

Uptown Shelby

Temporary Public Art Program



Background

The Uptown Shelby Association (USA) has been working to add more art to Uptown Shelby for the last several years. This program is a new tool to expand both the types of art and the voices represented by public art in the district. USA will begin accepting proposals for temporary public art on a periodic basis. Incomplete proposals will be returned to the artist in order that the proposal be completed and returned for consideration. Proposals that score well based on the criteria will be funded.

We hope to fund public art that will reflect our community and place in the past, present, and future. As a result, we seek to fund artists who reflect the diversity of our community. We hope this program will contribute to a more inclusive and welcoming atmosphere in Uptown Shelby.

Why is this program focused on temporary public art?

- Allows USA to engage a wider field of artists
- Gives opportunity to emerging artists.
- Adds excitement and variety to uptown
- Allows for experimentation
- Reduces concern for long term maintenance
- Temporary artworks may be created with unusual media or installed in unexpected places.

Potential formats could include (but are not limited to):

- Temporary mural on plywood covering a window
- Temporary chalk art
- Pressure wash art on concrete
- Rain Works on concrete
- Art located on or inside of vacant storefronts
- Temporary sculptures may be considered but will require additional documentation regarding weight, installation method, anchoring procedure, and ultimately verification from a structural engineer that the sculpture will not be a public safety hazard.
- Lighting
- Participatory / interactive art
- On fences, retaining walls, or other surfaces (*please note: we will not fund any painting or other adhesive surface additions to raw/unpainted brick*)

Locations

There are countless opportunities for art to be added to Uptown Shelby! Permission from the property owner(s) is of the utmost importance. *This includes permission from the City or County for any work proposed on a sidewalk, road, or other publicly-owned space.*

For this program, proposed art should be visible from a location where the public may travel in the normal course of the day. Specifically, the art should not be in a hidden location that would require trespassing or unsafe travel.

Locations outside of the Uptown Shelby municipal service district are not eligible for this program. (See map at the end of this document for district boundaries.)

Possible sites

The property owners of the following sites have expressed a *willingness* to consider proposals. The property owners will have the final say over the art (including design & materials) on their property. **This list is by no means comprehensive** but offers a starting place for artists who may not be sure how to proceed with securing property owner permission.

Address	Proposed art location	Contact	Notes
111 S. Washington St	Parking lot retaining wall (north-facing)	Shearra Miller, 704-484-2787	
104 E. Warren St	Rear of building – plywood covering windows	Dave White, 704-481-9228	
130 W. Graham St	East-facing wall	Woody Padgett, 704-480-1899	Prefers a sports-related mural. This is a raw brick surface, so we would not fund painting directly on the brick, but a mural could be created on another material and mounted to the brick.
TBA	3 plywood panels mounted in metal frame	TBA	Location to be announced soon; this space will accommodate rotating art

Guidelines & limitations**Requirements**

- Permission from the property owner(s) is of the utmost importance. This includes permission from the City or County for any work proposed on a sidewalk, road, or other publicly-owned space.
- No part of the process (installation, execution, removal, or otherwise) should damage any property.
- Nothing may be attached to City of Shelby poles or posts.
- Art may not be associated with a particular political candidate or political party. *(We are a 501(c)(3) nonprofit and are prohibited from taking part in political campaigns on behalf of any candidate.)*
- Art may not be a sign or advertising for a business, as determined by the City of Shelby’s sign ordinance. **This includes logos, slogans, taglines, and depictions of goods or services offered by the tenant of the property and/or nearby properties.**
- Artists must oversee installation of artwork (tools, materials, and equipment not provided by USA), monitor and maintain the artwork during the display period, and oversee the removal/de-installation of artwork and site remediation as needed.
- Art may not obstruct the sidewalk or be hung over the sidewalk.

- Art should not impede the ability of drivers or pedestrians to travel safely (e.g. lights cannot be blinding from the road, art may not block the view while turning, etc.)

Notes on the process

- Artists should submit their proposal to USA for review before beginning the project. If you hope for USA to pay for the project, work should not begin until you receive a response in writing from USA.
- USA expects to pay up to \$750 for an art piece, but smaller projects are welcomed and encouraged. Larger projects will be considered at the discretion of the committee if they score highly.
- This program is intended to fund temporary art (approximately 1 to 3 months in duration). **For permanent pieces such as a sculpture, this will function as a short-term lease.** If an art piece is intact after its planned duration (eg, a mural), the owner of the artwork (USA) will determine the best course of action. (e.g., should the installation timeline be extended, **should the wall be repainted,** etc.)

