

City of Lakewood

2018 Mural Program

LAMP



BACKGROUND

Public Art has the ability to provide aesthetic beauty, to educate and inspire, to stimulate commerce and increase real estate values, to build better citizens and provide for cultural interpretation, to increase tourism and provide other benefits. In addition, public art: enhances our experience of a place and our quality of life; engenders a sense of pride and community identity; reaches audiences outside of museums, galleries and theaters; adds beauty to everyday life; declares the worth of a place and a time in our shared cultures.

The City of Lakewood has long been interested in supporting art in our community. The City created the Public Art Task Force in 2016 to better understand public art's role in the community and to collect recommendations for the City moving forward. Based off the Task Force's recommendations presented to council in October 2016, the City moved forward with the Rosewood Avenue Street Mural in 2017. The City is now taking what it has learned over the past two years to kick off the Lakewood Arts Mural Program (LAMP).

GOAL

The goal of LAMP is to energize private investment in public art in the form of murals that will enhance our commercial corridors and create a sense of place.

PROCESS

Proposals will be accepted from 5/1/2018 until 8/3/2018. This will be a rolling approval process with limited city funds. The process to implement a mural through LAMP is described below.

1. Contact Katelyn Milius at 216-529-6634 to discuss your idea or interest in a project.
2. Create a LAMP Proposal as outlined in the checklist.
3. Return complete proposals to the City of Lakewood, Department of Planning and Development at 12650 Detroit Avenue, Lakewood, OH 44107.
4. City will review the proposal to determine (1) level of support and (2) other approvals that might be needed for the specific project (i.e. Architectural Board of Review or the Building Department).
5. Implement mural project according to LAMP proposal.

FUNDING

The City will fund up to 40% of the total project cost. The City's funding will not exceed \$1,500 for a single mural.

Proposal Checklist

- Concept**
 - Include the artist's sketch of the concept and written description.
 - Include brief resume or portfolio for the artist detailing their experience.
- Secure Mural Site**
 - Identify a commercial wall with good visibility and in good condition (include address and photo).
 - Include written permission and support from the building owner.
 - Notify adjacent property owners/businesses if their property/business will be directly affected by installation.
 - Confirm a space for storing art materials and allowing artists/installers to get to necessary utilities.
- Community Engagement**
 - Schedule a meeting with the City to help select an artist, share ideas, review and provide feedback on concepts, etc.
 - Applicants are encouraged to discuss project with community representatives and stakeholders.
- Materials**
 - Provide a specification sheet on the proposed material that will be used to adhere mural to the building.
- Budget and Community Support**
 - Provide budget and total contribution (cash and in-kind) from private sources.
- Schedule**
 - Provide a schedule for your mural and include ideas for a dedication.
- Maintenance**
 - A maintenance plan to include ownership of the mural, plans for mitigating any damage and removal after the useful lifespan of the selected material.

City Review

Once the proposal is received the City along with representation from the Public Art Task Force will review the proposal and utilize the checklist below to help determine whether or not this is eligible for public support.

Meet at least two of the following:

- Public art installation is by a Lakewood Artist.
- Public Art installation is by a well-regarded artist with considerable experience and respect regionally or nationally.
- Public art helps communicate Lakewood's history.
- Public art helps connect the neighborhood.
- Public art is added to an area that has fewer installations and benefits from activation.
- Public art installation serves multiple purposes/uses.
- Public art highlights a gateway or improves a transit waiting area.

Must meet all of the requirements below:

- Art piece has a maintenance plan/ownership.
- Art piece is not considered an advertisement.
- Art piece is done with quality materials that withstand weather and use and do not negatively affect building or infrastructure it is attached to.
- Art can be implemented as proposed.
- Committed cash or in-kind resources (Design, Artwork, Paint, Pressure Washing, Vinyl Application, Scaffolding, etc.) to cover a portion of the mural costs.