**Exhibit A: City of Livermore Criteria for the 2021 Mural Festival**

**The City of Livermore Commission for the Arts must review and:**

* Recommend to the Livermore City Council for approval of all murals to be placed upon city-owned property;
* Approve all murals for privately-owned property financed in whole or in part with city funds;
* Approve all murals for privately-owned property financed by private developers or property owners if primarily visible via the public right of way.

**City of Livermore Mural Proposal Process:**

1. Present proposal for mural to the Livermore Commission for the Arts Mural Ad Hoc Committee for consideration at least three weeks prior to placing on the agenda for the full Commission for the Arts – see below for specific requirements and criteria.
2. Obtain approval for mural proposal from the Livermore Commission for Arts. If the proposed mural is located on City-owned property, the proposal must also receive approval from the Livermore City Council.
3. Once the proposed mural design has been approved by the Livermore Commission for the Arts, no additional changes to the design may be made without returning to the Livermore Commission for the Arts for approval of the changes. The City of Livermore reserves the right to remove the mural at the artist’s (or third party responsible for installation) expense if the mural is out of compliance.
4. Complete mural installation within 6 months of approval unless otherwise agreed upon by the Commission for the Arts or City of Livermore staff to the Commission for the Arts.
5. Provide photos and/or videos of completed mural installation, including photo of signage with a written interpretation of the mural to the Livermore Commission for the Arts.

**Livermore Commission for the Arts Review Requirements:**

1. All murals on or within public property, funded in whole or in part with public funds, or primarily visible from the public right of way within Livermore, CA must be reviewed and approved by the Livermore Commission for the Arts.
2. The Livermore Commission for the Arts prefers local artist involvement with respect to all art projects including murals although mural quality is paramount.
3. Mural proposal submissions must include the following:
   * Written description of mural installation site with photos of site and physical surroundings, lighting conditions, surface preparation, materials and processes to be used (including anti-graffiti treatment), individual/groups involved in the mural design, and/or preparation, expected lifetime of the proposed mural and maintenance plans listing requirements and responsible parties.
   * Written permission to proceed with the project, including any additional requirements, from the property owner.
   * Timeline for completing the project.
   * Scaled color rendering of the proposed mural design, including any text, to the Livermore Commission for the Arts.
4. Any specific agreements between the artist, the property owner or other involved third-party regarding maintenance, lifetime of the mural or mural content must be provided to the Livermore Commission for the Arts in writing for review.
5. All murals installed in Livermore must have accompanying information that explains/interprets the work. This could be a weblink, signage, QR code or other electronic resource.
6. All installed murals are subject to review for maintenance needs and/or possible removal.
7. Any mural proposed for a City-owned property must follow the normal RFP process as defined by the City of Livermore and will require approval from the Livermore City Council.

**All Murals Must Be Designed To:**

1. Capture attention, engage the public, and be appropriate to its specific location;
2. Be appropriate by way of form and quality for public viewing by vehicle traffic and pedestrian traffic.
3. Be otherwise obscene to the average person applying contemporary community standards;
4. Not contain a commercial message or symbol;
5. Aesthetically enhance the surrounding environment, reflect the local identity and be contemporary in style and design when possible, and represent items and ideas that reflect Livermore’s unique sense of place;
6. Avoid neon, fluorescent, or reflective-type colors or materials unless granted an express exception;
7. Not obscure or detract from the significant architectural features of the building structure by its design, construction or location on the building, including the painting of historic buildings or brick walls; nor should the building's architecture be altered to accommodate the mural;
8. Be designed with consideration of the safety of the public;
9. Be created with permanent, durable materials, preferably maintenance-free, and be capable of withstanding adverse weather conditions including high winds, high temperatures, freeze/thaw weather conditions, heavy rain, storms, etc.;
10. Not be identical to murals already placed or to be placed in other similar public mural programs within 200 miles of Livermore;
11. Be fade resistant and UV exposure-resistant, preferably with a final application of a UV inhibitor protective coating;
12. Be graffiti resistant to the extent possible; and,
13. Include written permission from the property owner along with the assignment of all intellectual property rights to the property owner to maintain or replace the building or mural without any required permission from the artist. If, for whatever reason, the mural falls into disrepair, the building owner will be notified in writing and required to make necessary repairs within 60 days. If the repairs are not made within the specified time, the city reserves the right to repair or remove the mural at the owner's expense.