



# Central Avenue

SPECIAL IMPROVEMENT DISTRICT  
MANAGEMENT CORPORATION

**Office:**

366 Central Avenue, Suite 201  
Jersey City, NJ 07307

Ph: (201) 656-1366

[www.CentralAveSID.org](http://www.CentralAveSID.org)

June 15, 2020

## REQUEST FOR PROPOSAL – Central Avenue Artwork Installation 2020

Dear Artists:

The Central Avenue Special Improvement District Management Corporation (CASID) in partnership with the City of Jersey City and the Hudson County Office of Cultural & Heritage Affairs Office is pleased to announce the return of the **Central Avenue Artwork Installation Project**. The CASID is seeking well-executed proposals for artwork. **Proposals for “Traffic Boxes” and “Wall” installations are being accepted.**

To continue growing the Heights neighborhood as a hub of culture and commerce, the CASID will again coordinate a public art installation within the Central Avenue shopping district for the tenth consecutive year. This new installation will add to our flourishing outdoor art gallery which already includes art on seven traffic boxes and five splendid murals. Our main street shopping district is adjacent to the Riverview Arts District and this project will further the neighborhood’s long-term goal of adding “art destination” to Hudson County’s distinct resume.

In between 2013 and 2019, the CASID unveiled "Cardinal" by artist Edwin Rentas, Jr. near 457 Central Ave, "Girl's Best Friend" by artist Xiomara Gonzalez near 461 Central Avenue, “Mother’s Eternal Light” by artist Ed “T.DEE” Morris located near 407 Central Avenue, “Earth Person 2” by local artist Sam Pullin near 232 Central Avenue, the “Dream” by local artist Ed “T.DEE” Morris located on the sidewalk of Walgreens (377 Central Avenue/Lincoln Street); “Paper Airplanes” by local artist Sergio Sandino on the sidewalk of Dunkin Donuts (318 Central); “Perseverance” by local artist PAWS21 on the sidewalk at 325 Central Avenue. These murals are vivid, imaginative, and exciting additions to the Central Avenue landscape and the Heights neighborhood in addition to capturing Jersey City’s abundant creative spirit. Our ¾ mile shopping district now has six murals and the CASID is eager to add more.

The winning artwork submission(s) should achieve a memorable, visually arresting, and positive statement that will inspire the community and encourage interaction with bystanders. Included in this application are several photos of other artwork for your reference. Please note, this selection program is based on the principles of an RFP; all proposals are in competition with one another. **Be prepared to offer the most competitive fee for your art installation.** Artists wishing to submit multiple mural designs **MUST** submit separate proposals for each. The total number of murals selected will be determined during the process.

We look forward to receiving your submission. Please carefully read and complete the attached RFP and application forms to apply and do not hesitate to contact us with any questions. **The submission deadline is Friday, July 24<sup>th</sup>, 2020**

Best,

Alexa Lima  
Executive Director



## Central Avenue

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## Central Avenue Mural Arts Project 2020 REQUEST FOR PROPOSAL (RFP)

### Overview:

This art installation program is made possible through the efforts of the Central Avenue S.I.D. Management Corporation and is funded in part from the New Jersey Council on the Arts/Department of State; a partner agency of the National Endowment for the Arts. The program is administered by the Hudson County Office of Cultural & Heritage Affairs, Thomas. A. DeGise, County Executive, and the Hudson County Board of Chosen Freeholders.

This mural arts project will provide the opportunity for artists to create a public mural to be installed within the Central Avenue shopping district in the Jersey City Heights. The artist with the winning mural design(s) will receive agreed monetary compensation and be featured on the organization's website, [www.JCHeights.com](http://www.JCHeights.com). Artists will also have the opportunity to address their work at a press conference.

### Scope of the Work:

Collaborative proposals from multiple artists working together are welcome. Artists interested in participating in this program must submit a detailed mural proposal by **Friday, July 24th 2020** outlining:

- 1) **Artwork** – sketch or sample drawing for the artwork being proposed with one-page description of your inspiration for artwork;
- 2) **Installation** – an in-depth description of how the surface area will be treated before and after the installation to ensure the artwork's durability;
- 3) **Artist Fees** – an accurate cost estimate for the completion of proposed mural, start to finish, that outlines all expenses and compensation, which includes design, labor, materials, supplies, and any other miscellaneous costs.

