



Okeechobee Main Street

MAIN STREET  
MURALS AND VISUAL ARTS PROGRAM  
GUIDELINES

Prepared for the  
County of Okeechobee

By the  
Main Street Mural and Visual Arts Committee  
of Okeechobee Main Street Arts and Culture Committee

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## **PURPOSE**

This program has been developed to meet the mandate of the Main Street Mural and Visual and Visual Arts Committee. This assigns responsibility to the Committee for the planning, development and maintenance of the murals and visual arts of Okeechobee. The Committee is responsible for the recommending to Okeechobee Main Street Board of Directors, Main Street Design Committee, and the County of Okeechobee on projects, and other matters related to the Mural and Visual Arts Program.

The purpose of this program is to:

1. Identify future mural & visual art locations and themes.
2. Coordinated artist selection and project completion.
3. Coordinate funds, through fundraisers or grants.
4. Develop an action plan for maintenance and preservation of future murals and existing murals.

## **THE MURAL AND VISUAL ARTS PROGRAM**

### **What is a Mural?**

A mural is a pictorial representation designed or intended to reflect a thematic or artists expression rather than advertising a concept. Murals within the Okeechobee Main Street Program is further defined as “a visual depiction of a person, location, event or thing” which constitutes an amenity, and does not serve any advertising purpose. A mural which is painted onto a wall may encompass up to 100 percent of the wall to which it is applied, provided that the mural complies with the approved Main Street Mural and Visual Arts Guidelines.

### **What is Visual Art?**

Visual Art shall include sculpture, monuments, fountains, mosaic, ceramic, or stain glass that in installed on private or county property and visible to the public right-of-way that in not intended to identify or advertise a product, service or business, and complies with the approved Main Street Mural and Visual Arts Guidelines.

Mural or Visual Art does not demonstrate any relationship to the business. Art normally does not include landscaping, paving or architectural ornamentation.

## **GOALS OF THE PROGRAM**

The mural and visual Arts Program was initiated to focus on:

1. Preserving and celebrating Okeechobee’s heritage by depicting the rich history of our community and cultural heritage, our wildlife and environment, and our various recreational and community activities (murals, sculptures or related visual arts).
2. Encouraging tourists and visitors to town with an attraction that is “always open.”
3. Instilling a sense of civic pride in the town residents, particularly in the youth of our community.
4. Working with schools to incorporate students participation with some of the mural and visual arts projects.

The program is not:

- Indoor art or displays
- Performing arts
- Outdoor visual art presentations that do not conform to the Program Guidelines.

## **MAIN STREET MURALS AND VISUAL ARTS COMMITTEE**

The volunteer committee shall consist of members of Okeechobee Main Street, and/or volunteer members of Okeechobee Main Street. The diverse committee, will include persons with art background, historians, educators, local business owners, etc.

Mural or Visual Artists, and their family members will be allowed to serve on the committee, but will be prohibited to be a part of the juried and art selection process if he/she plans to bid or participate in a mural or visual art project.

## **PROGRAM REQUIREMENTS**

In order to be recognized as part of the Main Street Murals and Visual Arts Program, the murals/visual arts must meet the following criteria:

1. Be located in Okeechobee, Florida
2. Be an authentic depiction of our community and cultural heritage, our wildlife and environment, and our various recreational and community activities.
3. Tell a story and represent events and/or real people.
4. Advertisement and/or political-type messages incorporated into the mural image, business or service activities rendered within the building, or reflect the views of the

property owner or other **will be prohibited**. The only exception will be the inclusion of an historical theme that is unrelated to business activities within the building structure (e.g. citrus label art).

5. The artist's signature or marking may appear on the finished art, provided that it does not detract from the mural or art display.
6. Be completed under the direction of the Main Street Mural and Visual Arts Committee.
7. Murals completed by external and private parties, within the County of Okeechobee must have prior approval from the Main Street Mural and Visual Arts Committee.

