



MURALS

on Private Property
Toolkit



This Toolkit has been created to assist artists, property owners, businesses, community organizations and groups in the application and creation process of a mural on private property in the City of Kingston. Please read the Murals on Private Property Guidelines in full before reviewing this toolkit and when planning for an application to install a mural on private property.

What is a mural?

Mural means a design or work of art applied directly to a wall either on affixed panels or painted for the purpose of artistic expression, decoration, and public art.

Murals can have many benefits including making a neighbourhood more welcoming, encouraging community participation and reflecting a community's history and creating a strong sense of place.

Murals are not to be used for commercial advertising, public information, or solicitation of any kind. This includes the use of business names, operating hours, menu information, supplier names, etc.

Location and Size of Mural

When considering the location and size of the mural, keep in mind the following:

- Consider where on a building's exterior the mural will be installed and how large the mural can be; murals do not need to take up an entire wall to be impactful.
- If there are mixed surfaces (i.e., brick and concrete) on a wall, this should be considered in the design.
- Smooth surfaces such as concrete or plaster work best.
- Depending on the condition of the mural surface, it may be best to install the mural on a sign board or treated plywood and install it on the wall so that it can be removed and more easily maintained.

Don't forget to check if the location is a designated or listed heritage property through the City of Kingston Heritage Registrar. Murals to be installed in the Lower Princess Heritage Character Area are also subject to different requirements depending on the proposal.

Questions related to designated or listed heritage properties, as well as the Lower Princess Heritage Character Area, can be directed to HeritagePlanning@CityofKingston.ca.

You can also check in with the City's Arts & Culture Services Department about other permits that may be required, depending on your location (PublicArt@CityofKingston.ca). Note that any approved mural through the application process will not be required to obtain a Signs permit through the Signs Bylaw 2009-140 and is exempt from Section 4.17 Graffiti in the Property Standards Bylaw 2005-100.

Engaging Artists

If you already have an artist in mind to work with, great! If you are looking for a mural artist, there are many in Kingston. Contact the Arts & Culture Services Department to discuss artist options (PublicArt@CityofKingston.ca). You may also want to consider providing a skill development opportunity for an emerging artist who has experience making art but is new to large-scale mural projects.

Make sure to discuss the following with an artist before submitting an application:

- Budget – important:
 - An Artist Fee should always be paid that includes both a fee for an initial design and a design revision fee if required. Artist fees may include budget for materials.
 - Canadian Artists' Representation/Le Front des artistes canadiens (CARFAC) provide a fee schedule (CARFAC.ca/tools/fees) that identifies a set base fee for working with visual artists. It sets minimum recommended rates for the use of artwork and certain services that visual artists provide.
- Key objectives
- Design concepts
- Timelines
- Installation plans
- Maintenance plans

It's recommended that the artist enters into an agreement for the mural project to ensure that all expectations are clearly established.



Artist: Peru Dyer Jalea/ Peru 143
Title: Kingston: A Moment in the City
Photography: Chris Miner

The Agreement should include the following:

1. Roles and responsibilities of each party

- Who is responsible for site prep, materials (sourcing, purchasing and storage), additional permits (if needed), installation, site clean-up, and maintenance.

2. The Mural design

- Ensure that design revisions (quantity, cost) are included
- A final description and image
- Anticipated lifespan of the mural once installed

3. Installation plan and timeline

4. Payment schedule

5. Ownership/copyright and considerations for future usage

6. Artists Moral Rights

- Codify and protect the artist's association with their creative work under copyright law

7. Maintenance requirements and responsibilities

- What happens if it gets tagged or what happens if it prematurely deteriorates

8. Insurances

Mural Design and Materials

It will be helpful to include some general design concepts created by the artist in your application, to ensure it is eligible in terms of content. Keep in mind that the application requires a rendering of the proposed artwork – an image superimposed on a photo of the wall or site.

Design considerations

- The mural should be composed of a colour palette that compliments the colours, aesthetic or architecture found within its location.
- Artist names, property owner names, funder names and sponsor names may be incorporated but should not exceed 5% of the design.
- The paints and materials used should not chemically corrode nor compromise the integrity of the building's exterior or structure.
- Reflective, neon and fluorescent paints should not be used.

