



Legislation Details (With Text)

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On agenda:	10/6/2020	Final action:	
Title:	Mural Update - Black Lives Matter/End Racism Now PURPOSE: The purpose of this item is for the Town Council to receive an update on the Black Lives Matter/End Racism Now mural installations.		
Indexes:			
Code sections:			
Attachments:	1. A - Resolution, 2. B - Possible mural locations - Carrboro Property, 3. C- Matrix, 4. D- Design Selection and Timeline Options, 5. E - Concept Town Hall ERN_Mural_Marking, 6. F- Mural Making 101 - Greater Pittsburgh Arts Council		

Date	Ver.	Action By	Action	Result
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TITLE:

Mural Update - Black Lives Matter/End Racism Now

PURPOSE: The purpose of this item is for the Town Council to receive an update on the Black Lives Matter/End Racism Now mural installations.

DEPARTMENT: Planning, Recreation, Parks and Cultural Resources

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INFORMATION: Agenda items on this topic have been provided on June 23, 2020 (<https://carrboro.legistar.com/LegislationDetail.aspx?ID=4576405&GUID=235D974F-D79E-4B7C-BA91-00D486D204A7&Options=ID|Text|&Search=black+lives>), July 14, 2020, (<https://carrboro.legistar.com/LegislationDetail.aspx?ID=4576405&GUID=235D974F-D79E-4B7C-BA91-00D486D204A7&Options=ID|Text|&Search=black+lives>), and August 18, 2020, (<https://carrboro.legistar.com/LegislationDetail.aspx?ID=4616254&GUID=946C7A3D-8DE8-4E29-A469-8C13D82C45FD&Options=ID|Text|&Search=black+lives>).

Instructions from the Town Council discussion on August 18th are listed below, with associated follow-up reported in italic text.

1. Review upright mural locations including on Town buildings and NC Hwy 54 ramp at Jones Ferry Road (with emphasis on locations with less complicated approval processes). *See Attachment B for possible mural/community painting locations that could be advanced with town processes only and no outside approval needed. Please note - two horizontal (pavement or retaining wall) have been included at entrances to bike and pedestrian paths to provide a*

mix of geographic locations. A review matrix has been prepared to assist in the evaluation of the different locations (Attachment C). The matrix incorporates interests that have been expressed about Black Lives Matter and related murals and art, as well as installation considerations. Other interests could be included and/or items could be weighted. Mural concepts for the locations have not been prepared. The anticipated cost line represents the relative cost of a similar size and type mural being installed in the various locations.

Community Worx Director, Barbara Jessie-Black, offered and the Board of Directors endorsed, use of the side of the Community Worx building, where it faces W. Main Street at the intersection with Jones Ferry Road. Staff have developed two timelines for installation of a mural or murals in this location. The principal difference between the two timelines is the length of time the calls for artists and muralists would be out for consideration and submittals, and the time when the mural painting could occur. Recognizing that weather could be a factor, one would seek to complete a mural before the end of the fall season and the other a little later, prior to the end of 2020. Collaboration with the Arts Committee and Appearance Commission, as is typical with the review of murals, is being included in the timelines. See Attachment D for the design selection and timeline options, including the draft materials that would be used to solicit young artist and muralist participation and to evaluate entries received.

2.Look into installing the Town's Race and Equity logo on the Town Hall parking lot and having public space available. A mock-up of the logo in this location has been and is included as Attachment E. Staff has identified two strategies for installation. A decision point involves whether this mural is to be painted by volunteers or whether staff should proceed with installation. The Town has obtained estimates ranging from approximately \$3,700 for a muralist to complete to approximately \$20,000 for a sign company's development of a template and mural installation. The sign company is checking to see if other strategies are possible. Muralists contacted indicated there could be some flexibility in pricing if volunteers or the Town staff perform some of the steps in the process, and there could be some adjustment in the pricing as well in relation to the effect on the time to complete the work. Muralists contacted also indicated they were available to complete the work in October, with installation taking about a week.

3.Withdraw request for FHWA approval of a street mural. To provide for the possibility of the End Racism Now mural to be painted on Town streets, the request for approval from FHWA has not been withdrawn. FHWA staff acknowledged receipt of the Town's request approximately one month from the date the request was submitted. Staff is checking weekly for updates. A guide to mural making developed by the Pittsburgh Arts Council is attached for reference (Attachment F).

FISCAL & STAFF IMPACT: The fiscal impact varies based on specific actions. At present, up to \$5,000 has been approved for a mural. Additional funding would need to be identified as actions are selected.

RECOMMENDATION: Staff recommends the Town Council discuss the information. A resolution allowing the Council to specify follow-up actions has been prepared (*Attachment A*).