



**Call to Artists  
Traffic Signal Box Art Project**

**Submission Deadline: September 21, 2020 12:30pm**

**THE PROJECT:**

On behalf of the City of Monroe’s Downtown Department, we invite artists to apply for a public art project to create public art on traffic signal boxes (TSB) located in Downtown Monroe. The goal of the project is to use local traffic signal boxes as “canvasses,” greatly enhancing Downtown Monroe’s visual surroundings. All TSB’s completed by the end of Fall 2020 will be installed by Atlantic Wraps utilizing a vinyl application. Artists will be submitting their designs to the city via email ([mblack@monroenc.org](mailto:mblack@monroenc.org)).

**Artist should submit their art via vector files, such as .ai or .eps.** Designs should take into consideration that the TSB will be visible for short glimpses by passing vehicles and some will have more pedestrian traffic than others.

**LOCATIONS:**

In conjunction with City of Monroe’s Engineering Department and NC DOT, the Downtown Office would like to complete the signal boxes located within the Central Business District.

2020 Proposed TSB Locations include:

N. Charlotte Ave & Jefferson St. Intersection	Windsor St. & Main St. Intersection
N. Charlotte Ave & Franklin St. Intersection	Main St. & Jefferson St. Intersection
N. Main St. & Franklin St. Intersection	Church St. & Hayne St. Intersection
Franklin St. & Hayne St. Intersection	Church St. & Jefferson St. Intersection
Jefferson St. & Hayne St. Intersection	Church St. & Franklin St.
N. Charlotte Ave & Jefferson St. Intersection	N. Charlotte Ave & Lancaster Ave.

**ARTIST’S AWARD:**

Selected artists will be awarded **\$200** as a commission for their artwork. The commission shall be full compensation for the work, all rights granted, services rendered, travel and all supplies, materials and equipment used by Artist to design, execute, and fabricate the work.

**ARTIST ELIGIBILITY:**

The project is open to all artists. All eligible applicants, regardless of race, sex, religion, nationality, origin or disability, will be considered. If you are unsure about eligibility, contact the Downtown Office (704)-292-1705 before applying. Emerging artists are encouraged to apply.

### **APPLICATION PROCESS & DESIGN CRITERIA:**

- Artwork **MUST BE ORIGINAL**, and **MAY NOT** be work that has been sold or reproduced in any way.
- A predominately, dark hue art submission may not be selected due to the absorption of sunlight when attached to the TSBs.
- Artwork **MUST BE** submitted in a high resolution, vector format (.ai or eps)
- Changes to the design may be required to accommodate site requirements.
- Designs **MUST NOT** contain any representations of traffic lights, signs or signals.
- If the design is to include text, it **MUST** be included with the design concept. TSB's **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, images of illegal activity or involve the attachment of any object(s) to the box.
- Designs should not mimic or take the style of graffiti.
- Designs may not obstruct functionality of the traffic signal box.

### **GUIDELINES FOR PROPOSALS:**

The Traffic Signal Box Art Project is designed to enhance Downtown Monroe's Central Business District by adding works of art to TSBs which are not normally known for its' appearance. Artwork on TSBs functions as a form of communication to a moving audience with the goal of creating a safe, inclusive and interesting environment. Successful proposals will foster community pride and convey the sense of community. When designing your artwork, think of the relevance of the image to the project site and its users (pedestrians, commuters and neighborhood citizens). Consider what makes Monroe and Historic Downtown Monroe unique: the arts, science technology, engineering, math, history, music, community events, recreational opportunities, and special attractions.

Artists should understand that the finished work will be on functioning equipment that will need repair or replacing at some point in time. As such, the City of Monroe or NC DOT cannot guarantee how long each TSB will be in use.

**THE SELECTION PROCESS:**

The City of Monroe will review applications for completeness. In addition, the Selection Committee will include representatives from the Downtown Advisory Board, Union County Community Arts Council, and City Staff. Applications will be evaluated on the basis of artistic and technical merit as well as relevance of proposed design. The Selection Committee will review all materials received by the specified deadline for content, completeness, qualifications, experience and references.

**PROJECT TIMELINE:**

September 21, 2020 12:30pm Submission Deadline

September 22, 2020 Works judged by selection committee

September 24, 2020 Finalists announced

Weather permitting, TSB artwork installation shall be completed once NC DOT approves art submittals

The City of Monroe reserves the right to change the project timeline.



**Visual Samples and General Design  
City of Monroe's Historic Downtown  
Traffic Signal Box Art Project**

A typical utility box showing four sides and the top. Since one of the sides will be attached to the polls, three of the four sides will be visible to the passersby. Replicate your design in all artistic aspects (e.g., hue, intensity, etc.) to accurately represent the finished artwork. Note: Actual utility boxes vary in size and shape. Please be prepared to adjust your artwork to fit the box you are assigned.

SIDE (1)	MIDDLE	SIDE (2)
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Samples:

