

Public Art in Reading Program Guidelines

What is Place Making? Place Making is the use of colors, textures, and patterns to enliven city streets and neighborhoods and creating engaging and safe places for people. They can be designed to reflect the special character of a neighborhood, mark the gateway to a district, or otherwise create local identity and pride. They offer a playful, cost-efficient and low-maintenance tool to install art work on streets, sidewalks or street light poles. In addition to being fun, they raise awareness of pedestrian safety and enhance neighborhoods.

What designs and materials are allowed? Please see the design guidelines that follow. This program intends the installation to last for about two years. The applicant provides all materials and installation services. For Creative Crosswalks a special, highly durable road-marking paint is required. The project fee will allow the City to provide the proper type of paint in the colors approved and provide other services to assist during the installation of the enhancement.

How do I make a request for an art installation? Submit a proposal on the application form provided here. City staff will contact you to discuss the proposed project and review your application. Applications are evaluated based on adherence to the design guidelines, creativity and artistic elements. They should reflect the culture and history of a neighborhood, serve as a gateway to denote a special area of the city and or recognize or raise awareness about an issue the community identifies with. The application review process includes a safety and design review by a City engineer, and reviews by other City staff for maintenance and other issues.

What is the fee for the project? The project fee will cover the purchase of the paint (if applicable), and the need for Public Works, Police or other assistance for the installation such as barricade installation, street closures, traffic control, etc. Please see information about fees on the application form. The applicant is responsible for paying the fee and will be invoiced prior to the issuance of the permit.

Applicants are encouraged to pursue grants, *sponsorships* and other funding sources *to offset any costs for the project*. A business association, business, or other entity may be interested in sponsoring the project. For a neighborhood fundraiser, consider using an online crowd-funding platform that allows many people to donate small amounts towards the project.

The goal of this program is to inspire Reading residents to reimagine, strengthen and beautify their communities in partnership with the city. Creative crosswalks, sidewalk art, banners, murals and other types of public artwork enliven city streets as engaging and safe places for people. They can be designed to reflect the special character of a neighborhood, the history of the neighborhood, mark the gateway to a neighborhood, or otherwise create local identity and pride.

Types of Place-making Projects:

1. Creative Crosswalks
2. Sidewalk Art
3. Banners for street light poles
4. Murals

Steps to obtaining project approval:

1. Identify a location -

A. Crosswalk painting. The proposed intersection must meet the defined guidelines for approval. Creative Crosswalk treatments cannot obscure or interfere with regulatory crosswalk markings needed for safety. Where existing crosswalk markings have a continental style, decorative elements may be added only between the bars (10 feet wide x 2 feet deep, 4 feet between the bars). Choose a location that is:

1. Functionally classified as a residential street and not a collector or arterial road.
2. Under the city of Reading's jurisdiction (i.e., not a State, County, or private road).
3. Has no more than 4 travel through lanes.
4. Has a posted speed limit of 35 mph or less.
5. Intersection is not already painted.
6. If you're not sure whether your proposed intersection meets these guidelines, contact pw.director@readingpa.gov.

B. Sidewalk. Look for concrete (not asphalt) that is clean, without cracks and in an area with good foot traffic. We welcome your art on public sidewalks, as approved by the City, but if you plan to paint any private property, get

permission from the owner before making application. Art should not be installed on or near corners or curb ramps as that could pose a safety concern.

C. Area for Banners. Wooden street light poles are owned by MetEd and metal street light poles are owned by the City. Banners cannot be installed across streets and/or intersections. *Only one banner can be placed on each pole.*

The City will assist the applicant with seeking MetEd's permission to install the banner(s) prior to the submission of the application. *Please be advised that MetEd's approval process is quite lengthy – we suggest applying at least 9 months in advance.* Contact pw.director@readingpa.gov

The City has banner brackets with these measurements installed at the following locations:

- *Penn St. Bridge – 62" x 28"*
- *Buttonwood St., Bingham St., and Schuylkill Ave. Bridges – 60" x 30"*
- *Penn Street:*
 - *4 - 60" x 30" brackets at the four corners at 5th & Penn*
 - *4 - 60" x 30" brackets on the south side of 6th & Penn*
 - *2 brackets on one pole at the triangle where Centre Ave. & N. 5th St. meet*
- *Centre Park Area:*
 - *8 brackets on all the metal poles that surround Centre Park (3 on Centre Ave., 3 on Douglass St., 2 on N. 4th St.)*
 - *6 brackets, one each mid-block on metal poles in the 500, 600, 700, 800, 900, 1000 blocks of N. 5th St.*
 - *4 brackets, one each on metal street poles & traffic light poles at the following intersections: Centre Ave. & Spring St., Centre Ave. & Windsor St., N. 4th St. & Greenwich St.*
 - *1 bracket on metal pole, mid-block of the 500 block of Centre Ave.*

Ordering banners that fit these brackets will eliminate your need to purchase new brackets. If you want banners on poles that do not already have brackets, you and/or your organization will need to purchase the brackets. However, as the brackets will remain in place at the end of your installation period, the City will install the brackets without charge – there will only be a charge if you request the Public Works team to install and/or remove the banners.

