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Title: Proposed Carrboro Mural Project - Jones Ferry Road and Highway 54

PURPOSE: The purpose of this item is for Michael Adamson to present additional information in regard to the proposed Carrboro Mural on the existing retaining wall at the intersection of Jones Ferry Road and Highway 54.

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TITLE:

Proposed Carrboro Mural Project - Jones Ferry Road and Highway 54

PURPOSE: The purpose of this item is for Michael Adamson to present additional information in regard to the proposed Carrboro Mural on the existing retaining wall at the intersection of Jones Ferry Road and Highway 54.

DEPARTMENT: Planning and Public Works Department

CONTACT INFORMATION: James Thomas, 918-7335, George Seiz, 918-7427

INFORMATION:

Mr. Adamson presented the concept of the mural at the Board of Aldermen’s April 8th, 2014 meeting and the Board of Aldermen approved the resolution to endorse this project. Mr. Adamson stated that he would provide additional information to the Board of Aldermen as this project progressed. This agenda item is for Mr. Adamson to present his progress with the proposed mural. A key item worth noting is that the Tourism Development Authority (TDA) has approved the project application for the full \$8,000 request to fund the first phase of the project.

Mr. Adamson is requesting the following actions related to the proposed mural:

- 1. Approve, in concept, the division of the Carrboro Mural Project into three phases, corresponding to the 3 linear sections of wall at the intersection. Phase 1 will consist of the Ramp Wall project based on the Town logo and children's faces. Phase 2 will encompass the central wall fronted by a grass Lawn which is a suitable area for children to be actively involved in the painting of a mural. Phase 3 will be a Gallery of panels along the side walk fronting Jones Ferry Road. This would be an area for high

resolution art designed to be viewed close up.

2. Preliminary Application: **Authorize the Town Staff to proceed with preparation and submission to NCDOT of a preliminary application for use of the retaining wall on the exit ramp from NC 54 westbound onto Jones Ferry Rd. (Phase 1)** Carrboro Mural will work closely with the Town Staff in preparation of this document. This preliminary application will be submitted to District Engineer Chuck Edwards, who will return it to the Town with comments. This document will contain technical details of the painting process, safety arrangements at the site, plans for public involvement, a plan for dealing with graffiti, and the example art work (Town logo and children's faces) approved by the Carrboro Arts Committee.
3. **Authorize Carrboro Mural to carry out a program of public involvement for the three phases of the project.** We are planning a number of public involvement activities which will be detailed in the preliminary application. These include participation by local art teachers and 3rd graders whose self-portraits will serve as the basis for an original work of art by muralist Michael Brown. Our intent is to focus on Carrboro Elementary School and Scroggs Elementary School since they are the assignment zone schools for kids in the neighborhood of the mural. The resulting art work will be submitted to the Carrboro Arts Committee. Finally, the approved art work will come before the BOA for a public hearing.

We will be engaging citizens of Carrboro in online discussions (using our Facebook page and Twitter). Michael Brown will write a column for our Facebook page and other media which will discuss the creative process and the details that he considered in creating this particular work of art. Michael Brown, Michael Adamson (and hopefully Town officials) will conduct interviews with local radio and newspapers to acquaint the public with the project and encourage their active participation in creation and painting of the murals (phases 2 and 3) and in the public hearings. We will also participate in blog discussions on Orange Politics, City Beautiful 21, and local art blogs to engage public interest. It has also been agreed that the Carrboro Fire Department will participate by pressure washing the Ramp Wall prior to painting.

As we move into Phase 2 of the project to produce a mural on the Lawn, we will be reaching out to youth art groups that might like to be involved in the design of the content as well as the actual painting. This will include the Karen Youth Art Group and Robert Humphries's Art Group. We will investigate the possibility of involving local graffiti artists/taggers as teachers. A high priority will be involving kids living in the Collins Crossing apartments immediately adjacent to the mural.

The Gallery (Phase 3) will allow for a high degree of panelization so that perhaps 30 distinct murals can be included in one NCDOT application. This model will allow citizens and corporations to sponsor panels, allowing folks who might otherwise not be able to afford the cost of paint and supplies to take part in designing and painting their own mural. This section of wall will allow high resolution art work which can be viewed from a stationary position on the side walk. This phase may be best suited to adult

artists with the ability to create detailed art works.

4. Final Application: (Preparation only) **Authorize the Town Staff to prepare, based on comments from the District Engineer, a final application to NCDOT for use of the Ramp Wall. This final application will NOT be submitted to NCDOT but will be brought back to the BOA at a public hearing for approval.** This final Phase 1 document will include the final art work based on the self-portraits of local 3rd graders. When approved at a public hearing, it will be submitted to NCDOT's Right of Way Art Committee.

FISCAL & STAFF IMPACT: It is estimated that approximately 30 to 40 staff hours will be required for the Planning and Public Works Department to prepare the application to NCDOT for the proposed mural.

To enhance the “Community Involvement” aspect of the project, the Fire Department will be participating by bringing a fire truck to the Mural site to pressure wash the wall in preparation for the placement of the art work.

RECOMMENDATION: It is recommended that the Board of Aldermen receive this report from Mr. Adamson and decide whether or not to endorse the attached resolution to move forward with the proposed mural.