

# COMMUNITY CANVAS MURAL GRANT PROGRAM GUIDELINES



These Guidelines provide an overview of the grant program and its requirements. They are a practical reference for the application process as well as planning and undertaking your project.

Review the Guidelines carefully before applying, as successful applicants are required to confirm they have read and will adhere to the Guidelines.

Part 1	Overview of Saanich's Community Mural Program	p. 1
Part 2	Community Canvas Mural Grant Program: Goals and Requirements	p. 2
Part 3	Applying for the Mural Grant Program	p. 5
Part 4	Guidance and Selected Resources for Mural Projects	p. 6

## Part 1: Overview of Saanich's Community Mural Program

As a form of public art, murals have many positive impacts and benefits for neighbourhoods and communities. When visible from public spaces, they enhance the shared environment, providing opportunities for engagement and enjoyment.

Murals in Saanich are identified as artwork painted or applied directly on a wall or other large surface. Murals include paintings, digitally produced images printed on substrate, mosaics, or bas-reliefs. All proposed murals in public view within Saanich, whether on public or private property, must be approved by the District of Saanich before installation.

Saanich's Community Mural Program encourages projects that enhance public spaces, strengthen community well-being, and provide opportunities for community and artist involvement through supporting the creation of murals in publicly visible spaces.

The Community Mural Program consists of two streams to support community mural initiatives:

### 1. Mural Proposals Seeking Grant-Funding

If your mural project needs financial support to make your proposal a reality, you can apply to the **Community Canvas Mural Grant Program**. It provides financial support to eligible organizations for the creation of community murals that enrich Saanich neighbourhoods and public spaces. Following an application period, submissions are reviewed for eligibility and successful applications are selected.

### 2. Mural Proposals Not Requiring Financial Support from Saanich (Self-funded)

If your mural project does not require funding support from Saanich to move forward, and you are simply seeking approval for your request to install a mural, you can apply year-round to initiate the mural approval process. Applications can be submitted by businesses, property owners, artists, community groups, and organizations and can be requested for private or public property, including Saanich-owned property. The application and guidelines for self-funded mural projects are under development; in the meantime, [contact staff](#) for more information and to submit your request.

The following guidelines apply specifically to the Community Canvas Mural Grant Program.

## **Part 2: Community Canvas Mural Grant Program**

### **Program Purpose and Goals**

The Community Canvas Mural Grant Program supports the development of community-led murals through providing matching funding to successful applications from eligible organizations. By investing in community-led mural projects, this program helps realize initiatives that contribute to a vibrant, welcoming, and culturally valued Saanich for residents and visitors alike.

The mural grant program aims to:

- Enhance neighborhoods and public spaces by adding visually engaging and meaningful artwork;
- Inspire community pride and strengthen social well-being and sense of belonging through artistic expression;
- Support community-initiated involvement and engagement with public spaces, fostering connections between residents, artists, organizations, property owners, and businesses;
- Provide support for regional artists through funding opportunities that enable them to create publicly accessible art for and with community, and that contribute to their artistic development;
- Promote opportunities for cultural expression and representation, reflecting the diversity, values, and identity of Saanich, encouraging applications from organizations and artists that identify as part of an equity-deserving group or underserved community.

### **Program Requirements**

#### **Applicant Eligibility**

Non-profit organizations, Saanich-based community associations, registered charities, and local First Nations are eligible to apply. Applicant organizations must be in good standing with the District of Saanich. Artists, businesses, property-owners, schools, and other stakeholders may participate in a mural project application led by an eligible organization.

If the applicant is not the property owner, they must receive signed written consent from the property owner granting permission to install and maintain the mural at the property.

#### **Funding**

The Community Canvas Mural Grant Program provides matching funding of 75% of total project cost, or up to \$10,000 (whichever is less). A matching contribution (cash or in-kind) of a minimum of 25% of total project cost is required. For example, if a total mural budget is \$10,000, applicants could apply for \$7500 from the District and must contribute at least \$2500 of either cash or in-kind donations of goods or services (i.e., paint supplies, volunteer labour, cash donation.) Grant funding will be issued in installments outlined in a Letter of Agreement.

Applicants for a Saanich Community Canvas Mural Program Grant cannot be awarded a Saanich Community Grant for the same project.

