



# City of Greenfield

Greenfield Civic Center  
599 El Camino Real  
Greenfield, CA 93927

## Planning Commission Agenda

Tuesday  
October 2, 2018  
6:00 P.M.

**CHAIR ANDREW TIPTON**  
**VICE CHAIR TINA MARTINEZ**  
**COMMISSIONER MARIA CASTILLO**  
**COMMISSIONER DAVID KONG**

### AGENDA & ORDER OF BUSINESS

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. PUBLIC COMMENTS FROM THE AUDIENCE/STAFF ON ITEMS NOT ON THE AGENDA**

**D. PUBLIC HEARING**

1. Recommendation that the City Council Adopt an Ordinance Adding Chapter 17.96, "Murals," Sections 17.96.010 through 17.96.040, to Title 17 of the Municipal Code
  - a. Oral Staff Report
  - b. Open/Close Public Hearing
  - c. Planning Commission Discussion
  - d. Action

**E. COMMENTS FROM PLANNING COMMISSION AND STAFF**

**F. ADJOURNMENT**



**Greenfield**  
California

Application No.: \_\_\_\_\_

Date Received: \_\_\_\_\_

PLEASE READ THE MURAL ORDINANCE TITLE 17, CHAPTER 17.96, SECTIONS 17.96.010 THROUGH 17.96.040 BEFORE COMPLETING THIS APPLICATION

This Mural Application must be filled out completely. This application must be signed by the individual or group proposing the mural, the artist and the owner(s) of the property on which the mural is to be installed.

With this Application, please submit one, color reproducible rendering (sketch or photo) with dimensions, accurately depicting the mural to be installed, a photograph of building or property where mural is to be installed, and written authorization from the property owner.

---

**APPLICANT:**

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

Telephone: \_\_\_\_\_

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

Mural Site Location: \_\_\_\_\_

Present zoning of Property: \_\_\_\_\_

Present use of Property: \_\_\_\_\_

**ARTIST:**

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

Telephone: \_\_\_\_\_

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

**PROPERTY OWNER:**

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

Telephone: \_\_\_\_\_

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

1. Written description, including materials used and how mural will be affixed to the property:

---

---

---

---

---

---

2. What is the purpose, meaning and/or significant of the proposed mural and why is it important to share with the community?

---

---

---

---

---

---

3. Brief biography of the individual(s), group(s) or organization(s) that will install the mural:

---

---

---

---

---

---

4. Credentials of the artist who prepared the mural design and examples of past work, if any:

---

---

---

---

---

---

5. Who will be responsible for the mural maintenance? Submit a maintenance plan with this application.

---

---

---

---

---

---

Applicant's Signature: \_\_\_\_\_

Artist's Signature: \_\_\_\_\_

Building/Facility Owner's Signature: \_\_\_\_\_

Date Approved/Rejected: \_\_\_\_\_

**ORDINANCE NO. \_\_\_\_**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GREENFIELD  
ADDING CHAPTER 17.96 MURALS, SECTIONS 17.96.010 THROUGH 17.96.040 TO  
TITLE 17**

THE CITY COUNCIL OF THE CITY OF GREENFIELD DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. FINDINGS. The City Council finds and determines as follows:

- A. Murals foster a sense of community and connection and enrich the experience of both tourists and residents;
- B. The City of Greenfield desires to implement a mural policy that encourages artistic expression.

SECTION 2. NEW CHAPTER 17.96, SECTIONS 17.96.010 to 17.96.040 is hereby added to TITLE 17.

**Chapter 17.96 MURALS**

**17.96.010 Purpose.**

- A. In the City of Greenfield, murals foster a sense of community and connection and enrich the experience of both tourists and residents. Acknowledging that murals provide economic benefits and enhance livability, the City's mural policy seeks both to preserve historic murals already in existence and provide guidance for creation of new works of art.
- B. On landmark, personal and city owned properties, the policy seeks to allow the placement and scale of new murals in such a way that the character-defining features of properties are not obscured, covered, or otherwise adversely affected. The policy encourages artistic expression through murals in appropriate locations with little intrusion into artistic expression and content.

