

**\* ARTIST CALL \***  
**Guilford Ave Decorative Crosswalk**  
**Downtown Greenway, Greensboro NC**

**THE DOWNTOWN GREENWAY**

The Downtown Greenway (DG) is a planned 4-mile walking and biking trail that encircles downtown Greensboro. It enhances the urban landscape with a green space that promotes fitness, encourages complete transportation, provides connectedness and well-being for residents and visitors in an aesthetically pleasing environment. With connections to the extensive existing and planned trails systems in the city and the county, this loop connects residents from all parts of the community and beyond. This signature project was identified to provide a lasting legacy to mark Greensboro's 200th birthday, celebrated in 2008. Three of the four miles have been completed and are open to the public. The final mile, the Western Branch is under construction with a completion date estimated to be April, 2026.

A Public Art initiative has been established to integrate a variety of public art commissions into the design and construction of the DG.

**DECORATIVE CROSSWALK PROJECTS**

Unique artist designed decorative crosswalks are desired at two intersections along the DG's Western Branch, the DG's westernmost section. An L-shaped decorative crosswalk will be located at the intersection of the DG as it crosses McGee St and Cedar St. A second crosswalk will be located at the intersection of the DG as it crosses Guilford Avenue. These will be the first decorative crosswalks to be commissioned for the DG.

Artists living or working in Guilford County are invited to submit design proposals for the crosswalk located at the intersection of the DG as it crosses Guilford Avenue in the Westerwood Neighborhood of Greensboro. Artists living in the Westerwood Neighborhood will be given special consideration.

The design of the artwork for the crosswalk will require that an artist or artist team work with representatives from the DG to create a proposal for a design that will be painted onto the road surface to form a highly visible crosswalk to lead DG users safely through the intersection.

Artists are asked to consider any one of a number of factors as they create a concept for their design. These may include, but are not limited to, their community, the environment, or any other imagery that reflects their interests. Artists will present their proposals to the DG Art Selection Panel, which oversees the selection of public art commissions for the DG and includes local arts professionals, city, and community representatives.

The Art Selection Panel is particularly interested in commissioning designs for this project that are creative, visually appealing, and reflective of either the Westerwood Neighborhood or the community of Greensboro as a whole.

## **CITY OF GREENSBORO DESIGN AND INSTALLATION REQUIREMENTS**

The most important requirement for this type of project is that the painting CANNOT obscure the crosswalk striping (including any markings used to denote shared/bicycle crossings). The crosswalk striping is a regulatory traffic control device that is essential to the safe operation of street intersections. Crosswalk murals must “stay within the lines” of the crosswalk to avoid creating confusion for pedestrians and motorists.

### **Design Requirements**

Applicants should keep in mind the following when developing the proposed design:

- Murals may not contain words, logos, commercial speech or advertising, religious or political messages, explicit sexual imagery, nudity, or graphic depictions of violence.
- Murals may not include any feature or element that, in the opinion of the City Traffic Engineer, would create a safety hazard for vehicles or pedestrians.
- A small logo (not to exceed 15% of the mural height or width, whichever is less) of the organization installing the mural may be included, provided it is shown on the design submitted with the application materials.
- A full-color rendering of the proposed mural, shown to scale relative to the proposed installation surface, is a required element of the application.

Murals approved for installation through this program are intended as temporary – subject to normal wear and tear, removal by the city at any time in the interest of public safety, and removal due to necessary (scheduled or emergency) repair or resurfacing projects. The City reserves the right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the mural located within the City right-of-way in whole or in part, at the City’s sole discretion. The City reserves the indefinite right to use photos, videos, or other visual depictions of the mural for publicity or other City purposes.

### **Paint Requirements**

Proposed paint materials must be lead-free and approved for use on concrete or pavement, as relevant to the proposed project. Paint must contain an anti-skid additive. Confirmation of the proposed paint materials is a required element of the application.

Paint colors should not be identical to nearby traffic marking paint already on the paved surface. Applicants might consider avoiding yellows and whites for this reason – or using shades that are obviously lighter/darker than the existing paint.

Installation must be completed according to material manufacturer’s instructions and in weather conditions meeting material manufacturer’s recommendations.