**Eligible Expenses:** Funding can be used for artist fees, wall preparation and painting supplies, anti-graffiti coating, other professional labour costs, equipment rentals, insurance and permit fees, and other project-related expenses.

**Ineligible Expenses:** Funds cannot be used to purchase land or buildings, alcohol, or travel; fund staff positions, staff training, or professional development; fund projects already completed, or deficit or debt repayment.

To disperse funding and support across multiple applicants and neighborhoods, Saanich may limit the number of grants it awards to a single applicant or neighbourhood in one year, depending on the overall number of supportable applications. Not all applications that meet eligibility requirements may receive a grant, nor may successful recipients be awarded their full requested amount.

### **Project Location**

Proposed mural locations must be within the District of Saanich and must be highly visible to the general public from public space. Locations will be on exterior walls of buildings or other structures to provide the most ongoing visibility.

Applicants may propose mural projects on either privately-owned or public properties. If the property is not owned by the applicant, the legal property owner must provide written consent for a mural on their property. While privately-owned buildings may be proposed as sites, single family dwellings, small-scale multi-unit housing or “houseplexes” may not.

Approval of murals on Saanich-owned sites is subject to prior written support for the proposed location from the District and does not ensure approval of the grant application. Other publicly owned sites within Saanich may be proposed, and owner written approval would be required.

### **Mural Design**

Murals in public places must be appropriate for all ages and respectful of diverse cultures and beliefs. Murals will not include commercial advertisements, inappropriate or controversial subject matter, political, racist, violent, hateful, discriminatory, or sexual content. The content shall not promote any business nor include commercial advertising of goods or services, logos, trademarks, or brands. Murals are not considered a sign, and cannot incorporate elements that would be a sign, as regulated by [Sign Bylaw No. 8689](#).

Murals must be approved by the District. A design drawing/sketch and rendering are required in the application. The final design with any proposed alterations must be submitted for review and approval from the District prior to installation. Once the final mural design has been approved, changes are not permitted without written approval from the District.

Murals must comply with all relevant bylaws, permits and their applicable requirements. These include, but are not limited to, [Sign Bylaw No. 8689](#) and [Unsightly Premises Bylaw No. 9600](#).

### **Maintenance**

Materials should be durable, weather and graffiti resistant. Preparing and priming your mural surface and using appropriate materials for outdoor use are key to extending the life of a mural.

A protective coating must be applied to the mural surface to protect against graffiti vandalism and environmental impacts.

Murals must be maintained, including monitoring, cleaning, and repair, for a minimum period agreed upon by the applicant and the property owner (normally 3-5 years). The Applicant, property owner and artist should prepare and sign an agreement outlining terms, conditions, and responsibilities – including who is responsible for maintenance of the mural and any associated costs – for the duration of the agreement. Agreements may be extended or renewed.

### **Application Process**

Applications are accepted during an intake period determined by the District and are reviewed by staff for eligibility to ensure they meet requirements and comply with District bylaws, policies, and regulations. Eligible applications are evaluated based on established criteria that include:

- Feasibility of the project, including budget, timeline, and capacity to produce a successful project;
- High public visibility of the mural location;
- Condition and viability of the proposed location/surface;
- Mural proposal vision and goals and their alignment with the program purpose, goals, and objectives;
- Potential community impact and benefits as well as community engagement, if suitable;
- Community support (i.e., community associations, organizations or groups, neighbours, local First Nations, or Indigenous organizations— where appropriate);
- Mural protection and maintenance plan (considerations for durability of materials, protecting against and countering vandalism, as well as maintenance).

Applications recommended for approval by staff are reviewed by the Director of Parks, Recreation and Community Services for final approval. The District reserves the right to select no applications.

Applicants will be notified regarding the outcome of their application and awarded grant amount. Applicants will receive conditional approval and advised of next steps, including the requirement to complete a Letter of Agreement with the District of Saanich and provide required documentation prior to the release of funding installments.

Requirements for permits and insurance for mural installation will vary depending on its proposed location and other factors. Where required, recipients must obtain necessary permits as well as provide proof of any insurance or other documentation required in the permitting process. More information is provided in Part 4 of The Guidelines.

Recipients are responsible for all aspects of project management, including health and safety.

