

MURAL GRANT GUIDELINES

CITY OF WALNUT CREEK

Applications reviewed on a rolling basis

Purpose

The City of Walnut Creek's Public Art Program offers mural grants to help arts-forward businesses enhance their properties by providing funding and connecting them to an excellent and diverse pool of Bay Area artists to create vibrant and unique murals.

Public art helps make our city livable and visually stimulating by encouraging cultural and economic investment within the community and contributing to a dynamic and thriving place to live, visit and do business. Murals, as a public art form, elevate the beauty and vitality of our streetscape and structures, adding to the diversity of artists, styles, and cultural representation in the Walnut Creek public art collection.

The Mural Grant Program will provide up to thirty thousand dollars (\$30,000) in funding per fiscal year, to be distributed as grants to eligible applicants. Individual award amounts will be determined based on available funds and at the discretion of the Arts Commission, with no grant exceeding \$30,000. Grant funds must be used to support the creation of mural projects on public-facing private property in Walnut Creek.

Applications will be reviewed by the Arts Commission's Public Art Committee, which will forward selected proposals to the full Arts Commission for final consideration. The program supports murals that reflect diversity in style, medium, and representation.

For the purposes of this program, the City defines murals as singular works of art for exterior walls, in which all graphics, text, and design elements relate to the artistic and conceptual design. The program does not encourage a collection of historical depictions of Walnut Creek or literal representations of the local environment, landmarks, or other existing artworks.

Mural Grant

The program will award grants of up to \$30,000 per fiscal year to approved applicants to help with eligible expenses related to mural implementation. Eligible expenses are the following: artist fees and related expenses for design, assistant fees, supplies and materials, rental equipment, liability insurance, space rental, transportation, installation costs, conditional use application fees and permits, and public notification. Artist and design fees shall be based on industry standards for artists' fair pay, compensated at a per-square-foot rate, as identified in the Public Art Program guidelines.

Receipt of a grant requires the grantee to document all project expenditures in their final report to receive funds.

Eligibility

Applicants:

Eligible sites for murals funded by this program are commercial and mixed-use buildings or structures and multi-family (6+ units) residential developments within the City of Walnut Creek. Applicants may be a property owner, tenant or facilitator (e.g. art advisors or artists). Non-property owner applicants must provide a letter of approval from the property owner with their application.

Locations:

At the discretion of public art staff, funded murals must be on external walls with high visibility to the general public that do not require trespassing on private property, or privileged access (e.g., for employees or customers only). Approved mural locations will be primarily in proximity to public streets. They must be available to view and visit via public transportation.

Artists and Artwork:

The Public Art Program encourages hiring artists who are not already represented in the City's public art collection. Mural artists shall be selected from the City's prequalified mural artists pool, which is frequently updated, by mutual agreement between the applicant, the artist, and the City. Applicants may also request that the City include a new artist on the prequalified list but may not select their own mural artist without the City's prior written approval.

Grants will be awarded for original art only. Proposed restorations of old or existing murals are not eligible. Reproductions, editions, reiterations, or modifications of existing artwork are not eligible.

Murals may be painted directly on the wall, or created offsite on panels, fabric, or other material that is then fastened to the wall.

No commercial or promotional signage:

Murals that advertise the applicant's business or are clearly commercial in nature are not eligible. Murals may not use letters, words, numerals, figures, emblems, logos, symbols or any combination thereof to advertise goods, services, merchandise, or promotion of any product, business, organization, brand, or lifestyle associated with the business, brand or service. Commercial and promotional signage shall be subject to separate permit process and issuance through the City's Community Development Department.

Lifespan & Maintenance

Grant recipients must complete murals within twelve months of the date of signed contract following Arts Commission approval of the grant application. If the project is unable to meet

this deadline, approval will be rescinded, unless the City issues an extension based on extraordinary circumstances, and another application must be submitted for review.

Mural artists shall guarantee their work to be free from defects of materials and workmanship for a period of one year from the date the mural is completed. Artists shall provide a maintenance plan for the mural to the property owner or applicant, who must maintain the mural for a minimum of five years from the date of completion. The applicant and the City shall execute an agreement in a form approved by the City Attorney's Office that establishes expectations including maintenance during the minimum five-year term (or a longer term if agreed upon by the parties). After not less than five years, the property owner/applicant may restore, remove (paint over), and/or replace the mural at their discretion.

All maintenance, repainting, restoration, removal, or painting over of the mural at the end of its life shall be the responsibility of the property owner/applicant. If a private property is sold before the end of the five-year minimum period, the seller shall ensure either that the mural and signed agreement (where the buyer will be required to execute an assignment document or a new agreement, in a form approved by the City Attorney's Office) will transfer along with the property, and the buyer will be responsible for the continuing maintenance and care of the mural pursuant to the terms established by the grant program, or the seller shall be responsible for the removal of the mural and restoration of the property based on negotiations with the buyer.

