

Milwaukie Mural Arts Program (MMAP)

Outreach Summary 2011-2012

Over the last two years, staff has conducted community outreach regarding the creation of a mural program in Milwaukie. The following discusses the major communications and the results of the Milwaukie Mural Arts Program Survey.

September 2011:

Beth Ragel, Community Services Program Coordinator and staff liaison to the Milwaukie Arts Committee and Ryan Marquardt, Associate Planner, talked with City Council about the staff time required to develop the “Milwaukie Mural Arts Program” (MMAP) and why a code changes were needed to define murals, establish review criteria and a review process, and exempt murals from sign regulations which limit their size. Staff discussed models in Portland and Beaverton. City Council gave staff the approval to start public outreach and to begin drafting the program and code language.

February-March 2011:

- On February 1, 2011 the Milwaukie Arts Committee (known as “artMOB”) hosted a “Making a Scene: A Mural Q & A Session”. At this meeting, regional art coordinators from Beaverton/Hillsboro, Clackamas County and Portland shared their jurisdictions’ experiences with murals. This meeting was promoted through the City website, Facebook and Twitter pages; the artMOB website and Facebook page; and sent via email to the NDAs. A press release was sent regarding this meeting and a feature was posted on OregonLive.com and ClackamasReview.com. This meeting provided an opportunity for residents to ask any question or share any concerns they had regarding murals in Milwaukie. All current artMOB members and three residents attended the meeting.
- In February, artMOB members and staff liaison Beth Ragel attended each of the seven NDAs to give them an update on the project and solicit feedback. Representatives from artMOB took information about the proposed project (project brochure, a zoning map, and project timeline) plus a paper survey for residents to complete at the meetings.
- An on-line survey was posted for citizens to provide feedback on establishing a mural program. The survey was online from February 1, 2012 to March 19, 2012. A total of 78 responses were received with 11 submitted on paper and 67 online. The survey depicted 10 photos of murals and respondents were asked to rate which types of murals they would like to see in Milwaukie. The survey also included a series of ranking questions and open ended questions. Following are the results of this survey and suggested next steps. The survey results are attached to this report.
- The survey was promoted at the at the NDA meetings, on the City website; Facebook and Twitter pages; the artMOB website and Facebook page; and sent via email to about 25 people that have indicated interest in arts related activities in the City. Those stakeholders that have expressed interest in having murals on their buildings such as Dark Horse Comics,

Spring Creek Coffee, and Milwaukie High School, were also sent the survey via email. A press release was sent regarding the survey and it was posted on OregonLive.com as a result. The MilwaukieRules.com website also featured a story about artMOB which included a plug for the mural survey.

April 3, 2012:

- Staff gave City Council an update on the community outreach and reported the results from the mural survey. Council directed staff to continue work on the project, including developing the code language to take to the Planning Commission for review.

Mural Survey Results

A total of 78 responses were received with 11 submitted on paper and 67 online. The mural survey, conducted in February-March of 2012, showed a high level of support for most of the murals depicted. Respondents were split on the Graffiti/Street Art Mural, the Abstract Mural and the Commercial Mural—with each getting about the same number of those in favor as those against.

There was high level of agreement that murals can highlight the uniqueness of a community (95%); can offer a positive opportunity to feature niche businesses (88%); and that murals can enhance public spaces (94%). The majority of respondents agreed that Milwaukie should carefully balance the rights of property owners with the aesthetics of the community (85%) and that the City should exempt murals from the sign code which limits their size (77%). The majority of respondents said that even if a mural is not their taste, they support the freedom of expression (83%). The survey showed support for an ad-hoc review committee, with 72% in agreement.

The three review criteria most important to the community are:

- 1) Context/Location (87%)
- 2) Artistic Merit (78%) and,
- 3) Community Support (65%).

Respondents believed the most important members to include on the review committee are neighborhood or business representatives (85%) while Milwaukie Arts Committee members, experienced mural artists and public arts professionals also received high marks as important to include (all 70%+). The majority of respondents thought murals should be allowed on commercial buildings (97%) and industrial buildings (95%). There was support for murals on school buildings even if in residential zones (68%) and less support for murals on religious buildings (46%) and private homes or small businesses in residential zones (35%).

Respondents were split as to whether murals have been shown to reduce the amount of graffiti or tagging on buildings with 47% agreeing that they do reduce graffiti and tagging and 50% responding “don’t know”.

Primary concerns expressed about murals were visual clutter, murals that do not fit with the community’s values or aesthetics, and advertisements posing as murals. Those in favor of murals expressed fear that the community would not be open enough to a variety of artistic expression. Staff will be working to address these concerns in the program design.

Attachment 1-- Milwaukie Mural Arts Program Outreach Summary

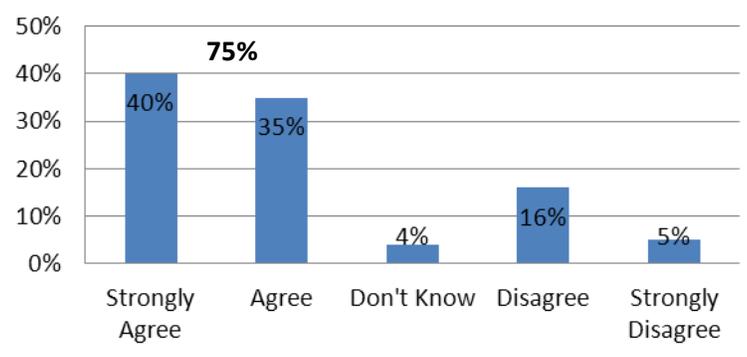
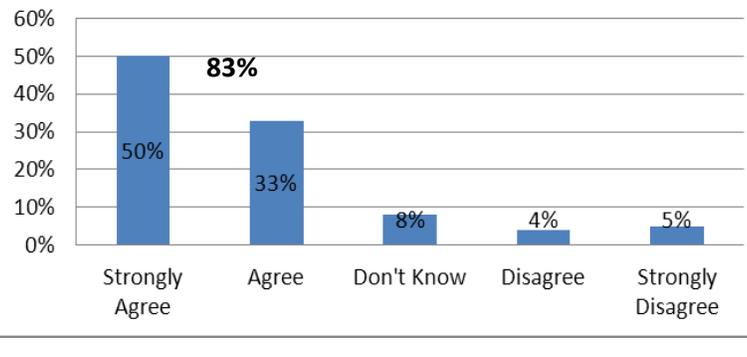
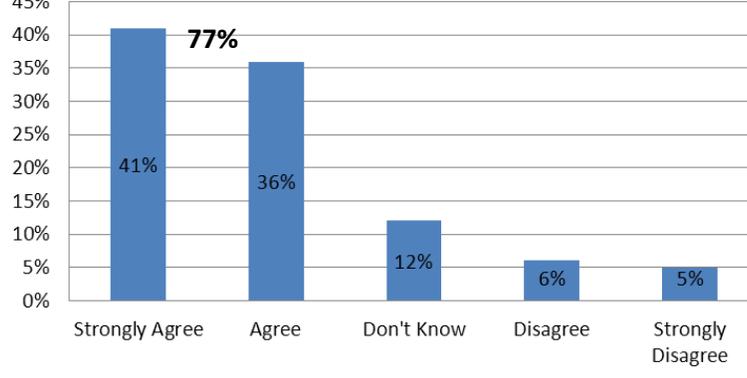
Outreach conducted showed lower support for allowing murals in residential zones. Of note is that most of the City's water towers and schools are in residential zones. Staff and the Milwaukie Arts Committee proposes being conservative and starting by allowing murals only in commercial and industrial zones. In the future, if there is community support to allow murals on water towers and/or schools then staff could revisit this allowance.

