

South Central Industries Crosswalk Art RFP

South Central Industries, City of Shawnee, and Blue Zones Project Pottawatomie County seek design submissions for a pilot project of traffic-calming crosswalk art at the intersection of 9th and Louisa in Downtown Shawnee. This opportunity is open to artists living in Oklahoma with a preference for Pottawatomie County artists. **The application deadline is 5:00 pm (Central Standard Time), April 20, 2021.**

The Award:

A maximum of a \$1000 award for the artist selected to realize his/her work. The awarded artist will be highlighted and featured on social media platforms to be determined by the project partners.

Goal:

The goal is a colorful, art deco, mosaic crosswalk design strategically placed in a hightraffic area to enhance public safety and improve walkability for nearby residents and pedestrians around the South Central Industries Campus. Additionally, the design will help instill a sense of place for this gateway to Downtown Shawnee. We anticipate the design to be vibrant, original, and eye-catching, making it easier for our community and visitors to see while walking and driving.

Background:

South Central Industries, City of Shawnee, and Blue Zones Project Pottawatomie County are partnering to roll out a new initiative focused on enhancing public safety and building community pride. The Painted Crosswalk program aims to add traffic calming elements that increase visibility for people of all abilities. As downtown Shawnee and adjacent neighborhoods continue to be revitalized and emphasis on pedestrian safety and community pride is of utmost importance to the area, South Central Industries is the ideal partner to pilot this project in the City of Shawnee.

For more information on South Central Industries visit their website

www.southcentralindustriesinc.com

For more information on City of Shawnee visit their website www.shawneeok.org

For more information on Blue Zones Project Pottawatomie County visit their website www.pottawatomie.bluezonesproject.com

Location:

Crosswalk art will be added to the following approximate location:

- 9th & Louisa- north/south crosswalks on the east and west sides of Louisa on 9th street



Design Criteria:

A successful design will be based on the mosaic style using the primary colors outlined below (Primary Colors). Abstract designs and individual creativity are encouraged. If the mural has a subject matter, such as a reference to something Shawnee is known for, the subject should be represented abstractly.

Crosswalks are demarcated by white parallel lines called "stop bars" and must be included in the artist's design. The design must be rendered within those white stop bars. The amount of space between the stop bars is 6 feet across. The area between the stop bars is the artist's canvas.

Design Installation:

Approved traffic and zone marking paint must be used with a slip-resistant additive. A reflective coating will be added to the art upon completion by the City of Shawnee to assist with longevity and reflectiveness to meet street safety regulations. Due to weathering and traffic flow, the artwork is considered temporary and its artist grants permission for it to be removed, replaced, or improved at the City of Shawnee's discretion. Small logos of sponsoring organizations may be added to all designs or placed on the sidewalk near-completed designs.

Primary Colors

Green: #9EA974

Red: #B12025

Light Gray: #97857E

Dark Gray: #6B554D

White: #FFFFFF

Dark Blue: #162536

Please note: The winning artist is expected to provide up to 8 hours of technical assistance toward preparing and installing the crosswalk art design.

Submissions should include the following:

- No more than four (4) crosswalk art renderings
- Explanation of the art
- Artist information
- Demonstration of style and experience with sample images

Please note: Blue Zones Project Pottawatomie County will purchase paint separately due to the specific product needed.

Timeline:

- Proposals accepted: March 29-April 20, 2021, 5:00pm
- SCI Selection Committee Review and Decide Top 3 Designs: April 20-April 27, 2021
- Community Voting Open: May 3-7, 2021
- Winning Design Announced: Monday, May 10, 2021
- Painted Crosswalks approximate installation dates: May 10-31, 2021

Please note: Materials must be received by Blue Zones Project Pottawatomie County by 5:00 pm on April 20, 2021. Postmarks are not acceptable. Hand deliveries will be accepted.

Artists are strongly encouraged to visit the project site and contact John Bobb-Semple at john.bobbsemp@sharecare.com to answer any questions or request additional information.

Artist Agreement

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.

Artist Name

Artist Signature

Date

E-mail your submission to john.bobbsemples@sharecare.com. The final decision will be made by South Central Industries.

Mail your submission to
John Bobb-Semple
Blue Zones Project Pottawatomie County
420 E Main
Shawnee, OK 74840

Design Rubric

Categories	Very Good 4	Good 3	Okay/Fine 2	Needs Work 1
Safety	White stop bars are included in the artisits design.			White stop bars are not included in the artisits design.
Criteria	All criteria within the RFP have been met.	Most of the criteria have been followed	Some of the criteria have been followed.	Only one criterion has been met
Visual Impact	The design is vibrant, original and eye catching. It's execution is a striking and memorable work. It has the power to wow the viewer.	The design is eye original and eye catching. It's execution is organized and memorable. The work has a lasting impact on the viewer.	The design is original and vibrant. It's execution organized, but lacks focus. The work holds the viewer's attention	The design is original. There is little to no impact on the viewer.
Brand Colors	All brand colors are present in the design	At least 50% of the brand colors are present in the design	Similar primary colors are present in the design	None of the primary colors are present in the design
Community Artist	Artist lives and creates in Shawnee	Artist lives and creates in Pottawatomie County	Artist lives and creates in Oklahoma	Artist has connections to Shawnee area, but does not live in Oklahoma