



Mural Checklist for Wall and Business Owners Commissioning a Mural

1. Select an artist
2. Budget
3. Site visit
4. Determine costs
5. Create an agreement
6. Design
7. Permits
8. Easement
9. Mural creation
10. Application of an anti-graffiti product (if using)
11. Odds and Ends - Final steps

1. Select an artist

If the wall in play is already determined, the first step in commissioning a mural is selecting the artist. Urban Canvas keeps a roster of approximately 100 local artists, ranging from those wishing to create their first mural to the highly experienced muralists of the area. You can select from our list, or venture on your own to find an artist to complete the mural.

Your artist selection will really determine the trajectory of the mural. Typically, the selected artist both creates the rendering and paints it on the surface.

2. Budget

If you have a set budget or budget range, let the artist know this amount upfront. Each artist should have the opportunity to set their own price structure for their work. As is the case in most professions, the more experienced an artist is, the more they may and should charge. The artist may be able to work within the budget, scale back their vision or scale to match the budget, or may determine the job is not for them. Asking artists to work for free is not a good practice.

3. Site visit

When meeting the artist, it is often best to meet at the site, so that the artist can get a feel for the location and ask any pertinent questions. This will also help you determine a few other requirements of the site, which will affect the overall budget.

Lift/scaffolding: How tall is the wall? If the wall is taller than the artist, and the artist is expected to paint the upper areas, a lift or scaffolding may be in order. Ladders may be used for some areas. Moving up and down on ladders and holding all the supplies is not ideal and if extensive painting needs to be done up high, a lift or scaffolding should be used.

Right of Way Permit: Will you be blocking a portion of the sidewalk? Will you be closing down an alley or a street? If so, you need to see if the site requires a permit. Please see section 7 below for further details. Note: These conditions may not apply if the mural site can be accessed via private property. The best way to determine this is to set a meeting with the City's permit office so that they can look up the public property lines.

Surface Assessment: What is the current condition of the wall surface? Typically, unless the wall was freshly painted, the wall may need to be pressure washed. This will ensure a better final product. Are there holes in the wall that need to be filled? Are there multiple layers of paint? Is the paint peeling? Will the wall need to be primed before the artist starts? In some cases, the artist may be able to help with these issues, but typically the artist fee is calculated without the assumption of completing these tasks. You will need to compensate the artist if they do wall preparation.

Power, water, and drainage: Is there access to power for lifts or tools or projectors? Is there access to water for pressure washing and to fill buckets for paint supplies and cleaning? Is there drainage for pressure washing runoff?

Electrical wires: Are there electrical wires that are next to or over the workspace? You may need to schedule an assessment with EWEB to determine whether or not this is a safe site to work on if there are wires present. This may complicate the use of a lift or scaffolding, and some companies will not rent to you.

Other considerations: Are there any other potential problems or complications to the site? Will neighbors or other businesses be affected by the project? If so, you should talk to them and provide them with a tentative schedule for the project.

4. Determine Costs

There are a few usual costs associated with mural creation.

Stipend: The artist should be paid for their work, including designing the mural and painting the mural (see payment plan and design sections below).

Supplies: This includes the paint required, anti-graffiti coating (if used), specialty supplies for this specific project, and any other 1-time use supplies such as roller covers, etc. Most artists

have consistently used items, such as respirators, rollers, extension poles, ladders, etc, or you may be able to let them borrow some pieces of equipment to keep costs down.

Lift/scaffolding: For the taller walls, a lift or scaffolding may be required. These can be expensive, and the cost of specific equipment varies widely. Wall access and the surface next to the wall will determine which can be used safely.

Permits and closure equipment: If you need to close the sidewalk or streets, you are required to obtain a right of way closure permit from the City of Eugene prior to the start of any mural work. These permits have a set cost per square foot, based on the total closure area – not just where the mural is being painted. You may also need to rent signage or cones to alert others of the closure.

