

City of Minneapolis

PAINT THE PAVEMENT

INSTRUCTIONS AND FORMS

Spring 2016



Application Deadlines

Earliest Start Date June 4, [Pre-application Due April 8, 4:00 pm](#)

Earliest Start Date August 6, [Pre-application Due June 10, 4:00 pm](#)

Earliest Start Date October 8, [Pre-application Due August 12, 4:00 pm](#)

(See Page 13 for more information.)

Paint the Pavement Projects

This document includes a comprehensive overview of the guidelines, steps, and criteria for developing Paint the Pavement projects. Potential applicants are encouraged to read the instructions thoroughly prior to the application process.

These instructions and forms were created by the City of Minneapolis Departments of Community Planning and Economic Development and Public Works.

CONTACT

Mary Altman
Public Art Administrator
Community Planning and Economic Development
mary.altman@minneapolismn.gov
612.673.3006

Cover artist and Adjacent Page: Carole Bersin.

Special thanks to these organizations for their images and their vision:

Hennepin Theater Trust
Corcoran Neighborhood Organization
Obsidian Arts
Powderhorn Park Neighborhood Association

For alternative formats please contact Mary Altman (contact info above). People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

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Application Checklist

CITY OF MINNEAPOLIS PUBLIC ART GOALS

Stimulate Excellence in Urban Design and Public Arts

- ◆ *Enhance the aesthetic environment of public places within the City through engaging, unique and high quality public artworks.*
- ◆ *Engage qualified and experienced artists.*

Enhance Community Identity and Place

- ◆ *Build awareness of community history, identity, cultures and geography.*
- ◆ *Develop artworks that are integrated into City building projects and are compatible with their settings.*

Contribute to Community Vitality

- ◆ *Promote Minneapolis as a nationally and internationally recognized arts city and tourist destination.*
- ◆ *Build the capacity of and cooperation between the private and public sectors, artists, arts and community members.*
- ◆ *Encourage civic dialogue about important City issues.*
- ◆ *Develop and maintain safe artworks.*

Involve a Broad Range of People and Communities

- ◆ *Enhance opportunities for all citizens, neighborhoods and organizations to participate in the planning and creation of artworks.*
- ◆ *Celebrate the City's cultural communities.*
- ◆ *Provide opportunities for the community to come together.*

Value Artists and Artistic Processes

- ◆ *Provide a range of creative opportunities for artists with a range of levels of experience.*
- ◆ *Ensure the ongoing integrity of artworks and respect the creative rights of artists.*
- ◆ *Always involve artists directly in the concept, design and creation of artworks.*
- ◆ *Ensure budgets adequately support artists and the creative process.*

Use Resources Wisely

- ◆ *Develop and sustain projects in a cost-effective manner.*
- ◆ *Use City funds to leverage private investment in public art and use public art to leverage private investments in other city ventures.*

ABOUT

Purpose

The goal of the City's Paint the Pavement program is to increase connections between artists and neighborhoods, organizations and residents through placemaking.

Objectives

- Encourage projects that contribute to the quality of the public realm.
- Support public art initiatives to enhance the community, that come from the community and that have strong community support.
- Build the capacity of groups to develop public art projects that support the City's public art values.
- Involve, support, respect and encourage artists.
- Assist applicants in developing projects within realistic timelines.
- Ensure applicants have the capacity for maintenance and removal.
- Comply with all codes and statutes.
- Ensure public safety.





EXAMPLES

ABOUT

Corcoran Neighborhood Association

Value Artists and Artistic Processes

Over 90 volunteers, led by artist Carole Bersin and CNO staff, installed a pavement mural at the intersection of 33rd Street East and 21st Avenue South in June 2012. The design featured a “maze of life” labyrinth pattern overlaid with neighborhood people, creatures, and objects. It was informed by input from neighbors on the block, in response to the question, “what is in your maze of life?” Carole responded to Call for Pavement Art and was selected by a jury of Corcoran residents. The design was installed using anti-skid traffic marking paint.



Powderhorn Park Neighborhood Association

Involve a Broad Range of People and Communities

PPNA’s Community Organizer, Sara Lopez and local artist Forrest Wozniak developed a design incorporating geometric and mathematic elements based on Wozniak’s experience in a series of community development workshops and events for Arts on Chicago facilitated by the Pillsbury House + Theatre. The square in the center of the design represents the four neighborhood corners; the colors express the difference in cultures; and the triangles encircling the square represent community. A fun and universal example of math, the pavement mural can be enjoyed by children and adults across from a range of backgrounds and cultures. The simple design also made it easy to repaint the mural the next year.



Above: Carole Bersin preliminary sketch
Below: Forrest Wozniak’s designs

ELIGIBILITY

Eligible Applicants

- Neighborhoods and community organizations.
- Individual artists, community members and business owners sponsored by one these organizations.
- Applicants who are compliant with existing permits for art, and who have completed projects for previous art permit requests and submitted the final documentation for those requests.

Eligible Projects

- Projects proposed within review process and timeline.
- Projects that comply with all City of Minneapolis codes.

Eligible Areas

- Projects on City sidewalks and residential streets that do not include school crossings, marked crosswalks or traffic signals, State- and County-designated roads, or any roadway approaching a major arterial are not eligible.)
- Sidewalks and intersections in areas that are not scheduled to be reconstructed within the timeline. For information on the City's capital improvement plans in your neighborhood, visit the City's website at <http://www.ci.minneapolis.mn.us/public-works/>.

Eligible Designs

- Designs developed by *artists* who are paid a fair stipend for the project.
- This project is not intended to support advertising or community signage
- Designs that do not mimic traffic control devices or street signage.
- Designs with sufficient blank space (non-painted areas) to ensure that the area is not slippery when wet

Eligible Applicants

Neighborhoods and community organizations.

Individual artists, sponsored by an eligible organization

Community members sponsored by an eligible organization

Business owners sponsored by an eligible organization

Applicants who have completed projects for previous art permit requests



**ELIGIBLE
LOCATIONS
INCLUDE
SIDEWALKS AND
CITY RESIDENTIAL
STREETS**



**AFTER A WINTER
OF SALT AND
PLOWING VERY
LITTLE PAINT WILL
REMAIN**

Damon Farber and Associates



**DO NOT POUR
CONTAMINATED
WATER DOWN CITY
STORM DRAINS**



**PERMITS AND
A TRAFFIC
MANAGEMENT/
SAFETY PLAN ARE
NEEDED TO CLOSE
THE STREET**

PAVEMENT

APPLICANT RESPONSIBILITY

Overall

- Developing projects within your capacity, including working within a realistic timeline and scale.
- Covering any additional costs that may arise as part of the permit, including special signage, insurance, mailings, etc.
- Thoroughly documenting the artwork and providing images to the City upon completion.

Artists and Copyright

- Obtaining permission for all artwork and imagery, including a waiver from each artist to the Visual Artist's Rights Act (VARA). This includes permission to use photos of people, all copy written material and text, and images of artwork. Allow ample time to acquire these permissions.
- Obtaining permission from each artist for the City to use images of the artwork in brochures, on websites, etc.

Community Involvement

- Engaging the community in planning and other aspects of the project.
- Notifying the community through community meetings and postings in the neighborhood newsletter.
- Obtaining approval from adjacent property owners through visits to nearby homes and businesses.
- Providing appropriately-scaled educational signage with basic information about the project and crediting the artist. The applicant organization may be credited, but this signage should not advertise the organization or other sponsors. QR codes may be used for the purpose of providing educational information about the artwork only.

Materials and Clean-up

- Using latex paint or acquiring pre-approval for another material.
- Using all materials in compliance with all State and Federal regulations and according to manufacturers specifications.
- Using particular caution and materials, equipment and safety procedures when working with youth. A good resource is the Art and Craft Safety Guide of the U.S. Consumer Product Safety Commission: <http://www.cpsc.gov/PageFiles/103109/5015.pdf>.

Federal copyright law provides rights to artists related to for the use of images they create. This may include the right to reproduce their images, and the right to prevent the destruction of their artworks. While waivers and permissions are needed for public art projects, applicants are encouraged to honor artists' rights to the greatest degree possible. Make sure that your agreements with artists allow for your organization and the City to use images of the artworks for educational purposes.

APPLICANT RESPONSIBILITY

- Applying paint in a quality manner and cleaning up accidental spills, paint drips and messy edges.
- Cleaning up and disposing of paint in an appropriate manner. (No paint or contaminated water may be poured into City sewers or waste containers.)
- Removing all materials and equipment at the site after installation is complete.

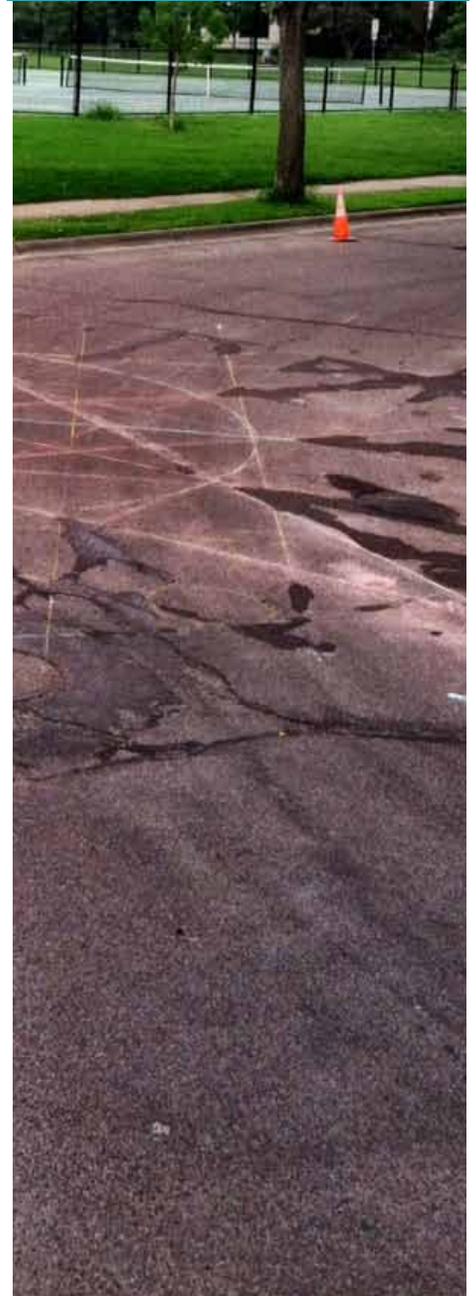
Public Safety

- Obtaining all permits needed to close the intersection during preparation, painting and clean-up.
- Developing a traffic management plan and obtaining approval for the plan from the City
- Under some circumstances, hiring an off-duty police officer to manage traffic during installation.
- Working on site during periods of low traffic activity, such as weekdays, 9AM to 3PM, weekends, and holidays.
- Not blocking any street for more than 24 hours.
- Educating participants about necessary safety precautions, particularly youth.

Maintenance

- Being responsible for all ongoing maintenance of the painted work, including touch-ups, graffiti removal and repainting due to street maintenance.
- Completely removing the paint or repainting after significant wear or at the end of the permit period.

Applicants assume responsibility for maintenance and removal of the artwork when it starts to deteriorate and when streets are patched.



DEADLINES AND TIMELINE 2016

Cycle 1: April/May

Earliest Start Date	June 4
Pre-application Due	April 8, 4:00 pm
Confirmation of Eligible Sites	April 22
Arts Commission Application Due	April 27, 4:00 pm
Public Art Advisory Panel Meeting	May 4, 3:30 pm
Arts Commission Meeting	May 18, 5:30 pm
Applicant Notified of Recommend.	May 19
Encroachment Permit Materials Due	May 20
Applicant Receives Permit	June 3

Cycle 2: June/July

Earliest Start Date	August 6
Pre-application Due	June 10, 4:00 pm
Confirmation of Eligible Sites	June 24
Arts Commission Application Due	June 29, 4:00 pm
Public Art Advisory Panel Meeting	July 6, 3:30 pm
Arts Commission Meeting	July 20, 5:30 pm
Applicant Notified of Recommend.	July 21
Encroachment Permit Materials Due	July 22
Applicant Receives Permit	August 5

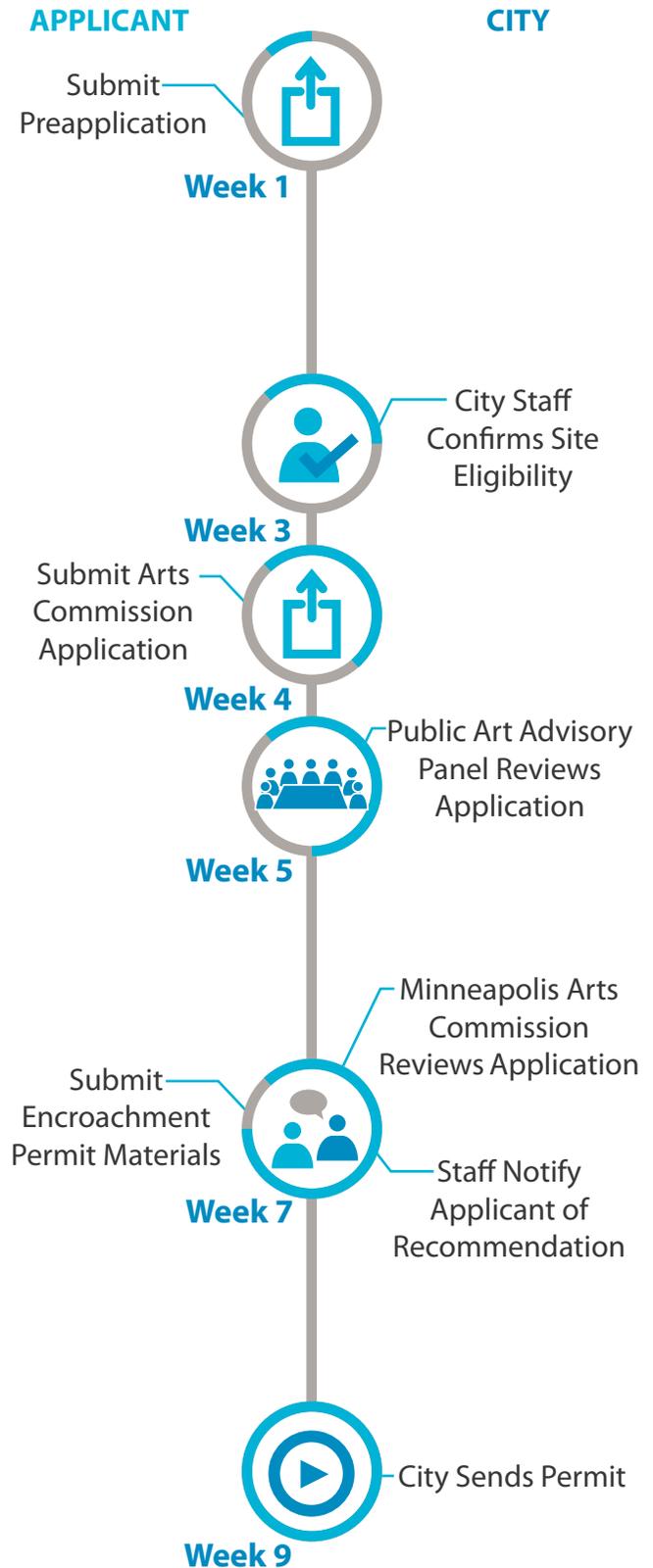
Cycle 3: August/September

Earliest Start Date	October 8
Pre-application Due	August 12, 4:00 pm
Applicant Notified of Eligible Sites	August 26
Arts Commission Application Due	August 31, 4:00 pm
Public Art Advisory Panel Meeting	September 7, 3:30 pm
Arts Commission Meeting	September 21, 5:30 pm
Applicant Notified of Recommend.	September 22
Encroachment Permit Materials Due	September 23
Applicant Receives Permit	October 7

The City may limit the number of projects reviewed in a cycle. Projects are reviewed on a first come first serve basis Only complete applications will be reviewed.

Public Art Advisory Panel Meetings
3:30-5:00 pm, Crown Roller Mill #200
105 5th Avenue South

Minneapolis Arts Commission Meetings
5:30-7 pm, City Hall #319
350 5th Street South



INSTRUCTIONS

Application Instructions

Pre-application (See deadlines on page 12)

By the deadline email the proposed intersection(s) and/or adjacent address(es) and attach a map (PDF or JPEG) noting the exact proposed location(s) to mary.altman@minneapolismn.gov.

Arts Commission Application (See deadlines on page 12)

By the deadline, complete and submit the materials below in *one single PDF file* to mary.altman@minneapolismn.gov:

1. Completed Application Form (see Forms)
2. Images:
 - A final and legible, color design for each location in 8.5 x 11" format. (One page per location.) Include the site dimensions, the imagery, names of the streets, and the name of the artist.
 - Early design review: The City may accept proposals without final designs or that have not yet selected artists from applicants and artists with experience in developing a public art project of a similar scale and quality. In lieu of final designs, submit images of previous artworks by the applicant and the artist, or information on the process and criteria used to select the artist.
3. Letter of support from the neighborhood organization(s) where the project is occurring or, if the location is in a Special Service District, a letter of support from the Special Service District Board. (A map of Special Service Districts can be found at <http://www.ci.minneapolis.mn.us/boards/special/index.htm>.)
4. Resumes of each artist.
5. A waiver signed by each artist of their rights under the Visual Artists Rights Act (VARA) (see forms.)
6. For applicants who have previous permits for art: For each artwork, submit one electronic photo, date stamped, documenting the condition of all sides of the artwork.

Three Phases of the Application Process

1

Pre-application:
How you determine if the intersections you are proposing are eligible.

2

Arts Commission Application: To obtain approval for the design, artist and community engagement for the project.

3

Encroachment Permit Application:
This is when you submit insurance and other requirements, and pay your permit fees.

INSTRUCTIONS

Encroachment Permit Application (See deadlines on page 12)

Contact

Dennis Morris
Public Works
dennis.morris@minneapolismn.gov
612.673.3607

Permits will be issued for 1 - 3 years. At the end of the initial permit period, the applicant may request to have the project remain additionally for 1 or more years. The City will consider this request after examining the work for maintenance needs. After you have approval from the Arts Commission, Mary Altman will notify staff in the Right of Way Division that you are ready to apply for your permit. At this phase, submit the following:

1. A completed encroachment permit application (see Forms) and a check for \$50 (see forms).
2. A certificate of insurance as proof of general liability coverage for \$500,000 per occurrence, naming the City of Minneapolis as additional insured as to acts committed by the applicant for which the City could be held responsible.
3. Using the Art Consent Form (see forms), signatures from all of the abutting property owners.
4. A letter of credit naming the City as payee in a dollar amount determined by Public Works (see forms). The dollar amount will be determined by Public Works. The City has the right to present this letter to the issuing bank or other financial institution for payment if the maintenance or removal is not completed by the applicant or is unsatisfactorily completed.
5. Note: Applicants or their vendors must also obtain permits for obstruction, blocking sidewalks and road and lane closures. Visit the City's website at www.minneapolis.mn.roway.net to request those permits.

An Encroachment Permit is required for any existing or proposed structure or portion thereof that projects onto, under or over any municipal right of way, under the authority outlined in Title 5, Chapter 95, of the City of Minneapolis Code of Ordinances. The Encroachment Permit gives the permit-holder permission to use a specific portion of the right of way until such time as that portion of the right of way is needed by the City of Minneapolis for public purposes. Encroachment Permits are revocable at any time in the interest of public safety.

INSTRUCTIONS

Frequently Asked Questions

1. How long does it take to make a project like this happen?

It depends on the scope of the project. Please read these instructions to ensure you have developed an appropriate timeline for your project. In order to address your project's unique issues, we strongly suggest that you allow at least two months for approvals.

2. What type of paint should be used?

Latex, unless you obtain approval from the City for another type.

3. I'm an artist, how do I get my worked installed?

In most cases, individual artists cannot apply to have their works or designs installed on City property. We suggest that you contact your neighborhood organization or a local arts group to see if they will sponsor you.

4. What is the costs of an encroachment permit?

\$50.

5. Do I need an encroachment permit for every location?

Yes.



REVIEW

Selection Criteria

These criteria are based on the City's Public Art Goals and are used by the Public Art Advisory Panel and the Arts Commission for evaluating proposed projects. The role of these groups is to ensure that community proposals are consistent with City policies. They rarely decide to not recommend projects and often propose changes that need to be implemented before permits are issued.

Stimulate Excellence in Urban Design and Public Arts

- Do the designs and the locations provide an opportunity to make an engaging or bold artistic statement?
- Does the project provide an opportunity for a unique public artwork?
- Do the proposed artists have a significant or engaging body of work?

Enhance Community Identity and Place:

- Does the project have the support of the neighborhood organization and property owners?
- Are the locations good places to showcase a public artwork?
- Does the project provide an opportunity to reflect on the community and its characteristics, including history, identity, geography and cultures?

Contribute to Community Vitality:

- Will the project be visible to and attract visitors and residents?
- Will the project build capacity and cooperation between the private and public sectors, artists, arts organizations and community members?
- Has the project engaged the community (or will it)?
- Does the project provide an opportunity to encourage civic dialogue on City issues?
- Is the design and location safe?

Three Phases of the Review Process

- 1. Public Art Advisory Panel:**
The Panel, which consists of experts, community members, and Arts Commissioners, conducts a thorough review based on all of the criteria. If the panel has a concern about a project, they may approve the project with a condition that the applicant make a change in their plan, before moving forward.
- 2. Minneapolis Arts Commission:** Arts Commissioners are appointed by the Mayor and the City Council. City ordinance requires the Commission approve the location of artworks. Their role is to ensure that the project is consistent with public art policy.
- 3. Public Works Staff:** If the Arts Commission recommends approval, the applicant then provides final submittals for the permit to Public Works.

REVIEW,

Involve a Broad Range of People and Communities:

- Does the project engage citizens, neighborhoods and organizations in the planning and creation of the artwork?
- Will the project be accessible to people with a range of abilities?
- Does the project celebrate one or more of the City's cultural communities?

Has the design process included an artist and the artistic process as a central element?

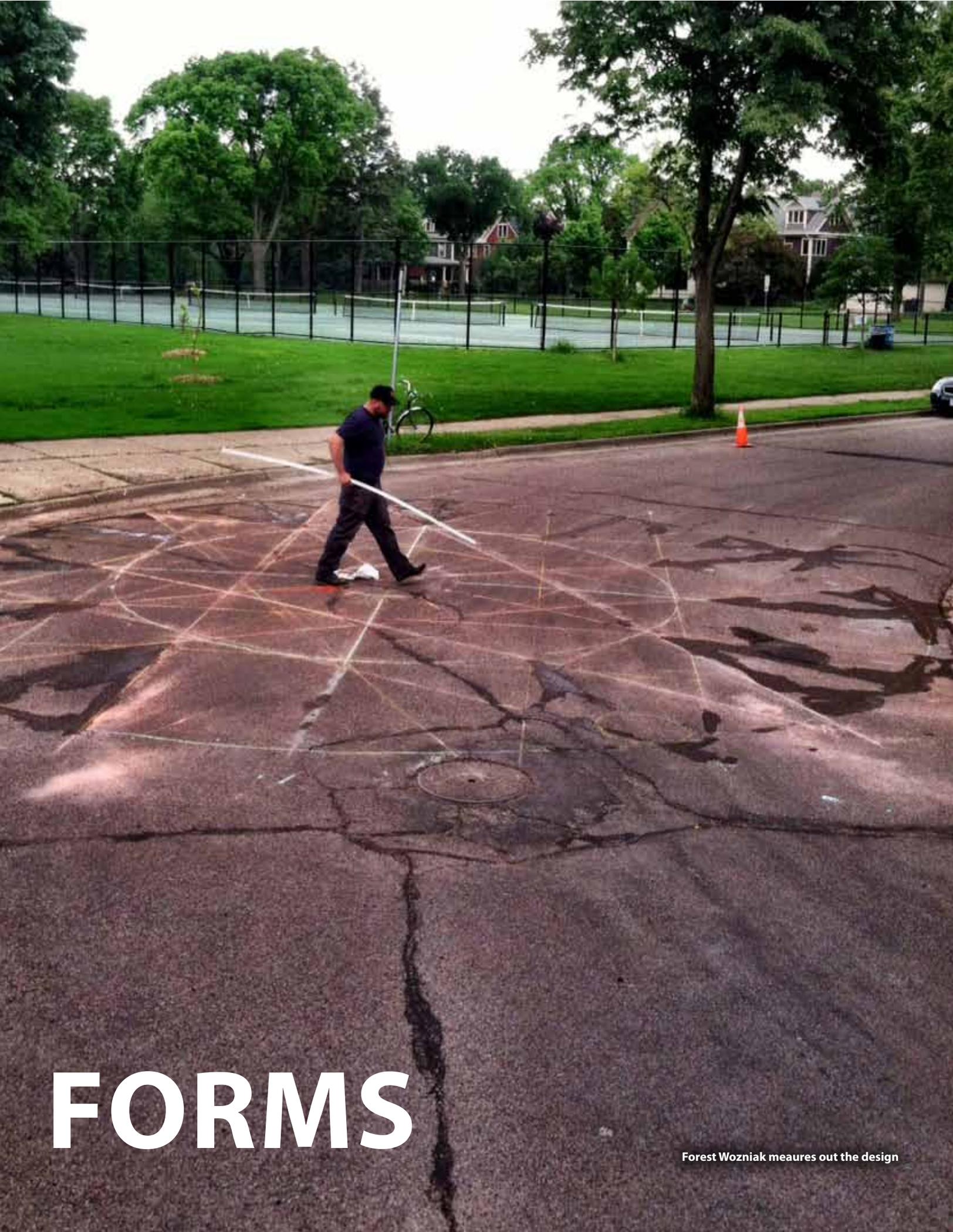
Value Artists and Artistic Processes:

- Does the project nurture an emerging artist?
- Has the design process included an artist and artistic process as a central element?
- Does the project support the artists' right to retain most of their copyrights, except for in the case of sharing information for not-for-profit purposes?

Do the designs and the locations provide an opportunity to make an engaging or bold artistic statement?

Use Resources Wisely

- Are the conditions at the proposed site stable enough to support an artwork during the timeframe?
- Does the applicant have the capacity to implement the project at the proposed scale?
- Is there a realistic and achievable maintenance plan?
- Are the appropriate materials being used?



FORMS

Forest Wozniak measures out the design

APPLICATION CHECKLIST

Pre-application (See page 13 for more information)

- _____ Email the proposed intersection with addresses of adjacent properties
- _____ Map of the locations

Arts Commission Application (See page 13 for more information)

- _____ Application Form
- _____ Images of the final design
- _____ Resumes of participating artists
- _____ Letter of support from neighborhood organization(s) or Special Service District.
- _____ For applicants with previous permits: Photos documenting current condition of the artwork(s)
- _____ VARA Waiver signed by each artist

Encroachment Permit Application (See page 14 for more information)

- _____ Completed Encroachment Permit :
http://www.minneapolismn.gov/publicworks/permits/public-works_pw-use-permits
- _____ Certificate of General Liability
- _____ Art Consent form from each abutting property owner
- _____ Letter of Credit

The forms and Samples on this page can be found at <http://www.ci.minneapolis.mn.us/dca/WCMS1P-083277>



Christopher Harrison with Christopher Aaron Deanes and Mica Lee Anders