



Our Grove Gathering by Maaiké Lynn

Call for Walls: Seeking Sites for Future Public Murals

We are excited to announce the **Spruce Grove Mural Program** as part of our ongoing efforts to enhance public spaces and celebrate our community through public art. We are inviting business owners and not-for-profit organizations to propose their outdoor public-facing walls to be considered as potential sites for future public murals. This initiative aims to beautify our city, promote cultural expression, and create vibrant, engaging spaces for residents and visitors.

Benefits

- **Increased visibility and traffic:** Murals can attract visitors, boost foot traffic, and increase the visibility of the business or organization.
- **Enhanced Aesthetic Appeal:** A professionally designed mural can significantly improve the visual appeal of a property.
- **Community Engagement and Cultural Contribution:** Participation in public art projects fosters a sense of community involvement.
- **Graffiti deterrence:** Public art can discourage vandalism and graffiti, as murals are less likely to be defaced compared to blank walls.
- **Social media exposure:** Murals often become popular photo spots, leading to increased publicity for the location and business and reaching a wider audience.

Eligibility

Walls must be located within city limits and be visible to the public.

This call is open to:

- Business
- Not-for-profits

Walls on residential properties are not eligible for this call.

Selection Criteria

All submissions will be evaluated based on the following criteria:

- **Visibility and Community Impact:** Walls should be exterior, easily visible, and accessible to the public. Interior walls are not eligible.
- **Wall material:** Brick, cinderblock, concrete and stucco are preferred. Walls with vinyl or aluminium siding are not eligible.
- **Structural Suitability:** The wall must be in good condition and capable of supporting a mural (no peeling, cracks, leaks).
- **Feasibility:** Consideration will be given to walls that are easy to access for artists and do not pose significant logistical challenges.

Terms and Conditions

- Selected walls will be considered as potential sites for public murals over the next three years.
- Property owners must grant permission for the mural to be installed and agree to provide access to the wall for artists and city staff.
- The City of Spruce Grove will coordinate the artist selection process and fund the creation of the mural.
- The business or not-for-profit will ensure the area adjacent to the wall is clean and free of obstacles.
- The business or not-for-profit will ensure the wall is prepared for painting (e.g., cleaning, priming), purchase the anti-graffiti coating (approved by the city), and keep the mural well-maintained and in good condition, without removing, replacing, or modifying it for a minimum of five years.

Submission

This is an ongoing call for submissions. **Applications will be accepted year-round.** The Selection Committee will convene annually to review all eligible submissions and recommend which wall(s) should be selected for a mural project that year..

To submit your wall for consideration, please complete the [online application form here](#).

When completing the submission form you will be asked to provide:

- A letter signed by the property owner authorizing the installation of the mural ([link to template letter](#)).
- Wall measurements
- Photos - up to three (3) photos of the wall.

For more information, please contact Ranya Hadab at rhadab@sprucegrove.org.



The Charm by Lacey Jane Wilburn & Layla Folkmann

FAQs

- **Is there a minimum and maximum wall size for this program?**
You can submit a wall of any size. The Selection Committee will offer recommendations based on the selection criteria listed above.
- **Can I submit more than one wall?**
Yes, you can! Please submit a separate application for each wall you wish to propose.
- **Who can submit a wall?**
 - Property owners of commercial buildings within city limits.
 - Any business and nonprofit organizations within city limits with a signed authorization from the property owner.
- **Can I submit a wall if I am not the property owner?**
You can submit a wall if you are renting or leasing the property with a signed authorization by the property owner.
- **Who pays for the creation of the mural?**
The city will cover the cost of mural creation including the artist's fee and materials. The business or nonprofit will, at their own cost, prepare the wall, purchase an anti-graffiti coating approved by the city, and keep the mural well-maintained and in good condition, without removing, replacing, or modifying it for a minimum of five years.
- **Who decides which walls will be selected?**
An internal city committee, comprising experts in public art, community social development, urban planning, and economic development, will evaluate and select the walls based on the outlined criteria.

- **What happens if my wall is selected?**

If your wall is selected, a city representative will contact you to discuss the next steps, including signing an agreement. The city will then issue a call to artists and shortlist up to three candidates to create specific designs for your wall. A committee of subject matter experts will select the final artist, and you will be invited to participate in this selection process.

Join us in making Spruce Grove a more vibrant, colourful, and inspiring place to live, work, and visit!