

Boynton Beach Mural Program

Recommended by the Art Advisory Board
Prepared by the Public Art Division

Adopted by the City Commission
February 15, 2022

Mural Program

City of Boynton Beach, Florida

Introduction

In 2005, the City of Boynton Beach created the Art in Public Places program and designated the Art Advisory Board (formerly Arts Commission) to make program recommendations and approve public artworks by private owners and the City. In 2010, the Public Art Division commissioned its first mural in Sara Sims Park by a team of artists and then the second mural in Intracoastal Park. Private owners have sponsored murals on a few buildings - most recently at Sunnyside Dispensary and Leeward Luxury in the Downtown Cultural District.

In the last 20 years, several Florida cities have utilized a mural program to improve the aesthetics of older buildings in their downtowns and warehouse districts. Miami, Hollywood, Lake Worth and West Palm Beach are a few examples. Miami's Wynwood District became a national tourist attraction.

On November 19, 2020, the Art Advisory Board began researching mural programs as a possibility for Boynton Beach. On the June 15, 2021 City Commission meeting, the Public Art Division presented the research and basic recommendation for an FY22 Pilot program. The City Commission requested the Art Advisory Board recommend a detailed program and an ordinance to implement it. On February 15, 2022, the City Commission adopted the Mural Guidelines and the Mural Program and passed an ordinance modifying the Land Development Code on murals.

Mural Guidelines and Land Development Regulations

With the Mural Initiative, the City Commission approved Mural Guidelines incorporated into the Art in Public Places Guidelines and modifications to the City Administrative Code (Code) and a new Land Development Regulations (LDR). The guidelines and changes to the Code and LDR for murals are incorporated into the Mural Guidelines. On January 4, 2022, the City Commission modified the LDRs for signs and removed the section on murals and clarified a mural as a work of art and not a sign.

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The Boynton Beach Mural Program

The City of Boynton Beach establishes an initiative and administrative program to encourage the creation of outdoor murals through collaboration of the public, private and non-profit sectors. Murals enhance the visual appearance of buildings and sites. They reinforce the identity and pride of the whole city; its many micro-districts and neighborhoods; and its many diverse communities. The stories told through murals present the City's history and contemporary goals and ideas. Participation of residents, employees, business owners and students in the planning and/or execution of murals increases the positive relationships between citizens. After a few years, Boynton Beach will be known as a City with a beautiful and meaningful set of murals throughout the City that reflect its peoples, cultures and artists.

Types of Collaboration

The Mural Initiative will prioritize collaboration in the planning, making and funding of the murals. The types of collaborations include:

- Private property owners with a goal to enhance their buildings and contribute to the quality of the area.
 - Community Redevelopment Area
 - Downtown Cultural District
 - Micro-districts such as Brewery, MLK Blvd, Industrial Way, Bethesda Hospital
- Neighborhood associations, and both informal and legal homeowner associations.
- Common interest groups by ethnicity, national origin, history, religion, sports, hobbies, business type, etc.
- School-aged children through schools, scouts, sports, clubs and recreation facilities.
- Non-profit service organizations including sororities, fraternities, children's services, CDC, etc.
- City departments and other government agencies.
- Artists or artist associations.
- Foundations, fiscal sponsors and other donors.

Matching Mural Grants: Private Property

To encourage murals in the City, the matching grants for excellent murals on privately-owned buildings and sites will be made available based on appropriated city funding. All these murals must be guaranteed by the building or site owner for a minimum of five years with maintenance and repair if necessary.

As funds are available, the Art Advisory Board will review applications for mural grants. The grants can support a maximum of 50% of the mural costs or a maximum of \$5,000.

For commercial buildings located in the CRA district, owners may also apply for a grant through the CRA's "Commercial Property Improvement Grant Program". The CRA funds can be used to match the Public Art Funds.

Mural Donations: Public Property

To spark community engagement and responsibility for new murals, non-profit organizations, neighborhoods and community groups can propose new murals. Private donations and volunteer participation will be encouraged to enhance the scale and quality of the murals. These donations will be deposited in the Public Art Fund and used for the appropriate mural.

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Securing the Wall or Surface

As a program of the Public Art Division and the Art in Public Places program, the surface for the murals will be secured by:

- Lease the Building Wall: 5 Year Commitment
- MOU with Government Agencies: FDOT, School District
- MOU with City Departments: Recreation, Public Works

Evaluation Criteria for Murals, Sites and Collaboration

The following criteria will be used to evaluate new murals for participation in the mural initiative.

- Strong theme related or appropriate to the location in Boynton Beach
- Interactive or selfie quality
- Experienced and talented mural artist painter or manager
- Pedestrian area with a clear view from street, railroad or intercoastal
- Existing sealed wall
- Cost per square foot
- Quality of materials to remain in excellent condition for at least five years
- Lighting
- For community participation in mural painting
 - preference for 4 to 8-foot tall murals without the need for a lift or scaffold
 - safe work area and does not require street lane closure.
- Satisfies the Mural Guidelines of the Art in Public Places Guidelines

Identifying Projects

The opportunity to participate in the mural initiative will be promoted through the press, social media and direct inquiry by email or other means.

- Promotion to artists, property owners and non-profits
- Inquiries to City Departments: Recreation, Community Standards, Planning, Public Safety

Possible Projects

- Forest Hills Park Soundwall Mural: Work with neighbors and park users.
- Water Quality Lab: A new mural facing Congress Ave created in collaboration with Water Utility staff and Congress Middle School students working with an artist.
- Downtown Cultural District murals with private property owners
- Oceanfront Park FPL Solar Shade Structure Bases: All the bases along the park. Call for painting ideas. No fee for the proposal. Examples
 - Feet and calves/Shoes and pant legs. Looking into the pool. Dogs, cats, chickens, etc. at full size. Pirate treasure. Turtle eggs. A million ants. One sea turtle. The back of Atlas.
- Barrier Free Park FPL Solar Shade Structure Bases. Colorful abstract art.
- Handball Court Walls at Hester Park.
- Basketball Court Murals
- MLK Blvd: Plan murals with the community on private property.
- Brewery micro-district murals
- Caribbean imagery murals
- Tile mural with an installation company
- Welcome to (insert neighborhood name) Postcard Murals. 8 feet tall by 12 feet long.

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Future Projects

- Unity Wall Murals for 100th Anniversary of Boynton Segregation - 2024 (Proposed by Victor Norfus) Perhaps Dennison Pool Foundation Wall
- Wells Landing Murals. Construction will be complete in 2023

Pilot Year of Mural Program

Beginning in FY22, the Public Art Program initiates a pilot mural program to enhance the City, strengthen communities, and add to the success of micro-districts. New murals will be collaborations with private property owners and/or communities. The pilot year is funded with \$20,000 from the Public Art Fund

Mural Code

Boynton Beach Mural Proposal Form

Building Name: _____

Property Address: _____

Applicant Name: _____

Applicant Email _____ Phone: _____

Submission Date: _____

Proposed Installation Date: _____

Property Owner's Name: _____

Owner's Contact Person _____ Email _____

Business(es) on the Property: _____

Artist Name: _____

Artist Website: _____

Artist Email: _____ Artist Phone : _____

Mural Location: _____

(Example: Southern wall facing Ocean Ave)

Mural Type: _____

(Example: Painted)

Mural Material: _____

(Example: Sherwin Williams Exterior Ultra)

Underlying Surface: _____

(Example: Painted stucco on concrete block)

Mural Lifespan: _____

By signing, the property owner agrees to the application and will abide by the Mural Guidelines

Signature of Property Owner

Date of Signature