

## **Request for Proposal**

### **Call for Artists: Mission Hills Birds of Mission Hills Wayfinding and Placemaking Art Project**

The **Mission Hills Parking Advisory Committee (MHPAC)** is seeking qualifications from artists to create wayfinding and placemaking markers with original art on up to twenty San Diego Gas & Electric (SDG&E) utility boxes using water proof, UV resistant exterior paint, topped with graffiti resistant coating. An initial concept design for the space is helpful, though not required. If you are selected, a scaled concept design will be required in the next phase.

**Location:** Throughout Mission Hills Parking District (See attached map of area and list of identified utility boxes) which includes West Washington Street, Brant Street, Dove Street, Goldfinch Street, and Hawk Street.

**Scope of Work:** Create figurative or abstract Birds of Mission Hills centric original art on each of the identified utility boxes, following the MHPAC and SDG&E requirements (attached), to guide pedestrians through their physical environment (wayfinding) and connect them to the space (placemaking). Do not paint over SDG&E stickers. Based on the closest bird named cross street, each box will have a predetermined "bird" for it. Prior to submission, please review the attached FAQ.

#### **Submittal Requirements:**

1. Please include examples of prior experience with waterproof and UV resistant paint, outdoor murals, street art and any San Diego Gas and Electric specific projects. An initial concept design for the space/s is encouraged.
2. Describe your approach to completing the project.
3. Describe the materials and techniques to be used.
4. Indicate your general timeframe for completing the work.
5. Submit cost breakdown estimates, including, artist, additional staff/volunteers, material estimates. Note SDG&E requirements must be followed.
6. Submit relevant links to your social media and portfolio.

**Process:** All submittals will be reviewed by the Mission Hills Parking Advisory Committee (MHPAC). Finalists may be invited to present to the MHPAC and possibly other community groups. Final selection will be made by the MHPAC.

**City Permit:** The Uptown Community Parking District will take the lead in preparing and submitting the required application package with assistance from the selected artist/s, should any City Permits be required.

**Submittal Deadline:** All submittals must be by electronic mail and are due on or before **Monday, June 17, 2024 5:00 pm** to: **MHPACWayfindingArt@gmail.com** Use Subject Line: **Artist**

The Mission Hills Parking Advisory Board reserves the right to reject any and all proposals.

**Mission Hills Wayfinding and Placemaking Art Project Attachments:**

**FAQ:** A list of questions and answers about this project which artists may have prior to submission

**SDG&E Requirements:** Equipment beautification project painting guidelines

**Mission Hills Utility Box Map:** The attached list identifies addresses nearest the SDG&E utility boxes with aerial photos of some of the available “canvases” for the proposed original artwork over a **one** mile area of Mission Hills