

Paint it, Fairfax!

Economic Incentive Committee - 09.19.23

Jenée Padmore, Planner III
Community Revitalization Section,
Department of Planning and Development



PLANNING & DEVELOPMENT



The Case for Murals

*V*ICTORIOUS
CLOTHING BOUTIQUE ♥ FINE JEWELRY
@VICTORIOUSCAPEMAY
#THEVICTORIOUSWINGS

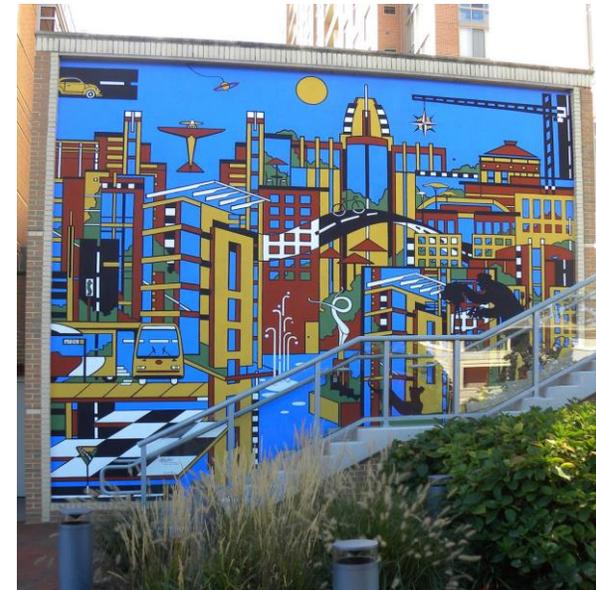



Program Development

- Researched Best-Practices
- DC Walls Experience
- ArtsFairfax discussions
- Interviewed more than 10 different mural artists
- Interviewed Greenville SC, Richmond, VA, and Philadelphia, PA's Mural Program Coordinators
- Utilized academic research on developing creative placemaking and an inviting public realm



Mosaic Storefront(2022), Merrifield, VA



Midtown Community Mural (2013), Reston, Virginia
By Dana Ann Scheurer



Mosaic Dog Park, Merrifield, VA

Goal 1:

- Securing and promoting economic development.

Goal 2:

- Nurture the distinctive qualities of a community or place

Goal 3:

- Celebrate community members or local establishments

Goal 4:

- Create excitement and “buzz” about a place

Choosing Sites and Artists

Who makes recommendations?

A Site and Artist Selection Committee (SASC)



SASC Composition

Standing membership (3):

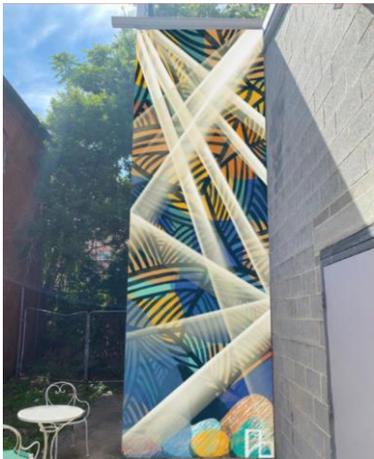
- the murals program manager
- a representative from ArtsFairfax, and
- the CRS Section Director

Rotating Membership (4):

- property owner(s) or their representative
- a representative from the corresponding Supervisor's Office
- the Revitalization Program Manager for that District, and
- a revitalization partner representative