CASID will review all submissions and present outstanding wall proposals to the property owners within the district who may potentially lend their wall space for the art installation. Final selection will be made by the property owner(s).

### Selection Criteria:

- Artwork must be considered “family-friendly” or suitable for all members of an average family.
- The artwork should complement Central Avenue's main street environment and contribute to positive energy, boost morale, and upbeat attitudes among residents, visitors and shoppers.
- Beautify the streetscape and improve the cultural vibrancy of the neighborhood.
- Bang for the Buck – Impact on the neighborhood and business community based on a combination of artwork design, artist reputation, and overall cost factor.

### Preference is given to:

- Original and well-executed use of *Trompe-l'oeil* art technique involving extremely realistic imagery that appears three dimensional.
- Artwork that references the rich history or people of our neighborhood (i.e. The Heights/ Hudson City/ Jersey City).

Please note: Mural concepts regarded as negative, vulgar, violent, hateful, or discriminatory based on race, disability, gender, culture, or religion will **NOT** be considered.

## **Wall Mural(s)**

*Where will the wall mural(s) be installed?* The exact wall location will be determined during this RFP process as it has done so successfully in the past. Artists who would like to get to know the area are welcome to walk the length of the Central Ave business district (Manhattan Avenue to North Street) and experience our main street neighborhood community firsthand. Proposed artwork will be presented to various business/property owners within the district for their consideration and wall space. Once a proposal is matched with a wall space, a formal agreement with the artist(s) and corresponding property owner will be written to finalize costs, deadline, and any additional terms and conditions. The duration and life of the mural, any necessary repairs, modifications, and other details will be outlined in the agreement, which will be signed prior to the mural's installation.

**Approximate Wall Sizes** – Wall area can be between 750 and 1,000 square feet (maximum)

*Recommended Total Fee Range: \$1,000 to \$3,000*

## **Traffic Boxes**

Five years after initially installing art on the seven traffic boxes within our district, some of the artwork has perished making way for new innovative art. There can be anywhere from three to five new art installations during this cycle. Remember that the work must be created from materials durable enough to remain permanent on stainless steel in an outdoor and urban setting and must not alter the structure or impede the proper functioning and maintenance of the utility box (i.e. no painting on or blockage of door handles, vents, locks or hinges).

**Traffic Box Size** - 50 inch high by 44 inch wide by 26 inch deep

*Recommended Total Fee Range: \$200 to \$700.00*

## **To Apply**

There is no application fee. Please complete and submit the attached application forms to the CASID office. Each proposal **must contain a complete Mural Proposal form with requested attachments**. Incomplete or late applications may be disqualified from consideration at the discretion of the CASID. No email submissions accepted.

## **Timeline:**

- **Submissions are due Friday, July 24<sup>th</sup>, 2020**
- Winning proposals will be selected and announced by September 2020;
- Installation(s) must be completely installed by October 31, 2020.
- A public unveiling will take place in late October/ early November.
- Compensation will be paid in full upon completion.

**Please send completed proposals to:**

**Attention: Mural Proposal  
Central Avenue S.I.D. Mgmt Corp  
366 Central Avenue, Suite 201  
Jersey City, NJ 07307**

Questions? Don't hesitate to contact the CASID at [alima@jcheights.com](mailto:alima@jcheights.com) or (201) 656-1366

## Examples of Trompe l'oeil Murals

Siete Punto Uno is located on Main Street in the town of Los Gatos, California by John Pugh.



This mural is on the Hotel-Dieu de Quebec, a hospital on Cote du Palais. The mural depicts the lives of the doctors and nurses on two sides of the building.



This 5 story trompe l'oeil mural is call the Quebec City Mural. It shows 400 years of quebec history.



