



## Let's make Lamar beautiful!

### Recommendations for a Successful Mural Project

Mural projects are an investment in cultural capital that go far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in our city's unique identity and its cultural cohesiveness, and contribute to its public art.

The City of Lamar Community Development Department has identified best practices for mural creation by working with Lamar Partnership, Inc. (LPI) to pose questions and raise issues that should be considered at each stage of creating a mural: planning, artist/design selection, wall and surface preparation, painting, coating, and maintenance. Each recommendation has been considered both for mural commissioning organizations/agencies and for artists to address their particular needs and concerns.

LPI and the City suggest the following considerations for mural projects:

- a. Creative themes that include but are not limited to: our heritage and Southeastern Colorado history, inclusive community, local sports, arts, or education – with an emphasis on their relevance to the specific area/neighborhood and to their contemporary relevance.
- b. Appropriate thematic and other relationships to the surrounding environment.
- c. Wall conditions, necessity for wall repair/prepping, paint selection, potential exposure to full sun.
- d. Readability and appropriateness of scale.
- e. Artist fees and other costs.
- f. Use paint recommended for wall surface, i.e., mineral silicate (Kiem) paints for concrete, stucco, brick. [www.indooroutdoorpaintexpert.com/paint-for-outdoor-murals-25-things-you-should-know](http://www.indooroutdoorpaintexpert.com/paint-for-outdoor-murals-25-things-you-should-know)
- g. Maintenance and/or expected lifespan of mural.
- h. Avoidance of signage or subject matter that could be construed as advertising or political messages.
- i. Written permission from property owner to create a mural on his/her building wall if you are not the owner. Permission should include pertinent details, expectations/responsibilities, maintenance plans, and minimum length of time the owner will allow the mural to remain on wall.
- j. Murals visible on East Olive Street (US Highway 50) or Main Street (US Highway 287-385) are subject to CDOT permitting if they have images that could be construed as off-premise advertising.

**We can help with your mural!** If you are considering a mural project, the City and LPI can be available for technical and creative assistance and/or referrals. Depending on the location and subject matter of the prospective mural project, it may be eligible for a grant through LPI or the Lamar Redevelopment Authority if funds are available.

For assistance, contact Martha Baird-Alvarez at 719.336.1445 / [martha.alvarez@ci.lamar.co.us](mailto:martha.alvarez@ci.lamar.co.us) or Anne-Marie Crampton at 719.336.1303 / [community@ci.lamar.co.us](mailto:community@ci.lamar.co.us).