Review Criteria

Mural grant applications are reviewed for the following:

- Concept, Scale and Execution: Original concept and excellence in execution; scale is appropriate to the building and wall on which it will be painted/attached; appropriate and durable media used.
- Context and Design: Creatively responds to site and neighborhood characteristics; demonstrates ethical use of references to specific cultural origins; design clearly depicts ideas expressed in project description.
- Support: Written evidence of approval/permission from property owner and/or business owner(s) and notice to neighborhood association or adjacent neighbors.
- Feasibility: Ability to complete the proposed mural, a realistic budget, agreement between property owner and artist regarding responsibility for wall preparation and painting, and use of acceptable graffiti/UV coating (required).
- Visibility of the completed mural, per *Locations* above.
- Graffiti mitigation and maintenance plan.

- Signed maintenance agreement from the property owner.
- Grant shown in budget.

Selection Process

Applicants must schedule a preliminary review with the Public Art Manager or designated staff prior to submitting a mural application. The Public Art Manager will review the submittal in accordance with the “Submittal Materials” section of this policy. Incomplete submittals will not move forward to the next step until all required items are provided to the Public Art Manager: Marija Nelson at mnelson@bedfordgallery.org.

Upon conclusion of the Public Art Manager’s review, mural proposals will be presented to the Arts Commission’s Public Art Committee for consideration. The committee may, at its full discretion, recommend approval, recommend approval with conditions, or reject the mural proposal. The committee will then make a recommendation to the Arts Commission regarding both project approval and appropriation of grant funds. Prior to issuing grant funding, the Arts Commission, at its full discretion, must approve the selection of artist(s), site, and proposed mural design. Mural project applicants and property owner, if different from the applicant, must attend Public Art Committee and Arts Commission meetings to answer any questions about the property and proposed mural.

Funding Criteria/Availability

Mural grants are subject to the City’s funding availabilities, and this program may be suspended or terminated at any time at the City’s sole discretion. Grant applications may be submitted at any time and will be reviewed on a rolling basis; however, the City reserves the right to hold and review proposals within certain time windows (e.g., quarterly) to be set by the City at its discretion. The number of projects and the amount of funding awarded will depend upon funds available and the number of eligible applications received each year.

General Requirements

- Grant recipients will be required to carry liability insurance consisting of types and amounts acceptable to the City for the duration of the mural project and provide insurance documentation that lists the City of Walnut Creek and its officers, agents, employees, representatives and volunteers as additional insureds. Contact the Public Art Manager for further details on insurance requirements.
- Grantees will need to obtain a temporary encroachment permit at their sole cost and expense from the Public Works Department if the artist will occupy or utilize the public side of private property, such as the sidewalk or street, during mural installation. The grantee may need to provide a pedestrian or traffic control plan at its sole cost and expense depending on the complexity of the encroachment into the public right-of-way.

- The City will enter into a grant agreement in the form approved by the City Attorney's Office with the grant applicant.
- Depending on the needs of the awarded project and at the City's discretion, grant funds will typically be disbursed in two installments: the first upon execution of written agreements between the City, the property owner, and the artist; and the second and final installment following project completion and receipt of the final report from the grantee (see below).
- As part of the grant agreement, the artist working on the mural project will be required to waive their rights of integrity and right to prevent destruction to commissioned artwork as pertains to its removal or repair as set forth in the [California Art Preservation Act](#) and the federal [Visual Artists Rights Act](#). This waiver shall be provided by the City in the form approved by the City Attorney's Office. The artist will retain intellectual property rights and right of attribution to the artwork.
- Grantees are required to submit a final report on the completed mural project that includes images of the completed mural, a brief description of the artwork by the artist, and the five-year maintenance plan agreed upon by the property owner and the artist.
- The grantee is responsible, at their sole cost and expense, to attach a display plaque or freestanding sign, in accordance with City public art plaque guidelines, that identifies the completed mural, and to acknowledge City of Walnut Creek funding support in the plaque or sign and in all printed and electronic materials related to the mural project.

Submittal Materials

The Public Art Manager will review mural proposals to ensure integrity of design and concept, and to determine that the artist has presented a professional proposal appropriate to the setting and architecture. Consideration of the proposal is contingent upon submittal of the following items:

1. Written application, including description of proposed design, site, wall preparation to include a condition report of the wall prior to cleaning and priming, materials, and processes to be used (including required anti-graffiti coating), individuals/groups involved in the mural design and/or preparation, and parties responsible for subsequent maintenance of the mural. The artist must provide a maintenance plan.
2. Solo or (if a team) lead artist's qualifications and visual examples of previous work, and confirmation that this artist is on the City's pre-approved list.
3. Proposed budget, with funding source(s) identified for the project (e.g. privately funded, grants, contributions, etc.) that clearly identifies the source.
4. Evidence of community support for the project, e.g. letters of support from the surrounding businesses, business associations, neighborhood associations, etc.

5. A letter of permission to proceed with the project, including any requirements from the property owner, if the applicant differs from the property owner. This letter must also include acknowledgment that the property owner has received, read, and understood the [California Art Preservation Act \("CAPA"\)](#) and [Visual Artists Rights Act \("VARA"\)](#) relating to preservation and removal of artworks.
6. Digital presentation including scale drawing in color of the proposed design and an onsite rendering, and any text that will be contained in the mural. Include several design options if possible and confirm what medium will be used, e.g. paint (brand label), mosaic, vinyl wrap (company name and proposed length of mural life), temporary wall construction (design of wall and proposed length of mural life).
7. Photographs of the proposed site and physical surroundings.
8. Timeline for completing the project.

CONTACT INFORMATION:

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