There are several times each year where there are annual community events and banners are placed at some or all of the aforementioned locations. During these periods of time, applications for banners at these locations will not be considered. The following periods of time are reserved:

- 1) *Mid-February through Mid-April - Penn St., Bingaman St. & Buttonwood St. Bridges - Berks Jazz Fest banners*
- 2) *May-June - Penn St. Bridge - Bandshell concerts*
- 3) *August-September - Penn St., Bingaman St. & Buttonwood St. Bridges - Berks Arts student art exhibition banners.*
- 4) *1st full week of November through January 1st – Penn St., Bingaman St. & Buttonwood St. Bridges - City's Holiday banners*

Your organization could consider adding brackets to other high traffic streets such as North 5th Street, Washington Street, etc. Also, if there are multiple banner installation applications submitted for one designated location, the Review Committee may approach the submitting organizations about splitting locations within the designated location in some manner.

D. A building/structure for a mural. Look for a surface that is clean, without cracks and in an area with good foot and or vehicular traffic. We welcome your art on public buildings, as approved by the City, but if you plan to place a mural on private property, get permission from the property owner before making the application.

2. Define the Design for a Crosswalk, Sidewalk, Mural Project – All design proposals should: • Be colorful, with simple patterns. Show specific colors. These will be reviewed by the City's Public Art Review Committee for availability and appropriateness. • Do not include shapes such as octagons, triangles, or any text, logos, or colors that can be confused with standard traffic control devices or legends. • Do not include commercial advertising or logos. • Anticipate the need to create stencils for placement of the design. To ensure a quality installation, freehand painting is not allowed. • Can only be installed where street pavement, sidewalk and/or structure is in good condition, allowing the materials to bond well.

a. Crosswalk Project - Always include the reflective white parallel bars, in continental or standard crosswalk layout, in your proposal.

b. Mural Project - No part of a mural shall exceed the height of the structure to which it is tiled, painted or affixed. • No part of a mural shall extend more than six (6) inches from the plane of the wall upon which it is tiled, painted or affixed. • No part of a mural shall exceed a height of 60 feet above grade. • No mural may consist of, or contain, electrical or mechanical components, or changing images (moving structural elements, flashing or sequential lights, lighting elements, or other automated methods that result in movement, the appearance of movement, or change of mural image or message, not including static illumination turned off and back on not more than once

every 24 hours). • Do not include commercial advertising or logos. • No mural shall be placed over the exterior surface of any building opening, including, but not limited to, windows, doors, and vents. • No mural shall be placed on a lot that is improved with only one single-family residential structure and accessory structures. • No mural shall be arranged and illuminated in a manner that will produce a light intensity of greater than three foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property. • Digitally printed image murals shall receive approval of the Reading Police Department, Fire Department and the Community Development Department's Building and Trades Division. • Murals in Historic Districts may require separate HARB approval • Murals may also require separate Zoning approval.

3. Organize pre-application meeting - Contact the city of Reading's council@readingpa.gov or 610 655 6204 to coordinate a pre-application meeting to discuss the plan, application process, guidelines, timeline, initial design concept, and any other preliminary issues. The City's Public Art Review Committee will determine if the proposed location is appropriate for design enhancements and will notify the applicant.

4. Form a project team - Form a project team that involves as many neighbors as possible through open workshops, design competitions, door-to-door canvassing, and volunteering. The project team will be responsible for organizing neighborhood participation and overseeing the maintenance of the installation.

5. Select an artist - Ask around, you never know if someone in your neighborhood is an artist! However, if you need help identifying an artist, contact the Berks Arts Council at info@BerksArts.org or 610 898 1930 for help finding a local artist.

