



TLH | FLA

# CALL TO ARTISTS

\$15,000 for Painted Crosswalks

**Bloomberg  
Philanthropies**



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# I. OVERVIEW

“Public art can  
**inspire**  
community  
collaboration &  
**create**  
safer, more  
**vibrant**  
streets.”

-Kate D. Levin

Bloomberg Philanthropies  
and Cultural Assets  
Management Arts Program  
Leader and  
former commissioner of the  
New York City Department of  
Cultural Affairs

## Project Summary

Through a Bloomberg Philanthropies grant, the Council on Culture & Arts (COCA), the Greater Bond Neighborhood Association, and the City of Tallahassee's Parks, Recreation, and Neighborhood Affairs (PRNA) Department are partnering to facilitate the creative painting of 9 crosswalks and 2 intersections at 3 locations within the Greater Bond neighborhood. Tallahassee distinguishes itself as a national leader in public art by partaking in this Bloomberg Philanthropies Asphalt Art Initiative.

COCA is seeking experienced artists, local to the Tallahassee/Leon County region, to be considered to paint crosswalks at up to 3 locations along Saxon Street in Bond Neighborhood during the spring of 2023. Up to \$15,000 is available between the three crosswalk locations for the artist stipends and supplies budgets. It is important you read this prospectus carefully before submitting your application.

This Call to Artists will be broken into three phases:

- Phase 1: Request for Qualifications (RFQ)
- Phase 2: Request for Proposals (RFP)
- Phase 3: Community Input Forum

Please email questions to COCA's Public Art Manager, Sarah Painter, at [sarah@tallahasseearts.org](mailto:sarah@tallahasseearts.org)





## Research in Asphalt Art

Asphalt Art is a growing phenomenon encompassing all visual interventions on roadways, pedestrian spaces, and vertical infrastructure. Community-driven Asphalt Art projects not only improve street safety, but are also a relatively low-cost strategy in activating underutilized pedestrian spaces.

A study conducted earlier this year shows considerable improvements in traffic safety following the implementation of Asphalt Art in communities. Specific findings are as follows:

- » 50% decrease in the rate of crashes involving pedestrians, cyclists, or other vulnerable road users
- » 37% decrease in the rate of crashes leading to injuries
- » 17% decrease in the total crash rate
- » 25% decrease in pedestrian crossings involving a conflict with drivers
- » 27% increase in frequency of drivers immediately yielding to pedestrians with the right of way
- » 38% decrease in pedestrians crossing against the walk signal

[To access the full Asphalt Art Safety Study, click here.](#)

[To learn more about Bloomberg's Asphalt Art Initiative, click here.](#)

“Projects like these not only connect people, but make streets safer.”

-Janette Sadik-Khan

Principal for Transportation  
at Bloomberg Associates  
and former commissioner  
of the NYC Department  
of Transportation.

"I am proud of the proactive efforts of my neighbors... [Bond Neighborhood] will once again shine as a beacon of prosperity."

-Commissioner

Curtis Richardson

TLH City Commission, Seat 2  
and chair of the Community  
Redevelopment Agency

## Bond Neighborhood

The Bond neighborhood is bounded by FAMU Way to the north; Orange Avenue to the south; Pasco Street, Wahnish Way, Perry Street, and Eugenia Street to the east; and Lake Bradford Road to the west.

Since the 1940s, the Greater Bond neighborhood has been a bustling hub of activity due to the schools, churches, grocery stores, and other Black-owned and Black-serving businesses. Some of Tallahassee's most influential activists and trailblazers have roots in this community which now features streets, parks, and community centers that have been named after these individuals to commemorate their work.

The Asphalt Art project will help in executing the Greater Bond Neighborhood First Plan. Community Beautification and Public Safety are two of the four priority areas of focus discussed in the plan, and previous Asphalt Art projects have proven to improve street and pedestrian safety, revitalize and activate underutilized public space, and promote collaboration and civic engagement in local communities.