<<<INSERT PDF OF MURAL SURVEY RESULTS>>>

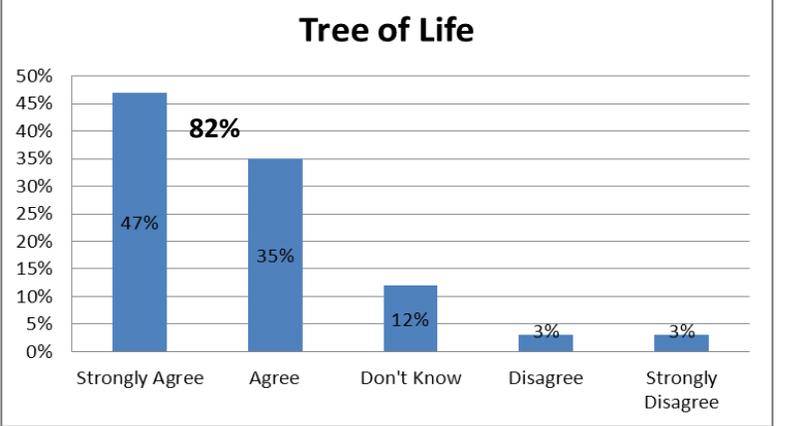
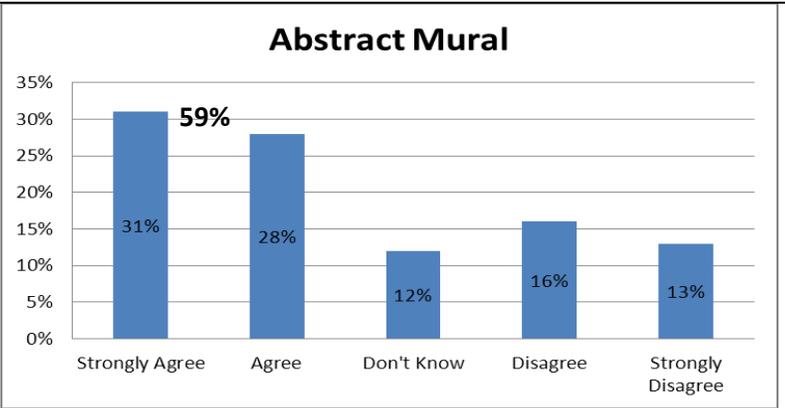
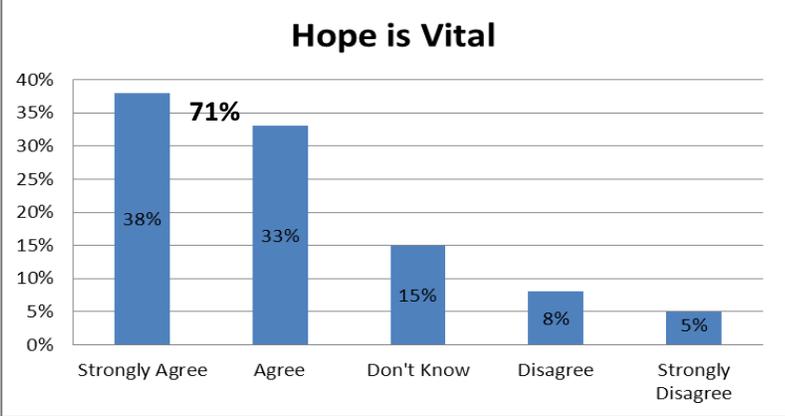
MILWAUKIE MURAL SURVEY RESULTS



Please indicate your whether you would like to see more of the following kinds of murals in Milwaukie—rank according to your level of agreement:

| Photo Example | I would like to see murals like this in Milwaukie: | | | | | | | | | | | | | | |
|--|--|----------|------------|----------------|-----|-------|-----|------------|-----|----------|-----|-------------------|----|--------------------|------------|
|  <p>Eric Griswold Photo Milwaukie High School</p> | <h3>MHS Mustang Mural</h3>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>40%</td> </tr> <tr> <td>Agree</td> <td>35%</td> </tr> <tr> <td>Don't Know</td> <td>4%</td> </tr> <tr> <td>Disagree</td> <td>16%</td> </tr> <tr> <td>Strongly Disagree</td> <td>5%</td> </tr> <tr> <td>Total Agree</td> <td>75%</td> </tr> </tbody> </table> | Response | Percentage | Strongly Agree | 40% | Agree | 35% | Don't Know | 4% | Disagree | 16% | Strongly Disagree | 5% | Total Agree | 75% |
| Response | Percentage | | | | | | | | | | | | | | |
| Strongly Agree | 40% | | | | | | | | | | | | | | |
| Agree | 35% | | | | | | | | | | | | | | |
| Don't Know | 4% | | | | | | | | | | | | | | |
| Disagree | 16% | | | | | | | | | | | | | | |
| Strongly Disagree | 5% | | | | | | | | | | | | | | |
| Total Agree | 75% | | | | | | | | | | | | | | |
|  <p>Eric Griswold Photo</p> | <h3>Historic Mural on Chopticks</h3>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>50%</td> </tr> <tr> <td>Agree</td> <td>33%</td> </tr> <tr> <td>Don't Know</td> <td>8%</td> </tr> <tr> <td>Disagree</td> <td>4%</td> </tr> <tr> <td>Strongly Disagree</td> <td>5%</td> </tr> <tr> <td>Total Agree</td> <td>83%</td> </tr> </tbody> </table> | Response | Percentage | Strongly Agree | 50% | Agree | 33% | Don't Know | 8% | Disagree | 4% | Strongly Disagree | 5% | Total Agree | 83% |
| Response | Percentage | | | | | | | | | | | | | | |
| Strongly Agree | 50% | | | | | | | | | | | | | | |
| Agree | 33% | | | | | | | | | | | | | | |
| Don't Know | 8% | | | | | | | | | | | | | | |
| Disagree | 4% | | | | | | | | | | | | | | |
| Strongly Disagree | 5% | | | | | | | | | | | | | | |
| Total Agree | 83% | | | | | | | | | | | | | | |
|  <p>Eric Griswold Photo Behind Bernard's Garage, Downtown Milwaukie</p> | <h3>Historic Mural behind garage</h3>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>41%</td> </tr> <tr> <td>Agree</td> <td>36%</td> </tr> <tr> <td>Don't Know</td> <td>12%</td> </tr> <tr> <td>Disagree</td> <td>6%</td> </tr> <tr> <td>Strongly Disagree</td> <td>5%</td> </tr> <tr> <td>Total Agree</td> <td>77%</td> </tr> </tbody> </table> | Response | Percentage | Strongly Agree | 41% | Agree | 36% | Don't Know | 12% | Disagree | 6% | Strongly Disagree | 5% | Total Agree | 77% |
| Response | Percentage | | | | | | | | | | | | | | |
| Strongly Agree | 41% | | | | | | | | | | | | | | |
| Agree | 36% | | | | | | | | | | | | | | |
| Don't Know | 12% | | | | | | | | | | | | | | |
| Disagree | 6% | | | | | | | | | | | | | | |
| Strongly Disagree | 5% | | | | | | | | | | | | | | |
| Total Agree | 77% | | | | | | | | | | | | | | |