**17.96.020 APPLICABILITY**

The standards for murals set forth herein shall apply to all landmark, individual properties and city owned properties within the City of Greenfield.

**17.96.030 STANDARDS AND GUIDELINES**

- A. Permit Required. Prior to installation, all murals require submission of an application and issuance of a permit subject to the following provisions:
  - 1. Applications for murals shall be reviewed by the city council in a public meeting for a recommendation which shall be forwarded to the community development department for direction when issuing the permit.
- B. Installation and Maintenance of All Approved Murals

1. Murals shall be installed in a manner to ensure that they withstand the elements to the greatest degree that is feasible as determined by the community development department.
2. Murals shall use materials, coatings, or other protective techniques that will resist vandalism, weathering by sun, water, wind, and graffiti to the greatest degree feasible as determined by the community development department.
3. Murals must be maintained by the building owner for the life of the mural or until the mural is removed.

#### C. Location, Design and Style of Murals.

1. The design (not content) of murals on City owned and individual properties must be consistent and compatible with the architectural and/or historical character of the City and the architectural features of the building on which they are locate.
2. Murals shall not be permitted to be placed directly on unpainted brick, unpainted or painted stone, wood sidings with surface detail, or any other material that does not have a planar or flat character. An exception to this provision may be allowable in instances where new paint is applied onto the existing paint of a historic mural for the purpose of restoration. Prior to the installation, the surface to which the mural will be applied must be in a condition that would allow the permanent attachment of the proposed mural.
3. Murals may not have electrical or mechanical components.
4. Three-dimensional murals are not allowed.
5. Murals shall not be located on those facades of buildings that are immediately adjacent to a street. A mural may be permitted on the side or rear of a building if it is (a) noncontributing and (b) is not immediately adjacent to the sidewalk.
6. Murals must not damage or lead to accelerated deterioration of the building or property surface.

#### E. Alteration and Removal of Murals.

1. Alteration or removal of murals shall only be made pursuant to this subsection. Alteration and/or Removal requires approval of the City Council.
2. Alteration or removal of any existing or permitted mural shall not damage or lead to the destruction or deterioration of a building or structure or adversely impact the architectural or character of any building located within the City.
3. Any associated materials that were used to affix the mural to the surface must be removed at the time of the removal of the mural. This includes, but is not limited to, mounting hardware or brackets, caulk or grout, and adhesives or glues.

#### 17.96.040 SUBMITTAL REQUIREMENTS AND APPROVAL PROCESS.

A. All artists and building owners proposing murals on properties shall first submit their proposals for review by the City Council in a public meeting for a recommendation which shall be forwarded to the community development department for direction when issuing a permit.

B. All of the following materials must be submitted with application for a mural:

1. Drawings (elevation, site plan), photographs of building or property;
2. Written description, including materials used and how the mural will be affixed;
3. Color image of mural and artist's examples of past work, if any;
4. Written authorization from the City or property owner; and
5. Maintenance plan.

C. Recommended and Preferred Content for Murals

1. Topics native or unique to the City of Greenfield or the surrounding areas including, but not limited to, landscapes, historical landmarks, valley history;
2. Nature and animals that represent the City of Greenfield area;
3. Agriculture/produce related including, but not limited to, vineyards, fields, tractors, and barns;
4. Creative and/or abstract art;
5. Cartoons, fairytale, superheroes;
6. Modes of transportation
7. Celestial, astronomy, science and/or math;
8. Patriotism.

D. The number of murals approved each calendar year shall be at the discretion of the City Council.

SECTION 3. PUBLICATION AND CERTIFICATION. The City Clerk shall publish this ordinance as required by applicable law.

APPROVED:

---

Mayor Jesus OlveraGarcia

---

City Clerk

The Forgoing ordinance was introduced and rea at a regular meeting of the City Council held on July \_\_, 2018, and was adopted at a regular meeting of the said Council held on \_\_\_\_\_, 2018, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

DATED: \_\_\_\_\_, 2018

\_\_\_\_\_

City Clerk