54SID MURAL PROJECT: 850 N. FOURTH STREET REQUEST FOR ARTIST QUALIFICATIONS

Date Issued: April 28, 2022

Overview

The Short North Alliance is commissioning an artist or teams of artists to design an approximately 500 square foot mural in Columbus, Ohio’s Fifth Avenue and Fourth Street Special Improvement District (54SID) on the exterior of a new building at 850 N. Fourth Street.

Background

The Fifth Avenue and Fourth Street Special Improvement District (54SID) was created in 2020 and authorized through 2025 to serve the 54SID commercial corridors and several adjacent streets of the Weinland Park and Italian Village neighborhoods. A Special Improvement District (SID) is a mechanism through which property owners petition to voluntarily assess themselves to provide funding for extended services aimed at the enhancement of the area. A SID identifies a plan of services and then funds are used to support those services. In the 54SID, owners have prioritized services that include beautification, public art and placemaking projects that emphasize community connectivity and more.

The Short North Alliance serves as the administrator of the 54SID. In 2021, the Short North Alliance led a community engagement process to develop and art and placemaking plan for the 54SID area that outlined community goals and potential project sites.

The 850 N. Fourth Project is meant to enhance the area and deepen opportunities and experiences for the community to see its identity thorough and engage with public art.

Site Location and Available Dimensions

The site for the mural is located at 850 N. Fourth Street.

The available spaces will be approximately 42 ft long and 12 ft tall, totaling 500 square feet.

Site dimensions are included in Appendix A. Site dimensions are subject to slight change and approximate dimensions.

Project Details

Up to three finalist artists will be selected to submit a proposal for the 850 N. Fourth Street Project. Each finalist will receive $1,000 for their proposal.

A final proposal will be selected, and the artist will be to create their proposal on the building.
Project Goals

The primary goals for this project are to support the implementation of the communities served by the 54SID’s strategic community priorities for public art:

- **Enhance** sense of community identity for residents, businesses and visitors alike, leaving a strong impression of place.
- **Deepen** the inclusive and diverse nature of the district.
- **Define** distinct Italian Village and Weinland Park neighborhood identities
- **Celebrate** the rich histories of the Italian Village and Weinland Park neighborhoods

Additionally, each piece of art must follow these basic guidelines:

- Artworks must be the original artwork of the selected artist.
- Artworks cannot include the use of trademarked or copyrighted material.
- Artworks cannot contain nudity.
- Artworks cannot contain profanity or derogatory language.
- Artworks cannot be in conflict with our statement on inclusion, diversity, equity, and access.

Finally, the art should be responsive to the site in which it is located. A successful project would achieve both a modern node to the history of the site which was the former site of the Jeffery Mining and Manufacturing Company, while considering experiences for the present-day surrounding users of the adjacent public pool, restaurants, coffee shop, and residences. The mural should be one cohesive artwork that is experienced across several divided panels on the building. Artists are encouraged to consider ideas for community engagement in the mural creation process.

Project Timeline in 2022

*Timeline subject to slight change*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>April 28, 2022</td>
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<tr>
<td>RFQ Closed</td>
<td>May 20, 2022</td>
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<tr>
<td>Finalists selected to submit proposals</td>
<td>May 23, 2022</td>
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<tr>
<td>Finalists Proposals Submitted</td>
<td>June 8, 2022</td>
</tr>
<tr>
<td>Proposal Selected</td>
<td>June 13, 2022</td>
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<tr>
<td>Installation Begins</td>
<td>DATE TBD in August -September 2022</td>
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Selection Process & Criteria

Artists will be selected based on an evaluation of the following:

- Artistic Excellence
- Comparable Project Experience
- Ability to Achieve Project Goals
Artists should be based in the Columbus metropolitan area.

Artists will be selected by the leadership of the Short North Alliance and the Property Owner, at the recommendation of the 54SID Public Art Committee, a volunteer body of community members comprised of fine artists, design professionals, gallerists, arts professionals, consultants, and property owners. Artist finalists will also require the approval of the Italian Village Commission or University Area Impact Review Board.

**Budget**

The selected final artist will receive a $5,000 artist fee as compensation for the mural creation. Artists will manage a supply budget that includes all materials necessary to finish the project and will be responsible for providing a certificate of liability insurance and for all taxes associated with their compensation.

The Short North Alliance will administer all aspects of the project outside of the costs listed above. These include but are not limited to: administration, subcontracting, temporary street closure expenses, installation equipment, development of maintenance plans, related permits, and equipment insurance.

**Additional Rules and Guidelines**

The Short North Alliance is not liable in any way for any costs incurred by any artists in preparation for the submission of the RFQ.

The Short North Alliance is not responsible for any travel or lodging for the artist.

The Short North Alliance has the right to reject any and all proposals.

The Short North Alliance has the right to issue additional solicitations for qualifications.

The Short North Alliance reserves the right to modify selection criteria for this call if necessary, at any time.

The selection process is subject to change.

The Short North Alliance reserves the right to withdraw this call at any time.

Artist(s) have the right to withdraw their qualifications at any time.

**RFQ Submission Instructions & Materials**

All materials should be sent as attachments to madison@shortnorth.org 850 N. Fourth Street Mural Project.

Required information for this application:

A. Résumé/CV
Submit a brief, current résumé or CV including:
- Contact information (phone, email, and address)
- Your web-site address
- Previous relevant art commissions
- Design team experience
- Exhibitions, awards, grants
- Education

B. Letter of Interest

Please include the following in a letter of no more than 500 words:
- Name, address, telephone, email, and website for all artist/design team members.
- Your interest in this project and your experience working on comparable projects. Include your experience with architectural and engineering project teams. Include your philosophy on commissioned art, its integration into the surrounding environment and how your work and experience will complement this project. Describe how your experience fits the criteria outlined for this project from the Selection Criteria section of this RFQ.
- Any connection and/or interest in the 54SID and Columbus Community.

C. References

Please include at least three (3) art and/or design professionals who have detailed knowledge of the artist’s work and working methods, including fulfilling deadlines, working with the community, etc. Include contact name, organization, address, telephone, and email for each reference.

D. Artwork Images

Images must be JPEG file format with a minimum of 620px width and a maximum file size of 5MB. Horizontal images are recommended. Please upload individually.

E. Other

You are welcome to submit up to three optional supporting materials. This could include news articles, videos, or other content that helps convey information about past work.

The deadline for submissions is Friday, May 20 at 12:00 PM.

Contact

Project inquiries may be made by contacting Madison Owens, Events and Projects Manager via email at Madison@shortnorth.org.
Additional Information & Resources

For information about the 54SID, Italian Village, and Weinland Park communities, visit: fifthandfourth.org.

Support

This project is made possible with support from the Fifth Avenue and Fourth Street Special Improvement District and the Thrive.

Appendix A: Site Plan, Site Images, and Historical Information

Site Plan

Site Images

Historical Information on the Jeffery Mining and Manufacturing Company