## Timeline

December 9, 2022: RFO Due

December 21, 2022: Notification Emails Sent

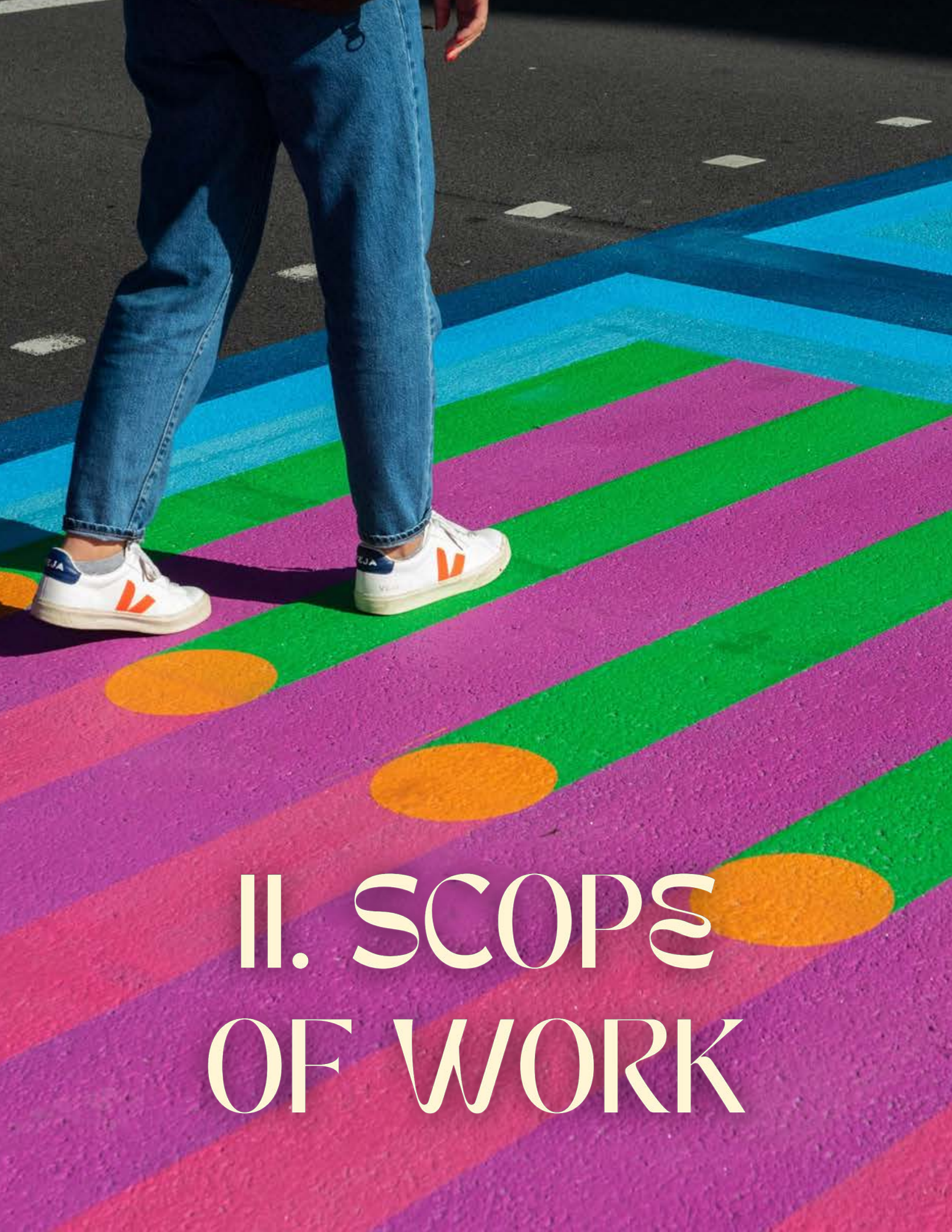
January 13, 2023: RFP Due

Late January 2023: Community Input Forum Open

Late February, 2023: Community Input Forum Close

March, 2023: Artist Selections Announced

March - April 2023: Crosswalks Painted



# II. SCOPES OF WORK

## Description

### Installation

- The crosswalk must be installed using high quality materials, able to withstand Florida weather conditions and appropriate for painting on asphalt. Mural must be able to withstand walking on and driving over by the unsupervised public.
- Due to road closures, selected artists will have one day to install their artworks.
- A COCA team member will be available on the installation day to assist as needed.

### Maintenance

Crosswalk art intended to be temporary, lasting on average for 1-2 years. Pending funding, crosswalk art will be repainted as needed, through future Calls to Artists hosted by COCA in collaboration with COT, PRNA, and other community partners.

