

# SEBASTIAN RIVER AREA PUBLIC MURAL PROGRAM (SRAPMP)

## **Mission Statement**

It is the mission of the Sebastian River Area Public Murals Program to showcase the charm of our Sebastian River Area rich in history and modeled to promote tourism, community interactivity, and increased local business awareness.

## **Objective**

To be included on the Visit Florida Mural Trail (<https://www.facebook.com/floridamuraltrail/>)

All over the state, from small towns to big cities, blank walls are doubling as artists' canvases, sprouting scenes of Florida's agricultural and pioneering heritage, fishing and surfing history, and its wildlife and natural resources. The art of the mural is hot in the Sunshine State, echoing a nationwide trend celebrating public art. In just a few years, the medium has grown so much that a new tourism industry has sprung up, too. Guided walking and biking tours, that explain the meaning and the movement, inspiring travelers to go out of their way to take in the scenes. Murals are powerful ways to tell the story of a community. Perhaps the most 21<sup>st</sup> century byproduct of all these murals? They have become the backdrops for engaging photos posted prolifically on social media (Search #murals on Instagram). (<https://www.visitflorida.com/travel-ideas/articles/florida-murals-trail-statewide-tour/>)

## **Reasoning**

Communities throughout the United States have implemented public art programs committing to the placement of public art in urban environments. Instituting an arts and culturally based program provides an opportunity to showcase and strengthen our Riverfront and outlying communities. Murals build a sense of community; they make it welcoming and walkable, and they make you want to go there. Access to the Arts is intrinsic to a high quality of life.

A public mural program contributes to the aesthetic character and cohesiveness of our expanding community and encourages showcasing artistic talents and community-based mural projects. Both of which are vital for economic development, attracting new revenue through increased tourism, and promoting our Sebastian River area image as a "charming fishing community."

Florida's tourism industry is one of the largest in the nation and welcomed nearly 145.4 million visitors and spent close to 100 billion dollars during the 2019 calendar year pre-covid. The current economic data for 2021 is expected to triple pre-covid numbers. Touring & Sightseeing was in the top five activities by Florida's domestic visitors. (<https://www.visitflorida.org/media/30679/florida-visitor-economic-large-impact-study.pdf>)

Florida's arts and cultural community contribute to a large part of this activity generating \$4.68 billion with more than 65% of visitors taking part in at least one culturally based activity during their trips. A recent study by Mandala Research found that cultural tourists spend 60% more per trip than those that do not take part in cultural activities. These visitors also stay longer and take more trips per year. Cultural tourists represent a market to be tapped to generate new audiences and new income. (<https://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/economic-impact-of-the-arts/>)

In addition to building a strong arts and cultural environment, additional revenue opportunities exist through online sales and print materials managed through the Sebastian River Area Chamber of Commerce.

## **Mural Guidelines and Submission Process**

To qualify and be considered for the Public Mural Program, the following parameters must be met:

1. One mural per building shall not exceed 100% of the size of one wall. Murals that utilize more than one wall shall adhere to size parameters and be continuous in approved category.
2. A mural shall be prohibited from facing a residential zoned district.
3. Text or lettering shall not exceed 10% of the mural area.
4. Murals determined to be advertising shall be considered a sign and shall be included in the calculations of allowable sign area in accordance with Article XVI.
5. Mural applications will be approved with the guidelines set forth by the Sebastian River Area Public Mural Program (SRAPMP). Murals under this program are exempt from Sec. 54-4-21.A.6 colors.
6. Subject to approval by the City of Sebastian River Area Public Mural Program
7. Mural category selected in one of the following:
  - a. Beach / Indian River Lagoon / Lakes, i.e., Stick Marsh / Rivers, i.e., St. Sebastian River
  - b. Birds in Florida, i.e., white pelicans, roseate spoonbills, ospreys, herons, ducks
  - c. Fishing / Fishing Village
  - d. History / Treasure Coast
  - e. Interactive, i.e., bird wings, 3-D
  - f. Native Flora (plants) & Fauna (animals), i.e., mangroves, palm trees, sea turtles, alligators, manatees
8. Business owner agreeable to project.
9. Building owner/lessor agreeable to project.
10. Business owner understands costs will be associated with this project and defined for their consideration (defined per project).
11. Building owner must adhere to the Land Code.

If all factors above are understood by affected parties, the mural process is defined as follows:

1. Business owner to complete Mural Application Form.
2. Sebastian River Area (SRA) Chamber of Commerce Mural Committee receives application, \$50 non-refundable fee, and schedules interview with requesting business.
3. Upon completed interview, documentation is required to gain approval of the City of Sebastian.
  - a. Mural Application Form completed
  - b. Authorization & Agreement by the Lessor/Lessee and Artist signed
  - c. Artist approved through Mural Committee
  - d. Artist rendering and supplies list provided
  - e. Mural Questionnaire for Artist completed and agreed to by all parties
  - f. SRA Chamber checklist approved by President/CEO
4. SRA Chamber of Commerce acts as liaison for mural project and presents mural project to CRA Manager for approval.
5. Upon decision from CRA Manager or designee, either a denial notification is communicated to all affected parties; or an approval notification is recorded with Mural Committee and all affected parties notified.

\*\*\*Debrief Meeting request should mural not be approved

1. Approved as proposed
2. Approved with modifications
3. Denied for reasons stated