



Public Art Mural Grant Outline

The City of Monroe and The Union County Community Arts Council (UCCAC) are partnering to provide assistance in creating a series of murals for Downtown Monroe's Central Business District (CBD). These murals are part of an ongoing effort to craft a thriving public art environment that will enhance the Downtown area while supporting our economic development strategies and vision for Downtown. Not only will this grant assist Downtown property/business owner who wish to have an exterior rear or side wall mural but also assure the maintenance and image matches various unique characteristics that sets Monroe apart from other destinations.

The grant assists with the cost associated with the exterior mural that resides within the CBD and can significantly reduce these costs by as much as 50% up to a limit of \$2,000 matching funds. Furthermore, the Grant allows murals to be registered as an official mural which can be placed on city wayfinding maps and marketing materials for promotional purposes. Up to three (3) mural projects will be considered for funding each year.

Any property owner of a building or tenant, located within the CBD, may apply for the Art Mural Grant if the following criteria are met:

1. Mural must be for the exterior renovation of an existing building only.
2. The proposed Mural must meet all applicable zoning requirements.
3. Artwork shall not contain logos
4. Artwork shall be in compliance with the City of Monroe's sign ordinance
5. Artist must stick to the approved design. Major changes to the design must be approved by the Downtown Advisory Board (DAB), the UCCAC, and the property owner
6. Artist may sign their name in small print at the bottom corner of the mural.
7. The mural must be maintained by the grantee for 5 years after its completion
8. At least 5 years have elapsed since the last art mural grant was awarded to the applicant
9. Must complete the following forms:
 - ✓ Guidelines and Process for installing an exterior mural in the City of Monroe
 - ✓ Mural Application
 - ✓ Public Art Mural Agreement



Public Art Mural Guidelines 2020

Thank you for your interest in Installing Murals on Public or Private Property. The following information is intended to assist the applicant and artist with the process.

Overview

This Grant allows the funding of a mural project only if it is approved by the Union County Community Arts Council (UCCAC) and the Downtown Advisory Board (DAB).

The costs associated with installing a mural are not covered by the City of Monroe until the approval and installation of the mural has been completed. It is in the agreement between the artist and applicant to maintain the mural for at least 5 years.

Guidelines

The approval process for installing murals on public or private property within the City of Monroe is administered by the City of Monroe's Downtown office with the assistance of UCCAC and the DAB. Proposed murals are reviewed by the UCCAC and DAB. All property owners must sign an Art Easement form and all art murals approved, through this process, can become part of the City's public art collection for as long as the Art Easement remains in effect.

All applicants are required to meet with the staff liaison at least one month prior to submitting an application. To schedule an appointment contact Matthew Black at 704-292-1705 or mblack@monroenc.org.

Any applicant (artist, property owner, etc.) intending to create a mural on an exterior wall that is visible from a public right-of-way and within the boundaries of the Central Business District (CBD), must apply for approval through the following process.

Approval Process

Applicant shall:

1. schedule an appointment and meet with City of Monroe staff for an informational overview of the process and initial review of the proposed project
2. complete an Art Mural application,
3. obtain a signed Art Agreement from the property owner and artist,

4. prepare a mural presentation package as described in the Criteria for Approval of Wall Murals,
5. schedule to attend the DAB with the mural package and possible questions
6. Submit a complete mural presentation package to staff 10 days prior to the UCCAC and DAB meeting (only packages that are totally complete will be accepted).
7. Matching funds will be disbursed ½ upon approval (based on prep and supply estimate) and the remaining ½ upon completion.

Criteria for Approval of Wall Murals

The work of the artist should be of professional quality; the mural itself must also be of exceptional quality and of enduring value for the City. The mural should be professionally designed and executed with consideration to the following criteria:

1. original art which pertains to Monroe's uniqueness and aligns with Monroe's vision and economic development strategies
2. Appropriateness of the visual imagery for all audiences (not reflecting partisan politics or containing sexual or religious content or expressing a commercial aspect etc.),
3. choice of visual imagery that enhances the aesthetic experience within the City and the character and nature of the site,
4. Appropriateness of the design for all view points to the mural (by pedestrians, from moving vehicles, seated audiences etc.),
5. suitability of the wall surface to receive proposed materials and to enable technical detailing, wall preparation required, and directional exposure of the mural to minimize fading of color, and
6. All installation issues.

Mural Presentation Package

The mural presentation package to be review by the City of Monroe/ UCCAC must contain the following:

1. photos of the proposed location of mural,
2. artist's professional portfolio of mural work; examples of demonstrated ability from prior projects to carry out the project as designed,
3. scaled, color drawings illustrating the proposed mural and actual materials and finish samples with their locations designated on the mural drawing,
4. explanation of imagery concept including:
 - how the artwork enhances the existing character of the site through scale, color, material, texture, and content,
 - how the mural considers the social dynamics of the location, and
 - how the artwork considers the historical, geographical and cultural features of the site as well as its relationship to the existing architecture and landscaping, and
5. description of maintenance issues:
 - Statement regarding the durability of the artwork and its potential to require ongoing maintenance.

UCCAC and DAB Process

The UCCAC and DAB will review the completed mural presentation package in a public meeting with the applicant(s). Adjacent property owners will be notified of the meeting in advance.

1. The UCCAC and DAB will consider the proposal and advise the artist whether or not the mural fits the criteria to move forward and whether additional information is required from

- the artist.
2. If modifications are needed the applicant(s) should be prepared to attend a second meeting with the UCCAC and DAB to present modifications to the work or answer further questions.
 3. The UCCAC and DAB will make a final decision and advise the applicant.

Review of Project during Execution

The City of Monroe/ UCCAC will review the project during the mural execution three times. The artist must notify staff at the end of each of the following steps:

1. After the wall is prepped (Mural: Masonry Wall Prep) and ready for paint. At this step, the City of Monroe/UCCAC will also review the paint colors to ensure they are the same colors approved during the review process
2. Halfway through the painting process
3. Mural must be completed within 6 months of the application approval
4. Within seven days of completion for review of compliance with approved documents, drawings, materials and finishes (including all voided checks and invoices).
5. If the mural is not executed according to the approved concept, the City/UCCAC retains the right to suspend payment to the applicant.