### **Project Completion or Cancellation**

Successful recipients must complete projects within eighteen (18) months of award of funding. Progress updates may be requested, and the recipient will provide upon request. Recipients must complete a Final Report within 30 days of project completion. The report must include a

project summary, final budget sheet, copies of all receipts and invoices for eligible expenses, and photos of the completed mural. Staff will review the report and inspect the project to confirm it is satisfactorily complete and to approve the final funding installment.

Only under exceptional circumstances will a request for extension be considered, and the request must be submitted in writing to staff at least 30 days in advance of the completion deadline outlined in the Agreement or at the discretion of the Director of Parks, Recreation and Community Services. If a project is not completed by the deadline, or is unsatisfactorily completed as determined by the District, the recipient may be required to return all or a portion of the funds at the discretion of the District. If a project is cancelled and funds cannot be used for the stated purpose, the full amount must be returned to the District.

## **Part 3: Applying for the Mural Grant Program**

As you develop your mural proposal, read the Program Application Form carefully to review the questions and materials that you must prepare. Take note of the deadline to apply, ensure you apply early enough to give your time to address any issues with submitting your application.

To apply for the program, follow these steps:

1. Review these guidelines, the application form, and the required documents you must submit.
2. Contact the [Public Art Coordinator](#) to express your interest and intent to apply. Reach out as you complete your application with any questions you may have.
3. Download and complete a copy of the .PDF Application Form. Save a copy for your reference.
4. Email the completed form and your required documents to the [Public Art Coordinator](#).

Before you submit your application, it is recommended that you:

- Save your application as you complete it, to avoid losing any information.
- Ensure you have completed all the required forms, documents or images and have them ready to attach to your email.
- Check that your attachments meet the recommended formats and maximum file sizes (3MB per file) or you may have issues. Please follow the requested file naming conventions, listing your Applicant Organization's name in the file name (i.e., OrganizationName\_WallPhoto)

### **Accessibility:**

Applicants with accessibility needs who require assistance or accommodation submitting their application are invited to contact staff.

### **More information**

After reviewing the guidelines and application form, or during your application process, if you have further questions or require assistance, please contact staff by email at [Public Art Coordinator](#) or by telephone at 250-475.5557.

## Part 4: Guidance and Selected Resources for Mural Projects

This section provides supplemental guidance and some suggested resources that will assist you as you begin planning your mural project and your application to the mural grant program.

### 1. Getting Started: Developing Your Mural Project

To start, consider the reasons why you wish to create a mural. Some questions you may ask:

- Are there needs or opportunities you identify or challenges you wish to address?
- What are your goals and objectives for the project?
- Who are your potential partners?
- How should the community, stakeholders, and neighbours be consulted, and how can the community, artists and others be engaged and involved in its development?
- How will your project make a difference or benefit the community?
- How does your potential project relate to the grant program's purpose and goals?

You may wish to prepare a "Project Brief" as you develop your project. This will help you define and organize your proposal and help you prepare your artist selection, sponsorship requests, or other aspects of the project.

#### Additional Resources

[Mural Toolkit](#), City of Victoria.

[Planning a Mural Project - Quick Guide](#), and [Mural Production: A Resource Handbook](#), Mural Routes.

### 2. Mural Location

When identifying a mural location, first review the requirements provided in Part 2 to determine if the location meets the grant program criteria. Other practical factors include:

- Material and condition of wall/structure and preparation required to install a mural. Consider the surface material and its suitability for prepping, applying, and maintaining a mural. Are there potential ongoing issues (e.g., moisture stains from leaky pipes)?
- Wall's exposure to the elements, facing direction, and environmental conditions. Some examples: a northern or western-facing wall may slow the rate of sun damage; ongoing exposure to the elements: strong winds, rain, moisture, pollutants, dirt, and debris can all decrease lifespan.
- Is the mural site susceptible to vandalism? While a mural can help address graffiti, it can also fall victim to it in a location with less eyes on it regularly or is poorly lit. Its position on the wall or distance from direct public access can help reduce potential vandalism.
- Are there ways to mitigate potentially harmful conditions, such as modifying landscaping, repositioning sprinklers, or providing attractive barriers to minimize contact?
- Does the site provide safe access for the mural artist and project team to install and maintain the mural? The mural site's height, location (i.e., on private or public lands, or requiring access to both for installation), ground surface (important for installation), and other considerations will determine the expertise, resources, equipment and materials, health and safety, and insurance requirements you will need.