Material considerations

- Primer is recommended for murals to ensure an even application of paint for the mural design, and to help with especially porous surfaces.
- It is important to use a primer appropriate for the surface being painted. Additional information can be found by contacting a supplier of architectural coatings or a paint manufacturer/supplier.
- Masonry conditioners may be recommended depending on the surface type.

Whether applying the mural directly to the wall surface or onto another surface such as plywood, the following considerations are recommended related to paints and additional coatings:

- If using aerosols, then it is recommended that a high-grade exterior aerosol paint is used. These paints have UV protection to prevent colors fading in direct sunlight, are mold, mildew and rust safe and provide a more saturated colour.
- Exterior grade acrylic-based paints are also recommended as they are weatherproof, UV safe and tend to dry quickly when applied in the correct conditions.
- Depending on the mural site, an exterior grade, UV proof and anti-graffiti coated vinyl may be an option.

Installation

When planning to install an exterior mural, it is recommended that the following considerations be made:

Site and Safety:

- Ensuring a safe work site for the artists and the public is essential.
- Ensure everyone participating in installing the mural has the appropriate Personal Protective Equipment (PPE), including painting gloves, goggles, and a respirator or mask when using aerosols. Consider using pylons to block off your work site even if an encroachment permit is not required.

- Use drop-cloths for the paint site to protect the ground surface from spills.
- Ensure there is an environmentally safe clean up plan in place, including supplies such as rags, water, buckets and cleaner.

Additional materials to have on site for a mural installation include:

- Brushes, rollers, roller trays and roller tray liners, sponges, saran/cling wrap (for wrapping rollers and brushes between uses or at end of day).

Weather and climate:

- The mural surface will need to be dry for paint to adhere.
- Most exterior paints have temperature and humidity guidelines for application and cure time. Try to plan for an installation period that is dry and with low humidity.
- Tents and tarps can be used to protect mural sites from weather if needed.

Mural Site Prep:

- Wall preparation – ensure there are no large cracks or other surface discrepancies that need to be corrected prior to the mural’s installation.
- Small surface or cosmetic variances can usually be covered with paint.
- If any parging or abrasion is necessary, consult a masonry professional.
- If the surface has been painted, consider what paint has been used previously. It may be necessary to remove as much existing paint as possible if it is already flaking or if flaking may occur to extend the lifespan of the mural.
- If the surface has been previously painted with a lead-based paint, ensure that all considerations and precautions are taken for safe removal
- Oil paints should be removed as much as possible.
- Acrylic paints will adhere to water-based polymer paints.



Recommended steps for mural site prep and common surfaces

The steps below are base recommendations for consideration when working on a variety of surface types. Additional consultation and preparation may be recommended or required for certain surfaces.

Mural Surface: Bare Masonry (Brick, Concrete, Plaster)

- **Step 1: Cleaning**
Power wash or Spot clean any surface areas that have dirt, mud, mildew, old paint or other loose material.
- **Step 2: Priming**
Apply masonry conditioner if necessary. Apply water-based latex primer
- **Step 3: Painting**
Apply artist's recommended paint to surface. If not using aerosols, use an exterior grade acrylic paint with a matte finish.

Mural Surface: Previously Painted Masonry

- **Step 1: Cleaning**
Power wash or spot clean any wall areas that have loose material, dirt or anything that will prevent paint from adhering. Remove as much previous paint as possible. Abrade surface if necessary (consult with masonry professional).
- **Step 2: Priming**
Apply masonry conditioner. Apply water-based latex primer.
- **Step 3: Painting**
Apply artist's recommended paint to surface. If not using aerosols, use an exterior grade acrylic paint with a matte finish.

Mural Surface: Bare Metal

- **Step 1: Cleaning**
Remove any dirt, loose material, grease or solvents.
- **Step 2: Priming**
Apply alkyd or latex based primer.
- **Step 3 Painting:**
Apply artist's recommended paint to surface. If not using aerosols, use an exterior grade acrylic paint with a matte finish.

Mural Surface: Previously Painted Metal

- **Step 1: Cleaning**
Remove any loose material, rust, grease, or dirt. Remove as much previous paint as possible.
- **Step 2: Priming**
Apply alkyd or latex based primer.
- **Step 3 Painting:**
Apply artist's recommended paint to surface. If not using aerosols, use an exterior grade acrylic paint with a matte finish.

Documentation

It's encouraged that the creation of the mural is documented, as well as the final mural once installed, through photography and videography with the permission and participation of the artist.

**art in
public
places**

