



CALL FOR PROPOSALS: TRAFFIC CONTROL BOX ART WRAPS IN JOHNSON CITY, TENNESSEE

The Public Art Committee of Johnson City, TN is seeking proposals from artists or art teams for the commission of artwork designed for traffic control box wraps.

ELIGIBILITY: This opportunity is open to all professional artists over the age of 18 with previous professional art and design experience. Refer to the Selection Criteria listed below for additional requirements.

BUDGET: Four proposals will be selected for the project, and each finalist will be paid a \$1,000 stipend for his/her finalized proposal. The total project budget for the selected commissions is not to exceed \$4,000. The selected artists will be responsible for own materials and photography equipment.

DEADLINE: October 14, 2019

QUESTIONS: Cheyenne Kumbhare ckumbhare@johnsoncitytn.org 423-975-2706

PROJECT DESCRIPTION:

The Johnson City Public Art Committee received a Creative Placemaking grant from the Tennessee Arts Commission to fund the design and installation of four traffic control box wraps. Traffic control boxes are located at signalized intersections and house the components that power traffic lights. Their prominent placement on street corners and their blank, metal surfaces offer an excellent space to incorporate art.

Artwork must be designed to fit within the specific dimensions for each control box to ensure that the image is not distorted or off-center. The artwork may be designed at any size as long as it is proportionally suited to the control boxes (all boxes are the same size). Please refer to the template below for dimensions. After the proposed designs are selected and finalized, artists will photograph their work as specified below and send to the Johnson City Public Art Committee. Designs will be printed on durable, vinyl wraps and installed on the appropriate control boxes. The committee will oversee the processing and installation of each wrap.

Wrap designs for the current project will be site-specific (i.e. they will reflect or provide commentary on the space in which they are located). Descriptions for each traffic control box location are available in the following section. Applicants will select a location from the list below and use the location description to design a wrap that incorporates the theme or themes expressed in that description. Wraps must incorporate at least one of the elements outlined in the description for the selected location. Applicants are encouraged to conduct further research on the features below if additional information is needed.

TRAFFIC CONTROL BOX LOCATION DESCRIPTIONS:

1. **W. State of Franklin Rd. & Sevier St. Intersection**

Surrounding features:

- a. **Founders Park:** Founders Park is a 5-acre greenway park that features a 200-seat amphitheater. The park was developed in an effort to mitigate flooding in downtown Johnson City while also providing visitors and residents with a pleasant greenspace for personal enjoyment and community gatherings. Johnson City's downtown district was built on a floodplain, and much of the infrastructure was erected over the top of Brush Creek, which winds its way throughout the city. The Founders Park project uncovered 700 ft. of the creek, removing the underground triple barrel box culvert that ran beneath an old warehouse. The park was designed to provide a place for water to go, directing it back into the city's storm water system. Retaining walls were constructed on either side of the creek to stabilize the stream system and make it sustainable over time.

The construction included a stepped wall configuration to provide access to the creek during low-flow periods and stability during high-flow events. Many visitors enjoy sitting or walking along these stepped walls on either side of the creek in the park.

While the project helped alleviate some of the flooding problems in the historic downtown area and improved the environmental quality of the stream, it also became a major component in the revitalization of the downtown by supporting both economic and cultural development. The park serves as a place for large events and gatherings (see part C below) and sparked redevelopment throughout the downtown. Since the development of the park, the downtown has seen renovation of historic buildings, construction of a nearby multi-story residential building, and new businesses locating to the area.

- b. Farmers Market:** The Johnson City Farmers Market began in 1976 as a cooperative effort between markets in Johnson City, Kingsport, and Bristol. The market was first located behind St. John's Episcopal Church on N. Roan St. in Johnson City, TN. It moved to one other location before settling in its current site – the The Pavilion at Founders Park. The Pavilion was constructed as a sheltered space for the farmers market and other events. The market offers fresh produce, baked and canned goods, and arts and crafts.
- c. Festivals, Activities & Music:** Various types of events and activities take place in Founders Park. The Blue Plum Festival occurs during the first weekend in June and includes two days of live music, vendors, a 5K, and activities for children. The festival's name is rooted in the earliest years of the Johnson City area – until the 1850's, Johnson City was a small village called "Blue Plum" with a population of around 600 people. The festival began in 1999 in an effort to attract people to the downtown area for an entertaining event. More recently, Friday night music events known as Founders after 5 have taken place in the park amphitheater from May to October. Free yoga classes (known as Barefoot in the Park Yoga) also occur in the park amphitheater during the warmer months, and Shakespearean plays are performed in this space as well. These performances are put on by Shakespeare in Johnson City, a local theatre group. Meet the Mountains, a festival focused on outdoor recreation, brings together outdoor enthusiasts from across the region. Attendees can enjoy music and festival activities while learning more about how they can take advantage of the outdoor opportunities in our area. Stations are set up for rock climbing, kayaking and paddle boarding in an inflatable pool, and biking, among other activities. In October, the Humane Society of Washington County, Tennessee holds Barktoberfest in Founders Park, a dog-friendly event with live entertainment, a Halloween costume contest, canine demonstrations, and activities for dogs. The Corazon Latino

Festival celebrates Latin American culture with art, food, music, and dance each April. Hosted by East Tennessee State University, the festival shows appreciation for cultural diversity while also providing information on mental and physical health and business. Beginning this year, the Johnson City Public Art Committee will host the inaugural Art Struck Festival in the park, which will include a puppet march with giant, paper mache puppets, road roller printmaking, art vendors, pop-up music, theater, and dance performances, and a wide variety of arts activities and demonstrations.

- d. **Biennial Sculpture Exhibition:** Johnson City Public Art's Biennial Sculpture Exhibition began in 2013 and has become a defining feature of Founders Park and nearby areas. The sculptures are leased from regional artists for a two-year period, and then a new round of sculptures are selected from a pool of applicants. The sculptures encourage residents and visitors to linger in the park and the downtown and create a strong artistic presence in these areas. Leased sculptures are available for purchase, either for personal enjoyment or for donation to the City. In addition to leased work, several sculptures have been commissioned for permanent exhibition in the downtown area.

2. W. State of Franklin Rd. & W. Watauga Ave. Intersection

Surrounding features:

- a. **Model Mill Company:** The Model Mill Company operated for 94 years in Johnson City. Built in 1909 on W. Walnut St., the mill produced high-grade, 94 percent bran-free flour under the trade name "Red Band". It was said that each batch of the product was "kitchen tested", the company's patented slogan. The four-story mill is 360 ft. in length with a storage elevator and smokestack built entirely of rock-hard concrete. The elevator and smokestack are 50 and 100 feet tall, respectively. The main buildings were constructed with brick and concrete

Now 110 years old, the latest owners of the mill property are in the process of renovating the space as a location for their highway construction business headquarters. Their business, Summers-Taylor Inc., will occupy more than one-third of the mill's space. The tall silos of the mill will be transformed into elevator shafts and stairwells of the facility, and the building entrance will be located there. The developers plan to incorporate exposed brick and high ceilings to give the building character. Other tenants will lease space in the refurbished building, including the Johnson City Chamber of Commerce and East Tennessee State University. The university plans to use the area for its alumni and foundation offices and may incorporate an art gallery. An artisan bakery will be located in the mill's former office building that faces West Walnut

Street. Many hope that this project will serve as a catalyst for further development of the Walnut Street Corridor.

- b. Pollination Corridor:** The pollination corridor has unfolded as a collaborative effort between downtown Johnson City and East Tennessee State University. Both parties recognize the need to protect and support pollinators and pollinator-friendly habitats in order to sustain our ecosystems and food systems. As many pollinators are experiencing a decline in numbers due to pesticide use, habitat loss, climate change, and other factors, the City and the university elected to incorporate native, pollinator-friendly landscaping in the downtown, on the university's campus, and along State of Franklin Road between the two locations. This year, fourteen sunflower plots have been planted along major roadways as part of this project and in commemoration of the city's 150th anniversary celebration. The campaign name for the entire project is "What's the Buzz?", and each sunflower plot is marked with a plaque showing the campaign logo and Johnson City's 150th anniversary logo.
- c. Railroad/Train Depot:** East Tennessee and Virginia Railroad Company began the construction of a railroad that would connect Knoxville, Tennessee to Virginia in the 1850s. Henry Johnson, Johnson City's founder, purchased property on the proposed path of the East Tennessee and Virginia Railway where he built a store, a depot, a post office, and a house. This spot was eventually named Johnson's Depot and was the first railroad depot in the area that served passengers. Johnson provided a water tank for the trains and lodging for travelers at the site. In 1869, Johnson's Depot was incorporated by the State of Tennessee as Johnson City, Tennessee and Henry Johnson became the city's first mayor. Several years later, the East Tennessee and Western North Carolina railroad was constructed, running from Johnson City into the mountains of North Carolina. This railroad's train was nicknamed "Tweetsie" for its loud whistle that could be heard throughout the mountains. In recent years, Johnson City implemented a "rails-to-trails" project, turning an old railroad bed into a pedestrian and biking trail. This trail was named the "Tweetsie Trail" after the train that once rode through the area. These old railroad systems are now part of the Norfolk Southern Railway and span nearly 20,000 miles across the eastern United States. Two of Johnson City's old train depots have been renovated and provide space for businesses and restaurants, preserving a piece of the city's history. The Norfolk Southern Railway runs by the location of this traffic control box. The railway hauls a range of products, from automobiles and clothes to coal and lumber, among other items.

