



# FOLSOM TRAIL MURAL PROJECT.

## CALL FOR UTAH ARTISTS – REQUEST FOR PROPOSALS.

### **Deadline.**

Friday, March 31, 2023 at 11:59P MDT

### **Budget.**

\$15,000 Commission

### **Location.**

25 S 1000 W, Salt Lake City, UT 84104

Wall Dimensions: 275' x 20'

*\*Note: Artwork can incorporate all or part of the wall. Measurements are approximate.*

### **Project Background.**

The City Creek at Folsom Trail project will revitalize a former rail corridor into a thriving ecosystem and community connection. It will create a beautiful, safe, and welcoming community centerpiece with more access to nature, improved water quality, and mitigated surface area flooding.

The Folsom rail line was rerouted as part of the Grants Tower/West Side Railroad Realignment project in 2008. The Interstate-15 overpass and renewed use of rail lines adjacent to the Folsom Corridor inhibit east-west connectivity, cutting off communities and creating dangerous encounters between people, cars, and trains. In 2012, an overflow culvert known as the Folsom Drain was placed down the corridor, beginning

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around 550 W North Temple and discharging into the Jordan River, to mitigate flooding.

Running from the North Temple FrontRunner commuter rail station to the Jordan River Trail, the Folsom Trail creates a safe, comfortable connection for access, recreation, celebration, learning, and enjoyment. It is located at approximately 50 South (between South Temple and 100 South) in Salt Lake City. West of Interstate-15, the trail follows a former railroad right-of-way. The current phase of the Folsom Trail, including installation of the paved trail, lighting, crossings, and some site furniture, was completed in December 2021.

The Redevelopment Agency of Salt Lake City, in partnership with the Seven Canyons Trust, is developing the *City Creek at Folsom Trail Daylighting Design Plan* ([folsomtrail.org](https://folsomtrail.org))—a community-based vision to daylight City Creek and add improvements along the Folsom Trail between 800 West and 1000 West in Salt Lake City. Daylighting is the uncovering of a stream previously buried in a pipe. City Creek was buried in a pipe underneath North Temple at the turn of the 20th Century.

The Folsom Trail Mural Project seeks an artist or artist-led team to create an outdoor mural along the blank wall at 25 S 1000 W, Salt Lake City, UT 84104. The artwork is intended to acknowledge City Creek, beautify the Folsom Trail corridor, and represent the Euclid/Poplar Grove neighborhood. It will contribute to the vibrancy, uniqueness, and creativity of the neighborhood while recognizing its historical character.

The artwork will complement engagement efforts on the *Folsom Trail City Creek Daylighting Design Plan*. The artist(s) is encouraged to consider community engagement strategies that can be incorporated into the *City Creek at Folsom Trail Daylighting Design Plan* process and community celebration and unveiling in August 2023.

A plaque will be installed on or near the artwork at the Seven Canyons Trust's expense. It will include the artwork title, description, and credit to the artist. Placement and information on the plaque shall be made in consultation with the artist.

The Seven Canyons Trust ([sevencanyonstrust.org](https://sevencanyonstrust.org)) is a nonprofit organization working to uncover and restore the buried and impaired creeks in the Salt Lake Valley.

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## Eligibility.

This request for proposals is open to all artist and/or artist-led teams residing in Utah regardless of race, ethnicity, nationality, religion, socioeconomic status, education, marital status, language, age, gender, sexual orientation, political opinion and affiliation, and mental and physical ability. To be considered, artists must demonstrate their ability to accomplish the work required by this request and must use materials appropriate for Salt Lake City's variable climate. Artists who reside in or have a connection to the Euclid/Poplar Grove neighborhood of Salt Lake City are encouraged to apply.

## Budget Detail.

The total commission available is \$15,000. This sum is inclusive of all fees and related expenses including, but not limited to, design, surface preparation, installation, materials, protective coating, travel expenses, hotels, meals, or any other costs incurred to perform the work. The artwork is not expected to cover the entire available wall, estimated at 20 feet high and 275 feet long. All or part of the wall may be used. The artist(s) should make an informed decision, based on industry compensation standards, on how much of the wall can be covered.

