



Art Downtown

Request for Proposals For Mural in Altavista

Altavista, Virginia: 7th Street retaining wall in front of Altavista Appliance

Send proposals to selection committee at EHGwynn@AltavistaVA.Gov

434-369-5001

RFP Launch: February 9th, 2017

Deadline for Submission of Artist(s) proposal: March 9, 2017

Project Overview

Representatives from the Main Street Organization, Altavista On Track, the Town Council of Altavista, and the Altavista Arts Council are working together to have a mural painted on the retaining wall in front of Altavista Appliance Store on 7th Street. The wall is about 140 feet long and ranges in height, reaching the maximum height of 9 feet. The total area for the wall is estimated at 770 Sq. ft.

Committee

Committee members represent the following organizations:

- Altavista On Track
- YMCA Arts Council
- Town of Altavista Staff
- Town Council of Altavista
- Altavista Appliance Store

Project Theme

There have been various historical themes that have crossed through Altavista. We have identified 9 important historic items that we would like to be featured in the mural.

1. Train/railway (1901)
2. Southern Rail Station (1910)
3. Commonwealth Hotel (1908)
4. Uncle Billy's Trade lot
5. Historic Broad St./ Downtown area (1920's)
6. Lane Smoke Tower (1912)
7. Staunton River Memorial Library Clock Tower (1986)
8. Avoca (1901)
9. The Staunton River

To see photos of each of these items, please click the Dropbox folder below:

[Dropbox Folder- historic photos](#)

Aesthetic Range:

- ✓ Historical depictions of Altavista's history
- ✓ Provide excitement and interest for the community as a whole
- ✓ Celebrate the identity and tradition of the town
- ✓ Be an original art piece appropriate for outdoor installation

Project Description

- The Project budget includes the artist fee, supplies, travel-related expenses, preparing and power washing the wall as needed, priming, and protective coat.
- The mural will be located on the retaining wall in front of Altavista Appliance Store on 7th Street in Altavista. The store is located at 606 7th Street.
- There are artistic theme requirements outlined by the committee
- Dimensions: wall is 140 feet long, ranging in height from about 2 ft-9 ft. Total area is ≈ 770 sq. ft.

- The surface is concert from a retaining wall that backs up against a parking lot.
- The design will be suitable and acceptable for public viewing of all ages
- The mural is intended for completion by the end of spring 2017.

VIEW 1 LOOKING FROM 7TH STREET



VIEW 2 LOOKING FROM SOUTH END OF WALL



VIEW 3 LOOKING FROM NORTH END OF WALL

VIEW 4 LOOKING FROM BEHIND WALL



VIEW 5 CLOSE UP OF WALL INCLUDING EXAMPLE OF CRACK



Submittal requirements

- All required application materials as outlined in the RFP. All components must be in digital form and sent via email if possible.
- File of design must be sent as a JPEG or PDF to EHGwynn@AltavistaVA.Gov
- Incomplete applications will not be considered

Selection criteria

A selection committee has been assembled for the Mural on 7th Street Project. Members of the committee are property owners, representatives of town staff, Town Council, Altavista On Track, and Altavista Arts Council. The following criteria will be used in the selection process:

- Submittal of all required application materials as outlined in the RFP
- Attention to context: historical, geographical, and cultural
- Proven ability to create distractive site specific artwork as exhibited by past work
- Originality: creativity and uniqueness of proposed artwork concept for this project
- Quality and craftsmanship of project as exhibited by past work
- Maintainability: structural and surface soundness, durability and resistance to vandalism, weathering, excessive maintenance, repair costs
- Appropriateness for placement on an urban pedestrian site and ability for artwork to withstand public interaction where it can be touched
- Feasibility: artist’s proven track record/ability to complete the work on time and within the budget.

Project Timeline

February 9, 2017	RFP launch to artists
February 16, 2017	Optional public information meeting on mural held at Town Hall 510 7 th Street Altavista @ 11:00 A.M. in conference room
March 9, 2017	Deadline for submission of artists proposals C.O.B.
March 15, 2017	Committee meets to review and select finalist
March 22, 2017	Finalist presents to committee if needed
March 23, 2017	Final approval of mural concept by committee from selected artist.
March 24, 2017	Artist contract signed and installation schedule finalized. Initial payment/deposit issued for commencement of work
April 1, 2017	Begin mural installation
May 1, 2017	Mural installation complete, weather permitting
TBD	Ribbon cutting dedication by committee to residents

Mural on 7th Application Form

Name _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone (cell) _____ Phone(work) _____

Email _____ website _____

Your application should include:

- The completed application
- Your bio or resume
- Examples of your mural work including addresses of any locations
- Your process for transferring your work from small to large scale
- A list of proposed project materials (include paints, tools, surface sealants, etc.)
- A proposed budget allocating all costs of mural production, wall preparation and project clean up
- Your expected time frame
- A detailed full color sketch to scale of your proposed mural submitted in digital format
- Give an overview of the design concept conveying the artistic intent, i.e. design renderings, preferred colors, etc.

Questions:

Please contact Emelyn Gwynn at EHGwynn@AltavistaVA.Gov or 434-369-5001 for any questions.

DEADLINE FOR SUBMISSION OF PROPOSAL: March 9, 2017

Send to: Emelyn Gwynn

EHGwynn@AltavistaVA.Gov

434-369-5001