

LA GRANGE COMMUNITY DEVELOPMENT

Emily Hudson, Community and Economic Development Manager
155 E Colorado St, La Grange, TX 78945
979-968-3017 | ehudson@cityoflg.com



MURAL GRANT PROGRAM

PROGRAM OBJECTIVES

The City of La Grange's Office of Community Development offers a Mural Grant Program which is designed to encourage murals on the exteriors of commercial structures within the City limits of La Grange.

The Mural Grant Program is funded by the La Grange Economic Development Corporation (EDC). To receive assistance under this program, qualified applicants must complete the application packet and conduct their project according to all applicable City of La Grange codes and ordinances.

The purpose of the Program is:

1. To support the implementation of the adopted 2018-2038 Comprehensive Plan for the City of La Grange.
2. To provide financial and design assistance to applicants and support the development of murals on the exterior areas of commercial properties within the City limits of La Grange that will enhance the community's character and promote tourism.

FINANCIAL ASSISTANCE

Applicants who qualify may receive a reimbursable grant according to the following scale:

- Murals 100-150 square feet – up to \$2,000
- Murals 151-200 square feet – up to \$2,500
- Murals 201-250 square feet – up to \$3,000
- Murals above 251 square feet – to be determined by the committee

To qualify for reimbursable grant funds, the applicant must **match the grant amount by an equal or greater investment of private funds** for the mural.

In the event of a special unforeseen project that positively exceeds the expectations of this program, the City of La Grange's Office of Community Development reserves the right to increase the grant amount as it deems appropriate. In addition, depending on available funds or the credibility of a proposed project, the applicant may be awarded a lesser grant amount than requested.

APPLICANTS

- May be business or property owners of the location where the mural will be installed. Applications will also be accepted from individual artists and artist teams who will be creating the proposed mural. (Must obtain project authorization from the property owner if the applicant does not own the property.)
- Business and property owners must not be delinquent on property or business taxes, must not be engaged in a lawsuit with the City of La Grange, and must otherwise be in good standing with the City of La Grange.
- Property must be located inside the City limits of La Grange and zoned for commercial use.
- Commercial properties must comply with state and local code requirements.
- All property improvements must comply with the La Grange Design Guidelines and the City of La Grange Code of Ordinances

EVALUATION CRITERIA

Each application will be evaluated based on the following criteria:

- A mural subject matter that reflects an aspect of the districts or the city's history so that it contributes to or reinforces the historic fabric of the buildings or district.
- A mural theme that is appropriate within the context of the surrounding neighborhood and which complements the existing character of the building and the district.
- Artistic Excellence and intricacy of design
- Visibility and wow factor
- Ability to complete the project
- Impact on the community
- Ability to promote tourism by including the wording "La Grange, TX" in the design

Eligible murals must be consistent with the City's 2018-2038 Comprehensive Plan and Code of Ordinances as well as any other applicable local and state codes.

EXCLUSIONS

The following are *ineligible* for assistance:

- Murals that are underway or started prior to an application being submitted for consideration
- Murals with pornographic connotation
- Murals which denigrate an individual
- Murals which denigrate a religion, race, ethnic group, etc.
- Murals smaller than 100 square feet
- Murals that obscure or detract from the significant architectural features of the building structure.
- Murals which include advertising, logos, or political messages.
- Murals painted directly on unpainted masonry.
- Murals using reflective, neon and fluorescent paints.

PUBLICITY

Applicants must agree to recognize the City of La Granges Office of Community Development and Tourism in any press or advertising, allow the city to conduct a dedication ceremony, allow use of the mural image for promotional purposes, and accommodate any other reasonable requests made by the City of La Grange.

GRANT GUIDELINES

- Grants will be administered on a first come, first served basis dependent upon the availability of funds.
- Business owners, property owners, and artists must apply and be approved for the grant before work can begin. **No grant will be awarded for work that has already been initiated or completed.**
- Only those projects that meet appropriate design standards can be funded. Main Street Advisory Board decisions are guided by the Texas Main Street Guidelines, Secretary of Interior's Design Standards, City of La Grange Historic District Design Guidelines, and City of La Grange Historic Preservation District Ordinances. The treatment and application of

murals on historic material should follow all relevant Preservation Briefs as published by the National Park Services Technical Preservation Services.

- The funding cycle is from October 1st to September 30th of a given year. The EDC shall be under no obligation to utilize all designated funds during a funding cycle. Upon depletion of the designated funds the EDC may, at its sole discretion and without any obligation to do so, elect to fund additional grants during a given funding cycle. The EDC may elect, but is not obligated, to hold over any pending applications; however, the EDC is under no obligation to establish future funding cycles.
- This grant program will be administered as a reimbursement once the project has been completed as agreed upon and receipts are shown for all work.
- Grant funding will be limited to one grant to any one building during a grant-funding cycle.
- Approved projects must be completed within one (1) year of approval and applicants must turn in all receipts for approval and reimbursement. If the applicant is unable to complete the work within this timeframe, the applicant must make a written request for an extension. Extensions will be limited to two (2) – sixty (60) day periods.
- Preference will be given to those buildings located within the designated Downtown Historic District. The Main Street Design Committee has discretion to approve funds for buildings located outside of the Historic District.
- Any deviation from the original project plan approved by the La Grange Main Street Advisory Board must be re-approved by the Board. Failure to do so will result in the forfeiture of grant funding.
- Projects not completed according to the application will be denied funding.