3. E. Main St. & Legion St. Intersection

Surrounding features:

- a. **City of Johnson City Municipal & Safety Building (City Hall) and Post Office:** City Hall houses a variety of city departments including the police, communications, development services, water, and public works departments, among others. City administration also operates out of this facility, and City Commission meetings take place in the chambers located at this site. Adjacent to City Hall are the fire station and emergency medical services building. The post office is located across the street from City Hall. The City of Johnson City recently underwent a rebranding that served to promote the city's natural resources and outdoor opportunities. City officials hope to support tourism, economic development, and public health by encouraging and marketing the area as an active, outdoor recreation location. In 2018, the City was voted the "Top Adventure Town" for a mid-sized city by *Blue Ridge Outdoors*.
- b. **Memorial Park Community Center, Legion Street Pool & TVA Credit Union Ballpark:** The Memorial Park Community Center is a state-of-the-art neighborhood community center that serves as the area's first inter-generational facility. It includes a Senior Center, 75-foot lap pool and teaching pool, two-court gymnasium, two dance and aerobic rooms, fitness room, billiards and four outdoor tennis courts. Other programming areas include visual arts, socials, computer lab, arts and crafts, media room, game room, outdoor amphitheater and plaza area honoring veterans with the famous Doughboy statue as its centerpiece. The statue has been located at the site almost continuously since 1935. It was erected by the American Legion Kings Mountain Post 24 to honor American military personnel who died in World War I. Since that time, additional inscriptions on the statue's plaque honor the dead of World War II and the wars in Korea and Vietnam as well as those who served from 1974 to present.

The Legion Street Pool is a community pool that operates from the end of May to the beginning of September. It is open to all ages and includes a 50-meter outdoor pool with diving well, one diving board and a small slide. At the end of the season, community members enjoy a "Dog Swim" event at the pool, a time when community members are invited to bring their dogs to the pool.

The Johnson City Cardinals, a Minor League Baseball team based in Johnson City, TN, play their home games at the TVA Credit Union Ballpark next to the Memorial Park Community Center and Legion Street Pool. The team has won nine league championships, most recently in 2016. The ballpark hosts 34 Johnson City Cardinals home games every

year alongside many other family-friendly events including kickball leagues, travel ball tournaments, yard sales, and more.

4. E. Watauga Ave. & Elm St. Intersection

Surrounding features:

- a. **Langston High School:** Langston High School was established as a school for African American children in 1892 and opened in 1893. It was named Langston Normal School for John Mercer Langston, a noted African American leader and Congressman from Virginia. Some years later, Booker T. Washington of the Tuskegee Institute and Julius Rosenwald, philanthropist and president of Sears Roebuck, began building state-of-the-art schools for African American children throughout the South. In 1925, the school became part of this initiative and was named a Rosenwald School after undergoing a renovation. After segregation in education became unconstitutional in 1954, Rosenwald Schools were no longer needed, and many were abandoned or demolished. The Civil Rights Act of 1964 brought a complete end to segregation in schools as the act superseded all state and local laws requiring segregation. Full integration in Johnson City took place in 1965 with most of the Langston students transferring to Science Hill High School. Langston High School was neglected for many years, and much of it was recently demolished. It had served as the Langston-Biddle Maintenance Center for the Johnson City School System up until 2016 when operations were located elsewhere. Langston graduates and others felt that the history of the school should be preserved, and advocates began working with city officials to preserve and rebuild the building as a multicultural arts center.

National Trust had placed Rosenwald schools on its 11 Most Endangered Historic Places list in 2002, bringing awareness to the fact that many of these schools were vanishing along with their historical significance. Many former Rosenwald schools across the South have been repurposed as thriving community centers, studios, museums, and even private homes, and now Langston High School will follow suit. The reconstructed facility will serve as a place to offer educational and multi-cultural opportunities designed to bring diverse groups of people together in a safe learning environment. A large portion of the organization's programming will be tailored for youth and will focus on computer science, theatrical arts, and mentoring. Through its competitive programming, the organization intends to encourage positive and meaningful interaction between all individuals within the multicultural community while also influencing community rehabilitation, improvement, and growth.

TRAFFIC CONTROL BOX PHOTOS & SITE PHOTOS:

1. W. State of Franklin Rd. & Sevier St. Intersection



Access panel on control box is on the side that faces away from the main street (State of Franklin Rd.)





Founders Park Aerial



Founders Park Aerial (with festival)



Brush Creek in Founders Park



Farmers Market at the Pavilion by Founders Park



Biennial Sculpture Exhibition



Blue Plum Festival



Meet the Mountains Festival



Founders after 5



Barefoot in the Park Yoga



Barktoberfest



Corazon Latino Festival

2. W. State of Franklin Rd. & W. Watauga Ave. Intersection





Access panel on control box is on the side that faces away from the main street (State of Franklin Rd.).



Norfolk Southern Train



Model Mill: Early Years



**Model Mill: Present (left)
Model Mill: Remodeled Rendering (right)**



East Tennessee & Western North Carolina Depot: Early Years



East Tennessee & Western North Carolina Depot: Present (Yee Haw Brewery)



Pollination Corridor (pockets of native, pollinator-friendly landscaping are located between downtown Johnson City and East Tennessee State University)



3. E. Main St. & Legion St. Intersection



Access panel on control box is on the side that faces Legion St. and E. Main St.



City Hall



EMS



Post Office



Fire Department



Memorial Park Community Center



Memorial Park Community Center Activities



Doughboy Statue



TVA Credit Union Ballpark



Legion Street Pool

4. E. Watauga Ave. & Elm St. Intersection





Access panel on control box is on the side that faces Elm St.



