

Bobbie Walthall

To: David L. Corliss
Subject: RE: Lawrence Arts Center Mural Proposal

From: John Reeves [mailto:john.g.reeves@gmail.com]
Sent: Sunday, October 24, 2010 11:24 PM
To: mikeamyx515@hotmail.com; aroncromwell@gmail.com; ljohnson@peridiangroup.com; mdever@sunflower.com; robchestnut@sunflower.com
Cc: Diane Stoddard; Lynne Zollner
Subject: Lawrence Arts Center Mural Proposal

Dear City Commissioners,

I have recently learned of the Lawrence Arts Center's June 30, 2010 sign permit application. The proposed sign is a 35'x58' version of the Lawrence Arts Center's new graphic identity on the north side of the City owned building. In the application, the wall sign is called a "work of art".

I am troubled by the possible precedence established by the Lawrence Cultural Arts Commission's recommendation to the City Commission to allow the Arts Center's graphic identity to be reviewed as a mural or work of art. However compelling the reasons and concepts behind the branding strategy of the LAC's graphic identity, the image is a version of their logo and is not a work of art specific to this wall or location. I have attached the 2002 Mural Review Criteria for your reference.

Thankfully, the property is within the environs of historic properties and the Downtown Lawrence Conservation Overlay District, which requires a review and detailed report by City Staff for the Historic Resources Commission. I sincerely urge the City Commission to read the Staff Report and review the proposal as a sign and deny the project proposal. Denying this proposal enables the City Commission to set a precedent that makes a clear distinction between advertising and public art.

Sincerely,

John Reeves, AIA
Former Chair of Lawrence Cultural Arts Commission

LAWRENCE ARTS COMMISSION

MURAL REVIEW CRITERIA

(As approved LAC Feb 13 2002)

The Lawrence Arts Commission may be asked by the Lawrence City Commission to review mural proposals on private property within the city, in accordance with the City Ordinance 5085, Sec 5.

Hereafter no work of art shall be applied to, erected or placed upon the exterior walls of any building within the City of Lawrence without first being submitted and approved by the City Commission. The City Commission may refer the proposed work of art to the Lawrence Arts Commission for their review and recommendation. The request to allow a work of art shall be accompanied by plans and specifications which describe its proposed size, location, appearance, color, texture, general design, use of material, orientation to other buildings and the relationship of such factors to features of buildings in the immediate surroundings. The City Commission or Arts Commission may, when it deems proper, also require a complete model of work of art to be submitted. In determining the merits of the work of art, consideration should be given to insure that the work of art maintains the high character of community development and would not be detrimental to the stability of value and the welfare of surrounding property, structures and residents and to the general welfare and happiness of the community. (Ord. 5085, Sec.5)

Upon receipt of the required submission material (see P2) the Lawrence Arts Commission will conduct a review using the Worksheet outlined below.

ARTWORK REVIEW WORKSHEET

The mural artwork representation in the required submission package (see Ordinance above) shall be reviewed using the following criteria,

- Relationship of mural to the site, in terms of the physical dimensions, social dynamics, local architectural character and surrounding context of the site, existing or planned.
- Appropriateness of the design to the functions of the immediate area.
- Degree of permanence of structural and surface components.
- Visibility of the site by the general public.
- Issues related to public safety.
- Ability to improve the design of an area by emphasizing a particular location through the creation of landmarks, gateways and/or linkages to other parts of the community.
- Site issues including landscaping, drainage, grading, lighting and seating considerations.
- Relationship of proposed mural to existing artworks within the vicinity.
- Compatibility of the design and location with the historical character of the site.
- Environmental impact such as noise, sound, light and odor.
- Impact on adjacent property owners' sight lines and sight views.
- Impact on operational functions of the City.
- Vulnerability to vandalism.
- Achievability based on the Budget Plan (including installation and any anticipated future costs)
- Achievability based on a required detailed installation plan with timeline developed by the artist, or property owner or mural commissioner.
- Artist's Presentation: the artist shall be capable of clearly communicating the mural's concepts and realization, verbally and through quality written, drawn, modeled and/or video or digital materials. In addition, specific representational drawings and/or renderings of the mural as placed at the primary site shall be required.
- Technical Feasibility: the artist shall ensure that the mural proposal shall demonstrate its technical feasibility and the artist's work record shall be examined for convincing evidence of the artist's ability to successfully complete the work as proposed.

Using the above criteria, the Lawrence Arts Commission shall determine if the work of art maintains the high character of community development and would not be detrimental to the stability of value and the welfare of surrounding property, structures and residents and to the general welfare and happiness of the community.

LAWRENCE ARTS COMMISSION / MURAL REVIEW PROCEDURES

Minimum Submission Requirements

For proposed murals referred by the Lawrence City Commission to the Lawrence Arts Commission for review and recommendation, the following are the minimum submission requirements. This material must be submitted to the Lawrence Arts Commission in a timely fashion. Digital versions of this material are encouraged.