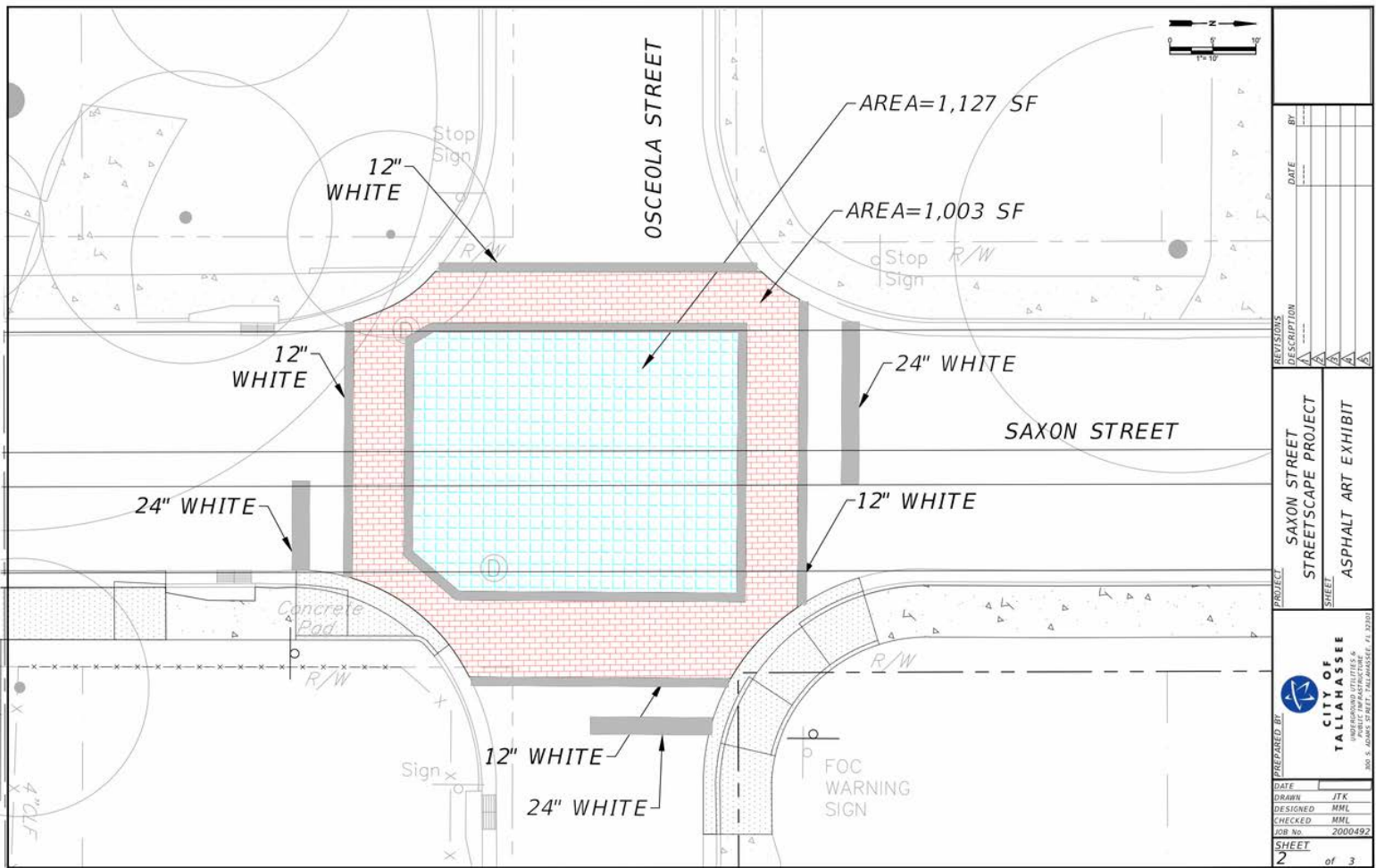
### Payment

The Artist Fee and Supplies Budget differs for each crosswalk location depending on its size. Artist Fees go directly to the artist, with partial payment disbursed upon the signing of contract, and remaining payment disbursed upon completion of the project. The Supplies Budget can be used for any materials, equipment, tools, stencils etc. that are used to create the artwork and will be reimbursed to the artist as receipts are submitted.

## Crosswalk Locations

There are three crosswalk locations along Saxon Street in the Bond Neighborhood that can be applied for. Please carefully review each of the crosswalk schematics as each location ranges in scale, shape, and overall square footage. We strongly encourage interested applicants to visit the locations to view them in person.





