The Arts Council of Fayetteville/Cumberland County Public Art Program
Gateway Mural Project, 1-295/Ramsey Street Corridor into Fayetteville, NC

Due to the impact of COVID-19, all timelines and budgets for this project are subject to change. These changes will be determined by the Arts Council. Staff will communicate any changes or delays to applicants as the information becomes available. All efforts are being made to continue supporting creative expression and artists. We thank you for your understanding and patience as we navigate these challenging times.

REQUEST FOR PROPOSALS
Application Deadline is Monday, June 15, 2020 at 5:00 p.m.

I. Eligibility
Open to professional artist(s) residing in the USA

II. Budget
$50,000 all-inclusive

III. Mural Opportunity

Project Intent
The Arts Council of Fayetteville/Cumberland County is seeking a mural artist or artist's team qualified to be considered for a public art mural project located at the I-295/Ramsey Street overpass in Fayetteville, NC. The I-295/Ramsey Street overpass is one of four corridors which are selected for the public art enhancement project in Fayetteville. Each corridor is considered a gateway into the City of Fayetteville, each reflecting the City's inclusiveness and diversity, yet having distinct areas and neighborhoods. Residents, newcomers to Fayetteville, and visitors to Cumberland County are the intended audience.

The mural must have an impactful effect on the six traffic patterns of this busy intersection: four on and off ramps to Ramsey Street and the north and southbound traffic on Ramsey Street.

Mural's “Theme”
The artistic style for this project has not been preselected. The I-295 overpass mural should reflect the district’s history (woody and agricultural landscape); the present (a place where people live, work and play) and the forward-thinking attitude about the future (the university, citizens, economic growth and visionary leaders in the district).

Going north on Ramsey Street there are public schools and housing development continues in the openness of the rural landscape. The following businesses are influential and/or unique in the northside district: Methodist University https://www.methodist.edu/; Zip Quest Waterfall and Treetop Adventure https://www.zipquest.com/ and Goodyear Tire and Rubber Plant Company https://corporate.goodyear.com/en-US/media.html.

Elements which will be looked upon favorably are interpretations of the theme, colorful, large-in-scale, patterns, non-commercial representations. *Requirements: (1) Due to the agricultural history of the district, Methodist University and Pine Forest School District, the color palette of the mural must include the colors of green and earth yellows in a noteworthy way. (2) Mural must have an impactful effect on all traffic patterns.

Design and the Physical Site Challenges
Although not a requirement, the four corners of the bridge may be a possibility for the large-scale mural. The overpass is made of steel and smoothly finished honeycomb shaped concrete modules; each module is
approximately 5 square feet with a 1/2-inch space between each module. (See Appendix A: Close-up Photographs of Gateway Site)

North Carolina Department of Transportation has cleared and landscaped the site. Moving traffic, going in six directions, is the only activity at the I-295/Ramsey Street overpass. Due to traffic safety, no lights are presently installed or will be installed in the future under the overpass. Daily traffic can become very heavy depending on the time of the day. Due to lack of security, no equipment can be left in place at the site and must be moved into a storage container daily.

IV. Public Art Background
The Arts Council of Fayetteville/Cumberland County, the City of Fayetteville and private citizens have invested in more than 15 public art sculptures, of limited scale, during the past fifteen years throughout the city. The citizens and those in the leadership are committed to investing in high quality public art works on a large scale. This mural will serve as an example of the power of public art to enhance a city and celebrate its unique qualities and diversity.

With many stakeholders, this corridor includes partnerships between the Arts Council of Fayetteville/Cumberland County, Fayetteville Cumberland County Parks and Recreation, the NC Department of Transportation, the City of Fayetteville and the National Endowment for the Arts. Public art of high quality has become important to the residents of Fayetteville and its citizens. Each corridor is to reflect that district's history and present iconography to celebrate the diversity of Fayetteville. For the people living in this particular part of the city, known as the northside, the I-295/Ramsey Streets corridor is an important reminder of the qualities of their district (see Mural’s Theme).

V. Selection Criteria
Selection criteria include submission of requested materials, artistic merit of design sketch, the applicant’s professional qualifications; proven ability to undertake projects of a similar scope; artistic merit as evidenced by the submitted materials; and demonstrated ability to work with art council coordinators.

VI. Selection Process
The selection will take place as a blind search. An Advisory Panel, consisting of professional artists, will review all submissions and select the award winner. The award winner will be provided a $1,500 advance to complete the final design. Before the artist is awarded the full mural commission, the design will have requests by NCDOT which must be honored and included in the final design, then the design must be approved by members of the Fayetteville City Council.

VII. Timeline
(Although every effort will be made to follow the timeline, the schedule is contingent upon meetings with the required committees).

