



## Uptown Grand Rapids Inc. Mural Program

### Awards and Funding

The Uptown Mural Program will provide up to \$5,000 for murals applied to the facades of commercial buildings, in approved roadways, public electrical boxes, and other right-of-way opportunities identified within its boundaries. Funding is provided on a competitive basis. Funds available have been established through funds from the Uptown Corridor Improvement Authority and other grants.

### Eligibility

To be eligible to participate in the program, the property must be located within Uptown Corridor Improvement District boundaries (see the attached map). The property must contain an active commercial business or be undergoing renovations for the opening of a business within one hundred and twenty (120) days from the date of grant approval. Businesses leasing space can apply with written permission from the property owner. All applicants and properties must be in good standing with respect to all local, State and Federal taxes. Projects proposed in the public right-of-way must first obtain approval from Mobile GR and traffic safety. All proposed projects must receive approval by the City of Grand Rapids Art Advisory Committee.

### Goal: Uptown Invites

1. To enhance public spaces and streetscape in Uptown
2. To foster a culture of neighborliness by engaging community members in the appreciation, design and/or installation of public art projects
3. To attract visitors to the district, to provide visual evidence of welcome

### Eligibility and Guidelines

All installations must be compatible with the character and architectural style of Uptown's buildings and building facades. The City of Grand Rapids **does not permit murals on:**

- Building facades with a substantial number of windows
- Ornate building facades
- Facades made of shingles, shakes or other materials that create a non-flat surface
- Inside of Crosswalks, sidewalks, ramps and transit stops

All installations must comply with City Commission Policy 1100-06 on Public Art and Memorials.

Murals on the exterior of privately-owned buildings on private property that are viewable from public must adhere to the following criteria:

- Placement shall not be on buildings or in neighborhoods where it is architecturally inappropriate due to the historic character of the building or neighborhood, the character of the building itself, or the character of buildings in its vicinity.
- The work shall not depict, name, or otherwise present any product or service; identifying logo or slogan related to any business, product or service; any person, character or scene related to any business, product or service; any architectural feature related to any business, product or service; or any other commercial message.
- The work and materials shall comply with all applicable laws, rules and regulations, including all applicable City codes and policies.
- The work and its placement shall not endanger the public health, safety or welfare. Specifically it shall not be reflecting, contain any moving elements (including any windblown or passively moving elements), include any lights or depict any image that may be unduly distracting to pedestrian or vehicular traffic.
- The mural is not indecent (i.e., it does not include images or language that describe or depict, in a manner patently offensive as measured by contemporary community standards, sexual or excretory activities or organs, including any male or female genitalia or female breasts).

### **Application & Review Process Formal Application**

Applications will be reviewed monthly at the Uptown Inc. Design committee meeting following the date of receipt. Full application packets must be submitted via email to [imiller@uptowngr.com](mailto:imiller@uptowngr.com) and will consist of:

1. Application cover sheet (attached). The property owner must sign the application
2. Detailed written description of the project, including materials to be used, maintenance plan, and whether the proposed project is intended to be temporary or permanent.
3. Graphic renderings or design sketches
4. Cost estimates for artwork, labor and materials
5. Description of community involvement in the planning, design and/or installation of the mural

### **Preliminary Review**

Applications will be evaluated on the following criteria: (1) completeness, (2) proportion of cost to be covered by applicant (3) visual impact, (4) community involvement and (5) adherence to Guidelines.

Satisfactory applications will be considered for formal approval. Incomplete applications or projects not meeting the Guidelines will be rejected. Denied applicants will be provided with an explanation that details the reasons for denial. If a denied applicant remedies the concerns outlined, the application may be resubmitted.

### **Formal Review**

Applications passing the preliminary review phase will be awarded grants on a first come, first served basis. The amount of funding will depend upon the number of eligible applications, the quality of the project and the visual impact on the business district. Uptown reserves the right to approve and reject any and all requests. Partial or full funding may be awarded. Phased funding may be available based on available funds and priority to first-time applicants.

### **Design Assistance**

Applicants may receive up to \$1,000 in grant funds for design assistance. Design funds can be used to hire a mural artist to provide design consultation.

### **Payments**

Once the project is complete the Awardee must submit an invoice to Uptown Grand Rapids, Inc. for the full grant amount and include pictures of the completed public art. If the Awardee applied for design assistance an invoice may be submitted for the completed design work prior to the art installation. A copy of the design must be included with the invoice.

### **Permits & Approvals**

Improvements are subject to standard City approvals. Any changes to properties located in the historic district require review by the Historic District Commission.



