



Town of Clayton
Public Art Advisory Board Agenda
Tuesday, January 14, 2020 @ 5:00 PM
Wooten Room - Clayton Town Hall

1. CALL TO ORDER

2. APPROVAL OF MINUTES

a. Draft Minutes

- November 19, 2019

[November 19, 2019 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of November 19, 2019 Minutes

3. ACTION ITEMS

a. Election of 2020 Board Officers

Presenter: Sara Perricone

- Chair

POTENTIAL ACTION: Approval of 2020 Board Chair

4. OLD BUSINESS

a. "150 Reasons We Love Clayton" Project Update

Presenters: Sara Perricone, Chair & Clark Hipolito

- Project materials moved to Town Hall, lettering/logo not sticking, need installation plan

b. Community Center Banners

Presenter: John McFadden

- Draft letter to Recreation Advisory Board to work a new banner into the proposed Clayton Community Center expansion plans

POTENTIAL ACTION: Approve letter and direct staff to send

c. Sam's Branch Greenway Public Art Project

Presenters: Kim Helmer, Tammy Murray & John McFadden

- Update on re-sealing efforts on wooden fish artwork
- Revised guidelines to be presented
- Discussion/Voting on Artwork for Next Greenway Project Phase

[Sam's Branch Greenway Guidelines, Jan 2020](#)

POTENTIAL ACTION: Approval on Flower Artwork for Next Greenway Project Phase

d. Mural Program for Private Buildings Update

Presenter: Stacy Beard, Communications Director

- Update from January Town Council meeting
- Formation of Mural Subcommittee
- Discussion of artist/material/project database

[Mural Program Process Application OCT 2019](#)

e. Sculpture Trail Update

Presenter: Stacy Beard, Communications Director

- Update to Call-to-Artists
- Update on lighting for roundabout, Horne Square & Library
- Request help from board to distribute brochures in downtown businesses
- Last Friday leadership excited about April 24, 2020 People's Choice
- Announcement/Check Presentation

5. NEW BUSINESS

a. Introduction of New Members

Presenter: Sara Perricone

- Will Lawson
- Kathleen Nobles

6. PUBLIC COMMENTS

7. ADJOURN

- a. **POTENTIAL ACTION:** Motion to Adjourn



Town of Clayton
Public Art Advisory Board Minutes
Tuesday, November 19, 2019 @ 5:00 PM
Wooten Room - Clayton Town Hall

MEMBERS PRESENT:

Sara Perricone, Chair
John McFadden
Tammy Murray
Elizabeth McLaurin
Jill Hunt

STAFF PRESENT:

Stacy Beard, Communications Director
Heidi Holland, Deputy Town Clerk

MEMBERS ABSENT:

Kim Helmer
Howard Manning
Clark Hipolito

1 CALL TO ORDER

- a) Ms. Perricone called the meeting to order at 5:03 p.m.

2 APPROVAL OF MINUTES

- a) Draft Minutes
October 15, 2019

ACTION: Adoption of October 15, 2019 Minutes

Motion: Board Member McLaurin
Second: Board Member McFadden
Vote: Unanimous

3 ACTION ITEMS

4 OLD BUSINESS

- a) Community Center Banners
Presenter: John McFadden

There was discussion on the future of the banners at the community Center. With the bond being approved, there is an expansion plan for the Community Center which may mean the renovation may not accommodate the banners. The design for the renovation is unknown. Ms. Beard stated she would mention to Parks & Rec. that the board would like to continue to hang banners at the location. A motion was made to draft a letter to Parks & Rec. stating the board has hung banners at the center in the past and would like to request space for future banners in the renovation. Mr. McFadden stated he would draft a letter and would present it to the board at the January meeting.

ACTION: Draft a Letter of Support for Banners at Community Center

Motion: Board Member McLaurin

Second: Board Member Murray

Vote: Unanimous

b) "150 Reasons We Love Clayton" Project Update

Presenters: Sara Perricone, Chair & Clark Hipolito

- Update on construction, installation, location, duration & promotion

Mr. Hipolito and Ms. Perricone stated they have painted the project. The letters were applied to the wood but with the cold weather the large seal kept peeling off. Ms. Beard stated she would speak with Public Works to ask if we can use the facility to store the project long enough to warm up the wood and apply the seal. The seal is the only part of the project that needed to be completed. Mr. Hipolito and Ms. Perricone stated they would look at this project and would develop a plan to move forward.

c) Sam's Branch Greenway Public Art Project

Presenters: Kim Helmer & Tammy Murray

- Update on re-sealing efforts on wooden fish artwork
- Revised guidelines to be presented at January meeting

