



Town of Clayton
Public Art Advisory Board Agenda
Tuesday, October 15, 2019 @ 5:00 PM
Wooten Room - Clayton Town Hall

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- a. Draft Minutes
- September 17, 2019
- [September 17, 2019 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of September 17, 2019 Minutes

3. ACTION ITEMS

4. OLD BUSINESS

- a. "150 Reasons We Love Clayton" Project Update
Presenters: Sara Perricone and Clark Hipolito
- Update on donations, supplies, building and location installation
- b. Outdoor Student Public Art Update
Presenter: Stacy Beard, Public Information Officer
- Presentation of website, brochures, plaques and sculpture videos
 - Draft Application for first 2-year Sculpture Trail Call-to-Artists
- c. Sam's Branch Greenway Public Art Project Guidelines Finalized
Presenters: Greenway Art Procedures Committee
- [Guidelines for Sam's Branch](#)

POTENTIAL ACTION: Adoption of Guidelines

- d. Mural Program for Private Buildings Update
Presenter: Sara Perricone, Chair
- Presentation of Draft Guidelines and Application
 - CDDA member Heidi Peach invited to share input
- [Mural Program Process & Application OCT 2019](#)

- e. Community Center Banners Update
Presenter: John McFadden

5. NEW BUSINESS

- a. 2020 Public Art Advisory Board Meeting Schedule
Presenter: Heidi Holland, Clerk to the Board
- [2020 Meetings](#)

POTENTIAL ACTION: Adoption of 2020 Meeting Schedule

6. PUBLIC COMMENTS

7. ADJOURNMENT

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



Town of Clayton
Public Art Advisory Board Minutes
Tuesday, September 17, 2019 @ 5:00 PM
Wooten Room - Clayton Town Hall

MEMBERS PRESENT:

Sara Perricone, Chair
Kim Helmer
John McFadden
Tammy Murray
Maleah Christie
Elizabeth McLaurin
Jill Hunt ***arrived at 5:15pm*

STAFF PRESENT:

Kimberly Moffett, Town Clerk
Heidi Holland, Deputy Town Clerk

COUNCIL ABSENT:

Howard Manning
Clark Hipolito

1 CALL TO ORDER

- a) Ms. Perricone called the meeting to order at 5:06 p.m.

2 APPROVAL OF MINUTES

- a) Draft Minutes
• August 20, 2019

ACTION: Adoption of August 20, 2019 Minutes

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

3 ACTION ITEMS

4 OLD BUSINESS

- a) "150 Reasons We Love Clayton" Project Update
Presenters: Sara Perricone and Clark Hipolito

The presentation for this project went to Council on September 16, 2019, they were very excited about this project. There was discussion on whether to put this up before or after the Harvest Festival. It was stated it is not known when this project will be complete. With this project being portable, this could be an attraction at the Harvest Festival, possibly at Town Square. Ms. Perricone stated she will check with the Chamber and find out if this project will be permitted at the Festival and she also contact Mr. Hipolito to get a projected completion date for the project.

b) Outdoor Student Public Art Update

Presenter: Stacy Beard, Public Information Officer

Ms. Beard was not able to attend tonight's meeting, Ms. Helmer was able to give a brief update. There was discussion of concerns of the paint on the edges of the fish coming off. Ms. Beard confirmed via email with Ms. Helmer this is due to transporting the fish back and forth multiple times, not due to deterioration. Ms. Helmer stated this will be addressed in the Greenway Decoration Procedures. There was discussion on touching up the paint on the fish with a sprayer, this may be too expensive and the force of the sprayer might be a safety issue. There was discussion of the fish being a different type of wood and paint than the birds which may also contribute to the paint coming off the edges. Ms. Helmer and Ms. Perricone stated they would be willing to go on the Greenway and touch up the fish. There was discussion of contacting the Public Works department and coordinate a time in October that they could help the members repair the fish.

c) Greenway Decoration Procedures Update

Presenters: Greenway Art Procedures Committee

Ms. Helmer stated the committee created some guidelines but are waiting to hear back from Jane Roberts on a few things they had questions about. The committee will try to have these finished procedures at next month's meeting. There was discussion that the high school will not be able to prime the future cutouts, they can cut these out but they are not set up to do the priming. The next artwork idea for the Greenway was a choice between beetles and flowers, the flowers were preferred over the beetles. Ms. Murray presented two examples of flowers and stated they would like to have a third flower design. The idea is to have 3 different flower designs with three different sizes of each design. The shop teacher at the high school preferred the flowers as well. There was discussion on how the high school students would cut these flowers out, it was stated they will go through between 10-15 blades at about \$15 a blade and a donation for those blades will be needed. Ms. Perricone stated that should be able to come from the budget. It was also stated the high school will need sandpaper as well. Currently for the paint, the hope is to get that donated. It was stated Sherwin-Williams seemed to be very helpful with donations.

ACTION: Motion to Approve Flower Design for Next Greenway Project

Motion: Board Member McLaurin

Second: Board Member Christie

Vote: Unanimous

d) Mural Program for Private Buildings Update

Presenter: Sara Perricone, Chair

The DDA is now handling this mural program, however, the guidelines are not yet in place. There was discussion that this program should stay with this program because it deals with artwork. There should be more information available on this program by the next board meeting.

5 NEW BUSINESS

6 PUBLIC COMMENTS

- a) Update to By-Laws
Presenter: Kimberly Moffett

Ms. Moffett discussed the need to update the board's by-laws. She asked for the members to look through the by-laws to determine if they still fit the mission of the board. The board members were asked to email any changes to Ms. Perricone, they can be combined and changes then made before going to Council for approval.

7 ADJOURNMENT

- a) **ACTION:** Motion to adjourn was made at 5:30 p.m.

