

THE SALISBURY PUBLIC ART COMMITTEE

Paint The Pavement Project

Guidelines



Introduction

The goal of this guide is to provide citizens an opportunity to participate in placemaking in the City of Salisbury. In recent years, Salisbury residents have expressed interest in decorating their streets to celebrate unique aspects of our community, and add to Salisbury's unique culture. In response, the Public Art Committee (PAC), in conjunction with volunteers, has created an opportunity for submissions to "Paint the Pavement" on selected downtown City-maintained crosswalks. These guidelines explains the process and requirements.

The selected art installations will utilize traffic grade paint provided by the PAC and art installations will remain in place for one year. At that time the PAC may choose to select a new round of artists who will paint fresh designs or may remove the art installations.

It's important to keep in mind that all Paint the Pavement projects in the public right-of-way become City property. The City of Salisbury has the right to modify, replace, remove, and/or restore any project elements located within City right- of-way. Questions regarding this manual should be directed to the PAC Staff Liaison.

Eligible Applicants

Eligible applicants include: individual artists or groups of artists representing neighborhood associations, community organizations, schools, organized groups, businesses, or nonprofits. Artists should reside or work in the City of Salisbury or Rowan County. A primary contact (hereinafter referred to as the applicant) shall be designated as part of the application package. The applicant is responsible for submitting the forms identified in the Application Checklist.

Important Dates

Deadline for postmarked submittal	April 30, 2021
Announcement of selection	May 15, 2021
Waiver Forms Due	June 1, 2021
Paint the Pavement Day	June 6, 2021

Location:

Five crosswalks in Salisbury's downtown Railwalk Arts District:

- Four crosswalks at the intersection of Lee Street and Kerr Street
- One midblock crosswalk on the 200 block of East Kerr Street that connects the two brick pathways that fill in historic train tracks.



Design Requirements/General Criteria

The selected designs will:

- fit in 6' x 25' crosswalk areas
- reflect the history, culture, and vibrancy of Salisbury
- display creativity and diversity
- be suitable for public display
- include no words, logos, commercial speech or advertising
- not mimic traffic control devices
- Use a minimum of three colors

The applicant is advised that the visual images are not intended to create a forum for public expression. The City right-of-way is a closed public forum. The City reserves the right to control what is depicted in the City's right-of-way.

Applicants must obtain permission for all artwork and imagery to be used. This includes permission to use photos of people and images of artwork and a waiver from each designer/artist to the Visual Artist's Rights Act (VARA). Applicants must also obtain permission from each designer/artist for the City to use images of their artwork in brochures, on websites, etc.

Materials will be provided by the Public Art Committee

Traffic or porch paint; brushes; chalk (the paint is specifically designed to withstand high traffic areas and is designed to not become slippery when wet).

Application Checklist

- Application form
- A color graphical representation of the proposed painting in a minimum 8.5 x 11" format, PDF, Tiff, or JPG. Larger formats welcomed; 11" x 17" template provided in application PDF
- The model shall fit the dimensions 25' long by 6' wide
- Application includes participating designer(s)/artist(s)/painters

To be completed after artwork is selected:

- Visual Artist's Rights Act Waiver signed by each designer/artist
- Completed Temporary Infrastructure Agreement

Frequently Asked Questions

Q: Who owns the Paint the Pavement final project?

A: Paintings in the public right-of-way become City property. The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport or restore the artwork located within the City right-of-way in whole or in part, in City's sole discretion. The maintenance and repair of the painting will be at the discretion of the City of Salisbury and the Public Art Committee (PAC).

Q: Is using a professional artist(s)/designer(s) required?

A: No. Although it is recommended to have a primary designated organizer who can ensure a high quality finished product, a professional artist is not a requirement or an expectation. Even if a professional is not involved, the same information regarding who will be doing the work and the proposed design is required.

Helpful Resources

Arts and Craft Safety Guide of the U.S. Consumer Product Safety Commission

<https://www.cpsc.gov/s3fs-public/5015.pdf>

Asphalt Art

<https://asphaltart.bloomberg.org/guide/>

Pittsburg Art Council - Murals

<https://www.pittsburghartscouncil.org/component/content/article/20-general/4295-mural-making-101>

Durham Pedestrian Crosswalk Art

<https://www.smartdurham.org/pedestrian-crosswalk-art>

How to Paint a Crosswalk Mural

http://beautifulpb.com/wp-content/uploads/2015/12/how_crosswalk_mural_20150921.pdf