### **Safety and Damage Control Requirements**

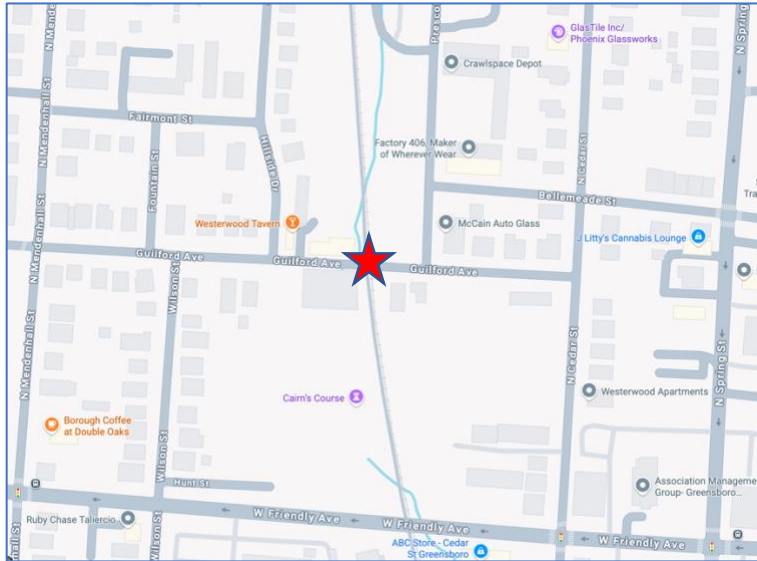
The applicant is liable for surrounding personal property damage during installation.

The following guidelines apply:

- The work area must be cordoned off with appropriate work zone barriers.
- A monitor must be present at the site until materials dry.
- All paints, brushes, and painting materials must be kept within the designated work area. Drop cloths must be used to protect street and sidewalk surfaces.
- Paint spills must be immediately cleaned up.
- All participants contributing to the mural must accept a waiver of liability.

**THE BUDGET:** the budget for the design, fabrication and installation of this project is **\$10,000**.

**LOCATION:** this installation will be located on the Western Branch of the Downtown Greenway as it crosses Guilford Avenue, in Greensboro, NC 27401. The dimension of the finished crosswalks will be painted within the 8" white crosswalk lines that define the crosswalk, and will be approximately 9'6" wide by 20' long.



#### **ARTIST ELIGIBILITY:**

This commission is open any artist living or working in Greensboro NC. Preference will be given to an artist living and/or working in the Westerwood neighborhood. The selected artist or artist team must be able to effectively work within the project timeline and budget, and follow the guidelines outlined above in the Project Description, including any material requirements or regulations set by the Greensboro Department of Transportation for decorative crosswalks

#### **APPLICATION PROCESS**

The Greensboro Downtown Greenway LLC will manage the application and selection process. A Public Art Selection Panel will review applications. The Panel includes local arts professionals, city, and community representatives. The Panel will review the submissions, select semi-finalists for interviews, and select a finalist to prepare a final detailed proposal to be presented to the Public Art Selection Panel.

#### **TIMELINE**

Artist Call Released	August 2025
Preliminary Proposal Due:	October 1, 2025
Art Selection Panel Review of Proposals:	Between October 6 & 17, 2025
Semi-finalists Announced:	October 22, 2025
Semifinalist Interviews:	November 2025
Finalist Announced:	December 1, 2025
Final Proposal Due:	January 9, 2025
Installation Complete:	April 1, 2026

## **APPLICATION REQUIREMENTS**

All submissions must be submitted as a single PDF file consisting of two parts:

### **1. Part I**

#### **1 page maximum and should include:**

- An artist's statement stating interest in the project, artists' approach to public art, and in particular this project, and relevant or related past experience on projects of a similar scope and budget.

### **2. Part 2**

#### **3 pages maximum**

- Please include full color design proposal for the crosswalk.

Submit materials by email. You may use a file sharing system such as Dropbox or Google Drive to share your submission, or by providing a link to your documents.

**Please submit materials to:**  
[submissions@actiongreensboro.org](mailto:submissions@actiongreensboro.org)  
**no later than 5 pm on 10/1/2025**

Please contact Barbara Peck at [jbpeck@mac.com](mailto:jbpeck@mac.com) with any questions.