



## CEDAR COUNTY: PRIDE OF PLACE AND PEOPLE

### **Mural Program Description:**

Cedar County: Pride of Place and People is designed to give voice to unique and authentic qualities of each Cedar County community while unifying their relationships. This placemaking effort allows each Cedar County city to represent its history, culture, and future through a “Vintage Postcard” style mural. The large-scale format will then be replicated on the community’s designated location. This project offers both communities and the county an additional asset that celebrate its area’s heritage, values and uniqueness.

### **Mural Guidelines:**

#### **Design:**

1. Mural design will be constant variant of a photo realistic “Vintage Postcard” theme rectangle including name of city and showcasing the uniqueness, history and calibrating current quality of life reflecting each community.
2. Mural design should celebrate the city with a multi-dimensional theme rather than singularity (it should illustrate the community depth beyond just being a mural about a founding father, famous individual, local school spirit or military memorial).
3. Mural size should be appropriate scale to the site but large enough to be noticed and have visual impact.
4. Visual imagery that is appropriate for all audiences (not reflecting partisan politics or containing sexual or religious content or expressing a commercial aspect, etc.).
5. Artwork that is appropriately designed for all viewpoints to the mural (by pedestrians, from moving vehicles, seated audiences, etc.).
6. The artist’s name(s) may be incorporated but should be discreet.
7. Paint utilized should be of superior quality and intended for exterior use only, with colors complimentary to its environment. Reflective, neon and fluorescent paints shall not be used.
8. The mural should have a waterproof seal coating.
9. Final design must receive preliminary approval by local city council and final approval by program judges.

#### **Location:**

1. To protect the integrity of any historically significant structures, murals are not permitted on the primary façade of a historic building.
2. Typically recommended processes include mounting a panel over any historic brick wall, attaching it to the wall at the mortar joint connections to protect the brick.
3. It is recommended to review and utilize the Secretary of the Interior's Standards for Rehabilitation during all steps of the project to minimize the project's impact on a historic properties.
4. Mural location must have site owner’s approval. Addresses where murals will be located are needed by October 15, 2018.
5. The installation of the mural should complement and enhance the building.
6. The location of the mural on the building should not cover or detract from significant or character-defining architectural features.
7. It’s recommended that murals should be located in visible commercial areas while not causing undue distraction to drivers.
8. If an established building location is unobtainable as a creative surface, a billboard-like structure may be created in a visible community space.
9. Mural location must be preliminary approved by local city councils and final approval from program judges.

## **Additional Information:**

### **Costs:**

The cost of a mural is typically between \$25-\$40 per square foot. This estimate is inclusive of design, materials, wall prep and labor. Some of the variables affecting this range include location preparation, complexity of design and the level of detail desired in the mural painting. This will ensure that the quality of the final artwork meets or exceeds expectations and that the mural will last as long as possible. An inadequate budget result in an exceptional work of art. If your budget is inadequate, reduce the scope of the project.

### **Steering Committee:**

It is encouraged to have a local steering committee to guide the design and oversee the project. Ideally it is a comprised of individuals with the highest stake in the outcome of the project. Steering committees that are small (two or three) work extremely well, as they can be more nimble with the process. More than five becomes difficult to build consensus with respect to creative direction. Types of committee members may include city representatives, citizens with arts background, local historians, mural location owners, or anyone who wants to be involved. Avoid "design by committee" design. Focus more on theme objectives and allow artist to build the design from those ideas.

### **Selecting a Location:**

For the most impact, select a wall that has good visibility. The ideal wall for a mural has few windows or architectural interruptions and offers a relatively smooth surface. If the wall is in poor condition, there may be additional wall preparation or remediation costs required.

### **Mural Lifespan and Maintenance:**

Typical mural lifespan is dependent on location, environment, surface, and multiple other factors and typically last five to ten years, before maintenance is required. This includes repainting where needed and review of surface condition. In some cases, communities may choose weathering to take place naturally to cause ghosting or fading. This should only be done on older brick walls. Vandalism of the public art is always a concern, just as it is for any other public asset but most communities report lower than expected issues. Location and height of mural can negate some of these concerns and anti-graffiti varnish can be added to final design if the community feels it's needed.

## **Final Thoughts:**

A Cedar County: Pride of Place and People mural in your community is an exciting point of pride to be celebrated! Each step of the process should be communicated to community members along the way because interest is likely to be very high. It is an opportunity to increase community engagement. We encourage an "unveiling" or media event during project implementation and especially at project completion. Public figures such as the mayor and the city council should be present to reinforce the value of the project and its impact on each community.

# Great Places Cedar County

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## Sample Mural Concepts:

