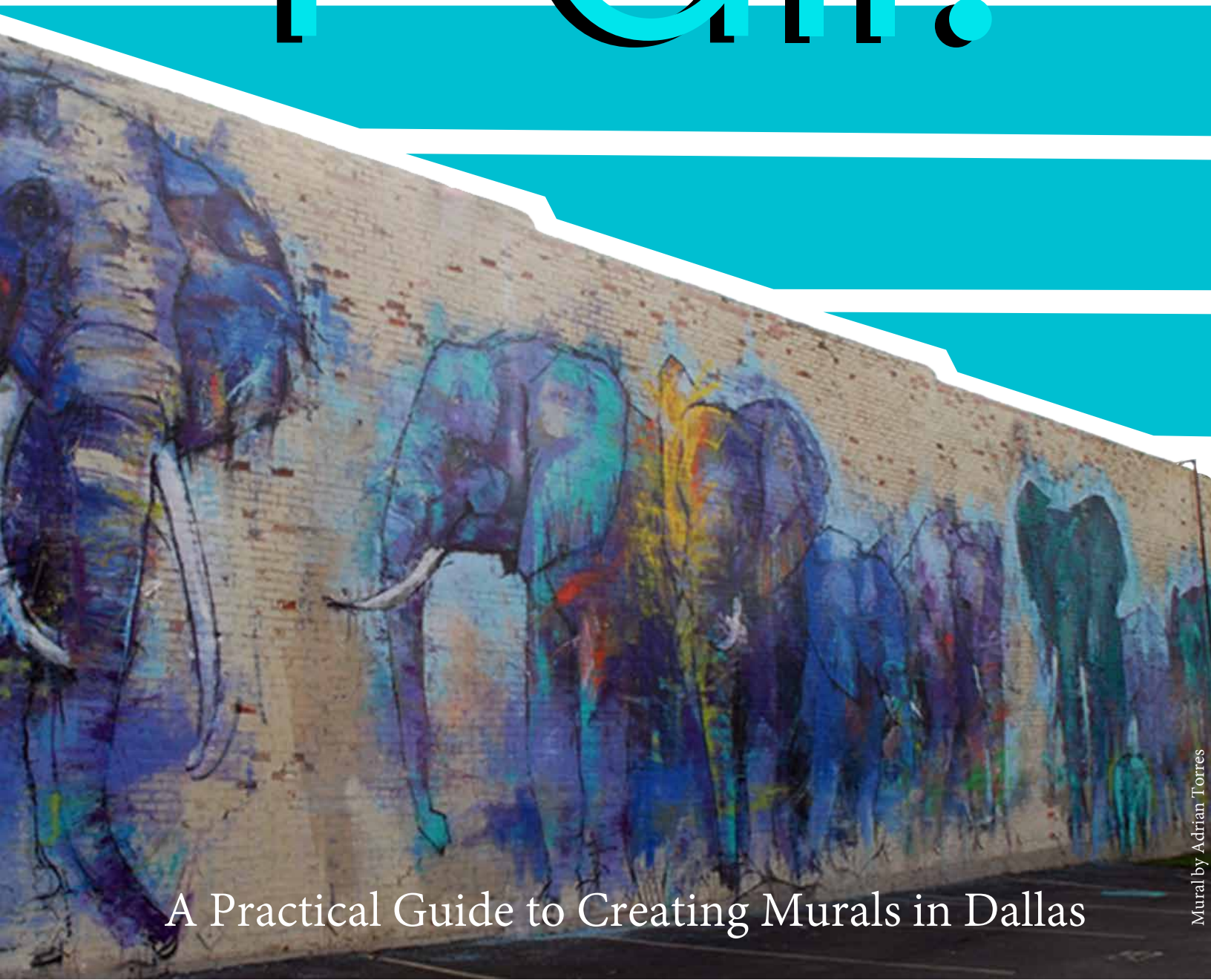


Walls, Y'all!



A Practical Guide to Creating Murals in Dallas

Table of Contents

What is a Mural	Pg. 1
Defining your Goal	Pg. 2
Finding a Wall	Pg. 3
Funding a Mural	Pg. 4
Choosing an Artist	Pg. 5
Hiring and Artist	Pg. 6
Contracts	Pg. 7
Working with the Community	Pg. 8
Creating a Design	Pg. 9
Budgeting	Pg. 10
Safety	Pg. 11
Preparing Wall	Pg. 12
Paint it!	Pg. 13
Materials	Pg. 14
Wrapping Up	Pg. 15
Resources	Pg. 16-22

What is a Mural?

1

A mural is a painting or other work of art executed directly on a wall. A mural can be created from various materials including paint, mounted mosaic tile, a collage of elements, and digitally produced imagery that is printed out and attached to the surface.

A sign is not a mural.

The City of Dallas Sign Ordinance makes a distinction between a sign (or an advertisement) and a mural.

Sign: Any display to public view of letters, words, numerals, figures, statues, devices, emblems, pictures, or any parts or combinations thereof designed to inform, advertise or promote merchandise, services, or activities.



This is considered a sign even though it's mostly an image, as it promotes a company to the public.

Murals are considered public art, not billboards or signs. Murals containing logos, slogans, or advertising messages of any kind are considered signs and must comply with City of Dallas Sign ordinance.

Defining Your Goals

- What are you trying to do or say with the mural?
- What is your idea or message?
- Is it to beautify a neighborhood?
- How will the community be impacted?
- Are you making a place for community gather?
- Is it a backdrop for photos?



Josh Mittag



Mariel Pohlman

Finding a Wall

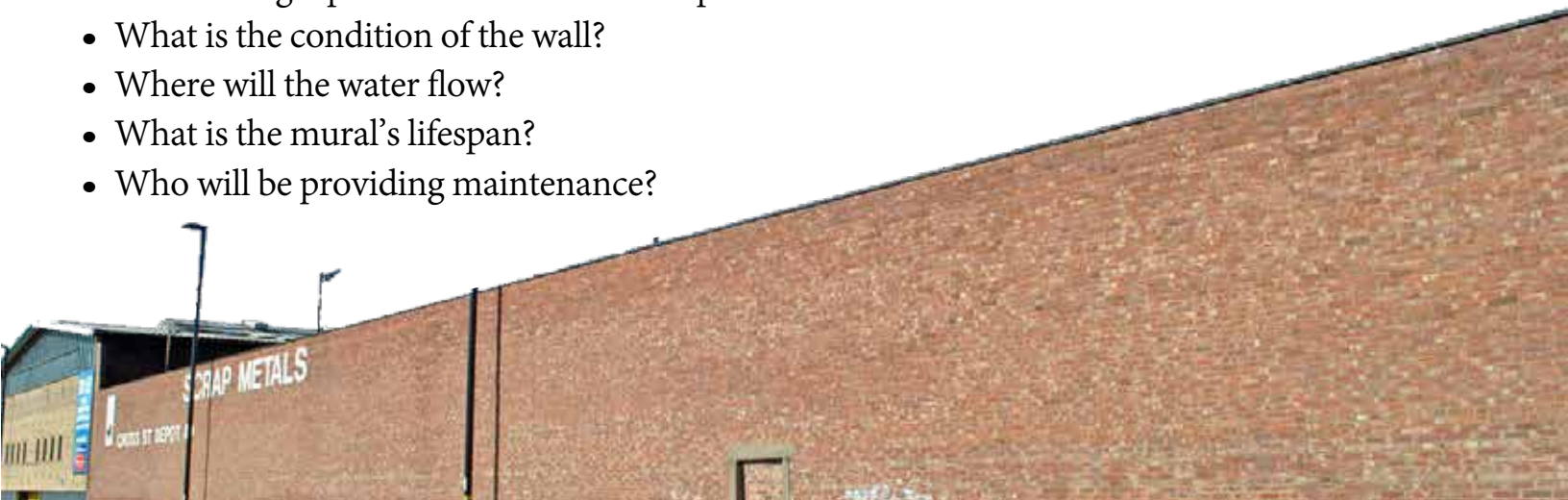
Walls can be interior or exterior and can be identified by the sponsor, building owner, community, or artist.

City of Dallas Owned Walls

These projects will go through an artist call or a post on the Office of Arts and Culture website at DallasCulture.org. These wall designs will go through the public art review process.

When you find a potential wall, do your research.

- Evaluate the conditions, visibility, surface conditions, orientation, drainage, and surroundings.
- Look around the prospective wall in 360 and at the neighborhood.
- Make sure that there are good sight lines to the mural, safe ways to access it, and that the mural will not impede traffic flow.
- Who owns the wall?
- What is the wall a part of?
- Is the wall historic? If yes, it'll have to be approved by the Landmark Commission.
- Is anything nearby historic?
- How will we see the wall? On foot, driving, on scooters?
- Has the wall been painted prior to this?
- Study the light and wall material. This helps when considering appropriate materials.
- Is it safe to work in this location?
- How will I get permissions? Will I need permits?
- What is the condition of the wall?
- Where will the water flow?
- What is the mural's lifespan?
- Who will be providing maintenance?



Funding the Mural

4

The business owner who owns the wall may be willing to pay for material costs.

Other options:

- A Community can apply for a grant.
 - Check out the city funding programs ArtActivate, Dallas Neighborhood Vitality Grant and SpaceFinder Dallas. (see resource pages)
- Community or business sponsor
Some muralists fund walls by announcing that people who contribute a certain amount of money can have their names on the wall.
- Partnership with local galleries
Could the project be an artist in residency or community based project?
- Crowdfunding.



Choosing an Artist

5

**Artists,
where to find mural opportunities:**

Apply to call- www.callforentry.org

Dallas Space finder app

OAC website-Dallasculture.org

Ask building owner



Ricardo Paniagua

Where to find an artist:

Issue a call for artists

Ask the community

Reach out to OAC at dallasculture.org

Post your wall on SpaceFinder Dallas

Look at existing murals—contact the artists

Social Media

Hiring an Artist

This is a Job.

What to consider when looking for an artist:

- Artistic approach
- Technical Skill
- Style
- Availability

Look at their work! Inquire about inspiration, experience, project management skills, approaches to safety, and budget? Do these match the goals for the mural and community?

Artists- put your best foot forward and submit professional presentation material. To develop these skills, attend a OAC workshop.



IZK Davies

Contracts

Have a written agreement with
signatures of stakeholders
(Make sure you include the artist and the owner
of the wall)



Carlos Don Juan

Include:

- Designs
- Timeline
- Maintenance plan and who will take care of the mural, how will they be informed of damage
- Permissions to go on private property
- Liability insurance
- VARA rights
- Copyright holder
- Waivers for volunteers, if any.

Working with the Community

Whether on a public or private wall, the mural will impact the community.

It is vital to engage the community.

The community can help:

- Identify a mural location
- Suggest artists
- Cast a vision
- Serve as panelist on selection panels
- Provide volunteer assistance
- Support the creation !



Creating a Design

Think about:

Context of where the mural will be painted—not just its physical location but the history of the building and the neighborhood.

Think about the activities and people around the site.

Be sensitive.

- **Style** – murals can range from abstract to objective, from graphic to painterly.
- **Theme**– develop a theme and concept and help the artist keep their artistic integrity and process while managing the project.



Laura Miller

Budgeting

Measure the wall to determine time, material costs, and equipment fees.

- ALL projects should include adequate fees for the artist.
“Exposure” is not enough compensation. This is a job for the artist.

Typical fee categories:

- Community engagement
- Design
- Painting
- Project management



Kyle Steed

Safety

Painting large murals can often be a dangerous job, so it is important to make sure it is going to be safe for the artist and community.

- Check traffic flow.
- Obtain volunteer waivers if needed.
- Look around for electrical wires, overhead or nearby.
- If using scaffolding, lifts or ladders, ensure there has been safety check and training for artist or artist team.
- Don't allow volunteers to use lifts, swing stages, or scaffolding.
- Maintain insurance.
- Ladders are not designed as painting platforms.

Other things to keep in mind

- Work in well ventilated places
- Consider the environment- use eco safe materials.
- All materials should be used according to the manufacture's instructions
- If using spray paint, make sure to wear a respirator mask



Brian Kenny

Preparing Wall to Paint

You will want to prime the wall before starting, so the paint will stick to the wall more easily. Test paint on the wall before priming to see if needed.

- Direct painting—check the thickness of the paint- one coat is best
- Surface should be clean, dry and free from loose material-flaking paint, dirt, and debris.
- Consult with an expert if stripping or removing old paint to ensure safety to yourself, the residents and the environment.

If dirty: low pressure wash, media wash or simply wash with Dawn, water, and an industrial broom.

- Check with a building contractor/engineer if you have questions about the stability of the surface.



Primed/ unprimed brick wall

Paint it!

1. Prime, 2. Draw, 3. Paint, 4. Coat.

1. Prime

- If the wall has never been painted before- prime the wall following manufacturer's recommendations.
- Acrylic, water based is preferred. (or Mineral based material like Kiems)

2. Draw

There are multiple ways to translate the design to the wall including :

- Using a Projector
- Using a Grid
- Drawing it Freehand
- You can sketch it out using charcoal, marker, paint or spraypaint.

3. Paint

Use the right paint for the surface- house paint or spray paint

- Check lightfast ratings.

4. Coat

Anti graffiti, sacrificial coats, clear coats- can help protect work from UV rays and allow the work to be cleaned up after vandalism

- Choose products labeled non yellowing.



Isaac Davies

- Brushes (several sizes)
- Roller with appropriate wale (extensions)
 - These can be borrowed from –call for details:
The Community Hand Tool Program
2721 Municipal Dallas, Texas 75221
214.671.9188
Bernetta.young @dallascityhall.com
- Paint
HINT: Good estimates on paint quantities will save money.
Check requirements for disposal.
- Paint can storage containers
- Metal scrapers
- Small empty containers for mixing colors (with lids)
- Level
- Buckets
- Scaffolds, ladders, or lifts
- Chalk liner
- Masking tape
- Wire brushes
- Rulers or squares
- Drop cloth
- Brooms and shovels
- Spray Paint masks
- Bug spray/sunscreen
- First aid kit
- Personal Protection Equipment (PPE)



Wrapping Up

Give Credit

- Recognize donors
- Ensure the artist(s) signs the work
- Document with photos and social media
- Send a press release
- Dedicate the art
- Send us a photo and location

Dallas Office of Arts and Culture: Publicart@dallascityhall.com

Wrapping up the Project

- Determine the lifespan of the mural
- Develop a Maintenance and Conservation Plan
 - Include contact information (who to call and when)
 - Include the product information and Material Safety Data Sheet (MSDS)
 - The product information will guide short and long term plans.
 - Use the suppliers as resources
- Keep maintenance plan and contacts updated and accessible.
- If you need help, conservators can help develop these plans.



Drew Merritt

Resources

City of Dallas Information

- Community hand tool program in Code Compliance loans rollers with long handles.
 - The Community Hand Tool Program
2721 Municipal Dallas, Texas 75221
214.671.9188
Bernetta.young@dallascityhall.com
- Office of Arts and Culture
 - <https://dallasculture.org/> or call 214 670.3687
 - <https://dallasculture.org/cultureprograms/artsactivate2020>
- Call your substation or talk to your local police patrol about the location and times that you will be working on the mural.
 - Central Patrol Division / CEU 214-670-4420
 - Northeast Patrol Division / CEU 214-670-7747
 - Southwest Patrol Division / CEU 214-670-6792
 - Southeast Patrol Division / CEU 214-671-0147
 - Northwest Patrol Division / CEU 214-670-6206
 - North Central Patrol Division / CEU 214-670-7247
 - South Central Patrol Division / CEU 214-671-4532
- Street closure or right of way or approval for painting on retaining wall
 - Department of Public Works
320 E. Jefferson Boulevard – Room 307
Dallas, TX 75203
Or: 214-948-4259
christina.turner@dallascityhall.com
- The Street Department has safety vests. Let them know the sizes you will be needing and give them 3 days advance notice.
- Download: “OurDallas” App bit.ly/dallasopb
Questions call 214.671.8900

Resources

DALLAS NEIGHBORHOOD VITALITY GRANT

PLANNING & URBAN DESIGN

Kevin Acosta
Dallas Neighborhood Vitality Grant Program Manager
kevin.acosta@dallascityhall.com
214-671-8874

Sandra A.M. Bowie
Manager
sandra.bowie@dallascityhall.com
214-671-9565

Megan O'Neal
Senior Planner
megan.oneal@dallascityhall.com

Don Raines
Senior Planner
don.raines@dallascityhall.com

**General Grant
Questions
Litter Abatement**

**Neighborhood
Engagement /
Organization**

Urban Design

Landscape Design

SUSTAINABLE DEVELOPMENT & CONSTRUCTION

Carlos Talison
Planner
carlos.talison@dallascityhall.com
214-948-4480

**Real Estate
Lolita Williams**
Manager
lolita.williams@dallascityhall.com
214-948-4100

Building Inspection
Customer Service
214-948-4480
320 E. Jefferson Blvd.

Zoning Plans

Real Estate/ Property

Permits

Resources

SPECIAL EVENTS PERMITS

Beverley Whittet
 beverley.whittet@dallascityhall.com
 214-939-2759

Special Events

OFFICE OF ENVIRONMENTAL QUALITY & SUSTAINABILITY

Bob Curry
 Urban Agriculture
 robert.curry@dallascityhall.com
 214-670-1196

Community Gardens

DALLAS WATER UTILITIES

Karen Woodard
 City Forester
 2255 Irving Blvd.
 karen.woodard@dallascityhall.com
 214-670-0161

Tree Canopy Program Branch Out Dallas

DEPARTMENT PUBLIC WORKS

Urban Forestry
Kristoffer Rasmussen
 kristoffer.rasmussen@dallascityhall.com
 214-671-0899

Tree Canopy Program Urban Forestry

MowMentum Program

Jon Taylor-Brown
 2710 Municipal Street
 Dallas, Texas 75215
 214-671-0945

Right-of-Ways

Efrain Trejo
 Manager

320 E. Jefferson Blvd. Room 307
 efrain.trejo@dallascityhall.com
 214-948-4162

Sidewalk Replacement

Resources

19

OFFICE OF ARTS AND CULTURE

Lynn Rushton

Manager, Public Art Collection

lynn.rushton@dallascityhall.com

214-670-0634

Murals

DEPARTMENT OF TRANSPORTATION

Crosswalks, Pedestrian Crossings

Fernando Villareal

Sr. Program Manager

fernando.villareal@dallascityhall.com

214-671-9956

Pedestrian Improvements

Traffic Sign Division

John Lemon

Supervisor

3204 Canton St. 75226

john.lemon@dallascityhall.com

214-670-3324

Traffic Sign/Markers Sign Toppers

DEPARTMENT OF PARK & RECREATION

David Lopez

david.lopez@dallascityhall.com

214-670-1986

Park Improvements

Resources

Materials and Installation

Mineral Paint

<http://www.keim.com/Mineral-Art/Products>

<http://www.keim.com/Mineral-Art/Colors>

Acrylic

- Sherwin Williams [http://www.sherwin-williams.com/property-facility-managers/facility-solutions/multi-familycommunities/property-maintenance-videos/Golden Artist Colors](http://www.sherwin-williams.com/property-facility-managers/facility-solutions/multi-familycommunities/property-maintenance-videos/Golden-Artist-Colors) www.goldenpaints.com/technicaldata/murals.php http://www.goldenpaints.com/technicalinfo_murals#surfaceConsideration
- Nova Color www.novacolorpaint.com/PDF/How_to_Paint_a_Mural_with_Acrylic_Paint_08-2013.pdf