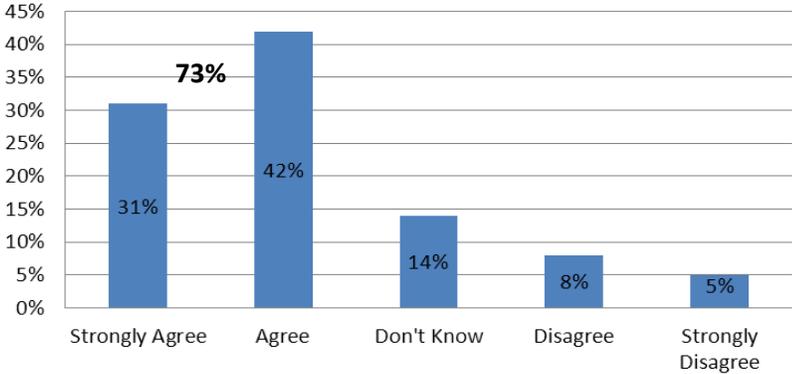
MILWAUKIE MURAL SURVEY RESULTS



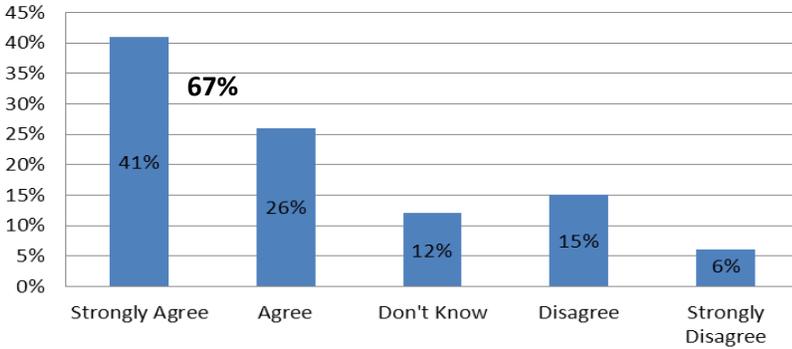
MILWAUKIE MURAL SURVEY RESULTS



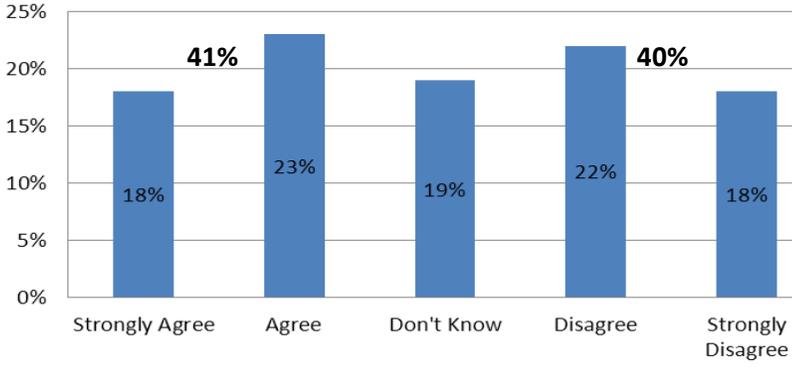
Welcome to Braddock



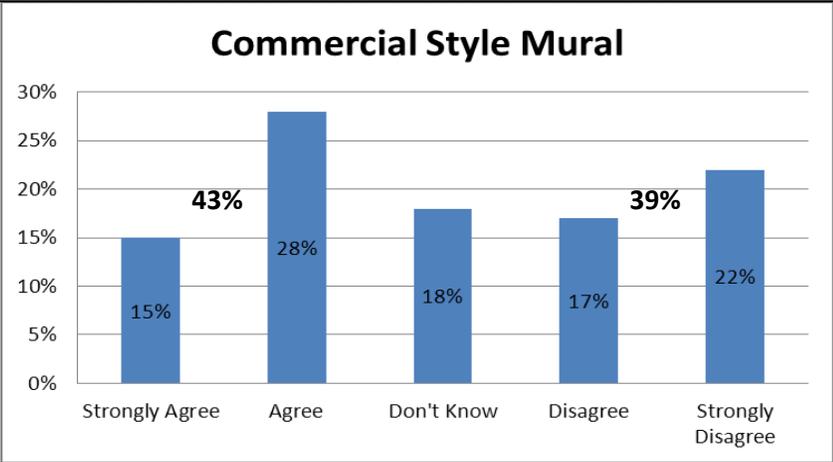
MLK & Ghandi Mural



Graffiti/Street Art Mural



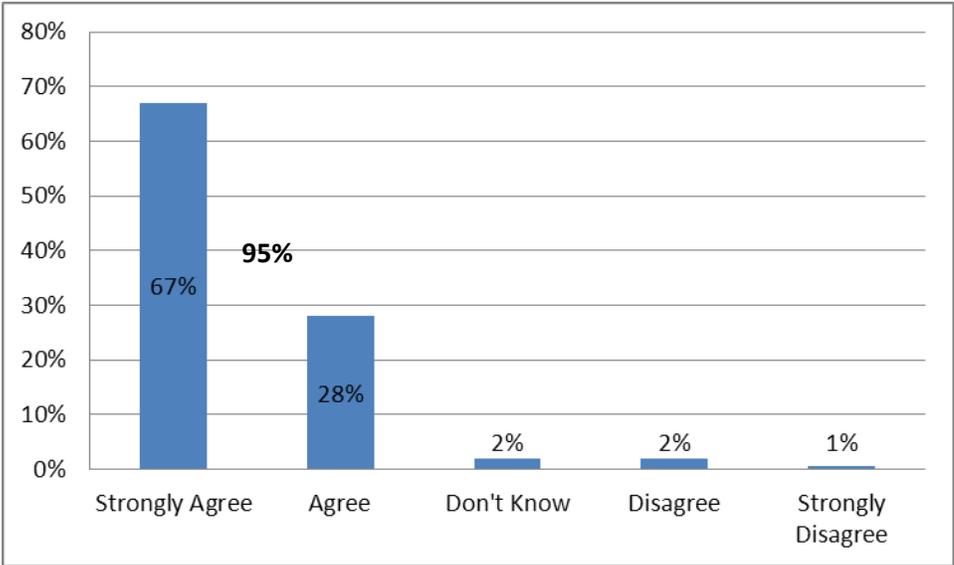
MILWAUKIE MURAL SURVEY RESULTS



Please indicate your level of agreement or disagreement with the following statements:

