



RUTHERFORD
ARTS ALLIANCE

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GUIDE TO MURAL PAINTING IN MURFREESBORO, TN

These guidelines, created by the Rutherford Arts Alliance, are intended to support both building owners and artists who are interested in participating in the public art mural movement in Murfreesboro. They will guide the planning and painting process to ensure that this art reflects the vibrant art community already at work in Murfreesboro. Regardless of which party initiates the project, artists and building owners should follow these steps to ensure that the location and type of art are the best match for the selected site.

1. Select an artist to create the street art.

The most important consideration in selecting an artist is quality and an assurance he or she will provide a good outcome. Also consider art that provides a balance of local works, styles, themes and perspectives. The Rutherford ARTS Alliance has artists who have sketches of possible mural designs.

2. Locate a suitable wall and get the owner to approve the use of it for a mural.

Sometimes artists have specific surfaces or types of walls on which they prefer to work. The Alliance can help suggest potential locations based on the context, content and type of work, the effects on others during the painting period such as public sidewalks, and the overall distribution of works, themes, and styles in our city. When considering a potential location for a new mural, artists, community groups and individual property owners should consider:

- The relevant geography, history, and character of the area
- An appropriate size for the mural relative to its proposed location
- The visual impact of the proposed mural on surrounding buildings, including whether the mural will block light or sightlines
- Whether the proposed artwork poses any potential traffic or other public way safety concerns
- The surface conditions of the location and what site preparation or improvements may be needed.

3. Get a sketch for approval.

Once the artist and building owner agree to partner in the mural project, the artist must present a sketch to the building owner(s) for written approval by email or hand-written memo. Artists

must measure the wall and produce a scaled design. The apps *Measure* and *View grader* are useful in this process. If the building owner does not own/manage the business operating inside the building, then the business owner should also be consulted for approval.

If the site selected is in the City of Murfreesboro, contact the Building and Codes Department to determine if the City's sign ordinance applies or a sign permit is needed. Murals that have advertising material require a permit, and murals on the front of the building or that exceed more than two exterior walls are not allowed. The City's sign ordinance can be reviewed at <https://www.murfreesborotn.gov/536/Signs-Permanent-Temporary>. The Arts Alliance can assist artists in making these contacts. The RAA checklist has City departments and contact information listed for your convenience.

A project agreement should address the approved design, budget, materials, timeline, installation schedule (including surface preparation), mural maintenance plan, the expiration date of the agreement, a plan for removal, and any necessary remediation of the site. Written proof of consent should include information about the site clean up after the mural is completed, and any significant variations made to the design during the planning process must be reapproved.

4. Work out the logistics for painting the wall.

- Check to see if the wall is structurally sound for a mural.
- Determine if the surface needs repair or a primer coat of paint.
- If the mural is located in the City of Murfreesboro and painting it will impact ordinary use of streets, right-of-way, sidewalks, or other infrastructure, a Special Event Permit may be required. See the City website at <https://www.murfreesborotn.gov/519/Helpful-Resources>, or you can refer to the Alliance checklist for additional contact information.
- Take extra caution if customers or their vehicles are near the installation.
- Determine paint and other supplies that are needed and order from suppliers.
- For taller walls, secure scissor lifts, cherry pickers, or scaffolding.
- Organize access with owners and neighbors and where supplies will be stored overnight. Resolve parking issues, to make sure the artists and other users have the access they need.
- The Rutherford ARTS Alliance has sample MEMOS of UNDERSTANDING to use with building and business owners.
- Organize the workers and volunteers.

5. Find the funding.

The Rutherford Arts Alliance and its affiliation with the institutions of our community, the Tennessee Arts Commission and the Tennesseans for the ARTS will assist in securing resources for approved public art. The Alliance is NOT a funding agency but an advocacy group. As a guide, the project could range in costs from \$2,500 to \$10,000 depending on the artist's cost, size and condition of wall, and other factors. Also, the Rutherford Arts Alliance has strong

relationships with sponsors who assist with materials and infrastructure. Public art murals are funded through contributions from owners, local businesses, and grants.

6. Get the consent of interested parties.

Interested parties range from the funding resource(s) for the project to businesses near the selected site. Those funding the project must give written consent for the design, location and logistics of the mural by email or written or hand-written consent. Other interested parties may be those with no direct link to the project but who will see the art daily. Building owners who are sponsoring murals should contact neighboring businesses who might be affected during the painting of the mural. Their approval, however, is not required.