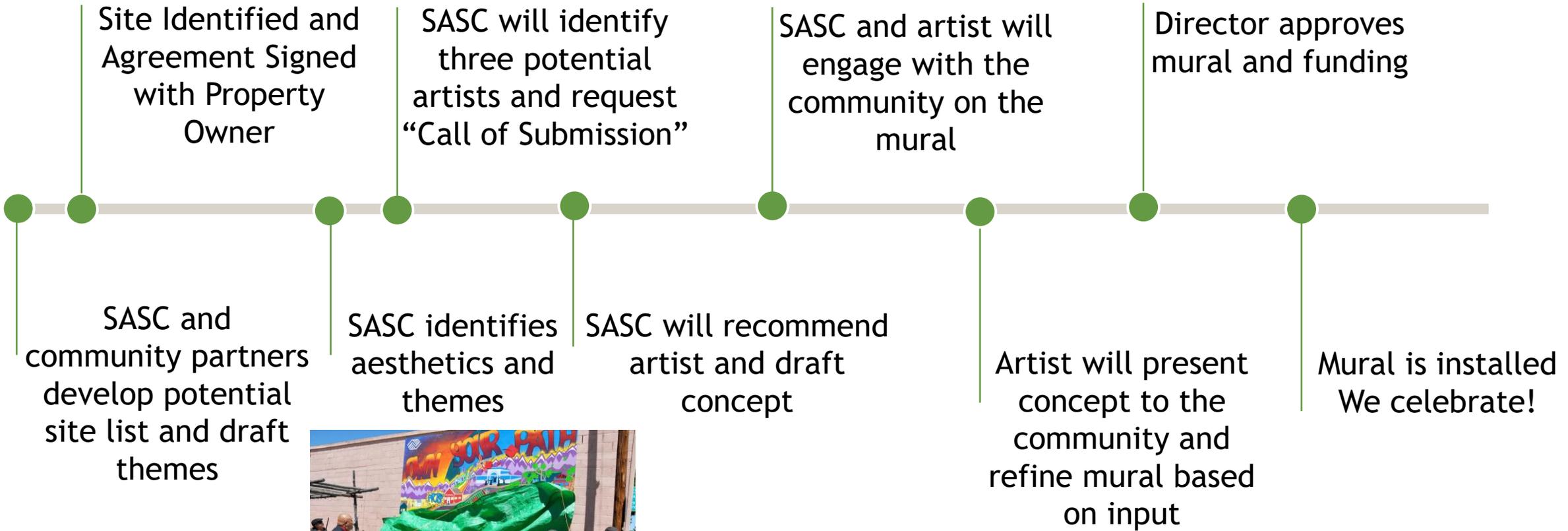


Heron's View (2023) by Lea Craigie Marshall in Gaithersburg, MD
Cost - \$7,200



C&O Inspired (2023) by Lea Craigie Marshall in Frederick, Maryland
Cost - \$7,000

Program Process



Program Policies



The Boro
Tysons Corner, Virginia
Over 400 feet long and 70 feet tall

- Murals must remain on properties for a minimum of five years
- If the building changes ownership, a reasonable effort will be made to ensure that the mural remains
- Building owner will report any vandalism or damage to the mural to Program Manager
- Artists must agree to make repairs of mural (if defaced or vandalized) for minimum of 5 years
- Must display Paint it, Fairfax! logo

Mural Costs

Category	Amount (small)	Amount (large)
Artists Draft Presentations (3)	\$1,500	\$1,500
Artist Fee/Materials/Travel	\$6,000	\$35,000
Community Engagement	\$500	\$500
Mural Cost Range (small to large)	\$8,000	\$37,000



Mission Lofts - Parking Deck
Bailey's Crossroads/Seven Corners, Virginia
\$30,000



"Discover the Charm" by Sagetopia
Loudoun County, Virginia

Pilot Program

- Program Goal: Complete at least two Murals per CRD/CRA (1 small and 1 large)
 - Richmond Highway Budget: \$85,000
 - Seven CRDs and CRAs: \$8,000 to \$37,000
 - Per Area Cost: \$45,000 to \$85,000
 - Total Program Cost for 8 areas: \$400,000
- Assume will successfully compete for some grant funding; estimate 25% of total costs
- Estimated Total Program Requirement = \$300,000



Textiles to Technology: Progression of Greenville (1890-2019), Greenville, SC
By Matthew Gutierrez



What Lifts You (2016), by Kelsey Montague in Nashville, TN. Photo by Brittany Sawyer.
Cost - \$20,000



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Questions?