Krylon [www.krylon.com/spray-paint-how-to/Alternative surfaces](http://www.krylon.com/spray-paint-how-to/Alternative-surfaces)

Vinyl wraps

Jose Loza Artist Web Site (painting with parachute cloth) www.jmloza.com/loza-blog/mural-fabric
Resources

Anti Graffiti Coat

- Sacrificial coat Sherwin Williams www.sherwin-williams.com/property-facility-managers/education <http://www.sherwin-williams.com/painting-contractors/business-builders/paint-technology-and-application/swarticle-pro-antigraffiticoa.html> <http://www.sherwin-williams.com/painting-contractors/business-builders/paint-technology-and-application/> <http://www.sherwin-williams.com/property-facilitymanagers/education/project-profiles/sw-article-proeyecandy.html>

- Keim

<http://www.keim.com/Product-Details/Product/126/PSS-20-antigraffiti-coating>

- Golden

<http://www.goldenpaints.com/products/varnish-top-coat>

Mural Making Guides

- American Institute for Conservation, Mural Making Guide
www.conservation-us.org/docs/default-source/resource-guides/mural-creation-best-practices-fulldocument.pdf?sfvrsn=2
- Chicago Public Art Group: Community Public Art Guide: Community Murals
www.cpag.net/guide/2/2_pages/2.htm
- Greater Pittsburgh Arts Council: MuralMaking 101
www.pittsburghartscouncil.org/component/content/article/20-general/4295-mural-making-101
- Redwood City: A Handbook for Public Mural Projects
www.morganmurals.com/Public-Mural-Handbook.pdf
- City of Nelson: A Practical Guide to Creating a Mural
www.nelson.ca/DocumentCenter/View/294
- Albus Cavus Create Public Art
www.createpublicart.org/
- Planning, Preparing and Painting Your Mural
www.resene.co.nz/pdf/Mural-Info-Book.pdf
- Just Paint blog, Golden Artist Colors www.justpaint.org/
- How to Paint a Mural From Start to Finish
www.widewalls.ch/how-to-paint-mural-think-grid/
- Muralroutes Mural Practices Survey
www.muralroutes.com/resources/Mural%20Arts%20Practices%20Survey_final.pdf
- M Contracts and Rights
www.americansforthearts.org/by-program/networksand-councils/public-art-network/public-art-resourcecenter
- Copyright www.copyright.gov
- Artist Moral Rights in Visual Artworks
www.copyright.gov/reports/exsum.html
- Insurance www.fracturedatlas.org/site/liability
- Americans for the Arts, Public Art Network/Public Art Resource Center
www.americansforthearts.org/by-program/networksand-councils/public-art-network/public-art-resourcecenter
- Public Art Guide: Community Murals www.cpag.net/guide/2/2_pages/2.htm

Resources

Conservation and Commentary

- Conservation and commentary
<https://www.culturalheritage.org/about-us/foundation/programs/heritage-preservation/rescue-public-murals> <http://www.conservation-us.org/docs/default-source/resource-guides/mural-creation-best-practices-fulldocument.pdf?sfvrsn=2>
- https://www.gsa.gov/portal/mediaId/136930/fileName/GSA_FineArts_FrontMatter.action
- https://www.gsa.gov/graphics/pbs/GSA_FineArts_2_Sculpture.pdf
- http://www.si.edu/mci/english/learn_more/taking_care/acrylic_paintings.html
- <http://www.clatl.com/news/article/13080803/muralordinance-gets-booted-back-to-committee-90daycommission-proposed-to-craft-new-policy>
- <http://scholarworks.umb.edu/cgi/viewcontent.cgi?article=1175&context=nejpp>
- <https://www.getty.edu/publications/virtuallibrary/089236162X.html>

Don't hesitate to reach out to Public Art Staff in the
Office of Arts and Culture!

Send us your mural location and images.