The City of Brevard North Carolina

Date Received: _____
DTMPC Meeting: _____
City Council Meeting: _____

APPLICATION FOR PUBLIC ART

APPLICANT: Heart of Brevard

Contact Information:

Mailing Address: PO Box 931 City: Brevard State: NC ZIP: 28712
Email: nicole@brevardnc.org Phone: 828-606-6198

Property Owner Information (Not applicable for artwork proposed on City Property):

Property Owner Name: _____
Mailing Address: _____ City: _____ State: _____ ZIP: _____
Email: _____ Phone: _____

Location of Property: 79 West Main Street

Property Identification Number (PIN): 8586-41-6061-000

Type of Artwork:

- ☑ Mural
- ☐ Sculpture
- ☐ Memorial
- ☐ Functional Art (i.e. bike rack)
- ☐ Other: _____

Proposed location(s) for the art (side wall, rear yard, alcove, etc): Large wall on Co-Ed Cinema on the corner of West Main and Caldwell Streets

Following must be Included with All Applications:

- ☐ **Description and images or other illustrative graphics** of the artwork to be installed. Dimensions (height, width, etc.) must be included in these descriptions.
- ☐ **Narrative** describing the theme and design.
- ☐ **Photograph** of the proposed location (if specific location in mind).
- ☐ **Signed Maintenance Agreement** provided by the City.
- ☐ **Cost estimate:** $25-30K
- ☐ **Project Installation Timeline:** September 2024, 7-10 days

Following must be Included with Mural Applications:

- ☐ **Dimensions** of any logos, symbols or text within the mural.

SIGNATURES

If the Applicant is other than the property owner, proof of the owner's consent is required, unless the property owner is the City of Brevard. Owner's signature proves consent. The applicant will be the liaison with the City and will be the party to receive official notice. Notice communicated to the applicant will be deemed communicated to the owner. By signing this application, the applicant is consenting to the designation for these purposes.

Property Owner: _____ Date _____

Applicant: _____ Date 5/8/2024

Application for Public Art in Clemson Plaza

Submitted: May 8, 2024

Heart of Brevard and the Public Art Advisory Subcommittee, in collaboration with Heart of Brevard's HUB for the Arts workplace, propose a mural of Loretta Mary Aiken in conjunction with the North Carolina Music Mural Project. This mural, to be located at Clemson Plaza, a prominent public space in downtown Brevard (79 West Main Street, Brevard, NC), aims to celebrate diversity and promote community.

The mural would depict a monochromatic image (approximately 20ft x 15ft) of Loretta Mary Aiken dressed in a ballgown and pearls, with her name appearing next to her image in Carolina blue lettering (6ft). If approved, the installation is scheduled to take place during Heart of Brevard's fourth annual Brevard Plein Air Festival, held from September 9th to 14th, 2024.

Clemson Plaza has a rich history, having served as a theater and community gathering space since the 1930s. The Public Art Advisory Committee has worked for over a year to create a vision for an installation that celebrates Brevard's rich cultural history while incorporating the story of Clemson Plaza, while also acknowledging the original plans for public art in this space proposed by Destination by Design. The proposed mural is designed to be engaging, inviting, and to beautify Clemson Plaza. It also aims to attract tourism, promote arts and culture, and encourage business activity within our urban core.

The proposed mural reflects the unique history and culture of Brevard. The goal of the project is to create a space where residents and visitors can come together to celebrate diversity. We believe that this mural celebrates the richness of Brevard's culture, tying into a statewide project that celebrates musicians in North Carolina.

By honoring Aiken in such a prominent location, the mural not only celebrates her legacy but also adds to the historical significance of Clemson Plaza. As Loretta Aiken already has a historical marker on the same site, installed in fall 2023, the mural becomes a focal point for the community, drawing attention to Brevard's cultural heritage and serving as a commitment to diversity and artistic expression.

This mural project aligns with the vision of both the Public Art Subcommittee and Heart of Brevard's HUB for the Arts workplace, providing a platform for community engagement and cultural enrichment.

The placement of a mural depicting Loretta Aiken, also known as "Moms" Mabley, in downtown Brevard's Clemson Plaza, receives strong backing from the Clemson Plaza Public Art Subcommittee. All members of the committee, including:

- Nicole Bentley, Heart of Brevard
- Carol Clay (Local Artist and Chair of Heart of Brevard HUB for the Arts Committee)
- Tyree Griffin (City of Brevard)
- Billy Smith (Local Artist and TCARTS President)
- Victor Foster (Rosenwald Community)

have unanimously recommended the installation of the mural in Clemson Plaza. This endorsement by the subcommittee and the Heart of Brevard Board underscores the significance of Clemson Plaza as an ideal location for the mural, paying homage to Loretta Aiken's significant contributions to comedy and entertainment and enriching the cultural fabric of Brevard.