GRANT APPLICATION PROCESS/CHECKLIST

1. Applicants must schedule an appointment with the City of La Grange's Office of Community Development staff prior to submitting an application. The office is located in the Historic Casino Hall at 254 N. Jefferson Street, La Grange, TX 78945. To schedule an appointment, contact staff at 979-968-3017. Applications will be received on an ongoing basis.
2. Applicants must submit, as part of the application, the following attachments:
 - a. Concept Drawing or Image of proposed mural
 - b. Exterior Photo of Building showing location of mural
 - c. □Color Samples of each color that will be used in the mural
 - d. Plan to prepare surface
 - e. Estimate of Cost to complete the project
3. Staff will review the application for completeness, which includes all required attachments and requested data. A post-application submittal conference will be held with the applicant to discuss any issues or deficiencies with the application.
4. Incomplete applications will not be considered submitted until all required documentation has been submitted to the City of La Grange's Office of Community Development. Submittal of an application does not guarantee a grant award.
5. Once the application is determined to be complete by the City of La Grange's Office of Community Development staff, the application will be reviewed by the Design Committee.
6. When the project is approved by the Design Committee, the application will be scheduled for consideration at the next available La Grange Main Street Board meeting. The Board will determine whether an application is approved, with or without conditions, or denied.

MURAL GRANT APPLICATION

Date: _____

Name of Applicant(s): _____

Name of Building Owner: _____

Name of Business: _____

Project Physical Address: _____

Project Mailing Address: _____

Mailing Address of Building Owner: _____

Day Phone: _____

Cell Phone: _____

Email Address: _____

Project description, including location of the mural and the colors/materials that will be used.

Describe the surface on which the mural will be installed. Detail the plan to prepare the surface before mural installation. (Attach quotes, material specifications and examples as needed.)

Mural Dimensions: _____

Estimated Project Start Date: _____

Estimated Project Completion Date: _____

Labor will be:

- ☐ Hired
- ☐ Myself
- ☐ Volunteer

Estimated Total Cost of Proposed Improvements: \$_____

Attach the following documents to complete this application:

- ☐ Concept Drawing or Image of proposed mural
- ☐ Exterior Photo of Building showing location of mural
- ☐ Color Samples of each color that will be used in the mural
- ☐ Plan to prepare surface
- ☐ Estimate of Cost to complete the project

APPLICATION AGREEMENT FORM

I have met with the Community and Economic Development Manager and I fully understand the procedures established by the City of La Grange's Office of Community Development and Tourism and intend to use this grant for the aforementioned mural project which supports the La Grange Community Development program of activity.

I understand that if I am granted a Mural Grant by the Main Street Advisory Board, any deviation from this agreement may result in the withdrawal of the grant funding.

I understand that the Mural Grant will be administered as a reimbursement once the project has been completed as agreed upon. Receipts will be shown for the work completed, a photo will be provided showing the completed project, and a walk through with staff will be performed.

I certify that I am not delinquent on property or business taxes, not engaged in a lawsuit with the City of La Grange, and am otherwise in good standing with the City of La Grange.

I agree to hold harmless, indemnify and defend the La Grange Main Street Advisory Board, the City, and their officers, agents and employees from and against any claims for injuries or property damage caused by myself and my agents or employees during the course of this agreement.

I understand that the Mural Grants will be administered on a first come, first served basis as long as the funds are available. Any disputed decisions of the Main Street Advisory Board are subject to an appeals process.

I understand that all projects must comply with the City of La Grange ordinances and building codes and I am responsible for obtaining any required permits for this project.

Applicant Signature

Date

PROPERTY OWNER AUTHORIZATION FORM

I have seen a drawing/sketch of the proposed mural that will be installed on my building. I approve the mural design and its proposed location.

Building Owner's Signature

Date

MURAL GRANT APPROVAL AGREEMENT FORM

I have read the Mural Grant Application procedures including the Mural Grant Guidelines. I understand that if I am awarded a Mural Grant, any deviation from the approved project may result in the partial or total withdrawal of the Mural Grant. I agree to complete the approved project within one (1) year of the date of approval of the project. I agree not to alter or change the mural created with the grant funds without the prior written approval within five (5) years from the date of completion. If the mural is altered for any reason within one (1) year from completion, I may be required to reimburse the City of La Grange immediately for the full amount of the Mural Grant. I certify that I am not delinquent on property or business taxes, not engaged in a lawsuit with the City of La Grange, and am otherwise in good standing with the City of La Grange.

Business Name

Applicant’s Signature	Date
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Building Owner’s Signature	Date
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Community & Economic Development Manager’s Signature	Date
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Chair of the La Grange Main Street Design Committee	Date
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