OVERVIEW
The Short North Alliance, in collaboration with property owner Thrive Companies, is commissioning an artist to design and install an approximately 1024 square foot permanent mural on the exterior of the new 4th & 5th apartment building in the Fifth Avenue and Fourth St Special Improvement District.

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 an art and placemaking plan for the 54SID area that outlined community goals and potential project sites. The 1206 N 4th St Project is meant to enhance the area and expand opportunities for the community to see its identity through and engage with public art.

SITE LOCATION AND AVAILABLE DIMENSIONS
The site for the artwork is located on the exterior of the new 4th & 5th apartment building at 1206 N 4th St, Columbus, OH, 43201 in the Weinland Park neighborhood on the site of a former 3M manufacturing plant. The building is currently under construction.

The mural will be installed on the west-facing wall of a prominent cantilevered section of the building. The approximate dimensions of the area are: 32’ high by 32’ wide (1024 sq ft).

Site and location images are located in Appendix A.

PROJECT GOALS & CONSIDERATIONS
The commissioning parties desire an installation that references and resonates with the history of the site and mid-century modern aesthetic of the development.
The primary goals for this project are to support 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.

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 and integrated into the site in which it is located. Artists are encouraged to consider art and ideas that reimagine the location upon which it lives in ways that allow for maximum community engagement.

**PROJECT TIMELINE**

*Timeline subject to change*

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 28, 2024</td>
<td>Request for Qualifications Opens</td>
</tr>
<tr>
<td>July 5, 2024</td>
<td>Request for Qualifications Closes</td>
</tr>
<tr>
<td>July 10, 2024</td>
<td>Three Semi-Finalists Invited to Submit Full Proposals</td>
</tr>
<tr>
<td>July 24, 2024</td>
<td>Deadline for Semi-Finalist Full Proposal Submissions</td>
</tr>
<tr>
<td>July 31, 2024</td>
<td>Final Artist Selected, Installation Begins</td>
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**SELECTION PROCESS & CRITERIA**

RFQ submissions should be sent as attachments to rachel@shortnorth.org, subject line: “1206 N 4th St Application” by 11:59 pm on July 5, 2024.
Details on what is required for this application can be found in Appendix B.

Up to three semi-finalists will be selected to submit full proposals based on an evaluation of the following:

- Artistic Excellence
- Comparable Project Experience
- Ability to Achieve Project Goals

Preference will be given to artists that are based in Columbus, Ohio.

Semi-finalists will be selected by the leadership of the Short North Alliance, at the recommendation of the 54SID Public Art Committee, a volunteer body of community
members composed of fine artists, design professionals, gallerists, arts professionals, consultants, and property owners.

Artworks will be presented to the Weinland Park Community Civic Association for comment and community engagement prior to final artist selection. Final approval of the artist and commissioned artwork is made by the property’s owner, Thrive Companies.

ADDITIONAL RULES & 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.

BUDGET & FEES
The selected final artist will receive compensation of up to $18,000 for mural creation. This includes artists fees, supply budgets, and materials. 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. Non selected semi-finalist artists will each receive a $750 project proposal fee for the creation of their final proposals.

Scaffolding and elevation equipment will be provided to the artist during the installation separately from the project budget described above.

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, development of maintenance plans, related permits.

CONTACT
Project inquiries may be made by contacting Rachel Kengeter, Deputy Director, Projects & Operations via email at rachel@shortnorth.org.

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

PROJECT SUPPORT
This project is made possible with support from Thrive Companies and the Fifth Avenue and Fourth Street Special Improvement District.
APPENDIX A: SITE PLAN AND IMAGES

Note: This property is currently under construction. Renderings and elevations are provided in lieu of photos of the site.
APPENDIX B: RFQ SUBMISSION REQUIREMENTS

RFQ submissions should be sent as attachments to rachel@shortnorth.org
Subject Line: “1206 N 4th St Application”
Due by 11:59 pm on July 5, 2024

Required information for this application:

A. Résumé/CV
Submit a brief, current résumé or CV including:
1. Contact information
2. Your web address or other online presence
3. Previous relevant art commissions
4. Exhibitions, awards, grants
5. Education

B. Letter of Interest
Please include the following in a letter of no more than 500 words:
1. Name, address, telephone, email, and website/socials.
2. Your interest in this project and your experience working on comparable projects. 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.

C. Artwork Images & Information
As an attachment, please submit at least five (4) and up to nine (9) different completed artworks or past commissions. You may include multiple images of each project to provide additional context or perspective. For each completed artwork, please specify the title of the artwork, location, year completed, medium, and dimensions. This may be attached as a separate document.

Images must be JPEG or PDF file format with a minimum of 620px width and a maximum file size of 5MB.

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

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 your past work.