strongly agree agree don't know disagree strongly disagree

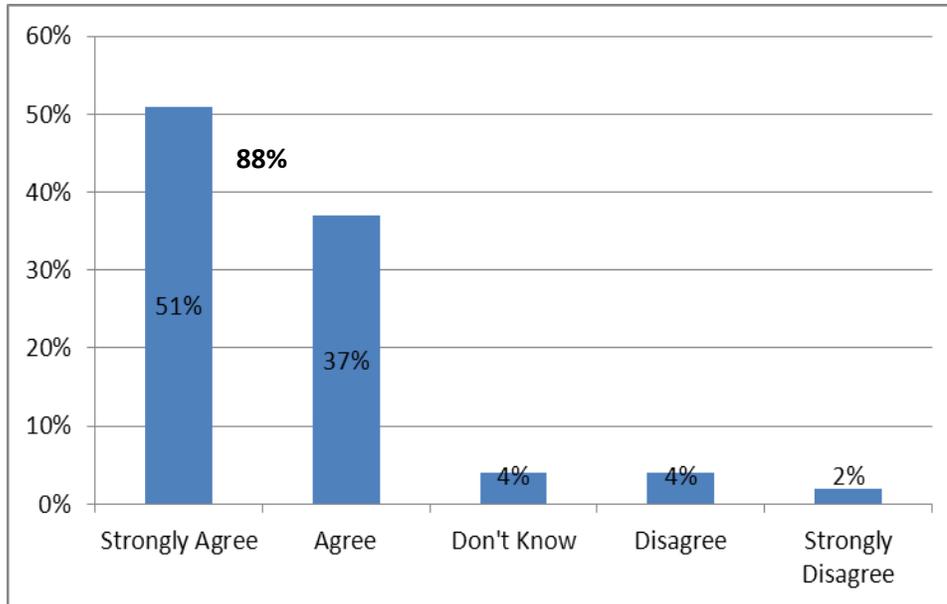
1. Murals can highlight the uniqueness of a community such as its history or culture.



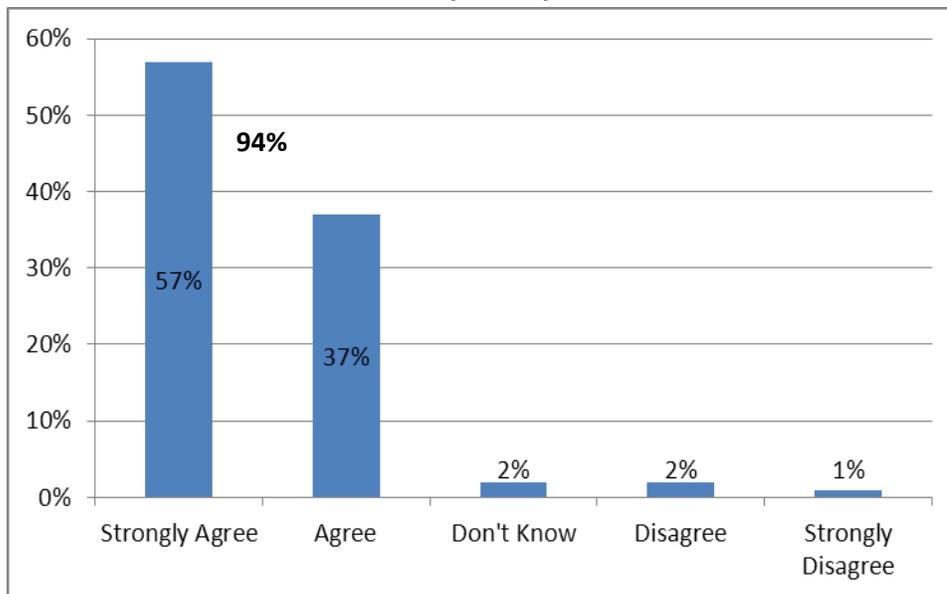
MILWAUKIE MURAL SURVEY RESULTS



2. Murals offer a positive opportunity to feature niche businesses and/or organizations like Dark Horse Comics and Milwaukie High School.



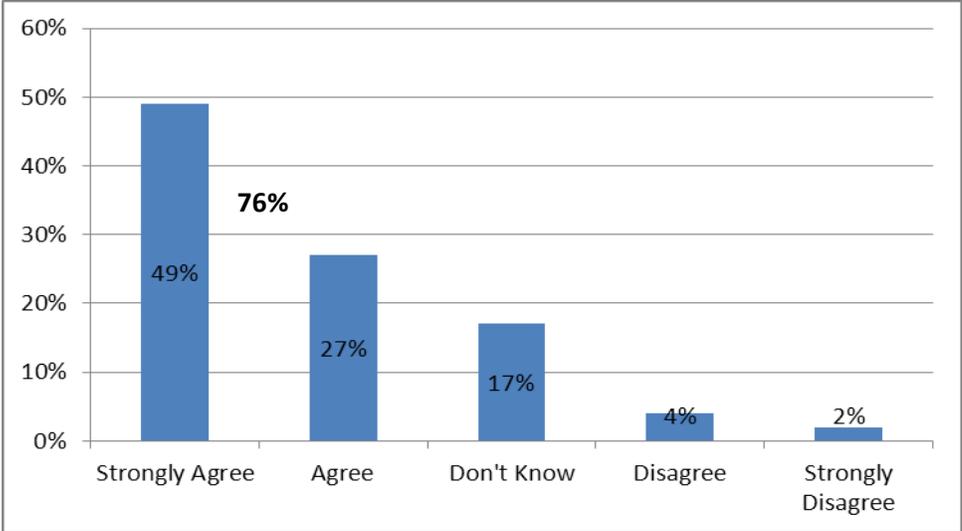
3. Murals enhance the environment of public spaces.



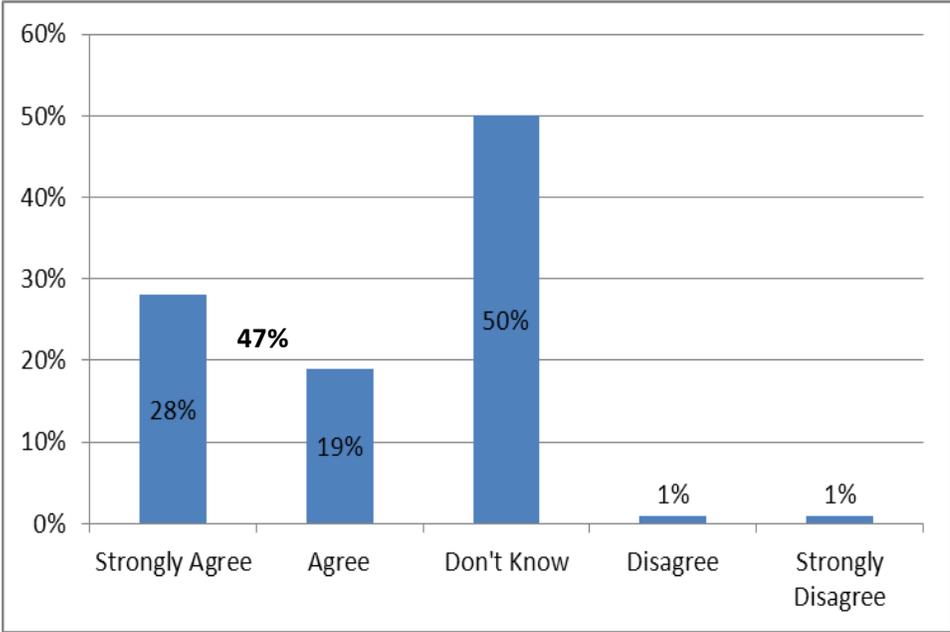
MILWAUKIE MURAL SURVEY RESULTS



4. **Milwaukie should catch up with other Cities that have murals—such as Estacada, Beaverton and Portland.**