REVISIONS	DESCRIPTION	BY	DATE

PROJECT	SAXON STREET STREETSCAPE PROJECT
SHEET	ASPHALT ART EXHIBIT

PREPARED BY	CITY OF TALLAHASSEE UNIMPROVED UTILITIES & CONSTRUCTION DEPARTMENT 300 S. JOHNS STREET, TALLAHASSEE, FL 32310
DATE	
DRAWN	JTK
DESIGNED	MHL
CHECKED	MML
JOB No.	2000492
SHEET	2 of 3

## Intersection of Osceola Street & Saxon Street

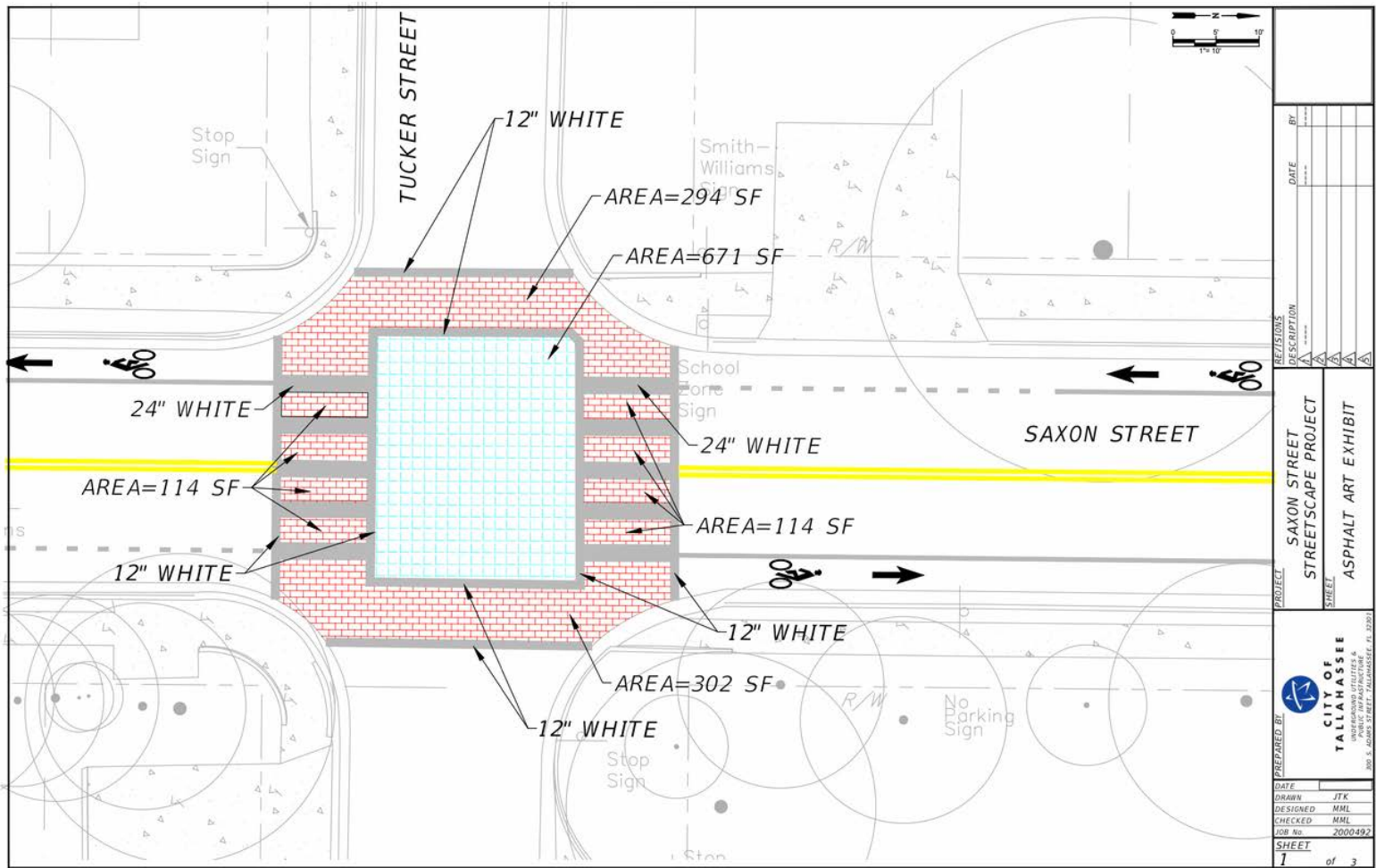
4 crosswalks + intersection

2,103 square feet total

# \$6,500 Budget

\$5,000 Artist Fee

\$1,500 Supplies Budget



## Intersection of Tucker Street & Saxon Street

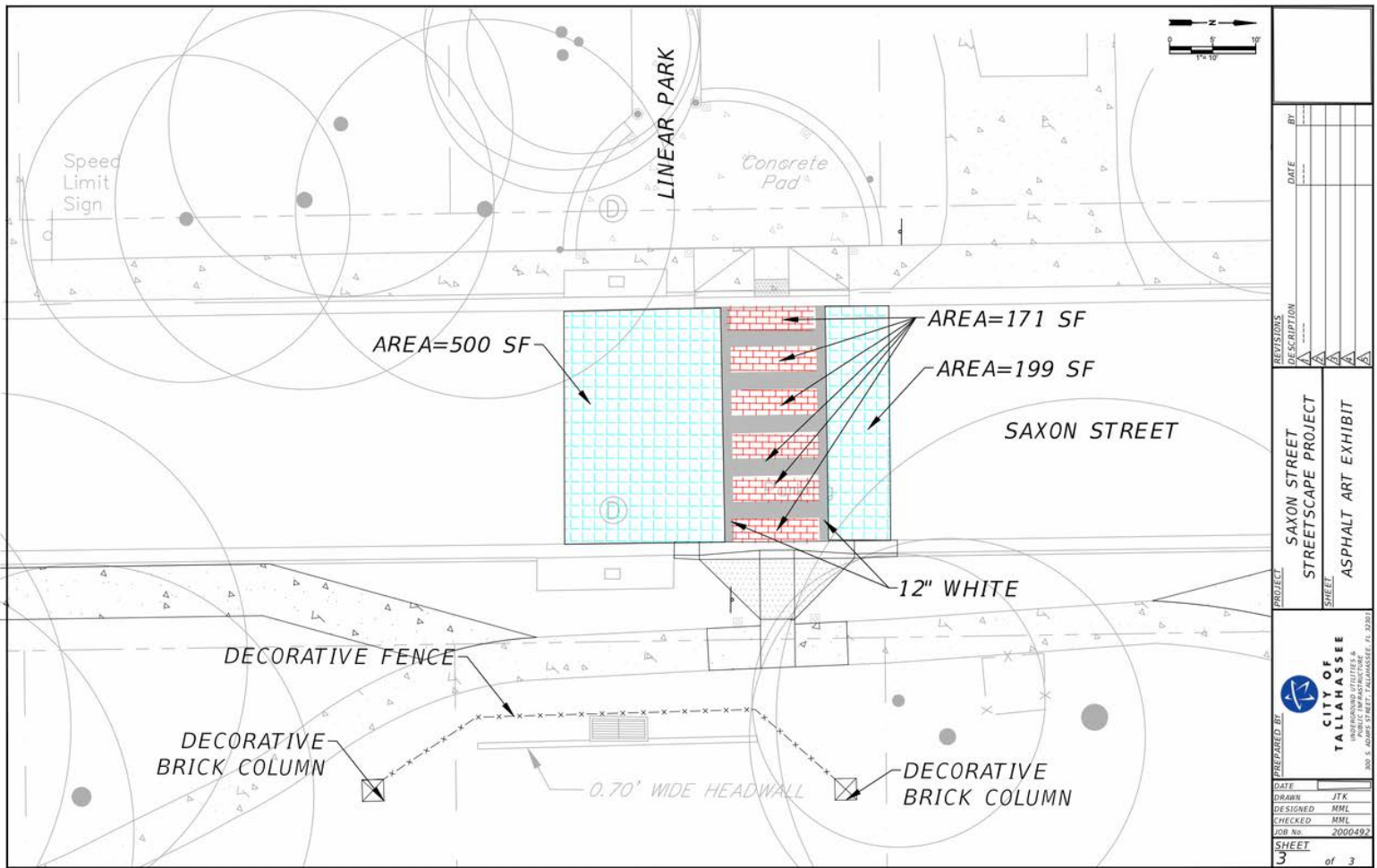
4 crosswalks + intersection

1,495 square feet total

# \$5,000 Budget

\$4,000 Artist Fee

\$1,000 Supplies Budget



## Saxon Street at Linear Park

1 crosswalk + surrounding outside area

870 square feet total

# \$3,500 Budget

\$2,700 Artist Fee

\$800 Supplies Budget



# III. HOW TO APPLY

## Application Summary

This Call to Artists will be reviewed in 3 phases comprised of an RFQ, RFP, and a Community Input Forum. Artists may choose to apply for one, two, or all three crosswalk locations. Collaborative proposals of two or more artists working together are welcome, so long as the required information for all team members is included in your submission. If submitting a group proposal, please designate a single artist to serve as the representative of the group.