**Uptown Corridor Improvement District Authority  
Mural Program  
Application Cover Sheet**

In order to review a request for assistance under the Uptown Mural Program, the Design Committee needs information about your project. This information will confirm that your project qualifies for assistance under the program. Please read all instructions carefully and complete all sections of the application. If you need additional room to answer any question, attach additional pages of exhibits.

**Part A: Property Information**

A1. Property Location & Description

Property Address:

Parcel No. 41-

A2. Building Information

Current use of property:

Proposed use of the property if different than current:

Building Information: No. of floors in building:

Total Linear Frontage:

Is the building storefront vacant or occupied?

A3. Project Information & Description

Describe the project in detail, including materials to be used, and the potential need for further funding to maintain the mural as materials begin to chip, crack, fade or otherwise deteriorate. Attach additional pages as needed.

A4. Project Cost

Total estimated project cost: \$

Amount of requested assistance: \$ (Maximum \$5,000)

\*Include an estimate for services or itemized project budget.

A5. Artist Information

Name:

Phone:

List of previous projects by location (attach additional pages as needed):

A6. Required Attachments:

The following items must be attached in order to process this application:

- Photo / Elevations / Renderings
- Project Budget or Estimate
- Certificate of Appropriateness if the building is located in a historic preservation district. (See attached map.)

**Part B: Threshold Criteria**

If a "No" response is given to any of these questions, it does not qualify for assistance under the Uptown Mural Program .

B1. Is this project located within the boundaries of the Uptown Corridor Improvement District?  
(See attached map.)

B2. Will the proposed funds be used exclusively for the installation of a mural on a public or private building that is viewable by the public?

B3. Have all applicable City permits been obtained?

**Part C: Point Evaluation System**

C1. What percent of the total project cost does the request represent?

15 points: 6% - 20%

10 points: 21% - 40%

5 points: More than 40%

C2. What is the visible impact of the work?

15 points: facing large open space such as a park or parking lot

10 points: direct sight lines to main traffic corridors

5 points: oblique sight lines to main traffic corridors

C3. Does the project actively engage citizens from the community?

15 points: Neighborhood residents involved in the planning, design and painting of the work

10 points: Neighborhood and other community groups involved in the planning and design selection

5 points: Community groups approve of the work

0 points: no

C4. Has the work been reviewed by the City of Grand Rapids Arts Advisory Committee?

10 points: yes

0 points: no

**Part D. Applicant Information**

D1. Applicant Information

Identify the person or organization requesting assistance. If an organization is requesting assistance, please indicate the name of the organization exactly as it is registered and indicate the name of the person that should be contacted. If an individual is requesting assistance; please indicate the full name of all persons having an interest in the property.

Name:

Organization:

Address:

City:

Applicant's Telephone:

Daytime:

Evening:

Organization: If the applicant is not an individual, indicate type of organization:

Partnership

Corporation

Limited Liability Corporation

Other

EIN#: \_\_\_\_\_

## D2. Applicant Interest

Identify the applicant's legal interest in the subject property:

Property owner having title

Land contract vendee

Purchaser by option or purchase agreement

Lessee

Other \_\_\_\_\_

## D3. Request

Applicants must read the following statement and sign the application below.

The undersigned hereby request that Uptown Grand Rapids Inc. provide assistance to the project described in this application for the express purpose described above.

The applicant affirms and acknowledges the following:

That the applicant has legal interest in the property as described in Section D2 of the application or the applicant has received approval for publically held property.

That the offer of assistance will only be effective upon execution of the agreement between the applicant and Uptown Grand Rapids Inc. on behalf of the Uptown Corridor Improvement Authority as authorized by the Service Agreement dated June 29, 2022.

That the answers and statements contained in this application and in the attachments are in all respects true and correct to the best of my knowledge and belief.

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Print or Type Applicant Name

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Date

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Signature

D4. Owner's Signature

**If the applicant is not the owner or the property, the property owner must read the following and sign below.**

The undersigned hereby affirms and acknowledges that he, she or they are the owner(s) of the property described in the application, are aware of the contents of this application, and hereby authorize the applicant to submit this application and represent the undersigned in the matter being reviewed by the Design Committee and the Board of Directors of Uptown Grand Rapids Inc.

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Print or Type Name of Owner

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Date

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Signature

Owners Address:

Phone No:

Return completed application with attachments to:

Uptown Grand Rapids Inc.  
PO Box 6632  
Grand Rapids, MI 49516-6632

Phone: 616-920-0383  
Email: imiller@uptowngr.com



Uptown Grand Rapids Corridor Improvement District Boundary Map