Upon installation, the artist or their agent must apply an approved non-sacrificial anti-graffiti coating over the entirety of the surface of the completed artwork at their own expense. The property owner shall be responsible for keeping the artwork free and clear of vandalism and protecting it from the passage of time and natural processes for as long as the artwork lasts up to and beyond five (5) years. The property owner may contract with the artist for a mutually agreed-upon fee or a third party for any such repair services. All repairs and restorations shall be made in accordance with recognized principles of conservation.

## Goals & Criteria.

The Seven Canyons Trust seeks an artist or artist-led team to create an artwork that meets as many of the following goals as possible:

- Acknowledges City Creek and future stream daylighting in the Folsom Trail corridor;
- Establishes a bold visual identity to activate and beautify the Folsom Trail corridor;
- Represents the Euclid/Poplar Grove neighborhood and the historic character surrounding the Folsom Trail corridor;

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- Integrates community-centered strategies and/or engagement that can be incorporated into the *City Creek at Folsom Trail Daylighting Design Plan* process and/or community celebration;
- Exemplifies strong and imaginative design and creativity; and
- Incorporates sustainable concepts, practices, and materials.

The artwork must also conform to the following design criteria:

- Avoids metallic and reflective materials that cause glare for users, drivers, and reflects into nearby buildings;
- Is two-dimensional and does not perforate the surface of the wall;
- Avoids shapes and colors common to standard street signs or pavement markings (see the Federal Highway Administration's *Manual on Uniform Traffic Control Devices*);
- Does not include logos, infringe upon any copyright or trademarks, or function as a sign or advertising in any way;
- Is free and clear of obscenities or vulgarity as determined by the Selection Committee;
- Utilizes materials and supplies appropriate for Salt Lake City's variable climate;
- Resists general wear, vandalism, and offers easy and low-cost maintenance; and
- Meets public safety and maintenance standards and all applicable United States, State of Utah, Salt Lake City, and any other applicable laws, regulations, and ordinances.

Selection of the artist(s) will be based on having met as many of the following criteria as possible:

- Robust professional experience in accomplishing projects of similar scope and scale;
- Ability to meet deadlines, budget, and perform work in a timely, professional manner;
- Willingness to consult and work collaboratively with the Seven Canyons Trust, Selection Committee, stakeholders, and community members;
- Understanding of the project goals, placemaking concepts, and design in a context-sensitive manner;
- Interest in the project and connection to the surrounding community; and
- Creation of previous lasting works that do not require excessive maintenance, repair costs, and meet all public safety and maintenance standards.

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## Schedule.

Request for Proposals Opens – Wednesday, March 1, 2023  
Application Deadline – Friday, March 31, 2023 at 11:59P MDT  
Application Review – Monday, April 3, 2023  
Notification of Selection & Contracting – Monday, May 1, 2023  
Installation – May to July 2023  
Community Celebration & Unveiling – August 2023

More information can be found at [folsomtrail.org/mural](https://folsomtrail.org/mural).

*\*Note: The following dates are subject to change.*

## Selection Process & Artist Agreement.

The Seven Canyons Trust will review and make sure all submitted applications meet the established requirements and deadlines. All properly submitted applications will be reviewed by the Selection Committee. The Committee will select an artist or artist-led team and one alternate. The Selection Committee shall be a group of representatives from organizations involved in the Folsom Trail and City Creek Daylighting Project, including but not limited to, the Seven Canyons Trust, Salt Lake City, Poplar Grove Community Council, and the property owner.

