



MURAL GUIDELINES

(in accordance with City of Tybee Island Ordinance 2014-34A)

INTRODUCTION

Thank you for your interest in having a decorative mural for your business in the City of Tybee Island. Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art.

To effectively implement a successful mural program, which will ensure consistency and aesthetic value in the community; it is important that applicants adhere to the following guidelines, which will ensure the best possible results. The application process and guidelines that follow are intended to provide mural applicants with a reasonable process that will safeguard the interests of the community, as well as those of the individual property owner.

Allowance of painted, decorative murals is intended to extend public art into commercial areas of the City of Tybee Island in order to enhance the cultural experience of the public.

Applications for mural designs on privately-owned commercial buildings in the City of Tybee Island must be approved by the Development (Dev'l) Authority / Main Street Board of Directors through the Mural Design Review Application approval process described below.

To make an appointment for reviewing the resource material, mural review for approval, and / or for further information, please contact the Tybee Island Dev'l Authority / Main Street Executive Director at (912) 472-5071 or cmorton@cityoftybee.org.

COMMERCIAL BUILDING MURAL PROGRAM GUIDELINES

1) Theme / Design Criteria:

- a) Murals on privately-owned buildings must reflect the character, culture and history of the area/neighborhood. Murals will adhere to creative themes including: vintage / historic Tybee Island (photos for reference are available through the Tybee Island Historical Society and / or the Dev'l Authority / Main Street Office) Tybee beaches / ocean, nature scenes. An emphasis should be reflective of the specific area /neighborhood.
- b) Appropriate thematic and other relationships to the surrounding environment.
- c) Appropriateness of scale.
- d) No signage or subject matter that could be construed as advertising, copy, symbols or references directly promoting any product, business, brand, organization, service, cause, or political messages.

2) Site Selection Criteria:

- a) The building owner submits a letter of request with proposed mural details to the Dev'l Authority / Main Street Executive Director for consideration. The request must include the proposed idea or theme; a photograph of the wall on which the proposed mural will be created; and photographs of the surrounding area, including structures immediately adjacent to the building. The letter must include proof in writing that the required private funds and/or in-kind contributions are secured, as well as, a 5-year maintenance plan.
- b) The submittal must include a letter from the property owner (if different from applicant) confirming their approval of the proposed mural to be on their building and acknowledge they are responsible for upkeep.

3) Planning / Considerations:

- a) Once a mural is painted in an outdoor location, it becomes public art. There are a number of factors that need to be taken into consideration before a mural is started.
- b) The artist and the building owner should agree upon the content of the mural with an estimate of the cost.
- c) A written contract should be signed between all parties involved, i.e. artist, building owner or leaser) prior to work beginning.
- d) The contract should designate the lifetime of the mural (three, five, seven or other, agreed upon years) that the mural will be left undisturbed, after which the mural can be painted over without penalty.
- e) Consider the location of the wall in which to attach plywood for the mural to be displayed.
Reasoning for plywood / maintaining the integrity of a building...For historic buildings and districts, careful consideration of the historic fabric and historic setting should be considered. Murals should not compromise the character defining features of a historic building or district, as this may compromise its eligibility for the National Register of Historic Places now and / or in the future. In some cases, attaching plywood to the exterior of buildings can help protect historic fabric, but can also cause other preservation issues if not maintained.
- f) Investigate the different paints available and strive for the most durable.
- g) Determine who will maintain the mural if the work is damaged and / or needs attention.
- h) Take into account the surrounding businesses and residents when planning the mural.

4) Mural Making Process:

- a) When painting a mural, it is important to choose an appropriate wall and location. Protecting the integrity of buildings on Tybee Island is of utmost importance; therefore, plywood* must be attached to the building for the mural to be painted. Water leaks and cracks in the plywood may have adverse effects on the mural and should also be avoided. Murals, which face direct sunlight during the daytime hours fade and peel much faster than those which do not get direct sunlight or are protected by overhanging architecture. Murals located in heavily trafficked areas will be subject to more smog, dirt and chemicals which may change the colors of the original paint.
- b) Before painting, it is highly recommended that the surface be cleaned thoroughly. The cleaner the surface is, the longer the mural will last. After the surface has been cleaned, a coating such as gesso should be applied to create a smooth and consistent surface to which the paint can bond. Surface preparation, materials, paint, and anti-graffiti coating should be compatible with each other as well as with the surface. Consult manufacturers of products for specific information. One type of paint that may be used is mineral paint because it bonds extremely well with the wall and should last many years. Paint should be applied thinly and evenly. Thick layers of paint take longer to dry and tend to peel quickly.
- c) It is recommended that a protective anti-graffiti coating be applied to murals to protect them from graffiti and vandalism. Several products that employ a sacrificial coat to the mural surface are on the market. Some coatings may crack, bubble, fog, yellow or otherwise alter the colors on the mural. Therefore, a layer of varnish may be applied to the finished mural first to isolate and protect the paint layer.
- d) Consistent maintenance is extremely important to the durability of outdoor murals. It is recommended that a regular maintenance plan be devised for each mural.

5) Mural Design Approval Process

- a) Mural proposals are initially reviewed by appointment with the Dev'l Authority / Main Street Executive Director.
- b) The complete mural submission will be reviewed at the next scheduled Dev'l Authority / Main Street Design Committee meeting for a recommendation to be considered at the next scheduled Board of Directors meeting. The applicant is encouraged to attend the meetings.
 - i) The Design Committee meetings are typically held the 1st Thursday of each month at 6pm. The Board of Directors meetings are typically held the 3rd Wednesday of each month at 6pm. Both meetings are held in the Tybee Island City Hall Auditorium at 403 Butler Avenue.
- c) A complete Mural Design submission must include the following:
 - (1) Written description of proposed design, site, surface preparation, materials and processes to be used (including anti-graffiti treatment), individual/groups involved in the mural design, and/or preparation, and parties responsible for subsequent maintenance. Ideally, a separate maintenance plan should be included.
 - (2) Written permission to proceed with the project, including any additional requirements, from the property owner.
 - (3) Color scale rendering (no larger than 8-1/2" x 14") of proposed design, including any text.
 - (4) Photographs of the proposed site and physical surroundings
 - (5) Timeline for completing the project
 - (6) Documentation of finished work. Photographic documentation of completed projects is required for our records.

PLEASE NOTE: Once the Tybee Island Dev'l Authority / Main Street Board has approved the proposed mural design, the artist may not make additional changes to the design without returning to the Design Committee for recommendation of Board approval of the changes prior to implementation of the mural. During the review process, Directors may make recommendations to meet the intent of the mural guidelines and better assist the applicant. In the event that the applicant fails to receive Dev'l Authority / Main Street Board approval for submitted mural design, s/he may appeal this decision to the City Council.

6) General Definitions:

- Gesso – A traditional mix of glue binder, chalk, and white pigment, used to coat rigid surfaces (e.g. wooden painting panels) as an absorbent primer coat substrate for painting.
- Sign – An advertisement through graphics or text identifying a specific business, product, or service.
- Mural – A singular hand-painted work of art with graphics related to artistic design for public display.