After you identify a potential site, you need to identify the property owner to discuss the proposed project with them and seek their written permission to install and maintain it. How long will you agree to maintain the mural? With a good preservation plan and ongoing maintenance, your mural should be able to last at least several years. The owner or their designate must sign the Property Owner Consent Form that you must include in your application.

It is best practice for project organizers (applicants), property owners, and artists to prepare a Letter of Agreement to guide terms and conditions, roles, and responsibilities of a mural project.

**Please note when considering Saanich-owned properties (i.e., parks, buildings, or other infrastructure):** The number of murals that may be supported on Saanich-owned locations will be limited in any given year by staff capacity and resources. Prior written support for the location from the District is required and does not ensure approval of the grant application. Contact us early to discuss. If your proposed mural project involves installing a road mural, Saanich has developed specific "Paint the Pavement Guidelines" and can provide them upon request.

#### **Additional Resources:**

"Choose Your Location Carefully," [How to Plan a Successful Community Mural Project: Five Essential Principles in Planning a Community Mural, AGoodCommunity.org](#). 2025.

["Planning a New Mural: Select a suitable site," Conservation Guidelines for New Murals](#), Canadian Conservation Institute.

["Mural Creation Best Practices"](#) – American Institute for Conservation, 2006, Covers planning, wall selection, wall & surface preparation, painting, coating, and maintenance.

### **3. Permits and Insurance**

Additional permits may be required for your proposed mural project. Permits and insurance requirements will depend on your project's location, specifications, and installation requirements, so it is good to research as you begin planning your project. You are responsible for obtaining all required permits and meeting their associated obligations. Permit and insurance costs may be included in your application as eligible expenses.

The following provides a list of some District permits that may be needed. You would apply *after* you have first been approved by the District to use the proposed site in your grant application and *after* you are approved for the mural grant and can proceed with the project. Consult the permit requirements online for most up to date information:

#### **Murals on Private Property That Require Road Allowance or Road Closures:**

If your mural installation or maintenance impacts such public space, you may require:

[Engineering Permit to Occupy the Road Allowance \(RAO\)](#) for temporary access to the boulevard or sidewalk; OR

[Engineering Permit to Occupy the Municipal Right of Way \(RAW\)](#) for road access or closure.

These permits currently require minimum \$5,000,000 commercial general liability insurance per occurrence and the District of Saanich must be named as additional insured. (*Note Saanich Engineering may waive these permit fees for grant-approved mural projects.*)

**Murals in Saanich Parks:** A mural proposed in a Saanich Park requires a [Park Permit Application](#). Currently the permit requires minimum \$2,000,000 commercial general liability insurance per occurrence and the District of Saanich must be named as additional insured.

**Murals on all District Owned Property:** An agreement between the recipient and the District will be required for projects on District-owned properties. Insurance will be required in accordance with the terms and conditions of the agreement.

**Murals on Heritage Buildings:** A [Heritage Alteration Permit](#) may be required if the proposed location is a designated heritage site.

**Associated Special Events:** If you plan an event such as an unveiling celebration, a [Special Event Permit](#) could be required. This permit currently requires minimum \$2,000,000 comprehensive or commercial general liability insurance per occurrence, and the District of Saanich and Saanich Police Board must be named as an additional insured.

Consider also if you will require access to adjacent private property when you are working on your mural project and ensure you have appropriate permissions.

Ensure your project is covered by sufficient liability insurance and any other required insurance. Insurance requirements will vary depending on the location, property owner, and risk associated with your project. Generally, projects in locations that encroach on public rights of way, which are installed at heights or require specialized lift equipment (which also require specific certificates to operate), may require higher levels of liability insurance. Depending on the materials used for your mural, you may wish to obtain environmental insurance. Discuss your project's insurance needs with your project partners and insurance provider. Artists should also be covered by appropriate liability insurance as well as WorksafeBC insurance.

#### **Additional Resources:**

Worksafe BC Links: [Who does & doesn't need coverage?](#) and [Personal Optional Protection](#)

Insurance Providers: Search for "liability insurance general or commercial British Columbia"

### **4. Developing Your Project Team**

Consider the human resources you will need to develop and manage your project, including your project lead, a lead artist(s) and any volunteer, staff, or other professional services. Who are your potential partners? As the applying organization, you are responsible for project management, so it is important to consider your needs for a successful project.

