

3. **COMMUNITY MURAL PROGRAM – PHASE 2 UPDATE**

Report of the Director of Parks, Recreation and Community Services dated April 28, 2025.

To present an update on Phase 2 of the Community Mural Program.

COMMUNITY CANVAS MURAL PROGRAM

Community Mural Grant Program and Policy



1. Purpose and Objectives

The Saanich Community Mural Grant Program supports the development of community murals that benefit residents and visitors, enhance neighborhoods and public spaces, inspire community pride, strengthen social well-being and belonging, support artists to produce publicly accessible and engaging art, encourage community involvement and engagement with public spaces, and reflect the diversity, values, and identity of our community.

2. Eligibility

- Non-profit organizations, Saanich-based community associations, registered charities, and local First Nations can apply.
- If the applicant is not the property owner, the application must include signed written consent from the property owner or authorized signatory stating the applicant is permitted to install and maintain the mural at the property.

3. Project Location

- Proposed projects must be located within the District of Saanich.
- Locations must be visually accessible to the general public. Proposed locations will be on exterior walls of buildings or other structures to provide the most visibility and access on an ongoing basis.
- Privately-owned buildings may be proposed as sites, although single family dwellings, small-scale multi-unit housing or “houseplexes” may not.
- Murals may be proposed for Saanich-owned locations (parks, buildings, or infrastructure). However, the number of proposals that may be supportable in any year will be limited based on staff capacity and resources. Approval of murals on Saanich-owned sites is subject to prior written support for the proposed location from the District and does not ensure approval of the grant application.

4. Funding

- Grants will be awarded up to 75% of total project cost, to maximum of \$10,000 per project.
- A matching contribution of a minimum of 25% of project cost (cash or in-kind) is required.
- To disperse limited funding and support across multiple applicants and neighborhoods, Saanich may limit the number of grants it awards to a single applicant or neighbourhood in one year, depending on the overall number of supportable applications.
- Applicants for a Saanich Community Mural Program grant cannot be awarded a Saanich Community Grant for the same project.

5. Eligible Expenses

Funds can be used for artist fees, wall preparation and painting supplies, anti-graffiti coating, other professional labour costs, equipment rentals, insurance and permit fees, and other project-related expenses.

6. Ineligible Expenses

Funds cannot be used to purchase land or buildings, alcohol, travel, fund staff positions, staff training or professional development, projects already completed, or deficit or debt repayment.

7. Application, Review and Approval Process

1. Applications are accepted during an annual intake. Applicants submit an application form along with a project proposal that includes a mural vision, location (with photos and dimensions), and artist information, budget, mural drawing and rendering, timeline, and maintenance plan.
2. Applications will be reviewed by District of Saanich staff for eligibility and requirements. Staff from related departments will review and evaluate eligible applications based on established criteria and compliance with District bylaws, policies, and regulations.
3. Recommended applications will be presented to the Director of Parks, Recreation and Community Services (or designate) for approval. The District reserves the right to select no applications.
4. Applicants are notified of decisions regarding their application. Successful grant recipients must sign a Letter of Agreement and provide the required documentation prior to release of funding.
5. Due to limited grant funding, not all applicants meeting eligibility requirements may receive a grant, nor may successful recipients be awarded their full requested amount.

8. Evaluation Criteria

Applications will be ranked and selected based on the following criteria:

- Feasibility of the project, including budget, timeline, and organizational capacity to produce a successful project;
- High public visibility of the mural location;
- Condition and viability of the proposed location/surface;
- Mural proposal vision and its alignment with mural program purpose and objectives;
- Potential community impact and benefits as well as community engagement, if suitable;
- Community support (i.e., community associations, organizations or groups, neighbours, local First Nations or Indigenous organizations— where appropriate);
- Mural protection and maintenance plan (considerations for durability of materials, protecting against and countering vandalism, as well as mural maintenance).

9. Design Requirements

Murals in public places must be appropriate for all ages and respectful of diverse cultures and beliefs. Murals will not include commercial advertisements, inappropriate or controversial subject matter, political, racist, violent, hateful, or sexual content. Once the mural design has been submitted for approval by Saanich, changes are not permitted without prior written approval from the District. Community murals are subject to the mural program guidelines and must comply with all relevant bylaws and requirements.

