



## CITY CANVAS SITE-SPECIFIC ARTWORK GUIDELINES

Thank you for your interest in the City Canvas program. These guidelines are meant to guide **property owner applicants** who wish to submit site-specific artwork for approval under the program.

The City Canvas program was initiated as a temporary pilot program and made permanent by the passage of Local Law 163 of 2021, which amended the New York City Charter and Building Code to permit the display of artwork on temporary protective structures (i.e., construction sheds and fences) on construction sites. Under the City Canvas program, artwork must adhere to relevant City law and rules. The Department of Cultural Affairs (“DCLA”) is responsible for approving the artwork designs and the New York City Department of Buildings (“DOB”) is responsible for approving applications for temporary construction structures.

The goals of the City Canvas program are to

- Improve the pedestrian experience for NYC residents and visitors across the five boroughs by transforming temporary protective structures into sites for the display of art; and
- Increase opportunities for cultural organizations and artists to present artworks that are relevant to the communities surrounding the installation sites.

### Site-Specific Artwork Eligibility

**Property owners** (or applicants that have written permission from a property owner) may apply to display site-specific artwork on temporary protective structures installed at a specific site. Prior to installation of the artwork, the property owner or applicant must obtain approval for the artwork from DCLA and secure all necessary permits from DOB. To apply for artwork approval as a property owner or with property owner permission, please review the guidelines below and send an application (attached here as Attachment A) to [CityCanvas@Culture.NYC.gov](mailto:CityCanvas@Culture.NYC.gov). After artwork has been approved, you will need to provide the DCLA approval to DOB.

### Artwork Guidelines

1. Artwork must maintain integrity of proportions and color when scaled and printed; and
2. Artwork must comply with the following criteria:
  - a) No obscenity or hate speech;
  - b) No sexual content;
  - c) No advertisements, including commercially recognizable symbols or logos; and
  - d) No depiction of illegal activity.

3. Artwork must not violate Federal, State or local law or rule.
4. Artwork must be consistent with the Zoning Resolution.
5. Artwork must include a credit to the Artist.
6. Artwork may not contain text, except for permitted credits and/or an information panel.  
Permitted credits may include credits to the artist, sponsor, and property owner.

### Intellectual Property

Artwork must be wholly original, and cannot violate any copyright, trademark or other applicable law or constitute a defamation or invasion of the right of privacy or publicity, or an infringement of any kind, of any rights of any third party. Upon request, applicant shall provide DCLA with written copies of any licenses, permissions, or releases obtained in connection with this submission.

### Material Guidelines

All artwork and hardware materials must be durable, flame retardant, and able to withstand all weather conditions. Acceptable materials include printed vinyl and PVC boards.

Illumination, electronic signage, and protrusions, or projections are not permitted.

### Permits

The property owner is responsible for securing the appropriate permits from DOB. Approved artwork can be installed only when all permits have been received and have not expired without renewal.

ATTACHMENT A  
Request for Review and Approval of City Canvas Artwork

**APPLICANT INFORMATION**

Organization Name (if applicable):	
Contact Name:	
Contact Phone:	
Contact Email:	

**ARTWORK DESCRIPTION**

Please attach an image of the proposed artwork.

Artist(s) Name(s):	
Artwork description, including description of artist's connection to local community, if any (500 words or less):	
Artwork material(s), dimensions, and method of attachment to temporary protective structure (500 words or less):	

**INSTALLATION SITE DESCRIPTION**

Installation site address and location of artwork:	
Property owner name:	
Property owner type (check one):	<input type="checkbox"/> Non-profit <input type="checkbox"/> Commercial <input type="checkbox"/> Government

Protective construction structure type (check all that apply):	<input type="checkbox"/> Construction Shed <input type="checkbox"/> Construction Fence <input type="checkbox"/> Safety Netting
Council Member (please indicate):	
Community Board (please indicate):	
Notification to the Council Member and Community Board was Sent (please attach proof of notification):	<input type="checkbox"/> Yes <input type="checkbox"/> No

**Required Attachments:**

**BUDGET (PER INSTALLATION/SITE)**

Please attach a budget for the design, installation, and maintenance of the artwork for this site (including artist fees).

**PROPOSED ARTWORK IMAGE**

Please attach an image of the proposed artwork (including an information panel with an artist credit).

**PROPERTY OWNER PERMISSION**

Please attach written permission from the property owner authorizing artwork installation.

**NOTIFICATION TO COUNCIL MEMBER AND COMMUNITY BOARD**

Please attached proof of notification to the council member in whose district the property is located and the community board of the community district in which the property is located, of a request for a work of art to be displayed on temporary protective structures at such property.

**Intellectual Property Acknowledgement:**

By checking the below box and signing below, you attest that all you have obtained any and all necessary legal permissions and approvals, including but not limited to copyright approvals, required for the uses of your submission in the manner contemplated by this program, including but not limited to the following license. By submitting this application, you grant the City a non-exclusive, non-sublicensable, perpetual, irrevocable, worldwide, fully paid-up, royalty free license to reproduce, prepare derivative works from, distribute, display publicly, transmit or otherwise use the materials you submit for any advertising, promotional, or publicity purpose related to the City Canvas program, or for any other governmental or archival purpose, but excluding the right to sell reproductions to any third party. You represent and warrant to the City that your submission is wholly non-infringing, and that you are legally empowered to submit these materials and grant the foregoing license.

You further agree to defend, indemnify, and hold harmless the City of New York, including its officials and employees, against any and all claims (even if the allegations of the claim are without merit), judgments for damages, and costs and expenses to which the City or its officials or employees, may be subject to or which they may suffer or incur allegedly arising out of any infringement, violation, or unauthorized use of any copyright, trade secret, trademark or patent or any other property or personal right of any third party by you, your, employees, agents, or contractors in connection with this submission. Insofar as the facts or law relating to any of the foregoing would preclude the City and its officials and employees from being completely indemnified by the you, the City and its officials and employees shall be partially indemnified by you to the fullest extent permitted by law.

I have read and agree to the terms of the foregoing Intellectual Property Acknowledgement.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_