### **5. Selecting and Collaborating with an Artist(s)**

Engaging a qualified artist experienced in creating outdoor murals is highly recommended, as they will bring professional expertise and creative and technical skills vital for the project. You will want to involve the artist in developing the mural and should together with the artist and property owner prepare and sign a form of agreement that outlines the project, roles and responsibilities and terms and conditions of the project.

The region has many experienced mural artists, and the grant program encourages working with local and regional artists to help support their practice. Incorporating opportunities to build in artistic mentorship or skills development for emerging artists wishing to gain knowledge and experience in large-scale outdoor murals is encouraged where possible and appropriate. To help identify potential artists, we will be developing a directory of regional mural artists. In the meantime, some suggested resources are included in this section.

There are different approaches to identifying and selecting an artist for your project. It is important to consider who will select the artist and how they will choose, to avoid potential conflicts in your selection process.

Preparing a Project Brief with relevant information that artists can consider, including its goals, partners, location, size, budget, possible themes, community engagement, and other details will be helpful for your process. Incorporating feedback from artists can also help inform the project.

Some approaches to finding an artist suited to your project include:

- Identify potential artists to reach out to find out about their interest, experience, pricing, and availability. As you contact artists, some artists may provide you with general pricing information or a scale (i.e., a charge per square feet, a minimum artist fee that they can work with, etc.) whereas others may have different approaches to quoting.
- Prepare and promote a Call for Artist Qualifications (RFQ) or Proposals (RFP) to a selection of identified artists or artist networks. An RFQ requires less work up front from an artist as it is based on their previous work and samples. An RFP requires more creative and administrative work from the artist and some artists may only apply if there are fees paid to shortlisted artists for proposals.

It is best practice to pay a proposal fee to artists invited or shortlisted to prepare a proposal, including a draft concept or design, to compensate them for their work. This fee may vary depending on their fee scale and work required up front before being awarded a commission.

As part of your selection process, you could establish a selection committee comprised of different stakeholders and perspectives to select the artist or artist proposal. For civic public art projects, Saanich utilizes the [Comprehensive Arts Policy's Public Art Process](#). A selection process can include one, two or more stages, often depending on the time, complexity, and budget of the project. Consider what works best for you and the nature of your project and community, while making considerations for artists and the nature of their work and livelihood.

Once you have selected your artist, you should meet with them and the site owner and to further develop the mural project including proposed goals, objectives, budget, timelines, ownership and copyright, and discuss required insurance, permits and health and safety protocols, maintenance, as well as roles and responsibilities for the project. An agreement between the parties should be developed and signed, and can be extended or renewed by parties later.

As noted earlier, artists should be covered by Worksafe BC coverage (or Personal Option Protection) and liability insurance to protect them from risks such as personal injury, lost income, or property damage. Some costs may form part of the artist's fee or project budget.

## **Additional Resources**

[CARFAC Public Art Toolkit](#), Canadian Artists Representation. Includes a Minimum Recommended Fee Schedule (not mural-specific but focused generally on public art projects).  
[Murals on Private Property - Toolkit](#), City of Kingston.

Some tips for identifying potential regional mural artists:

- Arts Victoria Website: [Painters](#) or [Muralists](#) – visit artists' websites.
- [City of Victoria Mural Roster](#) – includes a useful section on Letters of Understanding
- [CRD Landmarks – Public Art](#) – search “murals” under Artwork Type
- [East West Mural Fest - Esquimalt Community Art Hub](#) – Interactive Map of past murals
- [WSÁNEĆ Artists - WSÁNEĆ Art Protocol](#) – WSÁNEĆ Leadership Council
- Search online for regional artists' websites and social media accounts
- Take a tour of murals around the region and ask others for their recommendations!

## 6. Mural Design

When developing your mural design, note the requirements and the approval process outlined in Part 2 of the Guidelines and the additional guidance provided in this section.

Murals can be most effective when their location, scale, content, and design enhance the site and surrounding environment. Consider examples you have seen that you feel are effective. Ask others about murals that they think work well and consider input from artists and others with experience in mural projects.

Consulting neighbours, community members, and stakeholders on your mural project is important to gaining community support for your initiative. Engaging the community in some way through a process led by the artist to provide ideas or input into the design can sometimes be valuable for developing the themes, content, design, and support for the mural project.