6. Draft a design - The most important step in creating the design for installation is collaborating with your neighborhood on an idea or theme that will be meaningful to your community. Consider the name of your neighborhood, its history and the various cultures that influence it. Select a theme that speaks to your neighborhood identity and will serve as a source of neighborhood pride. Creating a design that's truly reflective of the neighborhood is a process involving community organizing, neighborhood meetings, and listening. Community visioning sessions with the artist are not only a great way to ensure a collaborative design, they're also a great opportunity to garner support from your neighborhood, meet your neighbors, and learn about your neighborhood's history. Make sure to give your neighborhood opportunities for input both before and after the design is created. The draft design should be drawn to scale on an overhead view of the intersection or sidewalk. The design shall not contain advertisements, logos, words, pornography, anything overtly political, or anything

which imitates traffic signage. The design may not include any painting of the crosswalk markings.

7. Gather support - Because your installation creates a semi-permanent change in a neighborhood, gathering support from your neighbors is important, especially from the homes or businesses closest to the planned installation. It is also strongly recommended that you obtain a letter of support from your neighborhood association if one exists. If not, we recommend obtaining support letters from property owners closest to the installation area.

8. Apply - Complete the attached application and send the application to council@readingpa.gov . The City's Public Art Review Committee will review the applications and support material provided and issue a decision within three weeks of receiving applications. If approved, the applicant will receive a two-year permit for the project after the payment of the permit fee. The applicant is responsible for maintaining the installation within this time period and repainting or completely removing the paint at the end of the two-year permit period.

9. Schedule a site visit - The City's Public Art Review Committee will perform a site visit with applicant to confirm details of application and discuss any project specific logistical details and other project outcomes.

Steps to painting the intersection, sidewalk or mural:

Supplies to be provided by the applicant: Chalk to outline design, stencils of the design for crosswalk and sidewalk projects, paint brushes and/or paint rollers, brooms, containers to hold paint, extra containers for mixing paint (if mixing), several buckets of water for emergency clean up or to clean used brushes, rags for emergency clean up, stir sticks (if mixing), nametags and markers for volunteers, tarp(s) to set paint on, wet paint signs, measuring tape, and painter's tape (if stenciling).

Supplies to be provided by Public Works upon payment of the permit fee:

For crosswalks and sidewalks - Water-based fast dry latex paint from a city-approved traffic marking paint line, Shark Grip anti-skid additive. There are only a few traffic marking paint colors to choose from white, yellow, red, green, blue and black but you may mix to create other colors.

For murals - Paint appropriate for the surface and an anti-graffiti coating.

Installation Time:

1. Plan to paint on a day with no wind or rain. Ensure that the surface you'll be painting is completely dry before you start. Don't paint if it's likely to rain the following day. Note that if you paint on a particularly hot day, you are likely to need more paint than if you painted on a cooler day because the paint will dry much faster, leaving you less time to spread it out with your brush.
2. Post flyers and signs notifying the neighborhood of your community paint date.
3. One week prior to the pre-determined paint date, clean your site by thoroughly sweeping the area twice and then hosing it down to remove any remaining particles, thereby increasing the longevity and vibrancy of your work. Allow the site to dry for a couple of days before installation as the surface needs to be entirely dry before painting can begin.
4. On the day of installation, prepare your site by setting up barricades and any required detour signage consistent with the approved permit and then conducting a final sweep of the area. No street may be blocked for more than 24 hours.
5. Outline your design with chalk and consider labeling each section of the design by the color it will be painted. To outline circles, use string, two people, and chalk.
6. Add one 3.2-ounce container of Shark Grip anti-skid additive to each gallon of paint you plan to use. Mix thoroughly.
7. Traffic paint only comes in white, yellow, red, green, blue and black but you may mix to achieve desired colors.
8. To avoid walking on the paint, make sure to start painting at the center of your design, progressively working your way to the outer edges.
9. Be careful not to apply too much paint. Only one coat of traffic paint should be necessary to hold up well in your intersection. Thick layers of paint are likely to crack and pop off in the winter. Brushes are better than rollers for applying thin coats of paint, but narrow rollers may be used to make consistent borders. One gallon should cover between 100 and 150 square feet.
10. Allow sufficient time for the installation to dry. It should take less than an hour to be dry to the touch but wait a few hours to walk or drive on it.

11. Take down the barricades and make sure to thoroughly clean your work site, leaving no litter or waste behind. It is critical that wastewater is dumped down a sink and not down a storm drain. Storm drain water flows directly to the river without treatment.

12. Send photos of your completed design to council@readingpa.gov so that the city can celebrate your work. If you have any suggestions for improvement to this process, please let us know.

13. Continue being an excellent steward of your painted installation by retouching your design as necessary and reporting any issues that may arise to the city of Reading at council@readingpa.gov. If our Public Works crews notice that the painted installation is looking a little worse for the wear, we'll email the project team to request that installation be retouched. Installations that are not appropriately maintained during the two-year permit period must be removed by the applicant on order of the Public Works Director.

