



MEMORANDUM

TO: All Interested Parties

FROM: Director of Planning & Zoning *GM*
Zoning Administrator for the Town of Vienna *HAUER*

DATE: June 9, 2010

SUBJECT: Zoning Administrator's Determination—Informational Guidelines for Murals

In order to effectively implement a successful mural program, which will ensure consistency and aesthetic value in the Town of Vienna, it is important that interested applicants adhere to the design criteria listed in Town Code §4-15 and to the below proposed informational guidelines. The policy/guidelines that follow are intended to provide mural applicants with a reasonable process that will safeguard the interests of the community, as well as those of the individual building/property owner.

- A **Mural** is defined as any piece of artwork painted directly on a wall, ceiling or other large permanent surface.
- It is the intent of the mural guidelines to create a pedestrian friendly, aesthetically pleasing environment for both visitors and tourists.
- Murals should be specific to the building itself, and to the extent possible, the mural image should be located on the sides/walls of buildings, and be easily viewable from the street/sidewalk.
- The content/subject matter of the mural shall be of significance to the Town of Vienna and/or should relate to the building itself; i.e., murals should have a conceptual underpinning.
- Murals shall be of exceptional design and quality and incorporate high-quality materials that enhance the overall development and appearance of the site, and that will not have an adverse effect on the safe and efficient movement of vehicular or pedestrian traffic. Materials used to produce the mural shall be long lasting, weather resistant, and graffiti-resistant to the greatest extent possible.
- Colors should be complimentary and harmonious with the exterior colors of the building structure. Neon, fluorescent, or reflective type colors/materials are not permitted.



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- The size and scope of the mural should be dependent up on the size of the building surface selected. Mural applications may cover an entire wall; however, only one mural per building will be permitted.
- Murals may not be appropriate on all buildings.
- Advertising and/or political type messages incorporated into the mural image, whether they reflect the business or service activities rendered within the building, or reflect the views of the property owner or others, will be prohibited.
- The mural artist's signature may appear on the finished mural provided that it does not detract from the mural display.
- The proposed mural, by its design, construction, and location, shall not obscure or detract from the significant architectural features of the selected structure, nor should the building's architecture be altered to accommodate a mural.
- The proposed mural, by its design, construction, and location, shall not have an adverse effect on adjacent properties or the permitted use thereof, and should contribute to the unique character of the Town of Vienna.
- Any mural produced on a private structure shall become the physical property of the building owner. As such, the building owner is responsible for the care and maintenance of the mural, and any costs associated with maintenance, repair, and/or removal of the mural. Once a mural has been applied to a building surface, it will be the responsibility of the building/property owner to periodically monitor the mural to ensure that it is well maintained, as in its original state. If, for whatever reason, the mural is found to be in a state of poor condition, the building owner will be notified, in writing, and required to make the necessary repairs. If the repairs are not made in a timely manner, the Town may proceed with the penalties as proscribed in Town Code §4-17 and seek court injunctive relief.
- Any entity desiring to construct a mural on a building will be required to submit a formal application and a color scale rendering to the Board of Architectural Review. The mural will be reviewed for the following items: Appropriateness of design, construction and proposed building location, conceptual underpinning, content, colors, etc.