The applicant, artist and property owner should agree on a process for their input and approval of a mural design to submit to Saanich for their grant application and for final design approval by the District. Artists may request a design fee to prepare a concept design up front and may limit the number of edits that are included in their fee – or may charge additional fees for requested changes. It can also be good practice following approval by the District and prior to a mural's installation to notify the neighbouring community of the planned mural and details. Consider distributing/posting information at the site ahead of time with your contact information.

In addition to the prohibited content listed in the Program Requirements (Part 2), the artwork should not include tags or acronyms. The artist, lead organization and sponsors can be acknowledged with a small label/sign outside the mural perimeter or in a lower corner of the artwork that identifies the artist, organizer, and sponsors, including the District of Saanich's Community Mural Grant Program.

Once a mural is completed, it is important to respect the artwork's installation and the artist's work. Applying to Saanich later to install signage overtop or directly adjacent to a completed mural that could dominate, detract, commercialize, or otherwise alter an approved mural may not be supported.

### Additional Resources

[Mural Routes](#). Organization that shares mural planning resources on its website.

- [Mural Production: A Resource Handbook](#)
- [Planning a Mural Project – Quick Guide](#)

[Mural Toolkit](#), City of Victoria

[Murals on Private Property - Toolkit](#), City of Kingston.

## 7. Planning for Preparation and Maintenance of your Mural

Murals are temporary artworks, but with good planning, preparation, materials, and maintenance, they can last many years and even longer in some cases. Preparation is key. The surface will need to be adequately prepared and may include power washing, sanding, repairing cracks or other deficiencies. An appropriate undercoating will help to seal and prepare the surface for the mural or first a primer coat (depending on needs).

The materials chosen to produce the mural and the method and conditions in which they are applied will impact the outcomes. Do your research, consult with artists, local product suppliers, other mural project organizers, and online resources to find the best-suited materials and equipment for your project. You should apply a protective coating to the surface upon

completion. While this adds cost, when applied appropriately it will help extend the lifespan and can protect against sunlight, weather, and make graffiti vandalism removal easier. While you may have opportunities to utilize donated or discounted supplies for your project but make sure that they are the right materials for the job.

An experienced mural artist will have a process that works well for them and as with all aspects of your project, they can provide valuable input. In addition, there are excellent resources that can build your familiarity with mural creation and what your project will require, from preparation through to maintenance and repair. Getting a good sense of what is needed will help you build the right team and an appropriate budget and timeline for the project.

When you have completed your mural project, remember that your care for the mural continues. You are responsible for mural maintenance – either fully or through shared responsibility with the property owner and other team members or partners. Your signed agreement should outline responsibility for everything from monitoring, maintenance (both of wall and surrounding landscaping/environment), and responsibility for maintenance or repair and costs. Three years is a required minimum for the grant program, but five years is reasonable and common.

Consider including an option to extend your agreement if all parties agree and conditions allow.

#### **Additional Resources:**

Consult the suggested General Resources at the end of these Guidelines as you plan for materials, preparation, installation, maintenance, and preservation.

### **8. Health and Safety Considerations**

You are responsible for mural project management and ensuring that health and safety considerations are in place for your team and the general public. Plan for safe working conditions, taking note of the site and its potential obstructions or needs. These could include considerations for electrical wires, obstructions or obstacles such as dumpsters, seating, or fences. Planning for safe work practices could include, but is not limited to:

- Creating a safety plan for your mural project, including the artist, volunteers, and artists that includes protocols for working alone and for contacts for assistance or emergencies;
- Cordon off a safe zone for artists to work that is not accessible to the public;
- Wearing of personal protective equipment where advisable or required (i.e., safety/reflective vests, masks, respirators);
- Having a first aid kit on site and a plan for seeking medical assistance;
- Safe use of ladders, including support;
- Ensuring appropriate use of lift equipment or scaffolding when working at heights, including any required certification/ insurance is in place;
- Ensuring you have drop sheets, tarps, tape, and other materials to protect the site, team, and general public from materials (e.g., dust, paint, coatings, spray) and weather;
- Proper recycling and waste disposal;
- Planning for the team's access to water, washrooms, and on-site storage if needed.