- Site plan with indication the location of the proposed mural, property boundaries and existing buildings, streets and sidewalks, and marked with proposed changes associated with the mural including any landscaping, drainage, grading, lighting and seating provision.
- Photographs of the immediate neighborhood area surrounding the mural indicating area character.
- Photographs of the mural location from adjacent sidewalks and streets.
- A Presentation Package that clearly communicates the mural's concepts and realization, verbally and through quality written, drawn, modeled and/or video or digital materials. In addition, specific representational drawings and/or renderings of the mural as placed at the primary site are required. This should include convincing evidence of the artist's ability to successfully complete the work as proposed.
- A Technical Feasibility statement demonstrates the technical feasibility of the mural that includes details of the mural itself including a listing of wall materials and finishes, any preparation work, primer and paint specifications, protective finishes etc.
- A statement that addresses:
 - the life expectation of the mural and specific statement about any commitment to maintenance of the mural and an assurance that the mural will meet the City Code (Article 6: The Environmental Code http://web.ci.lawrence.ks.us/legal_services/citycode/)
 - the relationship of proposed mural to existing artworks within the vicinity.
 - the compatibility of the design and location with the historical character of the site.
 - the Environmental impact such as noise, sound, light and odor..
 - the mural's vulnerability to vandalism and remedial measures should that occur
- A Budget Plan (including installation costs and anticipated future costs eg., maintenance).
- A detailed Installation Plan with timeline developed by the artist, or property owner or mural commissioner.
- The mural artist's CV and portfolio.

Please note that the Lawrence Arts Commission assumes that there will be no substantial difference between the above presentation material submitted for approval and the finished mural/artwork. Any written text that is part of, or associated, with the mural or artwork must be submitted for approval with this application and no text amendments may be made after the submission has been approved.

Bobbie Walthall

Subject: RE: LAC Mural

From: Simran Sethi

Sent: Saturday, October 23, 2010 8:51 PM

To: Michael Dever; Aron Cromwell; ljohnson@peridiangroup.com; Rob Chestnut; mikeamx515@hotmail.com

Cc: Bobbie Walthall

Subject: LAC Mural

Mayor Amyx and Esteemed Commissioners,

I am writing to express concern about the proposed mural for the northern wall of the Lawrence Arts Center. While I am a supporter of the Center, I am concerned that LAC's plan would not only violate the City's sign code but set a disturbing precedent for the abstract (or life-like) rendering of logos in the future.

I request that this item be moved from the consent agenda and opened up for public discussion.

Thank you for your consideration,
Simran

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Simran Sethi

October 20, 2010

Dear Historic Resources Commissioners,

This letter is in reference to the Lawrence Arts Center's "Mural" proposal before you. We apologize for this being last minute. We only heard about this proposal yesterday through the newspaper.

We believe that the proposal submitted by the Lawrence Arts Center is not a mural as put forth, but is an enlargement of their corporate logo (as identified on the back page of the LAC's Fall 2010 Arts in Action magazine - attached below) intended to advertise their business and should be considered under:

Chapter V, Building and Construction
Of the code of the City of Lawrence, Kansas
Article 18: Signs

In this case, it should conform to the restrictions of that code including:

5-1836 WALL SIGNS.

(B) Limitation on Placement on Area. No wall sign shall cover wholly or partially any wall opening, nor project beyond the ends or top of the wall to which it is attached. **No wall sign shall exceed ten percent (10%) of the wall to which it is attached, or one hundred fifty (150) square feet, whichever is less.** Individual letters with no background shall be measured by the minimum rectangular area necessary to encompass such letter or by a combination of rectangles as are necessary to encompass a letter of irregular dimensions.

Our concerns about this proposal include:

- 1) It intentionally circumvents the city sign code by calling the image a mural in order that it can be painted at a much larger scale.
- 2) If approved, it would open the door to any business to justifiably enlarge their logo and paint it on the side of their building simply by calling it a "mural."

One of the reasons there are distinctions made in the way we approach murals and signs in our city code is because we recognize that public art has a different purpose than advertising. This proposal crosses the line. It is advertising and we sincerely hope that you will reconsider it as a sign.

Sincerely,
Dave Loewenstein, co-author of the book "Kansas Murals"
Lora Jost, co-author of the book "Kansas Murals"
Kristin Morland, local artist
John Reeves, former Chair of the Lawrence Cultural Arts Commission
Jessica Johnson, Chair of the Lawrence Percolator

Cc: Diane Stoddard, City Liaison to the Lawrence Cultural Arts Commission



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lawrence, ks 66044

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ABOUT THE NEW LOGO

The genesis of the mark for the Lawrence Arts Center grew from the idea that art is more than an object; it's an expression. It's a deep, instinctual need to create that exists within all people. Simply, art is discovery and expression.

At their core, discovery and expression are about opening our minds, our eyes, our hands. At the Lawrence Arts Center, this begins right inside the door.

Inspiration for the new logo grew from that foundation and the three iconic arch shapes of the building's roof line. When these shapes are combined they become unfolding wings, enhancing the idea of nurture and revelation.

The overlapping elements also represent the multi-faceted and transformational artistic experience the Lawrence Arts Center provides.

The Lawrence Arts Center: Find Yourself Inside.



785-843-2787 | lawrenceartscenter.org