Ms. Murray stated the fish have been sealed. There was discussion among the members on whether to use varnish or anti-graffiti paint in the future. It was stated the anti-graffiti paint had been used the last two iterations of this project and it seemed to work well. It was suggested to prime the artwork next time before painting them. The guidelines would be revisited at the next meeting in January.

d) Mural Program for Private Buildings Update

Presenter: Stacy Beard, Communications Director

- Presentation of Draft Guidelines and Application

Ms. Beard stated that she coordinated with the Planning Department and Economic Development to create the application and guidelines. This process would run the same way as the sculpture trail. The murals for this program need to maintain the character of Clayton's downtown. This process would go through the Planning Department first, the artist would have to submit a design proof before going forward which this board would have a voice in approving before finally going before Council. This program would be revisited at the January meeting to have input from the two new members.

ACTION: Continue to review with full board including two new board members at January meeting, no action taken.

e) Sculpture Trail Update

Stacy Beard, Communications Director

- Update to Draft Application for first 2-year Sculpture Trail Call-to-Artists
- Update on lighting for roundabout, Horne Square & Library
- Paid service for CallforEntry.org

This item began with discussion on allocating more money in the budget for the artists'

hotel stays and whether or not to pay for their hotel stays. There was lengthy discussion on the pros and cons of this expense. After much discussion, there was a motion to not include the hotel reimbursement, but to increase the 2-year contract cost to \$2000.00.

Ms. Beard discussed the lighting for the sculptures at the Roundabout, Horne Square and the Library. She stated she reached out to Public Works about this. The Horne Square beds are wired for lighting. Ms. Beard stated she requested for those sculptures to have white lights, lighting in the front of the sculpture and to only come on at night. The Roundabout is not wired for lighting, it would be very costly to wire lighting for this area. Ms. Beard asked Public Works to look into solar lighting options and pricing for this location. It was stated possibly 4 lights would be ample enough. With the future renovation of the parking lot at Town Square, Ms. Beard stated she did not ask about the lighting options for this sculpture. There were questions about the plaques, they are complete just waiting to be applied to each sculpture.

Ms. Beard stated a popular site that artists look for calls at is called callforentry.org. She stated she signed up as if she were an artist to see how it worked. There are several pages of other towns advertising their sculpture trails and artists have been looking at this website. This page not only would post the sculpture trails, but it would take the submissions and organize them for you. The submissions would then be uploaded and a spreadsheet created. There was discussion on whether to charge a small artist entry fee to make up for the cost for the use of the website. It was stated this website reaches so many artists and this would be beneficial to the future of our sculpture trail program.

ACTION: Increase 2-Year Contract to \$2000.00 with No Hotel Reimbursement

Motion: Board Member Murray
Second: Board Member McLaurin
Vote: Unanimous

5 NEW BUSINESS

- a) 2020 Public Art Advisory Board Meeting Schedule
Presenter: Heidi Holland, Clerk to the Board

ACTION: Adoption of 2020 Meeting Schedule

Motion: Board Member Murray
Second: Board Member McFadden
Vote: Unanimous

6 PUBLIC COMMENTS

7 ADJOURNMENT

- a) With there being nothing further the meeting was adjourned at 6:07 p.m.

ACTION: Adjournment of Meeting

Motion: Board Member Murray

Second: Board Member McLaurin
Vote: Unanimous

Duly adopted this the 14th day of January, 2020.

Sara Perricone, Chair

ATTEST:

Heidi L. Holland, Deputy Town Clerk and
Clerk to the Board

November 19, 2019
Minutes

The Public Art Advisory board was established to form a collection of artistic works for the community to enjoy and help dress up the public spaces in the Town. To enhance the greenway and engage young people in the arts, the Public Arts Advisory Council envisioned the creation and installation of a repeating series of public art projects on the trail. In 2013, the Town of Clayton and Public Art Advisory Board unveiled the first greenway outdoor public art project.

Visitors and residents flock by the hundreds to these gorgeous greenways and now to their surprise about a mile into their trek from the Sam's Branch trailhead at 1358 N. O'Neil Street, they'll be treated to the delightfully colorful creations of these young artists.

First they will see a permanent art installation by local artist Georges Le Chevallier which includes two beautiful butterfly benches made of steel and aluminum and a unique bike rack and totem pole of butterflies made of stainless steel tubes and aluminum. In the first student art installation, Le Chevallier worked with Clayton High School art teacher Jane Roberts to assist dozens of Clayton High School and Powhatan Elementary School students design and paint more than 40 wooden butterflies. They were attached to the rails of the curving fencing that winds along the greenway. Some of the butterflies imitated real local species and help serve as an educational tool.