For projects on or occupying Saanich-owned lands during production, you will be required to provide a Traffic Management Plan as part of the permitting process to demonstrate you have planned for the safety of the general public, as well as those involved in the project.

Use water-based, environmentally friendly materials where possible. Ensure that your materials are safe and secured daily, and leftover materials are safely recycled/disposed of as required.

#### **Additional Resources:**

"Health and Safety," [Mural Production: A Resource Handbook](#), 2014, Mural Routes, p. 73.

[Murals on Private Property - Toolkit](#), City of Kingston

[Recycling - Recycle Paint, Light Bulbs, Smoke Alarms, HHW - Product Care Recycling](#)

### **9. Developing Your Project Budget and Timeline**

Budgeting realistically for your mural project is essential to your project's success. While donations of materials and volunteer labour can be critical to realizing your project, so too is investing in appropriate, quality materials and experienced and skilled artists. Your budget is affected by key factors such as the size and complexity of the mural, its location and accessibility, along with the tools, equipment, materials, rentals, insurance and permits that its installation and maintenance require. Include contingency in your budget.

Carefully planning your project and managing your budget and timeline will pay off. Be sure to consult the grant program's requirements in Part 2 as you plan and prepare these elements of your project proposal. Consult some of the resources and templates provided as tools.

#### **Timelines:**

Depending on the nature and specifics of your project, anticipating factors such as artist schedules, time needed to apply for and get permissions, research requirements for permits and insurance, equipment rentals, and material availability, planning for your mural project can take several months. The time required to prepare the wall and install the mural normally follows a much-shorter timeframe and is driven by such factors as availability and schedules of teams and equipment, rental and permit processes, and weather. Plan contingency into your timeline and keep project partners and District staff informed.

#### **Additional Resources:**

[Budget Template](#), and [Mural Production: A Resource Handbook](#), Mural Routes.ca.

[Budgeting for a Mural Project: What You Need to Know](#)," Tampa Murals.



*Arbutus*, mural by Elder, located at 50 Burnside Road West. A Gorge Tillicum Community Association project that received a 2025 Community Canvas mural grant. (Photo credit: Elder)

## General Resources

The following resources provide additional guidance on developing mural projects, caring for murals, and applying for the grant program. Note that where resources provide guidance that differs from Community Canvas Mural Grant Program requirements, you should follow the grant program's guidance. Contact staff if you have any questions.

### **General Guidelines – many include sections on planning, preparation, materials, installation, maintenance, and conservation.**

[Conservation guidelines for outdoor murals – Canadian Conservation Institute - Canada.ca](#)  
Includes sections on planning a new mural, creating a new mural, caring for an existing mural, condition report and inspection, additional resources.

[How to Plan a Successful Community Mural Project: Five Essential Principles in Planning a Community Mural, AGoodCommunity.org](#). Last updated June 2025.

[Mural Creation Best Practices](#) – American Institute for Conservation, 2006, Culturalheritage.org. Covers planning, wall selection, wall & surface preparation, painting, coating, and maintenance.

### [Mural Resource Guide](#), City of Chicago

Includes checklist of practical considerations for getting started. Note some requirements are specific to City of Chicago. Be sure to follow requirements applicable to the District of Saanich.

### [Mural Routes](#), including [Resources](#), Mural Routes

A Canadian organization focused on mural making, including creation, maintenance, care, and training for public mural art. Their website includes some resources to support mural artists and projects. Their resources include:

[Mural Production: A Resource Handbook](#), 2014, Mural Routes. (Some sections may be outdated (i.e., new materials, techniques, safe work practice, etc.).

[Planning a Mural Project – Quick Guide](#), Mural Routes.

A concise guide that covers all aspects of planning a mural project.

“Introduction to Project Management,” [Planning and Managing Murals](#), Mural Routes.

### [Mural Toolkit](#), City of Victoria.

Murals on Private Property – [Guidelines](#) and [Toolkit](#), City of Kingston.

[10 Mural Tips for Artists](#), The Paint Spot, paintspot.ca.

## **Budgeting for Mural Projects**

[“How Much?! Demystifying Pricing for Murals: A guide to pricing your work as an emerging mural artist with tips from experts in the industry](#),” OCAD University and Mural Routes.

[CARFAC Public Art Toolkit](#), Canadian Artists Representation. Includes Public Art Minimum Recommended Fee Schedule.