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

Duly adopted this the 15th day of October, 2019.

Sara Perricone, Chair

ATTEST:

Heidi Holland, Clerk to the Board &
Deputy Town Clerk

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

1. Timeline- Year 1

- a. August-
 - i. Bring shapes to board for approval
 - ii. Talk to shop teacher at CHS
- b. September-
 - i. Solicit donations (pressure treated wood, exterior paint, wood screws, brushes, gloves, cups, anti-graffiti coating)
 - ii. Keep a list of all donations
 - iii. Create a form for the student artists to use- it must include name, location (Y, Scouts...) address, phone number and email- possibly fill out a postcard to mail in the future regarding the upcoming unveiling of the art
- c. October- March
 - i. Check on progress of videos/ donations
- d. April
 - i. Email/ mail/ call about interest survey to teachers/ staff about the project- this will include all the art teachers, principals, Scout leaders, Y camp leaders and library – possibly churches and day care centers too
 - 1. Be sure to keep a good list of responses. Include their phone number, emails and address
- e. May-
 - i. Cut outs are complete
 - ii. Assemble supplies for the library and Y camps- this will include cutout, paint, brushes, gloves, paper outlines...
- f. June
 - i. Distribute supplies to the summer camps- be available to approve the art outlines
 - ii. **Have each student address a postcard regarding the CVA reception??**

Year 2

- g. August
 - i. Distribute paper outlines (9 designs- 3 variations in 3 sizes) to the art teachers in the schools- we will provide paper outline, wooden cutout, paint and anti-graffiti coating- we expect teachers to supply paintbrushes, cups for paint
- h. October 15
 - i. Outlines are due to present at the PAAB meeting that month- on the back of each outline should be student name, school and art teacher's name
- i. November- February
 - i. Monthly check in as to status of art/ supplies
- j. Mar 10
 - i. Art projects are due!!
- k. April (already scheduled by John for 2021)
 - i. CVA display

2. Who is involved:
 - a. The subcommittee of the Public Art Advisory Board
 - b. Teachers from Johnston County School
 - c. Interested youth leaders from the community
 - d. YMCA summer camp program
 - e. Scouts from the community
 - f. Churches
 - g. The Clayton Public Library
 - h. The Women's Club of Clayton
 - i. The Clayton Visual Art Council
3. Who manages:
 - a. The subcommittee of the Public Art Advisory Board
4. Budget:
 - a. Mix of donations, sponsorships, grants and town budget/ staff time. The teaching community has found good support in the business community for this project. The project has received a grant in past from the JCAC. (Can we get some of the PAAB budget?) Any significant change/ expansion will need to be run by the Town Council.
5. Materials:
 - a. BC Sanded Pine Plywood
 - b. Exterior latex wood primer
 - c. Painters tape
 - d. Acrylic paints- house paint- verify how long for paint to cure?
 - e. Paint pens for writing names
 - f. Minwax helmsman spar urethane UV protection- Jane had schools do this with 2 coats- drippy
 - g. Anti-graffiti top coating
 - h. Screws and wire for display
 - i. Paper or bubble wrap for storage/ transport
 - j. Lazy Susans to assist in painting
6. Duties
 - a. Members of the PAAB will help solicit, gather and deliver materials for the project
 - b. Volunteers will prime the plywood before it is cut out. The shop teacher and students at Clayton HS will cut out the shapes.
 - c. The subcommittee will collect the cutouts and distribute/ store the shapes until needed. Before distribution, the subcommittee will prime the edges of the cutouts.
 - d. Youth organizations/ schools are responsible for completing the painting by March 10 or other date as determined by the subcommittee. The back of the cutout should have paint on it.
 - e. The subcommittee and community volunteers will apply the final coats of UV protection and anti-graffiti coating, as well as the wires and screws for display. Be sure that each piece of art is protected by a layer of paper/ wrap.

7. Approval

- a. The Board can approve the overall design but does not have the desire to limit the creativity or expression of the youth artist. 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 or mental 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.
- b. **?? Will the subcommittee have the authority to approve in the summer?**
- c. Paper drawings are due by October 15. These drawings will be reviewed by the PAAB at the October meeting. The drawings will be returned to the schools for completion of their project.
- d. **Transfer of the artwork to the cutout???**
- e. The student's name and school will be listed on the back of the artwork. Their initials may be incorporated into the art design on the front. The artist should sign their name in ½- 1 inch letters in their best handwriting.
- f. **No words???**

8. Installation

- a. Volunteers from the community and PAAB will prep the artwork for display using screws and wires. The artwork will be exhibited in the Clayton Center for the April CVA reception.
- b. The Park and Recreation staff will install the artwork after the April exhibit at the Clayton Center. There are 225 yards of fence line at Sam's Branch.

9. Removal

- a. The Park and Recreation staff will be responsible for the removal of the artwork prior to the installation of the new artwork or if there is any deterioration of the artwork.
- b. **What happens to artwork at the end of the display???**



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: _____



TOWN OF CLAYTON PUBLIC ART ADVISORY BOARD 2020 MEETINGS

January 21, 2020

February 18, 2020

March 17, 2020

April 21, 2020

May 19, 2020

June 16, 2020

July 2020 – No Meeting*

August 18, 2020

September 15, 2020

October 20, 2020

November 17, 2020

December 2020 – No Meeting*

Meetings are held on the THIRD Tuesday of the month at 5:00 p.m. in the Wooten Room in Town Hall located at 111 East Second Street, unless otherwise noted.

In accordance with NC GS 143-318.10, this is an official meeting of the board and is open to the public.

ADOPTED BY TOWN OF CLAYTON PUBLIC ART ADVISORY BOARD:

WWW.TOWNOFCLAYTONNC.ORG