## **LOCATION GUIDELINES FOR VISITOR ACCESS**

In order to meet the overall purpose of the Program, the murals should be located to provide access for both organized and self-guided tours.

## **SITE SELECTION PROCESS**

The site selection process involves achieving agreements between the Main Street Mural and Visual Arts Committee, mural sponsors, and building owners on the size, theme, location and timing of the mural or visual art. The site selection process involves:

1. Developing and maintaining an inventory of potential mural and visual art locations.
2. Establishing a list of potential themes for individual sites.
3. Reviewing themes with building owners and developing an interim understanding that specifies responsibilities, potential themes and any restrictions on the building (maintenance, no demolition, etc.) and on the mural/visual art (any non-permitted themes, individuals, advertisement, etc.)
4. Reviewing the site and reconfirming potential sites on an ongoing basis.
5. Reviewing potential themes and sites with sponsors and agreeing on a mural/visual art location.
6. Implement *Wall License Agreement* with Okeechobee Main Street.
7. Review proposed mural/visual art with building owner.

## **PHYSICAL GUIDELINES FOR MURAL WALLS**

1. Completed Murals must remain on buildings for a minimum of ten (10) years.
2. The wall should have an unobstructed view.
3. The wall and building must be structurally sound.
4. Wall material must be of good quality (stucco or concrete block)
5. With approval, murals may be painted on approved material that is mounted and is removable.

## **ARTISTS GUIDELINES**

1. Mural and Visual artists are carefully chosen artist who have demonstrated their ability and the vision to carry out a project of magnitude.
2. In order to provide a range of artistic styles and approaches, the number murals/visual arts contracted to any one artist may be restricted.
3. If mural/visual art is a community school project, an experienced professional artist must oversee and supervise the project.

## **THE ARTIST SELECTION PROCESS**

**Artists will be selected by invitation through 1 of 2 processes.**

1. ***Direct Invitation*** to an artists based on previous work or submissions. The artist will be invited to provide a black and white sketch of the proposed mural or visual art for committee review. The artist will be interviewed to explain their proposal and receive input from the committee. If accepted, the artist will prepare a final full color rendering suitable for framing, which will become the property of Okeechobee Main Street. This final rendering will be approved by the Main Street Mural and Visual Arts Committee, which in turn will be approved by Okeechobee Main Street and the County of Okeechobee.
2. A ***Call to Entry*** which is circulated to known artists and advertised in relevant journals or newsletters. The call to entry contains a description of the mural / visual art (location, size, theme, background information, etc.) and request that sketches be submitted within a particular time frame (usually one month). The Main Street Mural and Visual Arts Committee juries the submissions and approves a short list of artists who will be interviewed. The artists are interviewed to explain their proposal and receive input from the Main Street Mural and Visual Arts Committee. The Main Street Mural and Visual Arts Committee will then select an artist, and the artist will prepare a final full color rendering and procedures will follow as in stated above (#1).

***An Artists Agreement shall be executed between the Artist  
and Okeechobee Main Street.***

## **BUILDING OWNER GUIDELINES**

1. Building owners will be given an opportunity to have input on the theme concept that will be placed on their building.
2. The building will be maintained to minimize any potential damage to mural.

3. The building owner and Okeechobee Main Street shall execute a *Wall License Agreement*.
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Approval of all murals and visual art by the Main Street Mural and Visual Arts Committee is granted for a specific design and one-time production of murals and or visual art presented. Approval does not constitute either an indication or promise of any other commission of the same artist, location, or material. All approvals will be granted and commissioned on an individual project basis, and no changes are to be made to the original approved image presented to the Main Street Mural and Visual Arts Committee. Production time will be adhered to as outlined in the *Artists Agreement* form.

Guidelines subject to change through amendments approved by Main Street Mural and Visual Arts Committee, Okeechobee Main Street Board of Directors, Okeechobee Main Street Design Review Committee and the County of Okeechobee.