

## Hillcrest Crosswalk Art Request for Qualifications



Hillcrest Residents Association (HRA) is seeking artists to design traffic-calming crosswalk art to be used in two locations in Hillcrest.

**Goals:** The goal is one colorful crosswalk design strategically installed in two high traffic areas to enhance public safety and improve walkability for all individuals in the Hillcrest Neighborhood. The designs should be vibrant, original, organic and eye-catching to promote awareness of the crosswalks.

**Background:** The purpose of this project is to add unique traffic calming elements at the two intersections on either end of the primary business core of the Hillcrest neighborhood that increase visibility of existing crosswalks to remind people to brake for pedestrians.

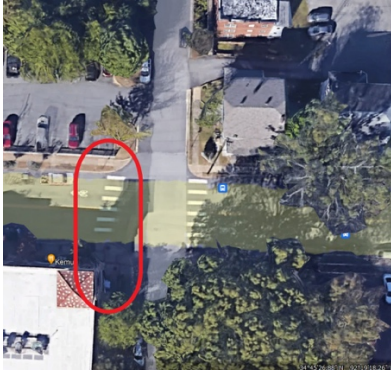
HRA is working closely with the City of Little Rock Public Works as the project will be implemented after the City of Little Rock paves and restripes Kavanaugh.

**Location:** Crosswalk art is planned for these two locations:

The block at Kavanaugh and Spruce, east side.



The block at Kavanaugh and Walnut, west side



**Design Parameters:** Design criteria will be the use of color to attract attention to the crosswalks after the planned repaving work along with the federally mandated white crosswalk markings. Although final crosswalk details are not yet available from the City of LR (i.e. how many stripes, size and spacing of stripes, etc.), it is anticipated to be similar to striping currently in place. Unique designs and individual creativity are encouraged. The crosswalk design can be abstract, organic or a graphic reference such as something Hillcrest is known for. Paint colors are limited to eight (8) and can be chosen from the Sherwin-Williams color pallet. It is anticipated the selected design will be implemented with volunteer labor, guided by the selected artist.

**Renumeration:** The artist who completes this project will receive payment of \$2,200, in installments as indicated in the following timeline.

**Timeline:**

June 26, 2022 **Request for Qualifications**

All interested artists who have experience in design, coordination and implementation of at least 2 similar projects should send a Letter of Interest including:

- Artist's bio or resume;
- Two professional references regarding previous work of this kind;
- Photographs of similar completed projects such as street art, murals and/or public art;

**E-mail your submission** to [marianboyd@sbcglobal.net](mailto:marianboyd@sbcglobal.net) by **July 16, 2022**

**August 1, 2022 Semi-Finalists Selection and Concept Creation**

Up to 3 artists will be chosen to submit a single conceptual design with plan and/or perspective sketches, color selections, etc., to illustrate their concept. The artists will be each be compensated \$200. Concept drawings will be due **September 1, 2022**

**September 15, 2022 Final Selection and Installation Drawings**

A final design will be chosen by the HRA Arts & Aesthetics Committee, and an agreement signed with the selected artist. The agreement will state "As an applicant, I certify that all works submitted are my own creations. I further certify that all statements made in this application are true to the best of my knowledge. I understand that duplicates may be made of my images and application materials for the purpose of the consideration and for promotional materials." The artist will then be authorized to proceed with verifying field conditions, implementation of scaled drawings and details, specific color choices, stencils if needed, etc. – to implement the design. Final design drawings are to be submitted to HRA by **October 15, 2022** and the artist is compensated \$1,500.

#### **November 1, 2022 Implementation\***

\*Dates and times will be adjusted to coordinate with the City of Little Rock's paving of

Kavanaugh. HRA will furnish paint and application supplies. HRA will solicit and organize volunteers as well as barricades and coordination with the city for weekend(s) implementation, (likely Sunday(s)) when traffic is light. The artist will be in charge of directing HRA volunteers to assist with implementation of the two cross walks. The artist will be compensated \$500 upon completion.

For questions or clarifications, email Marian Boyd, [marianboyd@sbcglobal.net](mailto:marianboyd@sbcglobal.net).