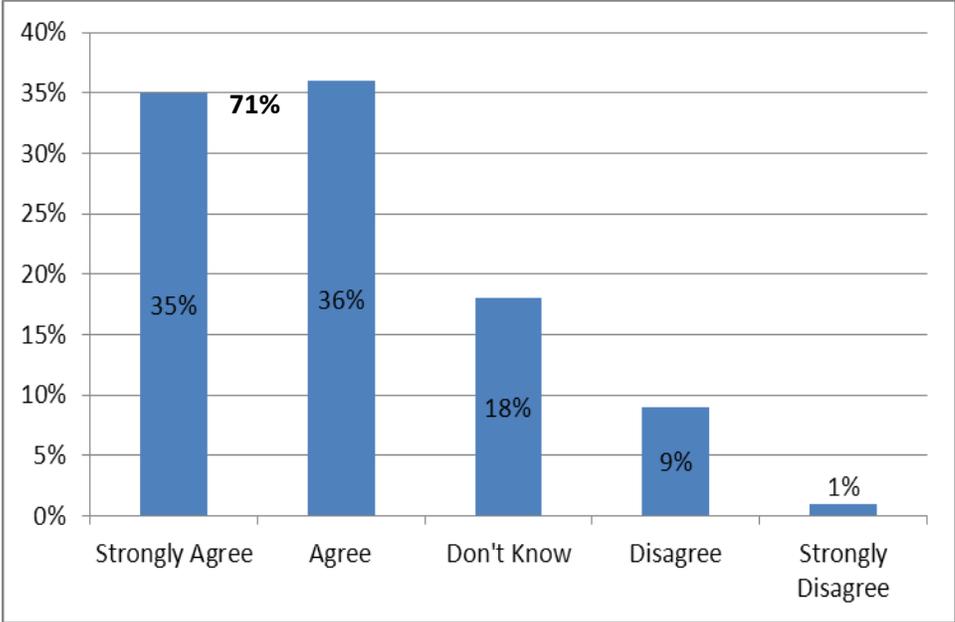
5. **Murals have been shown to reduce the amount of tagging and graffiti on buildings.**



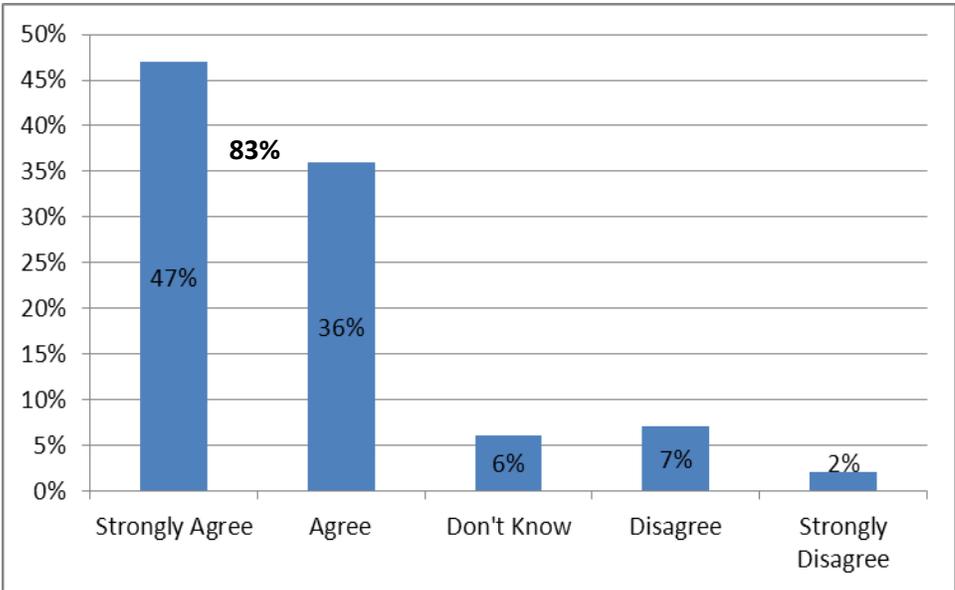
MILWAUKIE MURAL SURVEY RESULTS



6. Murals can enhance the tourist and economic potential of Milwaukie.



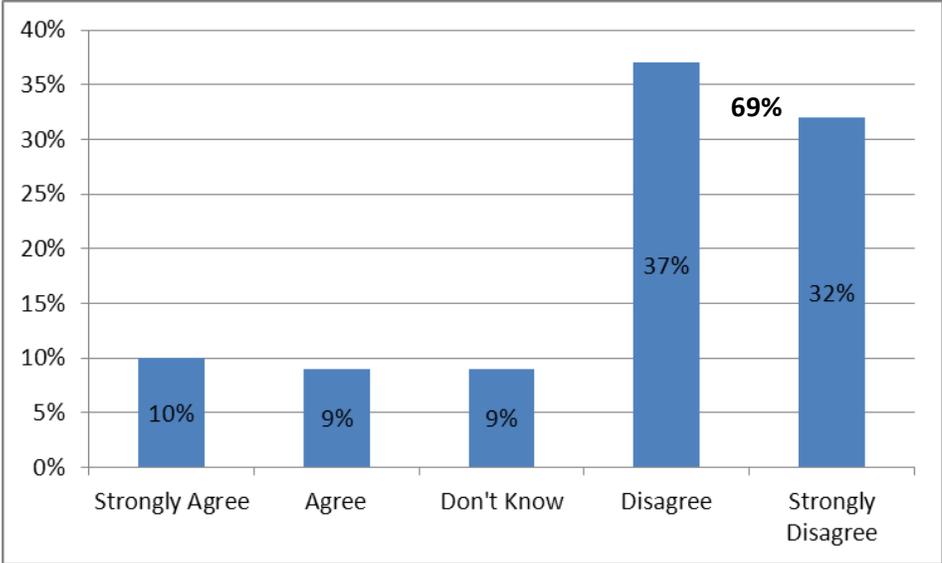
7. Even if a mural is not my taste, I support the freedom of expression.



