



DOWNTOWN COLLEGE PARK PUBLIC ART INSTALLATION REQUEST FOR PROPOSALS

Submission Deadline: Monday, March 25, 2024, by 11:59 p.m.

Submit to: Susan Hartmann, shartmann@collegeparkpartnership.org

Mural/Public Artwork Location: 7415 Baltimore Avenue, College Park MD 20740

Introduction: The College Park City-University Partnership's work is grounded in smart growth initiatives that aim for a vibrant, walkable, environmentally-friendly community. We are making College Park a top university community. One of the ways we seek to create a stronger, livelier downtown and sense of place is through art that reflects the College Park and University community. The Partnership is seeking proposals for creative public artwork to be installed on a prominent façade along Baltimore Avenue and Lehigh Road.

Project Partners: The Partnership is working together with a downtown College Park property owner and the City of College Park.

Goals:

- Transform a visible and prominent façade in downtown College Park at 7415 Baltimore Avenue.
- Signal to residents, visitors, and other business owners that the Baltimore Avenue corridor in College Park is a vibrant destination for arts, culture, and businesses.
- Install an eye-catching artwork/mural that reflects College Park history and culture, and adds to the vibrancy of downtown College Park.

PROJECT DETAILS

EXISTING CONDITIONS:

- Dimensions: see diagram below
- Paint may not be applied directly to the brick and mortar.
- Scaffolding may be needed and will be the responsibility of the artist/artist team.

DESIGN INFORMATION:

- Design may be abstract or incorporate themes that reflect the College Park community (e.g., UMD/Maryland themes, athletics, local history, the trolley line, trails, the Wright Brothers/aviation etc.)
- The design should not go over the roofline.
- Artwork must be an original work.

SCOPE OF SERVICES

- a. Meeting(s) with project team to review, modify, and approve final design.
- b. Final Concept drawing/rendering
- c. Fabrication and installation of proposed mural/artwork
- d. Upon completion of the project, provision of technical information on materials and future maintenance

- e. All materials, labor and equipment used to fabricate and install the mural/artwork shall be provided by the artist(s).
- f. If awarded, artist(s) must be able to demonstrate insurance to cover the installation of the mural/artwork. Artists will need to obtain a Certificate of insurance for Curtis Property Management Corporation/College Park Center LLC with a general liability limit of \$1M/\$2M, workers compensation with no owner/officer exclusion and waiver of subrogation and \$1M umbrella insurance.

SUBMISSION REQUIREMENTS:

- Artist(s) name and contact information.
- Biographical information or resume, including previous mural/public art installation experience, portfolio/images of previous work.
- Conceptual sketch(es) in color showing the proposed mural/public artwork. Proposals may contain up to 3 original design options.
- Descriptive narrative of the proposed mural/artwork
- Materials to be used for the mural/artwork
- Method of installation
- Itemized budget and proposed payment schedule
- Detailed timeline and workplan including work hours

AVAILABLE FUNDING: Artists have up to \$35,000 to complete this project. \$25,000 of which may only be used for materials and not be used for personnel, salaries or operating costs. Compensation for the completion of the mural/public artwork will be made in accordance with a contract between the artist(s) and the Partnership.

PRE-PROPOSAL MEETING: A recommended meeting with the property owner, City, and Partnership staff will be held at the College Park City Hall on **March 12th** for artists interested in hearing more about the project.

PROJECT TIMELINE

- March 12, 2024: Recommended pre-proposal meeting with the property owner, City and Partnership staff at College Park City Hall, 7401 Baltimore Avenue, 1:30-2:30 p.m.
- Monday, March 25, 2024: Proposals are due to Susan Hartmann
- Friday, April 12, 2024: Expected Award notice date
- April-June 2024: Project begins
- Fall 2024: Project is completed and announced

SELECTION CRITERIA: Proposals will be reviewed by Partnership staff, City staff, and the property owner. The following criteria will be used in the selection process:

- Submittal of all requirements as outlined in the RFP.
- Proven ability to create distinctive artwork as exhibited by past work.
- Quality/durability of product as exhibited by past work.
- Originality, creativity and uniqueness of proposed artwork
- Artists proven track record/ability to complete the work on time and within budget.

QUESTIONS? Please contact Susan Hartmann, 510-332-2347 or shartmann@collegeparkpartnership.org

**Please submit proposals to Susan Hartmann, shartmann@collegeparkpartnership.org
by 11:59 p.m. on Monday, March 25, 2024**

EXHIBITS

7415 Baltimore Avenue, just north of Lehigh Road and Baltimore Avenue intersection



Detailed measurements (Estimated).

Full wall: 66'w x 20'h with "panels" being 12.5'. The first "panel" closest to Baltimore Avenue is 6' wide.