



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

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- a. Draft Minutes
October 15, 2019
[October 15, 2019 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of October 15, 2019 Minutes

3. ACTION ITEMS

4. OLD BUSINESS

- a. Community Center Banners
Presenter: John McFadden
- b. "150 Reasons We Love Clayton" Project Update
Presenters: Sara Perricone, Chair & Clark Hipolito
- Update on construction, installation, location, duration & promotion
- 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
- d. Mural Program for Private Buildings Update
Presenter: Stacy Beard, Communications Director
- Presentation of Draft Guidelines and Application
[Mural Program Process & Application OCT 2019](#)

POTENTIAL ACTION: Continue to review with full board including two new board members at January meeting

- 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

POTENTIAL ACTION: Adoption of Call to Artists - Set Date to Release Call to Artists

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, October 15, 2019 @ 5:00 PM
Wooten Room - Clayton Town Hall

MEMBERS PRESENT:

Sara Perricone, Chair
Kim Helmer
John McFadden
Tammy Murray
Howard Manning
Elizabeth McLaurin
Jill Hunt
Clark Hipolito **arrived at 5:15 p.m.

STAFF PRESENT:

Stacy Beard, Public Information Officer
Heidi Peach, Member of DDA
Heidi Holland, Deputy Town Clerk

MEMBERS ABSENT:

Maleah Christie

1 CALL TO ORDER

- a) Ms. Perricone called the meeting to order at 5:00 p.m.

2 APPROVAL OF MINUTES

- a) Draft Minutes
- September 17, 2019

ACTION: Adoption of September 17, 2019 Minutes

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

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

Mr. Hipolito stated this was presented to Council in September, they are very excited about this project. Mr. Manning acquired all the materials and supplies needed for this project. Ms. Perricone stated the Chamber agreed the project can be displayed during the Harvest Festival starting on Wednesday at Horne Square, move to Town Square for Thursday and Friday, and finally moved to the convenient store parking lot on Saturday. Mr. Hipolito stated he can begin building this on November 21st, paint it on November

23rd, and have it ready for the Harvest Festival that begins on November 28th.

b) Outdoor Student Public Art Update (**Should be the Sculpture Trail 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

Ms. Beard stated the town's website has been updated with all current sculptures and their locations. The plaques are in the process of being made and should be complete by the end of the week. They have QR codes on them that will pull up the description of the sculpture when scanned.

There was discussion on what month the People's Choice awards should occur. It was suggested to have it in March with a March Madness bracket, which has been done in the past, but the consensus with this process was from a teachers standpoint this may be too much to keep up with. The discussion led to possibly holding this event during one of Canopy's First Fridays, which starts back up in March. Ms. Beard stated she would approach Canopy and discuss partnering with them for this event. It was stated to have a longer window of voting time open.

It was discussed to create a Facebook page strictly for the sculptures. It was suggested to use a hashtag on Instagram and ask citizens to take pictures of the sculptures using this hashtag instead of creating a Facebook page. It was then suggested to host walking tours to show the Sculpture Trail. The tour would only be able to include the sculptures downtown. It was stated there is an app called The Clayton Connection that has a virtual tour for all the sculptures.

Ms. Beard provided a draft application for the 1st 2-year Sculpture Trail. There was discussion on different items needed to be added and amended. One mention was to have a statement in the application that stated the artist has to maintain the appearance of their sculpture during these two years. There was discussion on whether the board plans on covering the artists' hotel and gas expenses and should there be a cap on the mileage reimbursement; it was stated this will be discussed more at next month's meeting. There was also discussion on creating a Buy in Program, where we possibly buy a sculpture from a selected artist once every 5 or 10 years. The plan is to adopt a final draft of this application at next month's meeting and distribute by the end of the year.

Ms. Beard stated she asked a Public Works employee about lighting on the sculptures at the roundabout and the library. At this point, with the upcoming parking lot renovations, some sculptures may have to relocate so the lighting will be put on hold for now.

c) Sam's Branch Greenway Public Art Project Guidelines Finalized

Presenters: Greenway Art Procedures Committee

Ms. Helmer discussed her meetings with Jane Roberts and the process of creating these guidelines. There was discussion on whether or not to allow text of any type on the artwork. After detailed board discussion, it was agreed on the front there will be no text allowed, only graphics and on the back, only allowing a limited area for a signature only.

ACTION: Continue discussion at November 19, 2019 meeting.

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

- 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

No discussion. This will be discussed at the November 19th meeting.

- e) Community Center Banners Update
Presenter: John McFadden

No discussion. This will be discussed at the November 19th meeting.

5 NEW BUSINESS

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

No discussion. This will be discussed at the November 19th meeting.

ACTION: Continue discussion at November 19, 2019 meeting.

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

6 PUBLIC COMMENTS

7 ADJOURNMENT

- a) Motion to adjourn was made at 6:07 p.m.

ACTION: Motion to Adjourn

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

Duly adopted this the 19th day of November, 2019.

Sara Perricone, Chair

ATTEST:

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

October 15, 2019
Minutes



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