Additionally, we see the value in connecting this project to the NC Musical Mural Trail and the NC Department of Natural and Cultural Resources. Brevard can connect itself to a statewide initiative that promotes tourism and cultural exchange. Being part of a larger network of murals across North Carolina not only enhances Brevard's visibility but also positions it as a key destination within the state's cultural landscape. A mural associated with this project in downtown Brevard not only enhances the area's aesthetic appeal but also contributes to its economic vitality, connects it to a statewide cultural initiative, and fosters community engagement and pride. Such a mural has the potential to become a landmark, drawing visitors and locals alike to experience the unique charm and cultural richness of Brevard.

Heart of Brevard will continue to work closely with the NC Department of Natural and Cultural Resources and NC African American Heritage Commission to promote this work and create educational opportunities. We believe that a mural of Loretta Aiken in downtown Brevard can spark community pride and engagement, fostering a deeper connection to the town's identity and history. Additionally, the mural can serve as a catalyst for local events and initiatives, such as music festivals or educational programs, further enriching the cultural fabric of the community.

Learn more about the artists and the NC Music Mural Project here.


Loretta
Mary
Aiken


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PUBLIC ART MAINTENANCE AGREEMENT

THIS Agreement is made as of the 15 day of May , 2024 by and between:

City of Brevard (hereinafter "City")
95 West Main Street
Brevard, NC 28712

and

J. Nicole Bentley/ Heart of Brevard ("Owner").
79 West Main Street ("Physical Address of project")
PO BOX 931, Brevard NC ("Mailing Address of Owner)
828-884-3278 ("Telephone Number")
nicole@brevardnc.org ("Email Address")

WHEREAS, the City has determined in order to beautify public areas, enhance the quality of life for Brevard citizens, attract tourism, promote arts and culture, and encourage businesses to locate within the city, thus expanding Brevard's economic base, it is the policy of the City of Brevard to promote public art, where appropriate, through the implementation of a clarified process and design guidelines, and

WHEREAS, the Owner desires to facilitate this policy by installing public art as approved by the Brevard City Council pursuant to Ordinance 42-16 of the Brevard City Code and Chapter 12 of the Unified Development Ordinance;

WHEREAS, the Owner is aware that as a condition of being allowed to install any public art, the Owner must agree to certain maintenance and other requirements as set forth in the policy.

NOW THEREFORE, the Owner, subject to the approval of the said public art project by the Brevard City Council, agrees as follows:

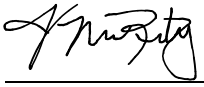
1. Owner agrees to complete the installation work within one calendar year from the date of approval by City and all work shall be completed according to state and local building codes and ordinances, and approved, when necessary, by the proper authorities.
2. Owner accepts the sole responsibility of maintenance during the lifetime of the artwork and authorizes the City to perform such maintenance if these responsibilities are not fulfilled by the Owner. In the event the City is required to perform maintenance on the said project due to the Owners failure to maintain, the Owner shall reimburse the City for the reasonable costs of the maintenance. Maintenance shall include, but is not limited to, re-painting/touch-up painting to keep the art looking current and not faded, as determined by the DMPC, and abating graffiti, or other forms of vandalism, within 48 hours from the time the property owner has been notified. Owner maintenance may also include painting over the mural effectively ending its lifetime if no public funds were used in its creation and if there is no prior, conflicting agreement between the City and the property owner unless both parties are in agreement. Owner further agrees to follow the maintenance

guidelines set forth in Section VIII of the Public Art Policy and Application Process manual.

3. Once a project is complete, Owner shall apply an anti-graffiti coating to protect its surface if determined by the DMPC to be feasible.
4. The Owner agrees to allow images and video of the completed installation to be placed on the City of Brevard's web pages, social media, publications/videos, and local media.
5. Any disputes that arise between the parties with respect to the performance of this agreement shall be submitted to mediation prior to either party invoking the court system.
6. This agreement shall be governed by the laws of the State of North Carolina and shall be subject solely to the jurisdiction of the District or Superior Court of Transylvania County North Carolina.

IN WITNESS WHEREOF, the Owner hereto has signed this Agreement as of the date first above written.

OWNER, J. Nicole Bentley by:



_____(SEAL)

Owner Signature