Now those butterflies have fluttered away and on May 18th, 2014 the new installation of student art flew in... WHIMSICAL BIRDS! This time the number of participating schools more than doubled. Under the direction of their art teachers, students from Clayton High, Clayton Middle and Powhatan and Cooper Elementary Schools designed and painted artful birds. Those butterflies were displayed and sold at the 2014 Millstock Music & Art Festival. Sales were brisk and more than \$1,000 went towards the next student art project on the greenway! In April 2016, the birds flew away and fish swam into their place. It was the largest undertaking yet- nine schools and 10 art teachers taking part. The art teacher managing the project retired. In the fall of 2018, the fish were removed due to deterioration and plans to renew the project are moving forward with the creation of guidelines and a timeline. The management of the project will move over to the Public Art Advisory Board.

Sam's Branch Greenway Public Art Project Guidelines

Timeline- Year 1

August

- Bring shapes to board for approval
- Talk to shop teacher at CHS

September

- Solicit donations as needed (wood, exterior paint, wood screws, brushes, gloves, urethane, anti-graffiti coating)
- Begin tracking donations, continue through end of project
- Create a form for the student artists to use including their name address, phone number, email and group they are participating through (aftercare, scouts, etc.)
- Consider using a postcard system for later informing students of the upcoming unveiling of their art.

October through March

- Deliver wood to CHS as needed and retrieve completed cut-outs. (Nine total designs, 3 variations in 3 sizes each) As they are collected they will be primed by board members or volunteers.

April

- Reach out to teachers/group leaders to assess interest in participation.
- Maintain records of requests and responses including teacher/group leaders' contact info. This will include art teachers, principals, scout leaders Y camp, Clayton aftercare, local churches, etc.

May

- Cut outs should be complete and primed.
- Assemble supplies for any groups (day camps, churches, etc) who will be painting during the summer. Supplies will include wooden cutout, paint, brushes, gloves paper outlines, unless the group is providing any of the above.

June

- Distribute supplies and guidelines to any group that is participating in the summer.

Year 2

August

- Distribute supplies and guidelines to schools and any other groups that will be participating during the school year. We will supply paper cutouts, wooden shapes and paint if needed. We expect school will supply brushes and cups for painting.

September through February

- Check in frequently on progress of painting and any supply needs.

March 10

Projects are due! Collect them ASAP from all sites!

April

CVA display

Who is involved:

The subcommittee of the Public Arts Advisory Board
Teachers from Johnston County Schools
Interested youth leaders from the community
YMCA summer camp program
Scouts
Churches
Clayton Public Library The Women's Club of Clayton
Clayton Visual Arts Council

Who manages:

The subcommittee of the Public Arts Advisory Board

Budget:

A mix of donations, sponsorships, grants, and town budget/staff time may be included. The teaching community has found good support for this project from the business community. The project has received a grant from JCAC in the past. Any significant change or expansion would need approval by the Town Council.

Materials:

3/8" BC sanded pine plywood
Exterior latex wood primer
Painters' tape
Acrylic paints
Paint pens for writing names
Minwax helmsman spar urethane UV protection
Anti-graffiti top coat
Screws and wire for display
Paper, bubble wrap or the like for storage/transport

Duties:

Members of the PAAB will help solicit, gather and deliver materials as needed.
Volunteers will prime the cut outs
The shop teacher at CHS and students will cut out shapes
The subcommittee will collect and distribute shapes and materials

Group leaders and teachers are responsible for overseeing painting and adhering to schedule so that they are completed by March 10 or other date determined by the subcommittee.

The PAAB members and any willing volunteers from the community will apply final coats of UV protection and anti graffiti coating, as well as wires and screws for display. Be sure each piece is protected by a layer of paper or wrapping before stacking.

Approval:

The Board does not see to limit the creativity of the student artists. The Board reserves the right to remove or disqualify submissions that may contain vulgar language or material, personal attacks of any kind or offensive comments that target or disparage any individual based on race, color, religion, gender, sexual orientation, national origin, pregnancy, physical disability, genetic information, age, gender identity, political affiliation, military and veteran status, or any other status protected by federal, state or local law; advocates illegal activity or infringes on copyright or trademarks.

The student artists name and school/group will be listed on the back of the shape. Their name can be signed on the front or their shape in ½" to 1" lettering in their best handwriting or printing.

Other than the student's name in 1" or smaller writing, no other text will be allowed to be incorporated into the artwork.