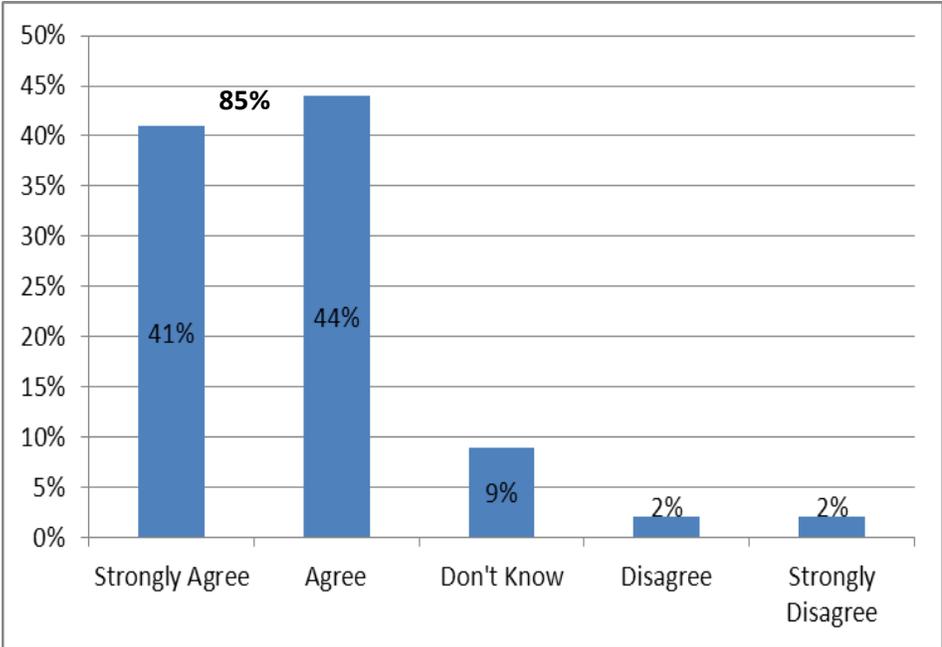
MILWAUKIE MURAL SURVEY RESULTS



8. Building owners should have the right to commission any kind of mural they want on their own building(s) without being reviewed by a committee.



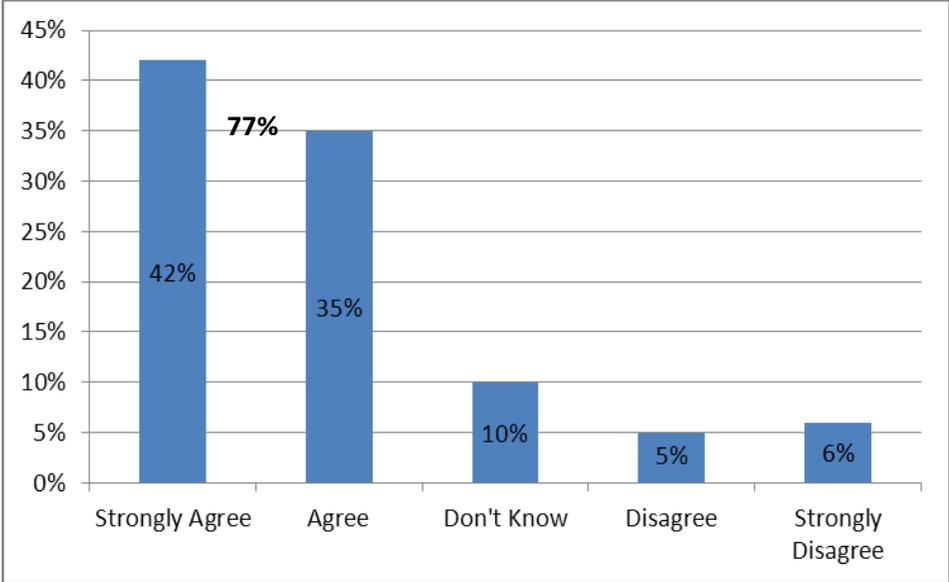
9. Milwaukie should carefully balance the rights of property owners and artists with the aesthetics of the community.



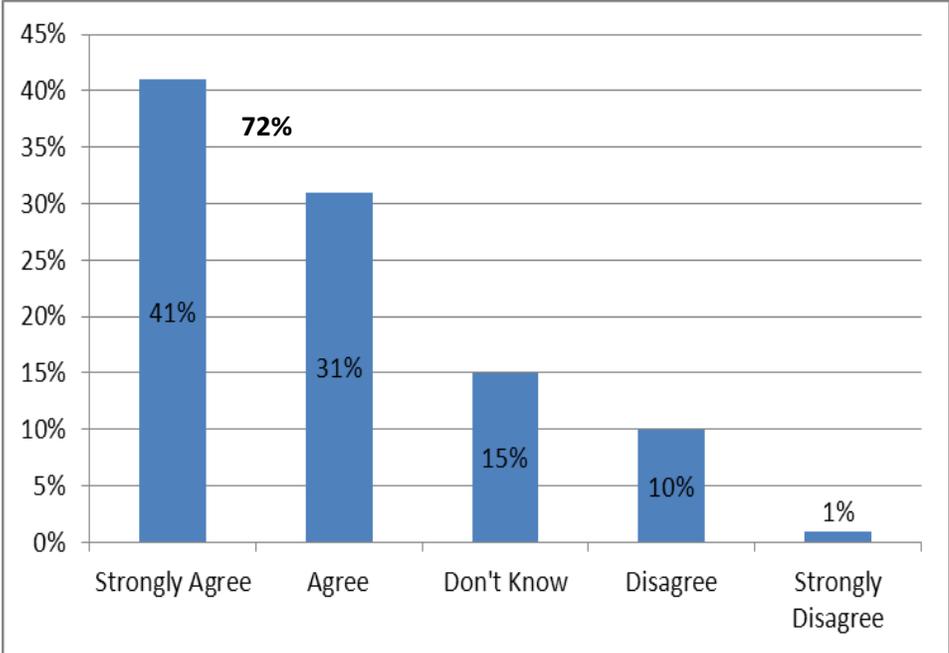
MILWAUKIE MURAL SURVEY RESULTS



10. Milwaukie should exempt murals from current sign regulations, which limit their allowed size.



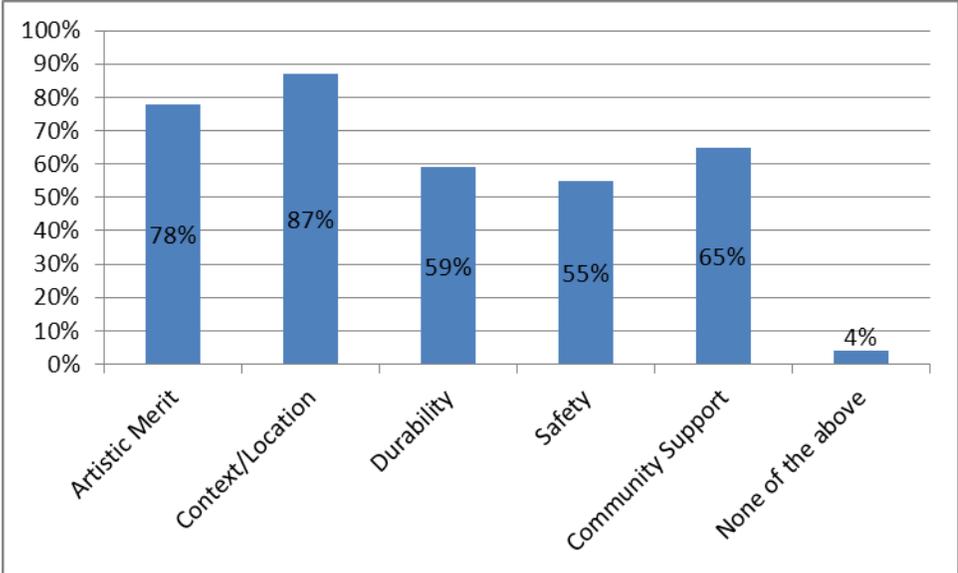
11. Milwaukie should create an ad-hoc review committee to review proposed murals.



