



**Bureau of  
Development  
Services** FROM CONCEPT  
TO CONSTRUCTION

# Title 4 Original Art Murals

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**Amendments  
August 7, 2019**



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## Title 4 Original Art Murals

1. Code History and Background
2. Code Purpose
3. Implementation Update
4. Code Amendment Recommendation
5. Administrative Rule Changes
6. Questions



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## History

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**1986**

Murals Exempt in the Sign Code

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**1998**

Murals Considered signs

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**2005**

Murals allowed as public art

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**2009**

Mural Code adopted



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## Code and Administrative Rule Purpose

- ❖ Allow murals to be permitted separately from sign regulations.
- ❖ Provide an option for privately funded murals not intended for the city's art collection.



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## Implementation Update

- ❖ 49 permits (2016-2018)
- ❖ Simple objective requirements
- ❖ Easy administration
- ❖ Low barrier to entry



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## Scoping

### Issues

- Expand opportunities for muralists
- Clarify height restriction
- Reduce 5 – year minimum duration



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## Stakeholder Involvement

### Technical Advisory Group Assembled

- BPS, BES & PBOT
- Office of Community And Civic Life
- RACC & Portland Street Art Alliance
- Multnomah County



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## Code Changes

1. Code clarifications and updates:
  - a. Clarify where the code applies
  - b. Update definition of “Grade”
2. Expand locations where murals can be installed





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## Expand Mural Locations

A hand-produced work of visual art which is tiled or painted by hand directly upon, or affixed directly to an exterior wall of a building or structure. Original Art Mural does not include:

1. mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl;
2. murals containing electrical or mechanical components; or
3. changing image murals.



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## Administrative Rule Changes

1. Remove height requirements in Design Overlay Zone
2. Reduce minimum duration: 5 to 2 years
3. Update Design Standards
4. Update procedures consistent with current practice
5. Add a definition for structure
6. General updates, Title 4 conformance



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## Summary

Expand locations where murals can be installed & make general clarifications and updates:

1. Code Amendments
2. Administrative Rules



5037 Iowa Street



2950 SE Belmont Street

# LIVING ROOM REALTY



TENANT PLACEMENT

2622 SE 25<sup>th</sup> Avenue



3036 NE MLK Jr. Blvd



Al-Amir Restaurant, Kevin Ledo + students of David Douglas High School, 2016 - Sponsored by aptArt, Awareness and Prevention through Art.





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## Council Options

1. Adopt the code amendments as recommended and direct BDS to update the Administrative Rule.
2. Adopt the code amendments with modifications and direct BDS to update the Administrative Rule
3. Deny the recommendation and maintain the existing code.



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# Questions



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## 2. Reduce Minimum Duration of a Permitted Mural

The mural, as approved by permit, shall be maintained without alteration for a minimum of ~~five~~ two years. The approved mural permit does not expire so long as there is not a modification to the approved mural size, location, and image.



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## 3. Allow murals on more street facing walls (Central City)

Remove:

Central City. Within the Central City Plan District, murals are permitted only on non street-facing walls and street-facing walls that are more than 20 feet from a street lot line.



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## Add Definition for Structure

**Structure:** Any object constructed in or on the ground. Structure includes buildings, decks, fences, towers, flag poles, signs, and other similar objects. Structure does not include paved areas or vegetative landscaping materials.



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## Other

1. Prohibited Murals  
stormwater facilities

2. Clean up

- Updated the definition of “grade” to match the OSSC
- Updated the permit inspection process to reflect current practices
- Update language “building” owner to “property owner”