10. Maintenance

Murals must be maintained for a mutually agreed-on lifespan (normally 3-5 years). The Recipient, through an agreement with the artist, property owner, and any other stakeholders, must outline who is

responsible for the maintenance of the mural and any associated costs for the duration of the agreement, with an option for extension.

11. Project Completion, Grant Extensions or Repayment

- Successful Recipients must complete projects within eighteen (18) months of award of funding. Progress updates may be requested and Recipient will provide as requested. Recipients must submit a summary final report on the project upon completion. Staff will review the report and inspect the project to confirm it is satisfactorily complete.
- Only under exceptional circumstances will a request for extension be considered, and the request must be submitted in writing to Staff a minimum of three weeks in advance of the completion deadline.
- If a project is not completed by the project completion date, or is unsatisfactorily completed, as determined by the District, the Applicant shall return the funds in full.
- If a project is cancelled and funds cannot be used for the stated purpose, the full amount must be returned to the District.

12. Mural Program Budget

Any unallocated program funds may be carried over to the subsequent year for public art programs at the discretion of the District.

13. Amendments

The District of Saanich reserves the right to amend the Mural Grant Program and Policy and its associated Terms and Conditions as needed.

COMMUNITY MURAL PROGRAM GUIDELINES



Purpose

The Saanich Community Mural Program enhances public spaces, strengthens community well-being, and provides opportunities for artists and community involvement through supporting the creation of murals in publicly visible spaces.

Objectives

- Enhance neighbourhoods and public spaces through programs that support the creation of murals
- Support opportunities for community-initiated involvement and engagement with public spaces
- Encourage opportunities for cultural expression and representation, reflecting the diversity, values, identity, and pride of our community
- Support arts and culture, local and regional artists, and provide opportunities for artistic development
- Help deter graffiti vandalism and contribute to placemaking and economic development
- Increase community sense of pride, safety and belonging

Program Overview

The Community Mural Program consists of two streams to support community mural initiatives in Saanich:

1. Community Mural Grant Program (Stream A)

If your mural project needs financial support from our community mural grant program to make your proposal a reality, you can apply to Saanich's new Community Mural Grant Program. It provides matching funding to eligible and successful applicants. Following an annual Call for Applications, submissions are reviewed for eligibility and successful applications are selected.

Find out more about the grant program and its requirements by reviewing the *Community Mural Grant Program Policy Overview*.

Community Mural Program Application Process (Stream B)

If your mural project does not require funding support from Saanich to move forward, and you are simply seeking approval for your mural request, you can apply year-round to install a mural and initiate the mural approval process. Your application will be reviewed as received.

Community Mural Grant Program (Stream A)

The Community Mural Grant Program supports the development of community-led murals through providing matching funding of up to \$10,000, or 75% of project costs (whichever is less). Non-profit organizations, registered charities, Saanich community associations, and local First Nations are eligible to apply. Artists, businesses, schools, and other stakeholders may participate in a mural project application led by an eligible organization.

Applicants may propose mural projects on privately-owned properties (with their written consent) and public properties (with prior approval). Applications will be accepted annually.

Applications will be reviewed for eligibility and then evaluated based on requirements and criteria outlined in the Community Mural Grant Program Guidelines. Applicants will be notified regarding the outcome of their application and awarded grant amount. Applicants would receive Conditional Approval and advised of next steps, including the requirement to sign a Letter of Agreement with the District of Saanich and provide requested documents prior to the release of funding.

See the Community Mural Grant Program and Policy Overview for more information. Community Mural Grant Program Application and Guidelines are currently under development.

Community Mural Program Application Process (Stream B)

The District invites mural project applications year-round that are initiated by businesses, property owners, artists, community groups and organizations and that do not require financial support from the District.

Projects may be proposed for privately-owned properties as well as public properties and infrastructure (prior approval required). Applications will be reviewed for eligibility and program requirements and applicants will be notified of the outcome of their application.