Maintenance:

1. Paintings in the public right-of-way become City property immediately upon completion; however, the maintenance and repair of the painting is the responsibility of the applicant.

2. The applicant is responsible for all ongoing maintenance of the painted work, including touch-ups, graffiti removal and repainting due to street maintenance. Every time the intersection needs to be closed for touch ups or general maintenance the maintenance application available at **(insert link)** must be submitted.

3. The applicant is responsible for repainting or completely removing the paint at the end of the two-year permit period.

4. The applicant will bear the cost of all maintenance, repair and removal.

5. Street repair, maintenance, or construction may cause damage to the project. Any costs to repair or replace the design is the responsibility of the applicant and any associated costs will not be borne by the city of Reading.

Date & Time Received: _____ By: _____



City of Reading Public Art Application

This application must be submitted and approved by Public Art Review Committee and City Council prior to the installation of any project

Applicant Information

Please print

Organization Name: _____

Organization Address: _____

Organization Telephone Number: _____

1st Project Lead: _____

Daytime Telephone Number: _____ Cell Number: _____

Email: _____

Address: (please include City, State, and Zip) _____

2nd Project Lead: _____

Daytime Telephone Number: _____ Cell Number: _____

Email: _____

Address: (please include City, State, and Zip) _____

Artist: _____

Daytime Telephone Number: _____ Cell Number: _____

Email: _____

Address: (please include City, State, and Zip) _____

Project Information

Please print

What type of project would you like to install (creative crosswalk, creative sidewalk, banner or mural)?

Where will the installation be located? _____

Why did you choose this location? _____

If a crosswalk, what streets form the intersection? _____

Have you checked with pw.director@readingpa.gov to find out if the selected intersection is eligible? If not, please do not go any further with this application until doing so. Remember, the proposed intersection must meet the following guidelines for approval: Functionally classified as a residential street and not a collector or arterial road, under the city of Reading's jurisdiction (i.e., not a State, County, or private road), no more than 4 travel through lanes, posted speed limit of 35 mph or less, intersection is not already painted or reserved to be painted.

- Provide a photo of the preferred location and neighborhood.
- For sidewalk or mural projects on private property that is not owned by the applicant, provide written permission from the property owner.

Provide a scaled drawing of your design or a sample banner
The design shall not contain advertisements, logos, words, pornography, anything overtly political, or anything which imitates traffic signage. The design may not include any painting of the crosswalk markings. Note: murals and banners in Historic Districts may require separate HARB approval and murals may require separate Zoning approval.

- Provide recommendation letters from impacted neighbors, businesses, neighborhood organizations.

Describe how you included the impacted neighbors to get their input on the project design?

- If you are working with an artist that is not associated with your organization, please provide a letter from the artist indicating their willingness to assist with the project

What is your plan for project maintenance? _____

Is the project being sponsored by an individual, business, non-profit or community group? If so please list.

How many people are involved on your project team? _____

How many volunteers do you expect on the date of installation? _____

Are funds available to install and maintain the project for the required 2 year period?

How will the installation be insured? _____

Requested date of installation and rain date: _____

Agreement

- I understand that following the completion of this project, I am required to submit photos of the finished project to council@readingpa.gov.
- I understand that by submitting this application, I give the City of Reading the right to use images of my project for promotional purposes.
- I understand that I am responsible for all ongoing maintenance, including touch-ups, repair work and graffiti removal for a 2 year permit period.

- I understand that if my project is not properly maintained it will be removed at my expense.
- I understand that street repair, maintenance or construction may cause damage to the project and that the costs to repair or replace the project will not be borne by the City of Reading.
- I understand that my project permit is active for 2 years at which point I must either repaint or replace the project in kind.
- I understand that I am only permitted to use the paint provided by the City of Reading with the Shark Grip anti-skid additive.

I declare under penalty of perjury that to the best of my knowledge these statements are true and correct.

APPLICANT'S SIGNATURE: _____

Please print name: _____

DATE: _____

- Historic Preservation Specialist Signature: _____ Date: _____
- Planner Signature: _____ Date: _____
- Operations Division Manager Signature: _____ Date: _____
- City Clerk Signature: _____ Date: _____
- Traffic Sergeant Signature: _____ Date: _____

Please provide a copy of the signed application form and photograph/design plan/drawing of the planned installation with the formal recommendation for City Council consideration.