Installation:

Volunteers from the PAAB as well as other community members will prep the artwork for display by installing screws and wires on the backs. The artwork will be exhibited in the Clayton Center for the April CVA reception.

The Clayton Parks and Recreation Department will be responsible for removing the previous exhibit on the Greenway and installing the new pieces. This process will be repeated every two years.



DOWNTOWN MURAL PROGRAM

Eligibility, Guidelines, and Criteria

PURPOSE

Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, better business traffic, increase in building occupancy, or eradication of blight. Murals are an investment in a town's unique identity, its cultural cohesiveness and sense of place.

Town Council has appointed the Town of Clayton Public Art Advisory Board (PAAB) with oversight responsibility pertaining to the creation, review and approval of mural requests on privately-owned non-residential buildings in the Economic Development Downtown District using the criteria and processes set forth below.

Applications for mural designs on privately-owned buildings in the Town of Clayton must be approved through the Town of Clayton mural application approval process.

DEFINITION OF MURAL

Any mosaic, painting, or graphic art or combination thereof which is applied to a building and not interpreted to be advertising by the Planning Director or their designee. Murals that contain any brand name, product name, letters of the alphabet spelling or abbreviating the name of any product, company, profession, or business, or any logo, trademark, trade name, or other commercial message are considered advertising signs and must meet the requirements of the Town of Clayton's Unified Development Code.

ELIGIBILITY

- 1) The applicant must be the owner/tenant of a building/property located within the boundaries of the mural program, which is identified as the "Downtown Core" on the Town's adopted Future Land Use Map.
- 2) If the applicant is a tenant, they must have the owner's written permission with the application.
- 3) The property shall be classified as non-residential in Zoning and Use.

GUIDELINES

- 1) Improvements must conform to the Town of Clayton's Unified Development Code, North Carolina Building Code and other applicable plans and policies of the Town.
- 2) Murals may not detract from the architectural integrity and historic character of the primary facades of the building.
- 3) Theme / Design Criteria:
 - a. Murals must reflect the character, culture and/or history of Downtown Clayton;
 - b. Appropriate thematic and other relationships to the surrounding environment;
 - c. Readability and appropriateness of scale; and

- d. Content: No signage or subject matter that could be construed as advertising or political messages.
- 4) The building owner agrees to allow images and video of the completed murals to be placed on the Town of Clayton's web pages, social media, publications/videos and local media.

CRITERIA

- 1) The property owner must agree to complete the work within one calendar year from the date of approval and that all work is completed according to state and local building codes and ordinances, and approved, when necessary, by the proper authorities.
- 2) The property owner must agree to maintain the mural improvements set forth in the application.
- 3) The property owner must agree to maintain the mural improvements set forth in the application. Owner maintenance includes but is not limited to not painting over, destroying, obscuring, or altering the mural. This provision may be waived if the building owner can demonstrate a hardship which requires the removal of the mural.
- 4) Once the mural is complete, an anti-graffiti coating shall be applied to protect it.
- 5) The artist and building owner must sign a contractual agreement regarding a waiver of proprietary rights and maintenance responsibilities of the mural during its lifetime. Maintenance shall include but is not limited to re-painting/touch-up painting to keep the art looking current and not faded, as determined by the Public Art Advisory Board.
- 6) The building owner must show the consent of adjacent property owners who face the wall or facade on which the mural will be displayed.

APPLICATION PROCESS

- 1) Applicant will complete the application, including mural plans/sketches and cost estimate.
- 2) Applications or questions shall be submitted to the Town of Clayton Economic Development Specialist at 919-359-9349 or info@TownofClaytonNC.org
- 3) Application review will include town staff and the Public Art Advisory Board. The Board will form a mural committee comprised of any one member of the Clayton Downtown Development Association, two members of the Public Art Advisory Board, one Clayton Downtown District Business owner, a representative from the Chamber of Commerce, and two members of the local art community. Their recommendation will then be presented to Town Council.
- 4) A notification letter will be sent to applicants concerning the approval or denial of the application within 45 days of receipt of a completed application.
- 5) An approval letter must be received **BEFORE** the mural is installed, at which time Economic Development staff will inspect completed work to verify installation is in accordance with the approval and program guidelines.



Town of Clayton
Economic Development Department
111 E. Second Street, Clayton, NC 27520
P.O. Box 879, Clayton, NC 27528
Phone: 919-553-5002
Fax: 919-553-1720

DOWNTOWN MURAL APPLICATION

The Mural Program is designed to enhance Downtown Clayton's unique identity and cultural cohesiveness.