The selected artist or artist-led team will enter into a joint agreement between the Seven Canyons Trust and property owner. The alternate will only enter into an agreement if the Trust and selected artist(s) are unable, for any reason and within the Trust's sole discretion, to enter into an agreement. The agreement lays out the terms and conditions of the project, including services, compensation, quality assurance, insurance, termination, ownership, and maintenance. The selected artist(s) will be required to carry general liability insurance, auto insurance, and workers' compensation (unless a waiver of coverage is allowed and acquired). The property owner will be responsible for ongoing maintenance following installation, delivery of a maintenance plan, and the inspection, approval, and acceptance of the completed artwork.

Applicants are encouraged to review the agreement before submission to make sure the terms and conditions are acceptable. The agreement can be reviewed at [folsomtrail.org/mural](https://folsomtrail.org/mural).

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## Submission.

Artists may apply individually or as a team. Submissions should be emailed to [info@sevencanyonstrust.org](mailto:info@sevencanyonstrust.org) on or before 11:59PM MDT on March 31, 2023. Applications that meet this deadline and all other requirements will be reviewed. Applications should be packaged into a single file and submitted as a .PDF with the following file name: last name\_first name\_proposal.pdf. There is no application fee.

Late, incomplete, or applications not submitted within the page lengths, formatting, or parameters below (as determined by the Selection Committee) will not be reviewed. Please do not include additional materials not requested herein. This may result in disqualification.

Each application should include the following **REQUIRED** materials:

- Cover Letter (One Page Limit) – Briefly describe your proposal, your interest in and qualifications for the request, your connection to Euclid/Poplar Grove neighborhood, your connection to the Folsom Trail and City Creek Daylighting project, and any other applicable information. The letter must include the address, email, and phone number of the artist(s).
- Proposal (Two Page Limit) – Describe in detail your proposal, size of artwork, how it meets the above goals, and any other helpful considerations. Although it is not required, artists are encouraged to include a sketch, graphic, or rendering of the proposed design(s).

Applications may also include the following **OPTIONAL** materials:

- Artwork Examples (Five Image Limit) – A maximum of five images of prior artwork by the artist(s). Under, near, or on the image, please include the artwork title, year, medium, dimensions, and a brief description. Please do not submit collages containing multiple images.
- Resume (Two Page Limit per Artist) – This should include the artist's training, professional experience, name, address, email, and phone number. Each artist may submit a two-page resume.

*\*Note: Applications that do not include a sketch, graphic, or rendering and/or optional materials will still be considered.*

## Questions.

Please direct all questions to the Seven Canyons Trust at [info@sevencanyonstrust.org](mailto:info@sevencanyonstrust.org) until Friday, March 24, 2023 at 5:00 MDT. Questions and responses will be posted at

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[folsomtrail.org/mural](https://folsomtrail.org/mural) for review. Please review the website prior to emailing questions. Questions received after March 24th will go unanswered.

## Resources.

City Creek at Folsom Trail Project Website ([folsomtrail.org](https://folsomtrail.org))

Seven Canyons Trust – City Creek at Folsom Trail ([sevencanyonstrust.org/folsom-trail](https://sevencanyonstrust.org/folsom-trail))

Salt Lake City – Folsom Trail ([slc.gov/transportation/2019/04/19/folsom-trail](https://slc.gov/transportation/2019/04/19/folsom-trail))

## Additional Policies.

The Seven Canyons Trust and/or Selection Committee reserves the right to proceed with additional selection processes, reject any or all submissions, and revise the evaluation process. Any revisions will be announced in writing to all respondents and on applicable materials. The Selection Committee will determine, at its sole discretion and based on the submitted information, the most qualified application as evaluated by the criteria herein. The determination shall be final and conclusive.

The issuance of the request for proposals and the receipt and evaluation of submittals does not obligate the Selection Committee to select an artist(s) or enter into an agreement. Applicants shall not contact the employees of the Seven Canyons Trust or members of the Selection Committee to manipulate or otherwise influence the process in any way. This process may be canceled at any time prior to the execution of an agreement without liability. The Seven Canyons Trust and/or Selection Committee reserves the right to then pursue negotiations with an alternative artist(s). Costs incurred in responding to this request will not be compensated.

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