

## **PUBLIC MURAL GUIDELINES & POLICIES FOR COMMUNITY ORGANIZERS**

**New Haven is experiencing an exciting rise in the level of interest on the part of neighborhood and community groups for murals in their neighborhoods. And while the City has no jurisdiction over any artwork on private property, the following policies and guidelines have been drawn up to help guide any group interested in completing a mural in their area.**

### **COMMUNITY MURAL POLICIES**

**Liability Insurance** should be in place to cover painters/installers while the project is in process especially for projects that require ladders, scaffolding, scissor lifts, bucket trucks.

#### **Approval**

- Design and location should be submitted for consideration and approval by the Alderman of ward and the Cultural Affairs Commission at City Hall to ensure mural content is universally acceptable and not objectionable in anyway.
- Project Coordinator should have written approval of the building's owner and occupants, if different, to utilize the wall and for the design.

#### **Maintenance and Vandalism**

- **An individual person/position** should be identified from within the organization, project or community group who will be responsible for long term maintenance. Artwork should be assessed at least once a year for repairs.
- Artwork should be protected against vandalism if possible by apply anti-graffiti coating and security lighting, if available

#### **Publicity/Documentation**

- Press Release with photos should be made available to media. The Department of Cultural Affairs can help with distribution of press release if necessary. Press releases might be sent at start of project to recruit participants and gain recognition for the effort and during the process or after completion to recognize sponsors and acknowledge the completed mural.
- Document with photographs throughout the process and during painting.
- Conduct a follow up survey of participants as appropriate to see how well the process worked and how well the mural has been received by the community.

## **GUIDELINES FOR CREATING A COMMUNITY MURAL**

### **Organizing the Project**

- Prepare a timeline for the mural from beginning to completion including possible dedication. Consider rain dates when calculating work schedule and dedication
- Create a Budget (sample available)
- Form a Mural Team and delegate responsibilities:
  - Identify a Project Coordinator who will be responsible for the overall coordination and execution of the project and budget
  - Identify an Outreach/Volunteer Coordinator who will recruit a diverse range of community members and schedule their involvement
  - Identify a main Muralist/Artist who will be responsible for design in coordination with participants.
  - Identify a Community Coordinator who will seek input/approval of mural design from neighbors.
  - Be sure to connect with your Alderman and the City's Department of Cultural Affairs (DCA) so that they are aware of your efforts. They may be able to help in some way. At the very least, DCA maintains and inventory of public art and would like to include your mural when complete.
  - Identify someone to procure supplies through donations or outright purchase, manage inventory and storage
  - Identify individual to insure clean up at the end of each painting session
  - Identify and schedule people to paint the mural
  - Insure someone is managing documentation of process
  - Appoint someone to manage the Dedication including appropriate speakers, individuals to be recognized, refreshments, invitations, etc.

### **Design Considerations**

- A Mural Design should reflect its location in the neighborhood and cultural, historical significance of the immediate environment and be sensitive to any controversial aspect, incident, individual or other from the neighborhood which people might find offensive. No Mural should be placed on historically significant buildings.
- Draw up several design/concepts for the community's consideration. Post in a library or public gathering spot, if appropriate, to seek public input and feedback.

### **Wall Preparation**

- Pick a north-facing wall, if possible, or one that is otherwise protected from direct sunlight.
- If painting directly onto the wall, check well in advance of starting the painting process to be sure the wall is clean of major dirt, peeling paint, paper or other debris before applying the first coat of sealant, gesso or paint.
- If mortar is missing on the brick or masonry, replace it with similar materials and allow it to cure properly before painting.
- Check for protruding iron or steel as this may cause corrosion on the wall.

**Materials Selection**

- Use exterior paints with a light fastness rating of one, if possible.
- Don't use florescent paints.
- Be sure to have a selection of brushes in varying widths for different types of painting
- Use drop cloths on the ground to prevent paint splatters

**Painting the Wall**

- Work from top to bottom so that you don't drip onto finished areas
- Document the project as painting progresses
- Keep track of the type, color and amount of materials used and how each were used

**Dedication**

- Reach out to everyone involved in the process – especially donors - and be sure all are recognized during the program
- Invite your Alderperson, members of the Cultural Affairs staff, area businesses and media to your event.
- Be sure to issue a press release and send photos to the media