

Roseville MURAL PROJECT



Request for Proposals

The Place

(The Place, 221 Vernon St, Roseville, CA 95678)

NTE Budget: \$15,000

Introduction

The Roseville Mural Project is an initiative led by Blue Line Arts in close collaboration with the Downtown Roseville Partnership and its property owners to bring new public art of high artistic quality and enduring value to the city of Roseville.

The primary purpose of this project is to beautify downtown Roseville in order to revitalize Roseville's arts and culture identity and spur economic development through the creation of inspired spaces that make the downtown district an exciting area for residents and visitors to work, live, and connect.

Project Description: Blue Line Arts is seeking a creative, vibrant and engaging design proposal for a two-dimensional, outdoor mural on an exterior wall or combination of walls near the back entrance of The Place on Vernon Street. The Place is a locally-owned Italian restaurant with great food and authentic, traditional charm. The back entrance of The Place faces a wide alleyway open to one-way traffic, and the construction of the new parking garage in downtown Roseville has led to an increase in foot traffic near the site of the proposed mural. The owner plans to revitalize the back entrance area of the location to serve as an outdoor patio, making the area more welcoming to guests. Adjacent to a large wall facing the proposed patio is a smaller façade wall that will mark the future entrance to a planned speakeasy-themed steakhouse. The owner is seeking a mural to activate the largest wall (Wall B) and potentially wrap to or incorporate the smaller Wall A into the overall design

Artists are welcome to submit a proposal on their own or as a group. The selected artist will be contracted to paint a mural on the two adjacent exterior walls near the entrance of the location. The mural must be original and unique to the site. The mural must be two-dimensional with no protrusions from the wall surface. The final mural should visually activate as much of the length of both of the walls as possible. The mural may be a single overall image or multiple images that create an overall composition.

Interested applicants are encouraged to visit the site before submitting an application. Proposed designs will be submitted for approval for a Minor Design Review Permit, and should follow the City of Roseville's Downtown Specific Ordinances, which is attached as **Exhibit B**.

Project Timeline and Important Deadlines:

Artist Application Q + A: Tuesday March 24, 5-6pm

Deadline to Submit Proposal: March 29th, 11:59 pm, 2020

Notifications sent to Artists: April 15 2020

Anticipated Execution of Minor Design Review: April 30th, 2020

Timeline for Selected Artist(s) to Start and Complete Project: May 20th through June 5th 2020 (No later than June 10th)

Special Events hosted by Blue Line Arts:

Artists + Community Panel Discussion Event: May 28th 2020

May 29th? Mural Tour and Mixer

Wrap Party: Friday, June 5th, 2020

Selection Process:

All eligible applications will be screened by a Selection Committee. The Selection Committee will consider all approaches to the project, including traditional and street art painted designs. Mural content should not contain political or religious themes. If artists are applying as a Team, the Team should be listed on the application form, specifying a Team leader to receive notifications.

One artist or team will be selected for each location of the mural project and pending a Minor Design Review Permit process by the City of Roseville—to be approved before starting the project.

Selection Criteria: Artists will be selected based on the following

- Aesthetic Excellence – the aesthetic quality of the artwork upholds the principles of art and design excellence, originality and innovation
- Artist Experience – Experience in creating public art of similar scope and scale
- Relevance/Theme – Design must be appropriate for the site, contextually relevant to the community. The application may include a written description describing the relevance of the

theme or clarifying thematic references. The design must be clear and legible when enlarged to the final scale dimensions of the site location as well as translatable to the final media.

- **Work Plan and Budget:** The work plan should demonstrate a well-thought out schedule for completion of the project and consideration of site-specific challenges, including use of ladders or lifts if necessary. A clear, line-item budget and a suggested commission appropriate to the scale of the project and commensurate with the experience of the artist will strengthen an application.

Artist Eligibility: Artist (s) must be 18 years or older to apply. This call is open to all artists who legally reside and are eligible to work in the United States. Proof of residency/work permit documentation may be requested.

Artists must sign a VARA waiver form to participate. Per the agreement with the property owner, after a two year period the property owner will be free to replace the mural if so desired.

Artists should have a business license and liability or contractor's insurance. The selected artist will be required to add the City of Roseville and Blue Line Arts as additional insured to their insurance certificate for the duration of the work period.

Selected artists are strongly encouraged to attend and participate in events engaging the public in the project.

How to Apply:

All artists must submit an application form online using the following link: www.BlueLineArts.org/Call-to-Artist

Applications must be submitted by the deadline to be considered. Applications should be submitted as a single PDF document formatted to Letter size paper.

Application Requirements:

1. Application Cover Sheet
2. Letter of Interest – Short narrative expressing your creative approach, relevant comments on the visual material you are proposing, and your interest. Can include an artist's statement.
3. CV – of relevant experience as a professional artist, with up to 3 professional references that can be contacted.
4. Images – Provide up to 10 images of previous relevant work, with an annotated list detailing work Title, location, and date completed.
5. Proposal: Specifics of the work plan and proposed schedule for completing the proposed project on site, and sketches or renderings of proposed designs. Designs may be superimposed over photos of the site or submitted as a sketch

6. Budget – A line item proposed budget including supplies, materials cost, and commission. Proposals with competitive and realistic budgets will be given priority. The Target budget range for this project is \$3,500-\$12,000. The Not to Exceed budget for the project is \$15,000.

Sources for Additional Information: www.BlueLineArts.org/RosevilleMuralProject

For general questions about the Mural Project and application process please contact BLA staff at gallery@bluelinearts.org or 916-783-4117

For specific questions about the Downtown Specific Ordinances, please contact Greg Bitter with the City of Roseville: gbitter@roseville.ca.us

Exhibit A: Visual Support Materials

1. Exterior Wall A

Note: The utilities meter located on the left side of the door frame should not be covered. Outside the marked loading zone, one-way traffic departing the parking garage is expected to continue throughout the day.



2. Exterior Wall B

Note: The pipe running the length of the wall may be painted over. The large signage on the Wall will be removed prior to work beginning on the site.



3. Diagram and wall dimensions (not to scale)