Maintenance Agreement

WHEREAS, the City of Reading City Council enacted two ordinances regarding the need for City approval for the installation of artwork(City Code Chapter 433 Public Art), monuments, statues, marker or plaque (City Code Chapter 396 Part 5 Memorial Structures on Public Property) for the purpose of memorializing an individual, group, or event on City owned property; and

WHEREAS, this legislation empaneled the Memorial Review Committee (MRC) and Public Art Review Committee (PARC) to review all proposals on the suitability of the proposed project and its location; the appropriateness of the design thereof; the appropriateness and anticipated longevity of the proposed materials; the proposers' plan and ability to provide for the long-term maintenance and upkeep of the project; and provisions for insuring the project against damage, vandalism and disrepair. In

addition, if the proposed location of a project has been subject to a master- or comprehensive-planning initiative, the proposed project should be in comport with any such valid plan. The MRC and PARC shall provide this written evaluation to City Council with a recommendation; and

WHEREAS, this Maintenance Agreement between the applicant and the City Public Work Director provides the City with assurance that the installation shall be maintained by the applicant and in the event the installation falls into disrepair and is not promptly repaired, at the sole discretion of the Director of Public Works, the City may remove such structure and dispose of it. Vandalism to any project or the grounds that the project sits on shall be enforced by the PA Crimes Code 18 Pa. C.S. §3304 Criminal Mischief, §3307 Institutional Vandalism and §5509 Desecration, Theft or Sale of Venerated Objects.

NOW, THEREFORE THE COUNCIL OF THE CITY OF READING HEREBY ORDAINS AS FOLLOWS:

SECTION 1. That the Public Works Director is authorized to execute the Maintenance Agreement between the City of Reading and _____ as attached in Exhibit A.

I. RESPONSIBILITIES

_____ agrees to be responsible for the continued upkeep and maintenance of the project. The City shall be responsible for the maintenance of the grounds.

_____ agrees to be responsible for all fundraising efforts and complying with all legal and accounting requirements, as well as all federal, state, and local government regulations, including but not limited to, applying and receiving permission from the Public Works Director for any planned work on the installation.

Before making any changes to the installation, _____ must make a formal request to the City of Reading, Department of Public Works Director and provide regular updates to the Public Works Director, or his/her designee, regarding the status of the installation. This includes an annual financial accounting and prior notice of any scheduled projects or events at the Premises.

II. TERM OF MAINTENANCE AGREEMENT

This Maintenance Agreement takes effect upon the signature of the Parties and shall remain in effect for two (2) years for a Public Art project and for 25 years for a Memorial project from the date of execution.

This Maintenance Agreement may be extended or amended upon written request of either the City or _____ and the subsequent concurrence of the other. However, either party may terminate this Maintenance Agreement with or without cause on not less than 30 days' notice—even if this occurs in the middle of a term.

At the termination of the Maintenance Agreement _____ shall have the project removed at its expense. If the installation is not removed, the Public Works Director shall have the authority to remove the installation and undertake collection activities from _____.

III. AUTHORITY OF PARTIES

The Parties shall act in an independent capacity and not as an officer, agent, servant, employee, or associate of the other party. Each party shall retain the right to administer and verify that the respective obligations are being performed in accordance with the terms and conditions herein. Each party agrees to comply with applicable provisions of law.

IV. INSURANCE

Prior to the commencement of this Maintenance Agreement, _____ shall furnish to the City a certificate of insurance with general liability coverage, including any liability normally covered by a General Liability policy prior to the commencement of the performance. The Certificate will name the City as Additional Insured party for the duration of the activities referred to herein. The amount of this insurance coverage shall be one million dollars (\$1,000,000.00).

V. INDEMNIFICATION

_____ agrees to indemnify, hold harmless and defend the City and its respective officers, officials, employees from any and all injury, loss, liability, fines, penalties, for costs and damages whether in contract, tort, or strict liability, incurred thereby arising directly or indirectly from its performance of any independent venture.

VI. ENTIRE AGREEMENT

This Maintenance Agreement constitutes the entire agreement between the Parties with respect to the subject matter hereof and supersedes all previous commitments and understandings of any nature. No modifications, amendments, or changes shall be made to this Maintenance Agreement unless it is reduced to writing and executed by parties hereto.

IN WITNESS WHEREOF, the Parties have executed this Maintenance Agreement, as indicated by each party's authorized signatures below:

Applicant

Name/Title Date

Address Phone Contact Number

City of Reading Public Works Department

Name/Title Date

Address Phone Contact Number

Once completed, please mail to:

City Hall
815 Washington St.
Reading, Pa. 19601
attn: City Clerks Office