Evaluation

Proposals will be reviewed quarterly until the funding runs out. Artists will be notified once a decision has been made. If the work has been approved, USA staff will discuss next steps to begin the project. Uptown Shelby Association reserves the right to accept or refuse proposals.

A team from USA will evaluate proposals within the context of our mission, which is that we facilitate collaboration & growth, enrich the Uptown experience, and promote Uptown Shelby in order to strengthen our community and enhance the quality of life. Criteria will include:

- **Permission:** Does the artist have permission from the property owner(s)? **You can use the [County's GIS map](#) to find the name and address of the property owner, which is often different than the business owner.**
- **Location in Uptown Shelby:** Is it within the Uptown Shelby municipal service district? Is it near other public art? Does it bring art to a new part of the district? How visible is the location to people moving through the district?
- **Fit (formerly "Context"):** Does the art fit in the proposed location? Is it physically suitable for the proposed site? ***This is in regard to physical space and size more than content of the art. We are not looking for art that represents a business inside a building because that risks being categorized as signage according to the City's sign ordinances.***
- **Placemaking:** Does it contribute to the sense of place in Uptown Shelby? ***Does the design have a specific connection to Uptown, the city, or the region?***
- **Inclusivity:** Does the artwork reflect a new perspective in Uptown? Does it contribute to a welcoming atmosphere in the district?
- **Requirements:** Does the proposal meet the guidelines & requirements outlined in this document?
- **Public engagement:** Does the project involve the public before, during, or after the installation?
- **Logistics:** Is the proposal thoughtful, clear, and thorough in its vision, plan for installation, and understanding of the processes involved? Will the artwork be durable & safe in the proposed location for the proposed duration?

- **Cost:** Does the project include a comprehensive overview of costs? Does the total cost fit within USA's budget and make the most of the funds?
- **Quality:** Does the artist propose something engaging, innovating, unique? Does the artist provide evidence of the quality of their work? Does the proposal inspire confidence that the artist can deliver on the proposal?
- **Safety:** Does the artist have a clear plan for safety during the installation, duration, and removal of the piece? (*Safety* includes the physical safety of the artist, the property, the public, as well as safety for everyone from COVID-19)

Submission

Submit your proposal by email to info@uptownshelby.com or in person/by mail to:

Uptown Shelby Association
211 S. Trade St
Shelby NC 28150

You may also upload your materials to Google Drive or Dropbox if they are too large to email.

Incomplete proposals will be returned to the artist in order that the proposal be completed and returned for consideration.

Deadlines for quarterly review are April 1, July 1, October 1, and January 1.

Questions

Public art raises specific concerns that artists may not often have to consider in creating other pieces, so the information requested is intentional and required. We hope emerging artists will participate in this program and we understand that the proposal may seem daunting. Interested artists are encouraged to contact the Uptown Shelby Association with questions:

Audrey Whetten Godfrey, Executive Director
Uptown Shelby Association
704-484-3100
info@uptownshelby.com

We encourage questions early in the process. Please don't wait until right before the deadline to ask!

See next page for proposal requirements.

Proposal requirements – please complete this document in full

About the artist(s) (this section should be submitted in writing)

- Proposed by (artist first & last name)
- Preferred email
- Preferred phone number
- Artist's city of residence

About the proposed artwork (this section may be submitted via video or in writing)

- Piece Title
- Dimensions (height x width x depth)
- Medium
- Installation method
- Narrative: what has inspired you to create this piece of art? What message do you want it to convey?
- Will you engage the community at all before, during, or after your piece is completed? If yes, how so?
- How would your project make Uptown Shelby a more welcoming, inclusive, inviting space?
- *Optional:* How would your project bring a new voice or perspective to Uptown Shelby?

Details (this section should be submitted in writing)

- Proposed location(s) – please be as specific as possible
- Do you have permission from the property owner? This includes permission from the City or County for any work proposed on a sidewalk, road, or other publicly-owned space.
- Please list the property owner's contact information for confirmation (phone and/or email)
- Cost (broken down by materials, equipment, and other expenses)
- Proposed timeline
 - When would you like to start?
 - How long would the project take to complete?
 - How long would the project remain in place?
- What is your experience with the proposed medium?
- What is your plan for COVID safety during the creation & installation of your piece, as well as during any community engagement?

Attachments

- Sketch/rendering of the proposed artwork
- At least one photo of the proposed location
- Up to 10 images of your previous work. (Images of prior public art are encouraged. If your portfolio does not yet include public art, please include images of your other work.) All images should be labeled with the name of the artist, title of the work, medium, and dimensions.