

# PAINT

# THE

# TOWN



**EASTSIDE  
ARTS ALLIANCE**





Frick Impact Academy, 64th Ave and Brann St

# PAINT THE TOWN GUIDELINES

OakDOT welcomes your ideas for bringing place making, playfulness, and art to Oakland’s neighborhoods. The following guidelines communicate OakDOT’s expectations for successfully locating and designing street murals. All mural designs are subject to OakDOT’s review and approval, and this may include considerations that are not explicitly listed below. OakDOT’s intent is to encourage and support mural paintings by only enforcing limitations that ensure people’s safety and neighborhood goodwill.

## WHAT IS PAINT THE TOWN?

OakDOT is seeking applications for temporary street murals painted by the community (you) on Oakland’s streets.

## I WANT TO PAINT A MURAL. GREAT! WHAT’S NEXT?

These guidelines provide an overview of everything you need to know: picking a location, developing your artwork, gaining community support, securing the necessary approvals, gathering the materials, and painting the Town.

For more information, go to <https://www.oaklandca.gov/projects/paint-the-town>

# HOW DO WE PICK THE LOCATION FOR OUR STREET MURAL?

Street murals may be painted on low-volume residential streets at two types of locations:

- In the intersections of low-volume residential streets;
- Mid-block (between intersections) on a low-volume residential street.

Look for locations without a yellow stripe down the middle of the street, as these locations are more likely to qualify as low-volume residential streets.

If you would like to paint more than one mural, please submit a separate application for each location.

## AT OUR CHOSEN LOCATION, WHERE CAN WE PAINT OUR MURAL?

- Street murals may be painted in the roadway, but not on sidewalks, curbs, or gutters. If the street does not have a gutter, leave at least two feet from the curb. If the street does not have curb or gutter, leave at least two feet from the edge of pavement.
- For mid-block murals, leave at least ten feet from existing roadway markings such as stop legends, lane lines, speed hump markings, and crosswalks.
- For intersection murals, leave at least three feet from crosswalks and at least ten feet from all other markings. The three feet clearance from crosswalks includes marked and unmarked crosswalks. An unmarked crosswalk is the extension of the sidewalk across the street. Unmarked crosswalks are ten feet in width and measured from the face of curb.
- Sidewalks and crosswalks are kept free of murals to give people with visual impairments consistent visual cues for navigating Oakland's streets.
- Murals at other locations may be acceptable. Ask us early in your thought process.



## WHAT CAN OUR MURAL LOOK LIKE?

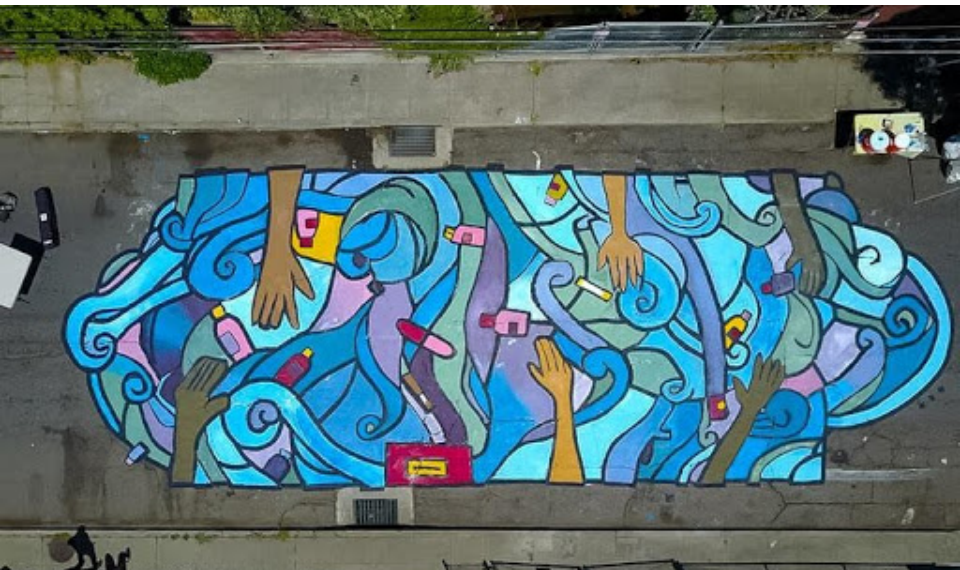
- Be creative; be colorful; be inclusive; and be positive.
- Avoid the following:
  - Images or words that could be confused with crosswalks, stop markings, speed humps, other types of traffic control, and the yellow tactile domes on curb ramps;
  - Brand names, for-profit imagery, and references to political campaigns;
  - Anything that may be perceived as hurtful or harmful; and
  - Colors and shapes that could be confusing to people with visual impairments.
- All mural designs are subject to review.

## NEED HELP DEVELOPING YOUR MURAL DESIGN?

Our staff artists can help. Email [paintthetown@oaklandca.gov](mailto:paintthetown@oaklandca.gov) for help developing a mural design.

## WILL THE MURAL BE MAINTAINED?

The mural will not be maintained. Murals tend to last about a year. You can extend the life of your mural by power washing the street and using a primer to prepare the roadway surface before the mural is painted. Murals may be partially or fully removed at any time by the City or by utility companies working in the area.





## WILL THE CITY OF OAKLAND COVER THE COST OF MATERIALS, OR PAY AN ARTIST TO WORK WITH US?

Financial support is available for community-based projects in neighborhoods designated as Highest, High, or Medium Priority Neighborhoods, as defined by OakDOT's Geographic Equity Toolbox: <https://www.oaklandca.gov/resources/oakdot-geographic-equity-toolbox>. Financial support is also available for school-based projects at schools where 50% or more of students are eligible for free lunch. Eligible applicants may apply for up to \$1,000 worth of materials and for a \$1,000 artist honorarium to be provided after the mural is painted.