Langston School: Early Years



Langston Orchestra – 1935



Langston Glee Club - 1935



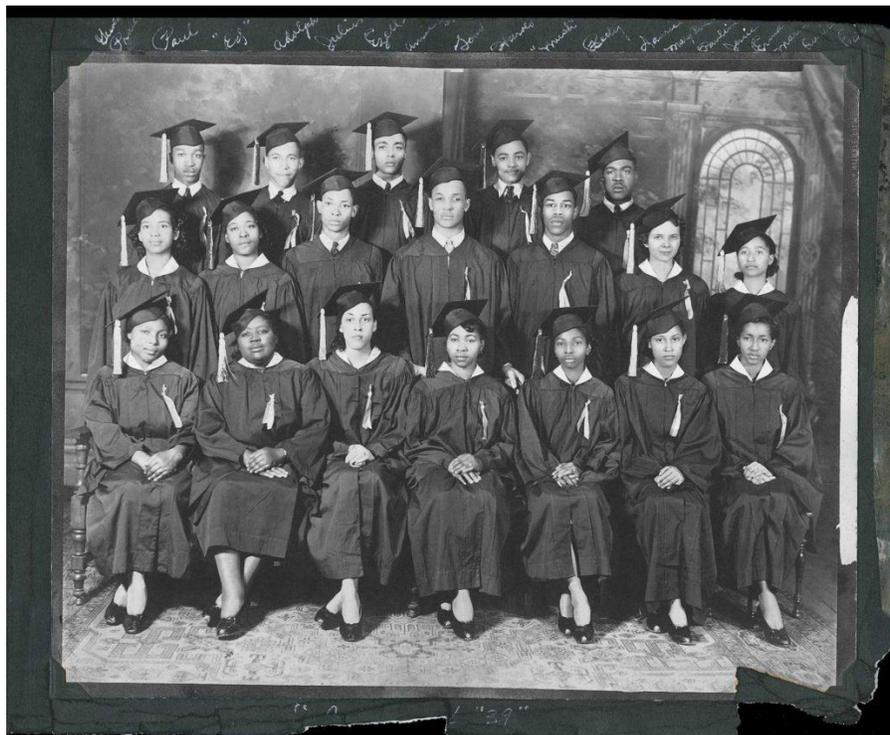
Langston Banquet - 1938



Langston Basketball Squad



Langston Football Squad – 1937



Langston Graduates - 1939



Langston School (Langston-Biddle Maintenance Center) - 2015



Langston School Reconstruction



Langston School Reconstruction



Rendering of the New Langston School Multicultural Center



Advocates at Campaign Kick-Off Event for the New Multicultural Center



1A 110

LANGSTON HIGH SCHOOL

1893-1965

This building housed Johnson City's first African-American public high school. Named for U.S. Congressman John Mercer Langston, an educator, lawyer, and the first African-American elected to public office in the United States (Ohio, 1856), Langston High School was established in 1893. "Enter to Learn, Depart to Serve" was the school's motto. In the spring of 1897, Langston graduated its first class. Due to court-ordered racial desegregation, its last class graduated in the spring of 1965. By the fall semester of the same year, Johnson City Schools were completely integrated.

TENNESSEE HISTORICAL COMMISSION

PHOTOGRAPHY REQUIREMENTS:

All finalists will be required to photograph their work for final submission. If photos do not meet specifications required for a quality vinyl print, they must be resubmitted. Guidelines for photographing artwork are as follows:

- **Take photo with the highest quality camera you have available and at the highest resolution possible**
- **Photograph the artwork as straight on as possible (do not angle the camera)**
- **If possible, set camera on a tripod or other stable object and use the timer function on the camera to take the photo (this will decrease the likelihood of shaking and producing a blurred image)**
- **Do not compress the photo when submitting**
- **Ensure that there is no glare present in the photograph**

SELECTION CRITERIA:

The Johnson City Public Art Committee will review the proposals of applicant artists and will select four finalists. Their selections will be based on the following criteria:

- **Artistic excellence as demonstrated in 2 digital images of the artist(s) previous work**
- **Artistic merit**
- **Quality and relevance of proposed wrap design**
 - **Design should relate to the theme(s) expressed in the description**
 - **Design should be appropriate for the specific site in its layout and composition, that is, it may reflect the history, happenings, etc. of the specific location**
 - **If the design is to include text, it must be included in the design. Designs may not be used for advertisement or to promote a business, product or viewpoint**
 - **Designs may not include any breach of intellectual property, trademarks, brands, or images of illegal activity**
 - **Design must include all visible sides of the box (do not include a design for the top of the box)**
- **Experience in design of projects of a similar type and scale**
- **Willingness to meet all contractual guidelines**
- **The use of content appropriate for all audiences**

SUBMISSION GUIDELINES:

Submit a digital packet using the online form at <https://jcpublicart.com/traffic-wrap-art-call/>. Submissions shall include the following:

- **Artist's resume**
- **2 digital images of previous artwork**
- **Artist statement (a typed statement briefly explaining your design, one page maximum). Statement must identify which box location the artist selected and explain how the proposed design relates to that specific box location.**
Note: Artists may submit more than one design proposal in the same application. If submitting more than one design proposal, a statement for each design must be submitted.
- **Proposed design**
 - **Design proposal using the template provided; scan/photograph/upload as a digital file**
 - **Designs that are nearly complete are recommended; the Selection Committee will make their selections based on the design presented**
 - **Must include basic composition and provide a strong sense of the color palette that will be used**
 - **Must be fitted to the template provided for the control box**
- **Contact information for 2 professional references**

PROJECT SCHEDULE:

Deadline for Application: October 14, 2019

Notification of Four Finalists: October 25, 2019

Finalist Final Designs Due: November 25, 2019

The vinyl wrap installation will take place by May 15th, 2020.

When submitting your proposal, please confirm that you can work within the timeframe noted above.

LIST OF RESOURCES:

Phil Pindzola – Director, City of Johnson City Public Works Department
ppindzola@johnsoncitytn.org 423-434-6080

Cheyenne Kumbhare – Management Analyst, City of Johnson City Public Works Department
ckumbhare@johnsoncitytn.org 423-975-2706

Submit a digital packet at <https://jcpublicart.com/traffic-wrap-art-call/>.