


# STREET MURAL PROGRAM

Presented by: WSDOT Staff

October 12, 2021



# AGENDA

- ▶ **Process Overview**
  - ▶ **City Ordinance Review**
  - ▶ **Application**
  - ▶ **Applicant Responsibilities**
  - ▶ **City of Winston-Salem Responsibilities**
  - ▶ **Installation/Maintenance**
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# PROCESS OVERVIEW



## CITY ORDINANCE: SEC. 74-16. PAINTING OR WRITING ON STREETS OR SIDEWALKS.

(a) It shall be unlawful for any person to write, paint or place upon the paving or surface of any of the sidewalks or streets of the city any words, pictures or advertisements of any kind whatsoever, or for any person to cause such acts to be done, except for eleemosynary purposes, and then only with specific permission of the city council. In endorsing and approving said words, pictures, or advertisements on the streets or sidewalks of the city, the city is engaging in government speech, and not opening a public forum for free speech activity.

## CITY ORDINANCE: SEC. 74-16. PAINTING OR WRITING ON STREETS OR SIDEWALKS.

- (b) The procedure for requesting specific permission of the city council shall be as follows:
- (1) Submission of a completed application to staff;
  - (2) Staff reviews the application to ensure completeness of the application;
  - (3) If the application is complete, staff will forward the application to city council for its consideration;
  - (4) If the application is incomplete, staff will request additional information;
  - (5) Once city staff determines that the necessary information has been received and the application is complete, city staff will forward the application to city council for its consideration; and
  - (6) City council shall consider and vote upon the application at a city council meeting.

# APPLICATION

1. Mural Type and Description
2. Proposed Mural Location
3. Artist(s)/Designer(s)
4. Community Engagement
5. Materials
6. Timeline
7. Maintenance
8. Copyright
9. Traffic Control



Winston-Salem

**CITY OF WINSTON-SALEM**  
**APPLICATION FOR STREET OR SIDEWALK MURAL**  
**PURSUANT TO SECTION 74-16 OF THE CITY CODE**

*The City of Winston-Salem has full and final approval authority over the mural applications that it wishes to adopt as its own speech. The City of Winston-Salem has the ultimate control over the message conveyed in a mural application and may reject or alter the message as it deems fit. In endorsing and approving a street or sidewalk mural, the City of Winston-Salem is engaging in government speech, and not opening a public forum for free speech activity.*

Applicant Name: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Proposed Location: \_\_\_\_\_

Phone Number: \_\_\_\_\_ (Day) \_\_\_\_\_ (Evening)

Email Address: \_\_\_\_\_

1. Mural Type and Description. (Please describe in detail all aspects of the proposed mural. Please attach a photo/drawing with dimensions of proposed mural.)

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# APPLICANT RESPONSIBILITIES

1. **Provide details requested in application for review and consideration**
2. **Identify mural location**
3. **Provide Artist(s) and their selection process**
4. **Provide community engagement/outreach process**
5. **Provide approved materials**
6. **Commit to maintenance of Mural (i.e. graffiti removal, deterioration)**
7. **Submit traffic control plan**
8. **Provide quality control and on-site management during installation**

## CITY RESPONSIBILITIES

- 1. Review application for compliance with city ordinance**
- 2. Review location for impacts to traffic and pedestrians**
- 3. Screen materials list for compliance with road and environmental standards**
- 4. Prepare City Council agenda item for consideration**
- 5. Provide traffic control measures if requested**
- 6. Provide on-site observation during construction**



# INSTALLATION/MAINTENANCE



QUESTIONS????

