

Mural Applicant's Development Guide

Development Services Department – Planning & Zoning Division

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Application Fee: \$25

Review Fee: \$25

Total Fee: \$50

All applications, materials, plans, documents and fees are required to be submitted electronically via the Development Services Department's online application portal. Submission via e-mail will not be considered. Ownership and Applicant Authorization Forms will need to be submitted electronically.

This application and information packet is intended for applicants seeking to initiate the review process for a mural. The application and materials will need to be consistent with Section 112-17 of the City's Unified Land Development Code.

Thank you for your interest in creating a mural within the City of Panama City whether it's located in a General Commercial-2 (GC-2), Community Redevelopment District (CRA) or Downtown Zoning District (DTD or StAD). There are five steps to the application process:

STEP 1: Define your mural project. Is it a Type I or Type II Mural? Or is it really considered a sign by the City's Codes?

- **Type 1 Mural.** A Type 1 Mural is defined as: A design which does not contain promotional or commercial advertising painted or drawn on a wall.
- **Type 2 Mural.** A Type 2 Mural is defined as: An original, one of-a-kind unique design which contains limited references to the establishment, product, or service provided on the site which is painted or drawn on a wall on that site.
- **Sign.** A sign is defined as any writing (including letter, word, or numeral), pictorial presentation (including illustration or decoration), emblem (including device, symbol, or trademark, flag (including banner or pennant), or any other figure of similar character, that: (1) Is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on a building or other structure; (2) Is used to announce, direct attention to, or advertise; and (3) Is visible from outside a building. A sign includes writing, representation, or other figures of similar character, within a building, only when illuminated and located in a window.

STEP 2: Fill out the Panama City Mural Application, Submit the application and fees to the City's Development Services Department. All applications, materials, plans, documents and fees are required to be submitted electronically via the Development Services Department's online application portal. Submission via e-mail will not be considered. In order for your application to be deemed complete, the following items are required:

- Permission letter(s) from property owner and owner of the staging area.
- Project narrative describing the proposed design, the materials to be used and the name of the designer or artist
- Copy of the contract between the Artist and Property Owner and at least 2 examples of Artist's previous work. Plan-view of the site and mural location depicting information required.
- If the mural is to be lighted, the Lighting Plan will need to include the lighting system type, location and intensity of fixtures and electrical plan.

Once received, a project file will be created. Planning staff will validate if the proposal is a Type I or Type II application. Type I applications will be reviewed and approved by the Planning staff, if everything is complete. Type II applications will need to be forwarded to the Review Committee Members for their comments, suggestions, etc. Applications will be evaluated based on the criteria listed below. It is understood that some criteria will have more relevance than others depending on the proposed art work. This will be taken into account and the criteria weighed accordingly.

- Artist merit and quality: as substantiated by an artist's past history of exhibitions or sales, awards or other recognition, or an outstanding first work, as well as the inherent quality in terms of timeliness of vision, design, aesthetics & excellence;
- Intent of the Artist: concerning the meaning & proposed or desired effect of the work as public art upon the viewing public, as rationalized & elaborated upon in the project description;
- Significance: creating a sense of excitement in public spaces & presenting fresh ways of seeing the community & city reflected;
- Safety & durability: including the ability of the artwork to withstand weather conditions, as well as structural & surface integrity;
- Unrestrictive public viewing: primarily the opportunity for public access, but also suitability for public participation, social & political attitudes, & functional considerations; and
- Installation & maintenance of the work: from practicality of fabrication & transport, to installation.

STEP 3: The Panama City Mural Application will be forwarded to the Mural Review Committee, if necessary. Within 2 to 3 days of receipt, the City's Development Services Department will forward to the Mural Review Committee for placement on the Mural Committee's "special called" meeting for recommendation.

STEP 4: If the application is deemed a Type II Mural, the Panama City Mural Review Committee will review the application(s). The Mural Review Committee will review the packet and determine if it is approved, approved with certain conditions or denied. Once approved by the Committee, a Development Order will be sent to the applicant to complete the mural.

STEP 5: Upon completion of the Mural, the Applicant alerts the City that it is complete. The Planning staff will alert each of the Mural Review Committee members to inspect the end result and accept the mural.