PROJECT INFORMATION:

Name of Project: _____

Building Address: _____ Parcel Tag #: _____

Project Description (use additional sheets if needed
and include mural plans/sketches): _____

APPLICANT INFORMATION

Applicant: _____

I am the: ☐ Property Owner ☐ Tenant

Mailing Address: _____

Phone Number: _____ Fax: _____

Contact Person: _____

Email Address: _____

Length of Time at Address: _____ Length of Time
Remaining on Lease: _____

FOR OFFICE USE ONLY

Date Received: _____ Amount Paid: (no fee required) File Number: _____

PROPERTY OWNER INFORMATION

Name: _____

Mailing Address: _____

Phone Number: _____ Fax: _____

Email Address: _____

REQUIRED INFORMATION (to be submitted with the application)

The following items must accompany this application.

To be completed by the applicant:	Please Initial Below if complete or to indicate concurrence
1. A pre-application conference was held with Economic Development. Date: _____	
2. I understand <i>before</i> any work is begun on the project that this application <i>must</i> be reviewed and <i>approved</i> .	
3. Project plans, specifications, sketches, sizing, or other appropriate design information.	
4. I have read the attached information regarding purpose, eligibility, and process, and my project meets all criteria.	
5. Photograph(s) of existing conditions of the property.	
6. Samples of paint and material colors to be used for the mural.	
7. Cost estimates for the project.	
8. Owner's Consent Form (<i>required if applicant is not the property owner</i>).	
9. I understand I must receive all applicable permits, such as Zoning Compliance Permit, Sign Permit, and Building Permit, prior to beginning work.	
10. I understand the work must be completed within one calendar year from the date of approval and that all work is completed according to state and local building codes and ordinances, and approved, when necessary, by the proper authorities.	
11. I understand that I am responsible for the ongoing maintenance of improvements described here from the date of project completion or until such time as the building is sold.	
12. I acknowledge that the Town and PAAB are obligated only to administer the program procedures and are not liable to the applicant, owner or third parties for any obligations or claims of any nature growing out of, arising out of or otherwise related to the project or application undertaken by the applicant and/or owner. There is no principal/agent or employer/employee relationship between the Town, the PAAB, and the applicant and/or owner.	

APPLICANT / PROPERTY OWNER SIGNATURES

Applicant's Name (Print Name)

Signature of Applicant

Date

Property Owner's Name (Print)

Signature of Property Owner

Date

Please return completed application to the Town of Clayton, Attn. Economic Development, PO Box 879, Clayton, NC 27528, or in person at the Economic Development office at 111 E. 2nd St, Clayton NC 27520.

STAFF REVIEW *(the applicant should leave this section blank)*

This application has been reviewed by the following:

Economic Development Staff:

Name (print)

Signature

Date

Comments/Conditions:

Planning Department: Zoning Compliance Review (if applicable):

Name (print)

Signature

Date

Comments/Conditions:

Building Department: Inspector Review (if applicable):

Name (print)

Signature

Date

Comments/Conditions:

Public Art Advisory Board:

Committee Review:

Date

☐

Approved

☐

Denied

Comments/Conditions:



**Town of Clayton
Economic Development Department**

111 E. Second Street, Clayton, NC 27520

P.O. Box 879, Clayton, NC 27528

Phone: 919-553-5002

Fax: 919-553-1720

OWNER'S CONSENT FORM

Consent is required from the property owner(s) if an agent will act on their behalf. A separate form is required from each owner. Consent is valid for one year from date of notary, unless otherwise specified. All fields must be completed.

Project Name: _____ **Address or PIN #:** _____

AGENT/APPLICANT INFORMATION:

(Name - type, print clearly)

(Address)

(City, State, Zip)

I hereby give **CONSENT** to the above referenced agent/applicant to act on my behalf, to submit applications and all required materials and documents, and to attend and represent me at all meetings and public hearings pertaining to the following processes (*list applicable requests*):

Furthermore, I hereby give consent to the party designated above to agree to all terms and conditions which may arise as part of the approval of this application.

I hereby certify that I have authority to execute this consent form as/on behalf of the property owner. I understand that any false, inaccurate or incomplete information provided by me or my agent will result in the denial, revocation or administrative withdrawal of this application, request, approval or permits. I further agree to all terms and conditions which may be imposed as part of the approval of this application.

OWNER AUTHORIZATION:

(Name - type, print clearly)

(Address)

(Owner's Signature)

(City, State, Zip)

STATE OF _____

COUNTY OF _____

Sworn and subscribed before me _____, a Notary Public for the above State and County, this the _____ day of _____, 20____.

SEAL

Notary Public

My Commission Expires: _____