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>June 15, 2020, 5:00 p.m.</td>
<td>Application Deadline to RFP (by 5:00 p.m.)</td>
</tr>
<tr>
<td>July/August 2020</td>
<td>All artists will be notified of the status of their RFPWinning artist awarded a $1,500 advance to complete final design</td>
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<tr>
<td>August 2020</td>
<td>Completed Design Submitted by the artist for NCDOT Review</td>
</tr>
<tr>
<td>December 2020/ January 2021</td>
<td>Award Contracted</td>
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<tr>
<td>June/July 2021</td>
<td>Date for Completion of Mural</td>
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VIII. Application Presentation
All proposals are submitted online in one combined PDF - the file should not exceed 15MB.
All pages of your application should clearly indicate your name, date, project title, and be in numerical order.

IX. Application Content
Present your materials in the following order:
10.1 Professional resume (2-pages maximum), Teams must submit a short resume for each member.
*Include two to three references: Client name, contact name, and phone number.
10.2 Examples of previous murals (3-page maximum): Each file must be annotated with the artist’s name, title (if applicable) location of work, medium, date of work, and dimensions. Indicate budget where applicable.
10.3 Written Proposal (Typed, 2 pages maximum), describe overall design concept, style of art to be designed, and any relevant information that affects the design and/or concept development.
10.4 Visual Support includes design sketch(es), pantone color palette, and location(s) which reflects the overall design concept
10.5 Fabrication & Installation Explain your proposed schedule, process, and medium. Describe the anticipated fabrication and installation needs for the semi-permanent art (mural should have a minimum lifetime of ten years). Be sure to include information that will help facilitate the artistic integrity and knowledge about appropriate material’s sealer. Describe special equipment or other needs which would need to be approved.

X. Award Information The award of $50,000 for the artist and/or artist’s team is all inclusive and includes the following: a turn-key mural design and installation inclusion of mobilization, artist fee, and artist specific tools. The following will be provided for the artist completion of mural: expendable materials (paint, sealer, etc.), and onsite task essential equipment (lift/scaffolding) and storage container.

XI. Application Email Address:  mural@theartscouncil.com

Inquiries are discouraged and will only be responded to at the discretion of the project managers.

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### Appendix A: Close-up Photographs of Gateway Site

<table>
<thead>
<tr>
<th>Underpass Wall towards Ft. Bragg. I-295 North</th>
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<tbody>
<tr>
<td>Approximately 30 blocks across the length = 145 linear Feet in length</td>
</tr>
<tr>
<td>Right and Left Lower Sides are 13’8” high</td>
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<tr>
<td>Center Section is 30’ high</td>
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<tr>
<td><strong>(Approximation)</strong></td>
</tr>
<tr>
<td><strong>Underpass Wall Square Footage</strong></td>
</tr>
<tr>
<td>25 Square feet in each Honeycomb x 105 honeycombs = 2,635 square feet</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Underpass Wall Facing South, I-295 S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>This side is similar to the wall facing North:</td>
</tr>
<tr>
<td>Approximately 30 blocks across the length = 145 linear Feet in length</td>
</tr>
<tr>
<td><strong>(Approximation)</strong></td>
</tr>
<tr>
<td><strong>Underpass Wall Square Footage</strong></td>
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<td>25 Square feet in each Honeycomb x 105 honeycombs = 2,635 square feet</td>
</tr>
</tbody>
</table>
View of Overpass Corners

*Notation: The newly planted trees are different distances from the four corners of the overpass

<table>
<thead>
<tr>
<th>Location</th>
<th>Distance of the trees from the edge of the underpass</th>
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</thead>
<tbody>
<tr>
<td>North Towards Ft. Bragg, Facing Underpass East Side</td>
<td>37’</td>
</tr>
<tr>
<td>North Towards Ft. Bragg, Facing Underpass West Side</td>
<td>50’</td>
</tr>
<tr>
<td>South towards 95, Facing Underpass West Side</td>
<td>21’</td>
</tr>
<tr>
<td>South towards 95, Facing Underpass East Side</td>
<td>79’</td>
</tr>
</tbody>
</table>

Looking North Towards Ft. Bragg Underpass
(East Side Facing the Underpass: *high landscape grade)
Distance between edge of wall and beginning of the grouping of trees on the hill: 37 Feet
(Approximation)

*Square Footage: Edge of Underpass to the beginning of the trees:
25 square feet x 32 honeycombs = 800 square feet

(*the newly planted group of 10 trees: at this time is 36 feet linear feet in length along the wall)
North Towards Ft. Bragg Underpass
(West Side Facing the Underpass)
Distance between edge of wall and beginning of
the grouping of trees: 50 Feet

*Approximately 1,250 square feet of surface to
the trees

Underpass: Looking South towards 95
Overpass

Length is 144’ 5”

Lowest Section is 11’2” high
South Going towards 95
Facing Overpass, East Side

Trees start 79 feet from the edge of underpass

Closeup of Stone Surface and the Spacing Measurements between Stones:

Spaces between the stones measurements:

- ⅜“ to 1 ½”
- Width of flat surface area With BEVEL: 64”
- Height of flat surface With BEVEL: 59”

Width of flat surface area: 63”
Height of flat surface area: 58”