## Eligibility

- Any artists 18 years of age or older who reside within a 50 mile radius of Tallahassee, are invited to submit an RFQ for Phase 1 of the Call to Artists.
- Only artists who were selected from Phase 1 will be eligible to submit to Phase 2.
- Artists must have successfully painted at least one large scale permanent public artwork. Experience in the painting of asphalt, roadways, or sidewalks is strongly recommended.



# Phase 1: Request for Qualifications (RFQ)

## Due Friday, December 9, 2022

The first phase of the Artist Call is a Request for Qualifications (RFQ). A completed RFQ submission will include:

- Team Members
- Contact information
- Resume/CV
- Artist biography
- Images of past work examples
- Which crosswalk locations you would like to paint
- Written Statement explaining how your past work experience and/or education specifically qualifies you for this Asphalt Art project

Please remember, you do not need to create any designs for this phase of the Artist Call. RFQ submissions will be emailed to COCA's Public Art Manager at [sarah@tallahasseearts.org](mailto:sarah@tallahasseearts.org). Applicants will be notified by Wednesday, December 21, 2022. Accepted applicants will be eligible to continue to Phase 2, where they will be invited to complete a full proposal.

## Review Process

Submissions will be reviewed by COCA to determine if they are eligible to move forward to Phase 2. Submissions will be scored based on their experience in and their quality of work in public art and asphalt art-making specifically.



# Phase 2: Request for Proposal (RFP)

## Due Friday, January 13, 2022

### RFP Overview

Phase 2 of the Call to Artists is a Request for Proposals. Only applicants accepted from Phase 1 will be eligible to submit a proposal. Applicants who submit completed proposals by the deadline will be paid a stipend. If necessary, you may be asked to revise or alter your design in some way before it moves onto Phase 3 for the community review. Submit Phase 2 proposals via email to [sarah@tallahasseearts.org](mailto:sarah@tallahasseearts.org).

A completed proposal will include the following:

- Installation process (install can take no longer than 1 day)
- Materials and equipment to be used
- Budget breakdown
- A mockup, to scale, of your crosswalk design
- Are you interested in involving the Greater Bond community? If so, what would this community engagement look like and when would it take place?

### What Should my Design Look Like?

Be creative; be colorful; be inclusive; and be positive. If you haven't already, do some research and spend some time in the Bond Neighborhood to get a clearer idea of what artwork would be uniquely fitted for the community.

Avoid the following:

- Images or words that could be confused with crosswalks, stop markings, speed humps, or other types of traffic control
- Brand names, for-profit imagery, and references to political campaigns
- Anything that may be perceived as hurtful or harmful
- Colors or shapes that could confuse people with visual impairments

