the City's public art policy.

Maintenance and Quality Standards

- Murals funded by the program must be maintained by the property owner for at least five (5) years.
- The final product must be sealed with an ultraviolet, fade-resistant clear coat.
- The grant application includes an acknowledgment from the property owner regarding the maintenance term.

Ineligible Content

- Murals may not include:
 - Advertisements for goods, services, or merchandise associated with adjacent businesses.
 - Alcohol, tobacco, adult entertainment, or any obscene or offensive materials.
- Letters, numerals, logos, emblems, or figures used to promote businesses are not allowed.
- Any design that may be classified as a sign.

Consequences of Non-Compliance

- If the applicant fails to meet the guidelines and criteria for mural installation, the application will not be funded.

Submission Requirements

- Due to the specialized nature of mural projects, only one quote is required for this particular work item. Two quotes must be submitted for all other work items.
- The quote must include an itemized list of expenses, such as artist fees, materials, insurance, wall preparation, sealing, scaffolding, etc.
- In addition to the other submittals detailed in the Program Guide, Applicants must provide:
 - Images of a color rendering or proposed mural project.
 - Images of the site and building where the mural/photo will be placed.

Artist Participation

- All participating artists must be active members of the Public Art Roster.
- Staff maintains a registry of artists for the roster, updated annually through submissions solicited via the City's website, distributed press releases, and promotion on arts platforms such as Americans for the Arts. Admission to the roster is not an endorsement of the artist.

Application Review Process

- All eligible applications must be reviewed at scheduled meetings of the Ocala Municipal Arts Commission (OMAC) before being presented to the CRA Advisory Committee and the CRA Board.
- OMAC members evaluate the conceptual design for the mural and may consider:
 - Size, shape, location, configuration, and use of the building/site.
 - Formal and stylistic elements, materials, and thematic congruity of the project.
 - Feasibility of the project.

OMAC Recommendation

- Staff will seek a recommendation from OMAC for approval or denial based on the considerations stated above.
- Staff may negotiate changes to submissions due to community feedback, space constraints, time limitations, or other factors.