# WHO DO WE WORK WITH TO MAKE OUR PROJECT HAPPEN?

The Paint the Town Program is run by the City of Oakland's Department of Transportation (OakDOT), Safe Streets Division, Bicycle & Pedestrian Program in collaboration with Eastside Arts Alliance and Safe Passages. OakDOT staff are responsible for approving applications and obtaining the permits that enable murals to be painted. Eastside Arts Alliance and Safe Passages provide support to applicants in developing their mural designs, obtaining materials, and supporting their painting events.







Original Scaper Bike Team, 90th Ave and Plymouth St

## WHAT IS THE PROCESS?

1. Submit an application at <https://tinyurl.com/PTTApplication>. The application asks for the following information:
  - a. Applicant name and contact information
  - b. Organization (if applicable)
  - c. Proposed location
  - d. Statement of why you would like to paint a mural
  - e. An image showing the concept for your mural
  - f. If requesting financial support, why the support is important to the success of your project
  - g. Signed Paint the Town Agreement
2. Application is reviewed by staff.
  - a. The application will be accepted, denied, or requested to be revised.
  - b. Location: Work with program staff to finalize your location. Staff will let you know when your location is approved. You will receive written confirmation that your application is accepted.
  - c. Design: Work with program staff to finalize your design. Staff will let you know when your design is approved.
3. Build community support for the mural painting.
  - a. Adjacent Neighborhood Signatures: Staff will provide a Paint the Town Notice and a list of all the addresses adjacent to your mural location. Get signatures from the residents and tenants immediately adjacent to the mural location. For a large multi-unity, or one day for painting and the next for touch ups. See Painting Requirements, Supplies, and Techniques for detailed information on materials, techniques, and the handling of wastewater created by power washing.
  - b. Neighborhood Support & Engagement: Document general support through a petition, a letter of support from the neighborhood group, putting up flyers throughout the neighborhood, or other means to demonstrate that neighbors are aware and have an opportunity to comment on the proposed mural and that they support it. Share notes from meetings, photos of flyers up in the neighborhood, etc. with staff and staff will let you know when you've provided proof of sufficient neighborhood engagement.

## WHAT IS THE PROCESS? (CONTINUED)

4. Work with program staff to set your painting date(s). You must have completed all the steps above before setting a painting date. Painting dates must be set for at least two weeks after all above steps are completed to give staff time to procure materials and process your permit. OakDOT will issue an obstruction permit allowing you to close the street and, if needed, post no parking signs for the mural painting. The obstruction permit is your final approval to paint the Town.
5. Plan the time you need to prepare and paint your mural, which may include power washing, drying time, laying out your design, painting the large areas, and adding the details. You may choose to prep for one day, and have the bigger event be the next day, or one day for painting and the next for touch ups. See Painting Requirements, Supplies, and Techniques for detailed information on materials, techniques, and the handling of wastewater created by power washing.
6. If your painting requires that parking be prohibited, you will receive 'No Parking' signs from OakDOT staff. Post 'No Parking' signs on the street at least 72 hours in advance of the event.
7. Obtain your paints, brushes, and other materials. Eastside Arts Alliance can provide support in obtaining materials and, for qualifying applicants, can help cover costs with funds provided by OakDOT.
8. OakDOT staff will deliver materials for your street closure (barricades, cones, safety vests) in the days immediately before the mural painting.
9. On the day(s) of your event, do the following:
  - a. Set up barriers and cones to close the street(s) where you are painting following the traffic control plan attached to your obstruction permit.
  - b. Have volunteers in safety vests available at the edges of your street closure to answer questions as needed.
  - c. Take photographs to document and share your event and mural.
  - d. Ensure that your paint includes the friction additive so it is not slippery when complete.
  - e. Keep everything out of storm drains, including paint and wastewater.
  - f. Clean up after the event, including the removal and disposal of all 'No Parking' signs.
  - g. Gather all barriers, cones, and vests.
10. OakDOT staff will pick up barriers, cones, and vests in the days immediately following the painting.
11. Return all unwanted reusable materials to program staff. We will use them to help others paint murals.
12. Connect with staff to provide photos, give feedback on the process, and receive an honorarium if eligible.



# WHAT DOCUMENTS ARE INVOLVED IN THE MURAL PAINTING PROCESS?

- "Paint the Town Guidelines" (this document) provides a concise overview of the program.
- "Paint the Town Application" is an on-line form at <https://tinyurl.com/PTTApplication>.
- "Paint the Town Agreement" (attached) establishes the terms that the applicant must follow. The applicant signs the Agreement and submits it as part of the application.
- "Paint the Town Checklist" will be provided from staff and provides an overview of the steps
- "Paint the Town Signature Sheet" will be provided from staff and list the addresses to get signatures from
- "Paint the Town Notice" is a flyer from OakDOT that the applicant provides to neighbors when soliciting their support for the proposed mural.
- "Obstruction Permit" is the document that allows the applicant to close the street for the mural painting. OakDOT staff obtains this permit on behalf of the applicant.
- "Traffic Control Plan" is an attachment to the Obstruction Permit that details the type and placement of materials the applicant will use to close the street for the mural painting.
- "Painting Requirements, Supplies, and Techniques" (attached) addresses the painting process with technical details on paint types, additives, site preparation, and paint handling.





Ascend School, 39th Ave between San Leandro St and E 12th St

<https://www.oaklandca.gov/projects/paint-the-town>  
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