

# Storm Drain Mural Program

## 2019 Application



The Storm Drain Mural Program, led by the Madison Area Municipal Stormwater Partnership (MAMSWaP, Dane County, and Dane Arts Mural Arts (DAMA) is using storm drains as a canvas to educate residents about stormwater pollution through art. The goal of these colorful murals is to capture the attention of those who pass by, help them understand where the stormwater that enters their storm drain flows and get them thinking about what they can do to “Keep It Clean.” In 2019, another ten storm drain murals will be added to the landscape. Municipalities, organizations, schools or community groups **located in Dane County** that are interested in having a storm drain mural painted in their community are encouraged to apply.

Applicants have the option to assist with the design process and painting. Visit [www.ripple-effects.com/storm-drain-murals](http://www.ripple-effects.com/storm-drain-murals) to view existing storm drain mural designs and locations.

All mural supplies and painting costs are covered through this program. There is no cost to the applicant or municipality. Murals will be painted using traffic paint and have a life expectancy of 1-2 years. Dane County, MAMSWaP and DAMA are not financially responsible for maintaining or removing the mural once painted.

## Requirements

Murals must be painted on public property; therefore applicants are required to work with their local municipality to obtain proper approvals.

### Municipal Requirements:

1. Approve application and provide a main point of contact for Dane County and DAMA to work with throughout the process.
2. Provide at least two possible storm drain mural locations that meet the following requirements:
  - storm drain is surrounded by concrete (see examples on right),
  - located near an area with lots of foot or bike traffic to allow for maximum visibility while also considering safety for viewer and existing traffic paint,
  - located in an area that can be coned off for a day to paint

### Example of a good mural location:



*Drain is surrounded by concrete and in an area with a lot of pedestrian traffic.*

### Example of a bad mural location:



*Drain has grass above it and is located on a busy road with few bikes/pedestrians.*



If you have questions or would like additional information, please contact:

Christal Campbell Stormwater Education Coordinator  
campbell.christal@countyofdane.com (608) 224-3746



## Applicant Requirements:

1. Choose one of the project options below.

**Option A** - Group selects two potential mural designs from the [Storm Drain Mural Catalogue](#). DAMA artists will tailor the chosen design to the specifics of the approved drain location. Group will have the option to assist with the mural painting, if interested.

**Option B** - Group provides input and ideas that DAMA uses for a new mural design specific to approved location. Group will have the option to assist with the mural painting, if interested.

2. Organize an educational meeting for Dane County staff to present information about stormwater and actions residents can take to protect our waters. Groups that choose option B would also use this time to brainstorm ideas and sketches to provide to DAMA. DAMA will present mural options based on group ideas to the group and municipal representatives for approval. Presentations/activities will be tailored for specific groups.

3. If the group is interested in painting, provide at least three, but no more than ten people to assist DAMA artists on paint day.



## Review Criteria

If more than ten suitable applications are received, Dane County staff will use the following criteria to rank applications:

1. Location of the Mural:
  - No other storm drain murals nearby.
  - Located in a high profile, visible area that will allow for maximum viewing.
2. Youth Involvement: project involves a youth group or school.

## Timeline

**Application Deadline:** February 15<sup>th</sup>, 2019

**Applicants notified:** early March 2019

**Educational meetings with groups:** March thru early April 2019

**Designs Options from DAMA:** April 2019 (for groups assisting with design)

**Final Design Selection:** early May 2019

**Painting:** School groups will be scheduled first in May/early June. All other paintings will be completed in June and July 2019

## Application for a Storm Drain Mural

Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Community Group, Municipality or School Affiliation: \_\_\_\_\_

### Please select one of the mural options below:

**Option A** - Group selects two potential mural designs from the storm drain mural design catalogue. View the [Storm Drain Mural Catalogue](#) to view design options. Group will have the option to assist with the mural painting, if interested.

**Option B** - Group provides input on design of mural. Group will have the option to assist with the mural painting, if interested.

### Why is your group interested in getting a storm drain mural painted in your community?

**List at least two potential storm drain locations for the mural that have been approved by the local municipality. Storm drain locations must meet the specified requirements (see page 1). Include photos and nearest intersection. Photos can be attached separately.**

## Application continued.....

If your group chose Option A please indicate which two potential designs you selected from the [Storm Drain Mural Catalogue](#).

First Choice: \_\_\_\_\_

Second Choice: \_\_\_\_\_

**Part of the requirement of this application is that you organize an educational meeting so that Dane County staff can present information about stormwater and actions residents can take to help protect our waters. Describe who this meeting would be with. If your group chose Option B, designs ideas will also be collected as part of this meeting.**

### **Municipal Approval**

The \_\_\_\_\_ of \_\_\_\_\_ supports the storm drain mural project, approves the potential storm drain mural locations above and is willing to work with Dane County to approve designs and coordinate mural painting with Dane Arts Mural Arts.

Municipal Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Municipal Contact Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return this form by February 15, 2019 to:**

Christal Campbell-Stormwater Education Coordinator  
Dane County Land & Water Resources Department  
5201 Fen Oak Dr. Room 208  
Madison, WI 53718

[Campbell.christal@countyofdane.com](mailto:Campbell.christal@countyofdane.com) - (608) 224-3746