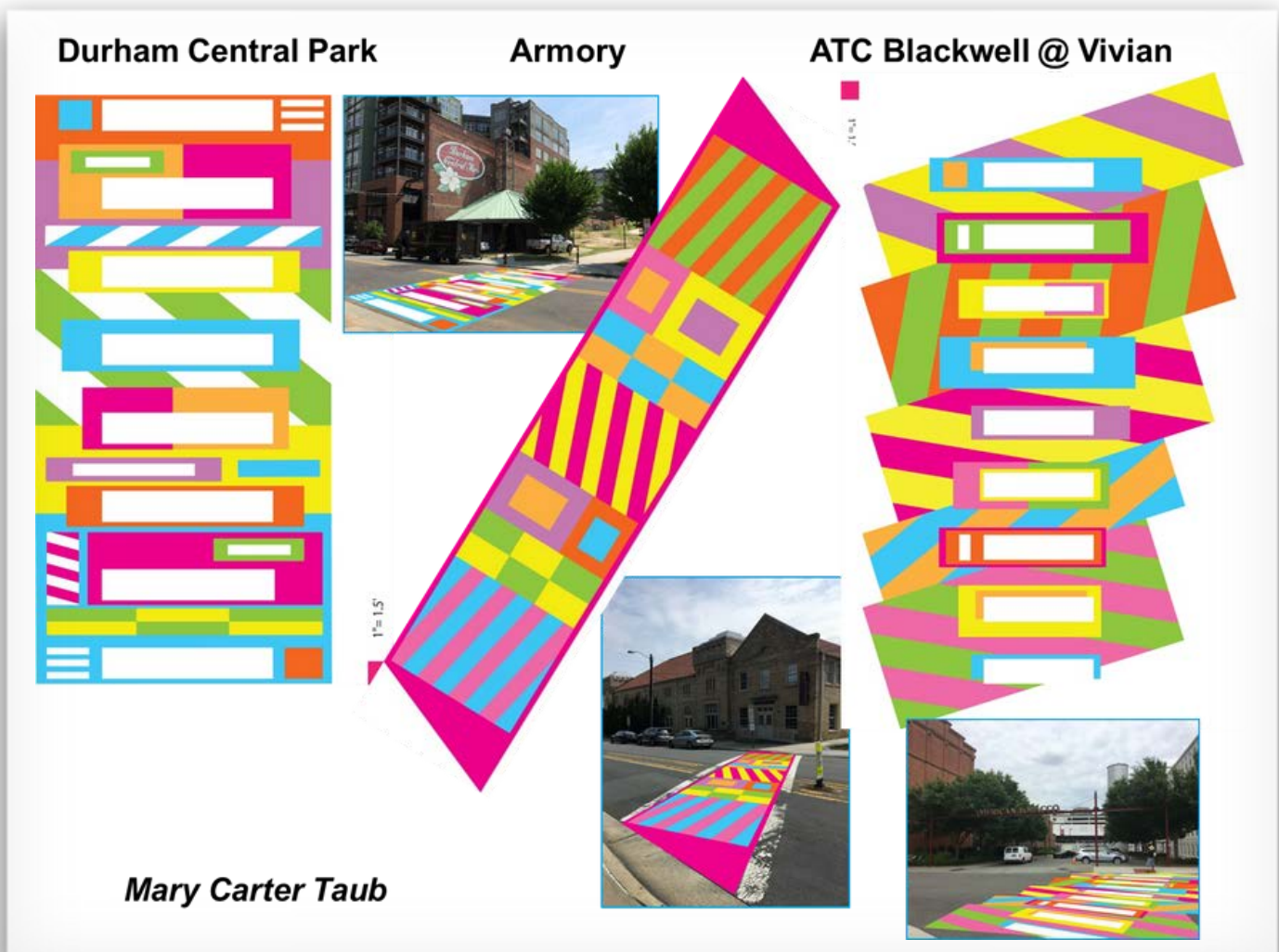


## Design Requirements

Small details are not encouraged. The overall appearance is to bring instant awareness of the crosswalk, not to be overly intricate. The design may obliterate all of the traditional striping of the crosswalk, or it may incorporate the stripes in the design, but it must not break the white outside border of the crosswalk. Artwork must be uniquely created on your own; Reproductions of someone else's artwork are not eligible. All artwork designs submitted become the property of COCA and COT to be used for marketing and storytelling purposes.

## Design Mock-Up

Please be sure to indicate which crosswalk each of your design mock-ups are referring to in your submission. Design mock-ups should be submitted in a JPEG or PDF file format in a high enough resolution to clearly see the artwork imagery. Applicants are encouraged to create two mock-ups for each design. One from an aerial perspective (without foreshortening or skewing), as well as a mock-up of the design with it's surrounding setting. See image below for an example of a design mock-up completed by Mary Carter Taub for an Asphalt Art project in Chapel Hill, North Carolina.



## Phase 3: Community Input Forum

Phase 3 of the Call to Artists entails a Community Input Forum. The mock-up designs submitted in Phase 2 will be publicly displayed on a bulletin board in the Greater Bond Neighborhood, with paper, pens, and a collection box for one month. Community residents will have the opportunity to share their thoughts on the artwork during this time. Final artist selections will be made in consideration of the feedback given from Bond community members.



“Every transportation department should give the community it serves the pens for its plans & the paintbrushes for its places.”

-Ryan Russo

Director of the Oakland  
Department of Transportation