

Town of Bluffton Storm Drain Art Program Guidelines

The Town of Bluffton, in partnership with the Beautification Committee and Public Arts Committee, is hosting a Storm Drain Art Pilot Project.

Purpose of Artwork:

The Town of Bluffton's storm drainage system is important public infrastructure that plays a vital role in public safety by collecting rainwater before it can accumulate and cause flooding. However, unlike sewage from our homes, water that moves through the storm drainage system is discharged directly into our local rivers. The purpose of this project is to increase awareness of the storm drainage system, engage residents and artists, and educate the public on the connection between stormwater runoff in Bluffton and our local rivers, such as the May River. This artwork is intended to bring awareness to potential pollutants such as litter, debris, pet waste, and hazardous chemicals entering the storm drainage system. Storm drain locations will be selected by Town staff. To find out more about this project and submit artwork for consideration, please visit <https://www.townofbluffton.sc.gov/825/Storm-Drain-Art-Program>.

Location:

The storm drains selected for this project will be distributed across Bluffton's Historic District. The storm drains selected will meet one or more of the following:

- Storm drain is located along a Town-owned road or right-of-way.
- Storm drain is located in a high pedestrian activity area to maximize their reach and impact on public awareness.
- Storm drain is located in an area with previous littering or illegal dumping.
- Storm drain is adjacent to a waterbody.
- No above ground utility conflicts, such as meter boxes or lamp posts.

Design Details:

The purpose of the design should focus on water quality messages related to waterways or storm drains. The design should warn against undesirable pollution in the storm drain, including litter, pet waste, oil, chemicals, and yard waste. Or, the design can visually explain the connection between the storm drain and the May River.

Submitted designs must be completed and in color. Artists are encouraged to create simple clean design themes with solid color palettes and limited text. Artists may submit multiple entries. Only one entry per artist may be selected. Artists are asked not to include any copyright characters or designs in their design (e.g., Disney characters, etc.) or business

promotions or advertisements. All designs should be original and appropriate for viewership by all audiences. Artwork with white backgrounds are discouraged as these tend to appear dirty over time.

Only digital submissions will be accepted. The actual size of the design/decal will be 36” (width) by 24” (height). Entries should be at least 150 dpi resolution. Acceptable formats are: .pdf (preferred), .jpg, .jpeg, and .png. Each entry must not exceed 100 MB in size. Artwork must be horizontal or landscape orientation.

Judging/Awards Criteria:

The design submissions will be juried by the Town of Bluffton Public Arts Committee in partnership with the Town’s Watershed Management Division and Town of Bluffton Beautification Committee.

1. Appropriateness – How is the content or obvious symbolism of the proposed piece of artwork appropriate for those who will view the art, and is it within the context of the site where it will be viewed within the Historic District?
2. Relevance – Does the artwork seem particularly relevant to the Historic District or the public who will view it?
3. Site Plan – Does the scale of the artwork fit appropriately within and complement and/or enhance the Historic District?

Selected artists/artwork will be notified via email. All selections are final. Once the decal has been installed, the storm drain artwork, its location, and artist information will be featured on the program’s website at <https://www.townofbluffton.sc.gov/825/Storm-Drain-Art-Program>.

Installation:

Selected designs will be used to create a decal that will be transferred onto the storm drain by Town staff. All materials for transfer, including the decal itself, will be purchased by the Town of Bluffton Beautification Committee.

Storm drain art is temporary in nature. Town staff will apply a sealant in hopes that the art can be preserved for at least one year, weather conditions permitting. Art may be removed for Town projects or future storm drain art projects.

Timeline:

January 5, 2026: Project announcement

March 6, 2026, by 5 p.m.: Submission deadline

Late March 2026: Design selection

June 1 through June 12, 2026: Storm drain marking (weather permitting)

Project Agreement/Disclaimer:

Through participation in this project, artists grant the Town of Bluffton the following rights:

- Reproduction (including electronic images) and artist's entry information, including artist's name and photo, for promotion and educational purposes.
- The right to remove the artwork (or sections of the artwork) from the site for any reason.

The Town of Bluffton assumes no legal or financial liability to the applicant or any third party whatsoever by selecting the artwork submitted by the applicant.

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