## Examples of Traffic (Utility) Box Art

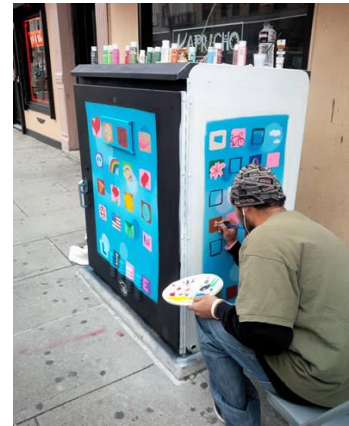
**Title:** “Life Pad”

**Artist:** Gary Wynans (Mr. AbiLLity)

**Location:** North Street & Central Avenue, Jersey City Heights, NJ

**Criteria Met(?):** It serves as a way to enhance the environment and allow bystander discussion.

**Description:** “In this day and age, it is nearly impossible to find someone walking down the street without the glow of a phone or tablet lighting their face. The important things in life get lost in the se digital distractions. The utility boxes have a tablet shape so they were turned into one, but the apps are not the time killers we are use to. They are the symbol of what is truly important in life. They consist of love, peace, music, art, bacon, and other essentials. Of course it is playful in design, but with the serious undertone to remind people what is more important in life.”



**Title:** “Untitled”

**Artist:** GJ Lee

**Location:** Bowers Street & Central Avenue, Jersey City Heights, NJ

**Criteria met(?):** The traffic box transformed the use of the environment.

**Description:** “GJ Lee’s artistic interpretation is a swimming success. She has transformed the utility box into an underwater masterpiece. The aim of the artist was to change an ordinary piece of the urban environment into something unique that would change the environment for the better.”



**Title:** “Wood Dresser”

**Artist:** Milosz Koziej

**Location:** North Street & Central Avenue, Jersey City Heights, NJ

**Criteria Met(?):** Uses the Trompe l’oeil technique in order to draw in the eye and provide a sense of art breaking into the real world.

**Description:** “The idea was to transform the box into a wood dresser by Trompe l’oeil technique. The wood graining has the affect of placing a familiar object in the middle of the sidewalk.”



For further references, please visit [www.JCheights.com](http://www.JCheights.com).



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# Artwork Proposal

**Application Deadline: Friday, July 24<sup>th</sup> 2020**

**MUST READ R.F.P. BEFORE COMPLETING. Please print clearly.**

**Applicant: (Please Print):** \_\_\_\_\_

**Affiliated Business/Organization:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State/Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Primary Phone:** \_\_\_\_\_ **Cell (optional):** \_\_\_\_\_

**Proposed artwork will be installed on:**     **Wall Space**             **Traffic Box**

**Title of Proposed Artwork:** \_\_\_\_\_

**Brief Text Description of Design:** \_\_\_\_\_

To allow for consistency in comparing mural proposals, please use the following guideline to determine and outline your fees. Please attach any other corresponding documentation as it relates to a detailed estimate. All costs (i.e. materials, equipment, supplies, transportation fees, etc) must be included in your proposed quote.

<b>Item</b>	<b>General Description and Expense Examples</b>	<b>Total</b>
<b>Materials and/or Supplies</b>	Paint, primer, spackle, etc.	\$
<b>Equipment</b>	Rollers, brushes, trays, ladders, scaffolding etc.	\$
<b>Transportation</b>	Getting to and from the work site with supplies and equipment.	\$
<b>Labor</b>	Total hours and manpower needed to complete mural installation	\$
<b>Art</b>	Art Design Fee	\$
<b>Other (please be specific)</b>		\$
<b>Total Fee =</b>		\$
(see recommended fee range in R.F.P.)		

I have read the corresponding Request for Proposal and agree to abide by the outlined terms and conditions during my participation in this program. I am also including every item described in the Artwork Proposal Check List.

Signature \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**FOR OFFICE USE ONLY**

**Date Rec.:** \_\_\_\_/\_\_\_\_/2020    **Installed Location:** \_\_\_\_\_

**Agreed Cost:** \_\_\_\_\_



# Artwork Proposal Check List

**Please ensure the following is included in your proposal:**

- Artwork Proposal Form** completely filled out.
- Sample drawings, painting, sketches, photos, etc. of your proposal** (Must be formatted to fit letter size paper = 8.5x11 in)
- Full text description of design** identifying size, inspiration, symbolism, and/or other details – 1 page max;
- Detailed description of surface treatment before and after the art piece installation.** Include technique and exact materials used. The artwork must be durable to outdoor weather conditions, graffiti resistant, and should not cause any damage to the structure or surface it is installed on;
- Artist resume/ Curriculum vitae** listing other public artworks, including supporting documents such as: press releases, newspaper articles, and 5 samples of work.
- Other supporting documentation**