Liability Insurance:

Ideally artists have their own liability insurance, however this is most often not the case as the annual costs ranges from \$2500-\$4000 depending on the coverage, which is often more than a muralist may net in a year. One way around this is to have the artist listed under the building's liability insurance. Another way to gain some coverage is that you hire the artist through a temp agency. Each of these options have pros and cons, so often liability insurance is just not considered.

5. Create an agreement

Once you have determined an arrangement between the wall owner and artist, make it official in an agreement. Be sure to include

- Design Fee
 - This often includes an initial design and one revision. Any additional revisions incur an additional specified fee.
- Artist Fee
 - This is informed by the artist's experience.
- Who does what
 - Some less obvious roles include who pressure washes the wall, primes the wall, or applies the anti-graffiti coating.
 - Who will follow up on permit requirements? Neighbor relations? Coordinating with lift or scaffolding companies?
- Who pays for what
 - Will the wall owner pay for all the supplies up front, or reimburse the artist? Is there a cap on supplies?
 - How is the lift paid for?
- Payment plan
 - We recommend separating out payment into at least two payments. The first payment should include the design fee and any upfront costs, such as buying supplies, and could include a part of the stipend. The second payment can be made at the completion of the mural.

- Longevity of the mural
 - How long will the mural stay on the wall? For Urban Canvas, we require that the mural stays up at least 12 months past the mural completion date, although murals can last for a decade or more.
- Maintenance plan
 - Will the mural be protected with an anti-graffiti coating? If so, typically it is up to the business to remove any graffiti from the wall.
 - Another option is to contract the artist for touchups if a coating is not used. This would typically be paid by the hour, and this would be an additional fee and not covered under the artist stipend.

6. Design

The artist is responsible for creating a design for the intended location provided by the wall owner. After the initial consultation, the artist should be familiar with what the wall owners are looking for and if anything in particular, including subject matter, colors, etc should be included in the mural. The artist will provide a somewhat to scale drawing to the wall owners for approval. Typically, a design and revision is included in the design fee. Oftentimes, revisions beyond that will cost extra. The overall design process does take some time and a lot of effort on the artist's part, so they should be compensated once a design is agreed on. If for some reason the project does not go beyond this stage and an agreed upon design cannot be reached, the contract should include some compensation for the work completed.

The City of Eugene sign code is rather complex and the usage of any words, numbers, or text may cause the mural to be construed as a sign (since the code does not allow for the interpretation of the words/numbers/text, it only notes that there are words/numbers/text). Logos and business names cannot be included in murals, as that would make them considered to be signs instead of works of art. If you want to include words/numbers/text, you should reach out to the permit department to clarify the process. There is, however, no issue with artists signing their mural with their name.

7. Permits

If permits (right of way permits or sign permits) are required for the mural project, the correct paperwork should be filled out and approved prior to starting the mural. This must be done in advance as it may take a few days or weeks. Please begin this process by contacting publicworksinfo@ci.eugene.or.us or call 541-682-8400.

8. Easement

In some cases, but not all, wall easements are needed. This is done for the 20x21EUG Mural Project and Urban Canvas, so that we can ensure that the wall owners will keep the murals up for an agreed upon amount of time. You may consider a wall easement if you are putting a mural on a wall that

you do not own (sometimes tenants want to have murals painted on their business, but they do not own the building).

9. Mural Creation

This is the fun part: The artist gets to create!

10. Application of an anti-graffiti product (if using)

If you decide to use an anti-graffiti coating, follow the instructions on the product. Typically you will need to let the mural cure for several days. Also note if the product must be applied at a certain temperature.

11. Final Odds and Ends - Final steps

Once the mural is complete, the artist should be paid the balance of their stipend. You may also consider documenting the mural, taking photographs of the final product, getting an artist statement about the piece, or having an official unveiling party to celebrate the new piece of art provided to the community!

DISCLAIMER: The contents of this checklist are suggestions and includes some best practices, however this list should not be considered all-inclusive.