Mural Project Eligibility Requirements:

The proposed project must:

- be located within the District of Saanich
- be proposed for a location that is highly visible from public areas
- have prior approval (written support) by the property's owner (either the private building's owner, or the District of Saanich for municipally owned buildings or infrastructure). Note that the number of murals proposed for Saanich-owned properties may be limited based on staff capacity and resources. Contact program staff prior to applying to discuss your proposed location and mural.
- have community support – consult with the local community on the mural project, location and artwork
- be compliant with all relevant bylaws, requirements and follow the mural program guidelines
- be maintained for a minimum of 3-5 years and protected by an anti-graffiti coating to help protect against vandalism and weather

Design Requirements

The mural project must:

- be appropriate for all ages and respectful of diverse cultures and beliefs
- not include commercial advertisements, artist websites, tags, logos, descriptions
- not include inappropriate or controversial subject matter, political, racist, violent, hateful, or sexual content
- be original and not violate copyright nor culturally appropriate the artistic expressions of other artists or cultures

Application Process and Requirements

Applications are accepted year-round. Potential applicants can contact staff at murals@saanich.ca for questions or to notify staff in advance of their intention to apply.

To apply, complete an application form that includes the following requirements:

1. Project description outlining the mural project and its purpose/objectives
2. Location information and photos that include:
 - recent wall photos – should show location and condition
 - photo that includes wall dimensions and total square footage of project
 - proposed artwork image (can be a preliminary sketch/drawing. Note that any changes to the proposed artwork and the final artwork design will require prior approval by the District).
 - rendering of draft artwork superimposed on a photo of wall

3. Artist information and contact information – including a brief bio of the artist and their experience with creating outdoor murals
4. Property owner consent and release
5. Community support – include letters of support from neighbours, community associations, community groups, other stakeholders and groups, where appropriate
6. Proposed Project Timeline
7. Mural protection and maintenance plan – outline the preparation of the mural surface, durability of materials, and how you plan to protect and maintain the mural, and the mural's anticipated lifespan (minimum of three years).

Review and Approval Process

- Applications will be reviewed by staff for eligibility and requirements. Some projects may require review or approval by other departments and staff will consult as required. Applications must comply with District bylaws, policies, and regulations. These include, but are not limited to: Unsightly Premises Bylaw, Sign Bylaw, and Heritage Alteration Requests.
- Applications will be submitted with recommendations to the Director of Parks, Recreation and Community Services (or designate) for approval.
- Applicants are notified of decisions regarding their application. Conditional approval is provided for successful applicants, subject to completion of requirements such as permits and insurance.

Requirements for Approved Projects

Applicants who receive approval for their mural project are responsible for:

- Obtaining required permits and insurance that pertain to their project's location and specifications. Examples may include:
 - [Engineering Permits](#) (Permit to Occupy the Road Allowance – required to temporarily utilize the area beyond a property line e.g., on the boulevard, sidewalk, or component of the roadway to install the mural)
 - [Park Permit](#) (to request to install a mural in a public park)
- Ensuring safe work practices for the site, artist(s), and surrounding area, including:
 - obtaining proper certification for use of lift equipment and/or scaffolding
 - working with ladders and working in pairs
 - working at heights and with ladders, considering electrical wires and other site obstructions.
 - wearing personal protective equipment such as safety vests, masks, and respirators (as recommended for some paints and materials)
 - creating a safety plan that considers the artist(s), volunteers, painting site, and surrounding area and public
- Securing access permission to adjacent private property if required to do work
- Ensuring all those who may be affected by the mural and its work are notified, including neighbours, businesses, community groups, etc. Outline the mural project and any work that will be required. This can be done in person and through written notice.

Community Mural Project Guidelines – Under Development

Mural Project Guidelines are under development. Sections will include, but are not limited to:

1. What is a Mural?
A mural is defined as artwork painted or applied directly on a wall or other large surface. This includes digitally produced images printed on substrate, mosaics or bas-reliefs applied directly to a wall or other surface. Public murals should be highly visible in public spaces, including from the public right-of-way, so that they may be experienced by the general public.
2. Selecting a Location/Wall
 - location
 - condition
3. Consulting With/Engaging with the Community on your Mural Project
4. Obtaining Permissions
5. Working with an Artist
 - Working with an artist(s) with outdoor mural experience is highly recommended
 - Incorporating opportunities for artistic mentorship of emerging artists is encouraged where possible and appropriate.
6. Mural Design and Acknowledgements
 - guidance on incorporating artist's signatures, acknowledging artist names and sponsors within or adjacent to murals
7. Proposed Artwork Review and Approval
8. Mural Agreements for Applicants, Artists, and Property Owners
9. Mural Wall Preparation
10. Mural Protection and Maintenance
11. Documentation and Completion