7. Assist the artist.

The Alliance can connect artists with community volunteers who will assist the artist so that the mural process is as smooth and speedy as possible. This reduces overall costs and frustrations to business owners, customers, and neighbors so that the project has a positive impact upon our community.

- Allow 4-5 days if volunteers are in place, longer if mural will be executed solo. Allow 1 day to assemble materials and premix paints. It is best to limit the number of colors if possible and allow the artist to do the paint mixing.
- If project is a community paint, the project must have 2 volunteers specifically designated to hand out paint and distribute and wash brushes. Also need 2 volunteers to guide public on painting specifics. Most onlookers are enthusiastic about a mural event and want to engage the artist. It is helpful to have volunteer to assist the artist with needs and make sure he/she is not interrupted.
- Make sure there is a water supply and bathroom access. Plan for paint and dirty water disposal.
- If projecting mural, allow for evening access. Be sure to check aspect ratio and set to auto keystone to avoid distortion.
- Use several scale drawings at site for references with colors noted in advance.
- Keep weather conditions in mind and have tarps available that can be attached quickly to protect the mural. Be sure to keep tarp from hitting the wet paint on the wall.
- Daily communication with all those involved is crucial. Clearly delineate the artist's responsibilities.
- Purchase quality paint, which is pigment dense and withstands direct sunlight. Use compatible sealer that is the same brand as the paint.
- Address having children painting on mural.
- Determine who will bring equipment, paint ladders etc. to the site every day.
- Store paint and supplies at the end of each day.

8. Manage any resource or consent conditions and issues.

The Alliance can act as a mediator when changes are required during the process. The Alliance will work with all parties to ensure that the transitions are as smooth as possible.

9. Secure insurance.

The building owner and/or the artist's insurance policy may be endorsed to extend the coverage to the painting exposure. This would be the less expensive protection. A certificate of insurance naming the additional insured should be issued. Another method is a special event policy for the installation of the mural. RAA has sample applications for this policy. Completing this will determine the cost which is generally a minimum of \$300.

10. Handle media enquiries.

Public art creates excitement and publicity in the community. The Rutherford Arts Alliance can be the clearing house to direct media inquiries and help provide news releases that reflect all parties involved in each project. The Alliance can be on call to answer questions from the media about the artists and their work as well as the other interested parties such as building and/or business owner. Having one specific person to handle PR with all media organizations is a good idea and any materials should be proofed by 2 additional individuals.

11. Clean up at the end of each day and upon completion.

Murals on businesses will require nightly cleanup for safety.

Before celebrating the completed mural with social and print media coverage, the artist will check the site to see that it is returned to a tidy, pre-mural condition. This might include removal of unused paint, empty containers, rubbish and any equipment.

Left over paint can be stored for use in future projects.

12. Add to the mural to the Mural Registry and Tour (maintained on CVB site). Please include

- Artist and date completed-paragraph bio
- Property and address (Add Google Map pin in correct location)
- Community group/non-profit who commissioned mural
- Image of finished mural
- Story

Supply List

Drop cloths

Brushes

Paint and sealer

Projector

Ruler and tape measure

Tables.

Knee pads

Stools

Ladders

Step ladders

Chairs

Buckets

Mixing containers

10 x 10 tents for weather protection and for paint mixing.

Tarps for weather

Clean-up materials for hands

Paper towels

Rental equipment (ladders, cherry picker, scissor lift, scaffolding)

Resources

City of Murfreesboro Building and Codes

Building and Codes Director

Robert N. Holtz

rholtz@murfreesborotn.gov

(615) 893-3750 ext 1401

Sign Administrator

Theresa Stevens

tstevens@murfreesborotn.gov

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(615) 893-3750 ext 1403

Assistant Transportation Director

Ram Balachandran

rbalachandran@murfreesborotn.gov

(615) 893-6441 ext 1644

For murals on roadways or underpasses

Shawn Bible

Highway Beautification Office Manager

Tennessee Department of Transportation

(615)350-4351

Shawn.A.Bible@tn.gov

City of Murfreesboro Community Services

Executive Director of Community Services

Angela Jackson

ajackson@murfreesborotn.gov

(615)890-5333