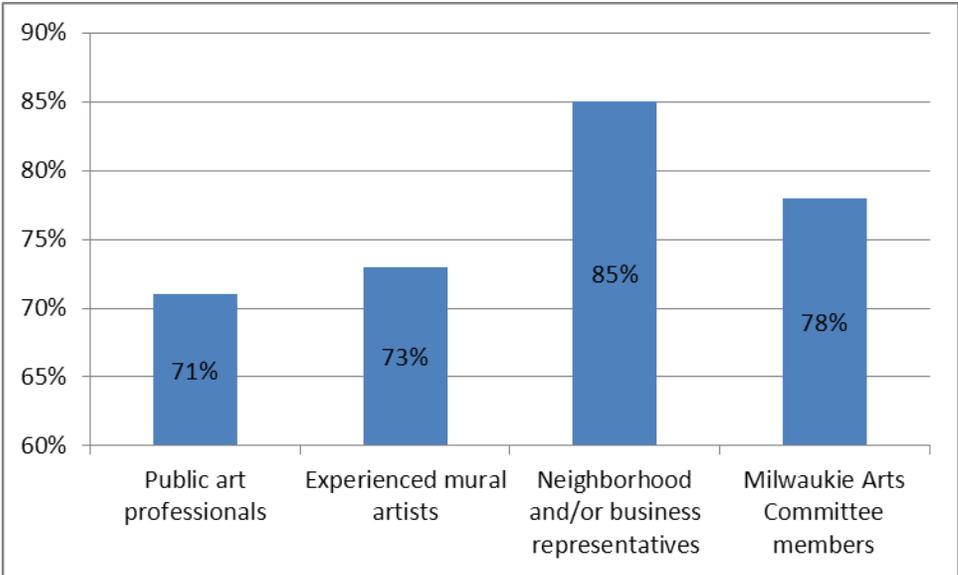
MILWAUKIE MURAL SURVEY RESULTS



12. The MMAP mural review committee should evaluate murals based on the following criteria (you may circle more than one):

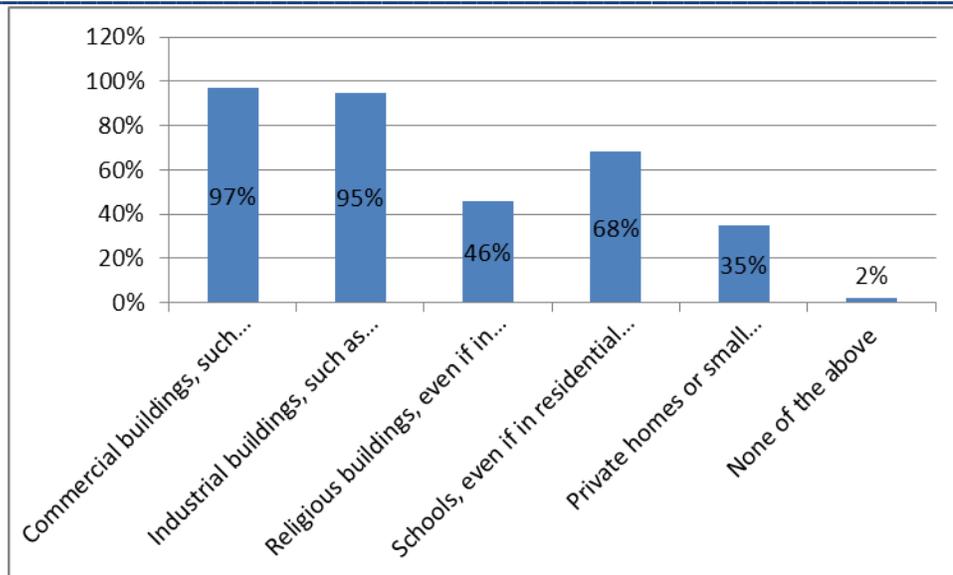


13. The MMAP mural review committee should include the following representatives (you may circle more than one):



14. Milwaukie should allow murals on the following building types/locations (you may choose more than one):

MILWAUKIE MURAL SURVEY RESULTS



15. An example of a mural in the region that I like is:

Buckman Community mural; 28th/flanders mural
 Wade Creek Park "Bird Party" mural in Estacada
 Mike Hensley, Outside-In at SE 13th Ave
 The mural that used to be on Chopsticks
 Mike Hensley's at Outside In in downtown PDX is wonderful;
 Angelina Marino in Beaverton-Hillsdale
 Not seen any locally
 Silverton
 Historic murals and murals on schools
 I tend to love any kind of murals/graffiti that one is able to label artwork
 I really like the one facing the post office.
 No longer there but was Portland - big garden behind a community garden so it seemed to go on and on
 None
 Portland Mausoleum (seen from Oaks Bottom and Oaks Park).
 The Tree of Life, I love that mural. (Estacada)
 I like the historic walk of murals in Silverton. Milw. has a lot of history with the river, etc.
 Mustangs at the high school.
 Hillsdale mural @ Terwilliger & SW Capitol Hwy
 Mural that used to be on Chop Sticks.
 Rose that used to be on water tower in Parkrose
 Hope Jane Brewster, SE 33rd & Hawthorne
 Milw None
 I real The pioneer ones in downtown Oregon City, but I like the one inside the city hall
 I didn't like a lot of them shown above - aesthetically
 Something poorly designed or executed.
 Can't think of one.
 All
 Any graffiti art (on buildings, trains, etc.)

All
 The trump de l'oiel mural on the History Museum downtown
 The river
 Corner of SE 20th and Belmont, but building just torn down; Tree of Life in Estacada is nice.
 The mural that was on Chopsticks-(Kangas mural that was facing the farmers' market).
 The horses coming out of the wall as shown in the survey above.
 I truly love all murals.
 The blue heron in the Oaks Bottom area!
 "Hope is Vital" Mural (Portland)
 Buckman
 The whale mural near the central library in Portland. Also the Big Red Rose in Portland.
 West Moreland nature area--backside of mortuary.
 Milwaukie High School horses on wall
 Most murals with historical themes.
 Those identified in this survey are fine by me -- just not advertising!
 Historic mural like story of founders and execution of mural
 OCY at Main near cross tracking
 Oregon City
 McMennamin's Murals are great! Historic murals in Oregon City
 Inside the Milwaukie post office
 None
 Can't think of one
 The art on Chip and Dales, or whatever the iron place on McLoughlin is called
 Graffiti style
 Historic Mural that used to be on Chopsticks
 Graffiti
 Any abstract mural

