

Request for Proposals – Artist-Designed Crosswalks



Project Summary

DESCRIPTION: The Town of Chapel Hill's Public and Cultural Arts Office, a Division of the Parks & Recreation Department, invites North Carolina artists to submit proposals for original two-dimensional designs for nine crosswalks on Chapel Hill streets. Three artists or artist teams will each receive a \$1,500 honorarium for the selected design(s) used in this project. The crosswalks will be painted by a separate contractor.

ELIGIBILITY: Open to all artists and graphic designers 18 years of age and older residing in North Carolina with the ability to put their design(s) into a print-ready graphic file per contractor specifications (TBD).

DEADLINE FOR APPLICATIONS: Friday, July 17, 2015

This is a fast track project and selected artist must be able to provide a final design within 30 days if their design idea is selected.

Project Overview

The project will specifically focus on crosswalks at the following locations:

- all four crosswalks at the intersection of Rosemary Street and Church Street;
- all four crosswalks at the intersection of Cameron Ave/Country Club Road and Raleigh Street;
- a single crosswalk at mid-block on Rosemary Street, between Church Street and Mitchell street in front of Shortbread Lofts Development.

Crosswalk Design Process

The selected two-dimensional designs will be professionally reproduced as stencils and then painted onto the street by a professional street painting crew.

Crosswalks are demarcated by white parallel lines called “stop bars” and must remain intact in the artist’s design. The two-dimensional design must be rendered within those white stop bars. The amount of space between the stop bars is 8 feet across. The area between the stop bars is the artist’s canvas. The selected artist(s) will be free to create simple graphic designs that can be easily produced using a stenciled outline. A professional contractor will paint the design onto the street.

Creative Crosswalk Design Specifications (see diagram below):

- Artwork design must have high-visibility and be recognizable as a crosswalk
- Artwork design need not incorporate the parallel bars between the stop bars, but if it does it must follow the specifications below.
- Inside Vertical Crosswalk lines: Width – 24", Length – 8' between the stop bars; Spacing between lines: 36"
- Besides for the white stop bars, any colors or design within those stop bars can be used. Artists should keep in mind that their design has to be turned into a stencil, so a limited color pallet and more simplified design is preferred.
- For visual continuity, one design will serve as the template for all four crosswalks at the prescribed intersections
- **Design for the Cameron/Country Club/Raleigh Road should have a University of North Carolina–Chapel Hill theme, character or connection. The artwork design for the other crosswalks should make a connection to Chapel Hill.**
- Selected artwork design may need to be adapted as crosswalk dimensions vary by location in terms of the length of the roadway from one sidewalk to the next.
- An artist may submit up to three different designs for consideration
- The artwork will be installed using reflective and anti-skid paint by a contractor. Due to weathering and traffic flow, the artwork is considered as temporary and may be removed or replaced at the discretion of the Town of Chapel Hill.

Artists are strongly encouraged to call and speak with the Town’s Public Art Administrator to clarify instructions and visit the project site for each crosswalk.

Cameron Ave/Country Club Rd/ Raleigh Street Intersection:



Rosemary and Church Street Intersection:



No image available for the single mid-block crosswalk on Rosemary between Church and Mitchell Sts.

For more sample artist-designed crosswalks from other Communities, see:
<https://www.google.com/search?q=artist+designed+crosswalks&biw=1169&bih=852&tbm=isch&tbo=u&source=univ&sa=X&ei=SAV2VeHgF4WzyATg4YHwBA&ved=0CB0QsAQ>



How to Apply

Artists may upload proposal materials as digital files or send through the postal mail a CD or DVD containing digital application materials to the Public and Cultural Arts Office (addresses provided below). No hardcopy portfolios will be considered or returned. Up to three different design proposals may be submitted per individual artist or artist team. Artists will be responsible for submitting a proposal packet that includes the following five components:

1. *Resume*

Resume (no more than two pages). Teams should submit one resume for each team member. File name: *resume_Lastname_Firstname* (example: "resume_Smith_Jane")

2. *Statement of Interest*

A one-page letter of intent expressing the artist/team's interest in the project, graphic design skills / ability to deliver final print-ready digital document, and artist/team's approach to the project and the proposed design. File name: *statement_Lastname_Firstname*

3. *Previous Work, Digital Images*

Five digital images of recent previous work (created within the past four years) in JPG format as close as possible to 650 pixels tall by 900 pixels wide at a resolution of 72 pixels per inch. File name: *previouswork#_Lastname_Firstname* (example: "previouswork1_Smith_Jane")

4. *Annotated Image List*

An annotated image list corresponding to the five recent previous works mentioned above that provides the artist's name, title of work, media, and any other relevant information. File name: *imagelist_Lastname_Firstname*

5. *Preliminary Design(s)*

Up to three separate preliminary design sketches showing dimensions and enough detail to convey the design idea should be provided in separate .JPG or .PDF files. Once artist(s) / artist team(s) are selected for this project, each will be contracted to submit refined final design(s) to the graphic specifications of the stencil painting contractor (contractor and their specifications TBD).

Please upload all digital application materials by Friday, July 17, 2015 to:

<https://app.smartsheet.com/b/form?EQBCT=d60ef5b7ef234f85815690d0e2b51ecb>

(files submitted in a single .zip file is preferred, though files may be uploaded individually as well)

or send a CD or DVD containing application files through the postal mail to:

Chapel Hill Public and Cultural Arts Office
200 Plant Road
Chapel Hill, NC 27514

Selection Process

An Artist Selection Committee comprising representatives of the Chapel Hill Public Arts Commission, the Cultural Arts Division and local artist community will review all complete applications and select one design to commission for the project. The selection criteria are (1) the artistic excellence of the design and (2) the design's ability to reference the requested themes or connections. By July 10, 2015 Public and Cultural Arts staff will notify applicants of the selection results.

Schedule (subject to change)

Friday, July 17, 2015

Deadline for submission of applications

Monday, July 31, 2015

Applicants are contacted with Selection Committee results

Monday, August 31, 2015

Final Design due in appropriate graphic format

by December 1, 2015

Design painted on locations (note: the design select for the intersection at Rosemary and Church Streets may be delayed due to an entire street surfacing project)t.

Disclaimer

The Town of Chapel Hill reserves the right to refuse any or all submissions, substituted artwork, and any finalist(s); to waive informalities in proposals or procedures; to withhold the award of the honorarium should it be determined that submissions are not adequate; or for any other reason prior to a written contractual arrangement being reached.

Chapel Hill Public and Cultural Arts Office Information

The Town of Chapel Hill's Public and Cultural Arts Office develops and implements public art programs to increase public access to the arts, provides opportunities for local artists to display their work, and promotes public understanding and awareness of the arts. The Office is advised by the Chapel Hill Public Arts Commission, a 11-member volunteer board established in 1992 and appointed by the Town Council. The Office's Percent for Art Program, established by a 2002 Ordinance, allocates one percent of selected capital projects for the creation and maintenance of works of public art. Funding for the Percent for Art projects comes from each project's construction budget.

Additional Information

If you have questions or need additional information please contact:

Jeff York, Public & Cultural Arts Administrator

Chapel Hill Public and Cultural Arts Office

200 Plant Road

Chapel Hill, NC 27514

E: jyork@townofchapelhill.org

T: 919-968-2750

This crosswalk design project is a collaborative effort between the Town of Chapel Hill Public & Cultural Arts Division of Parks & Recreation, Traffic Division, Police and Planning Departments, and the Bike and Pedestrian Safety Implementation Team.