MILWAUKIE MURAL SURVEY RESULTS



MILWAUKIE MURAL SURVEY RESULTS



17. My biggest concern about murals in Milwaukie is:

| | |
|--|---|
| It will be difficult to get some peoples buy in on certain designs | That they are not beautiful and aesthetic. |
| Cheesy artwork | Should be employed to support the Arts - not Commerce. |
| My biggest concern is that Milwaukie will end up with a dry "historical" mural | Being to "loud" or "distracting" |
| Limits won't be set/Need committee to assure | Not historically or culturally appropriate |
| Commercialism | Review panels voting on artistic merit |
| They will be cute or hokey and lacking in artistic value | Amount of cost to city, if any, and fear of a design that looks dated quickly |
| Not fitting into environment in which it is placed | Artistic quality |
| Garish colors, inappropriate to historic value. | The lack of murals |
| That there would be too many and the artwork would be too weird | Hiring non-local artists |
| The committee will be biased. | Cluttering up the look of downtown |
| General upkeep so the quality is maintained | That actual Milwaukie residents won't have a say in what the artwork will look like, much like the proposed sculpture at the park place light rail station that was scrapped. |
| Religious murals irritate me | That they be pleasing to look at, and make people think. |
| I hope all will relate to or connect people with Milwaukie in some way past, present, future, not just be a "display". | Public support |
| Gang activity | No oversight |
| Being vandalized | That they will be damaged by vandals with spray paint. |
| Tasteful | Colorfast and no bleaching in the sun |
| That they will get co-opted by the "we want it to represent what Milwaukie was" crowd rather than promoting true art | They will be eyesores |
| No connected theme, poor quality | Historically significant and an enhancement to the community with no political or religious agenda |
| No theme and every business just does whatever it likes | Content vs size vs "appropriateness" which is subjective. |
| Everyone's tastes are different. Once a mural is up we are stuck looking at it regardless of if we like it or not. | Example: I wouldn't want some of Dark Horses characters in larger than life size on Main Street, etc. but DH does have some great potential. |
| Small mindedness will kill complexity, variety & limit #s | Selecting murals that will enhance the city and keeping them in good condition. |
| Beauty is in the eye of the beholder | None |
| That they cover graffiti | Murals should be enjoyed by all--not just by a select few "artistic geniuses" |
| Looking amatuerish. | Upkeep & durability of paint |
| A mural that is a distraction to drivers and "aesthetically challenged" based on majority values of the community. | No concern |

MILWAUKIE MURAL SURVEY RESULTS



18. Additional comments:

Murals don't have to be limited to paint.

Best of luck!

My legal address is in not Milwaukie, but consider Milwaukie to be our home.

I also love a great mural at Tabor Commons, the Jupiter Hotel and SE 33rd + Hawthorne.

When I marked "i don't know" above a lot of the time I was saying that I was neutral - i didn't agree or disagree or maybe i didn't care.

I have lived in Milwaukie for less than a year. I see no reason why, with all the talent that lies untapped here, that we can't have the same feel as Hawthorne St. or Albina St.

Would love for some to be visible to Amtrak riders. Nobody's political statement. Culturally diverse and culturally sensitive but honest. My daughter painted 2 murals inside my house that I love.

Let's worry about more important issues first before we start thinking about art.

Art is subjective, therefore people will have different taste in various style of art and theme.

Murals should be about art first, message second.

Do it and do it well. Make people want to come to Milwaukie to see it.

Keep it classy.

I don't think murals should be allowed as they could be considered an eye sore based on a person's taste in art.

Exeter, CA has won many awards for murals, should check it out.

The style and content is key. Also to have a way to remove something that does not have community support. It should reflect the history of the community or company. Maybe they should just be in downtown. This is a great idea!

I think this is a WONDERFUL idea!

Murals are one of the best forms of artistic expression to reach the public

This is great way to involve the community and show the talent of our local artist.

I don't think murals in Milwaukie will bring tourists in. Don't over do it. A few placed in the right spots will add to the city.

Murals make Milwaukie more personalized and friendly. Murals should be professionally commission. Even if it is student produced which is very appropriate, it should hold to high artistic standards and community relevance. Would prefer a few strategic murals rather than all over the place.

Murals shouldn't be allowed in residential areas absent (1) NDA approval, and (2) lack of objection by any landowner within 300 feet or within sight (whichever is further).

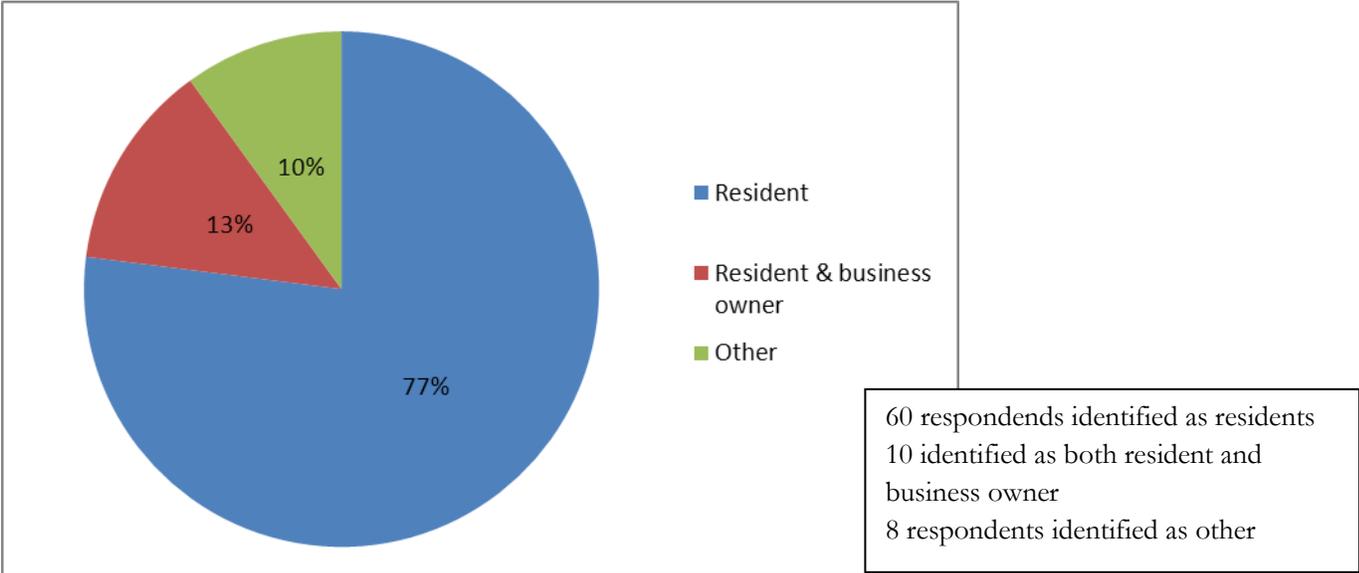
Be careful of oversaturation.

I love murals - especially nature or historical reference or cool retro community themes.

MILWAUKIE MURAL SURVEY RESULTS



Please tell us a little about yourself:



Name: _____ Email: _____

- I live in Milwaukie and the nearest intersection is: _____
- I own a business in Milwaukie and the nearest intersection is: _____
- I do not live or own a business in Milwaukie.

THANK YOU for completing this survey!

MAIL TO:
City of Milwaukie
Attn: Beth Ragel/artMOB
10722 SE Main St. Milwaukie, Or. 97222