

Request for Qualifications (RFQ)
***Crystal City Metro Station Wall Mural**
National Landing Business Improvement District
Arlington, Virginia

UPDATE:
Final Award \$35,000
***RFQ led by National Landing BID and not WMATA**

Issue Date: May 17, 2021
Due Date: June 1, 2021

The [National Landing Business Improvement District \(BID\)](#) is requesting qualifications outlining relevant experience and a project portfolio from a visual artist(s) or team of artists to design and implement a mural on a retention wall opposite the Crystal City Metro Station entrance. The project is in the fast-transforming National Landing area of Arlington, VA, and is intended to provide an attractive welcome and sense of arrival for people entering the downtown district via transit.

Respondents should consider the estimated dimensions of the wall (provided herein) and their relevant experience with delivering public art at this scale. Selected respondents will be awarded a stipend to participate in a competition to develop design concepts specific to the plaza context and retaining wall canvas. The preferred artist that wins the competition will ultimately be awarded the mural project.

Project Purpose and Background

National Landing is a thriving mixed-use urban downtown that is set to experience momentous change. With a growing population of over 26,000, and a development pipeline of more than 6,800 new residential units, National Landing is emerging as Virginia’s most vibrant, walkable urban destination. The announcement of Amazon’s decision to relocate their HQ2 headquarters in National Landing has unlocked an unprecedented amount of public and private investment as well as next-generation transportation commitments that position the area to become the most connected downtown in the county.

In April 2019, the National Landing BID released its Strategic Plan outlining a vision for sustainable and inclusive growth and unifying Crystal City with its surrounding neighborhoods, Pentagon City and Potomac Yard, into a thriving downtown area. The plan called for an enhanced sense of place for the BID’s service area realized through urban design, beautification, public art, and cultural programming.

As part of that vision, the BID, in a collaborative partnership with JBG Smith, is spearheading a major update to the existing public plaza at the Crystal City Metro station entrance. These improvements, planned for implementation in fall 2021, will include new, contemporary seating, enhanced landscape, accent lighting, movable furniture, and a more open layout. The goal of the project is to welcome residents, workers, and visitors “back to transit” after the pandemic and to create an impactful and attractive arrival into National Landing.

To complement the catalytic investments surrounding the Metro Station, the BID is seeking to create a signature mural at the Crystal City Metro station. The mural is scheduled for completion

this fall, following implementation of the proposed plaza improvements. The plaza improvements and mural project combined are set to establish a warm welcome for returning commuters and visitors.



Figure 1. Proposed Crystal City Metro Plaza Improvements. The re-envisioned Metro Plaza improvements will offer new seating treatments, improved lighting, and new landscaping to the existing plaza.

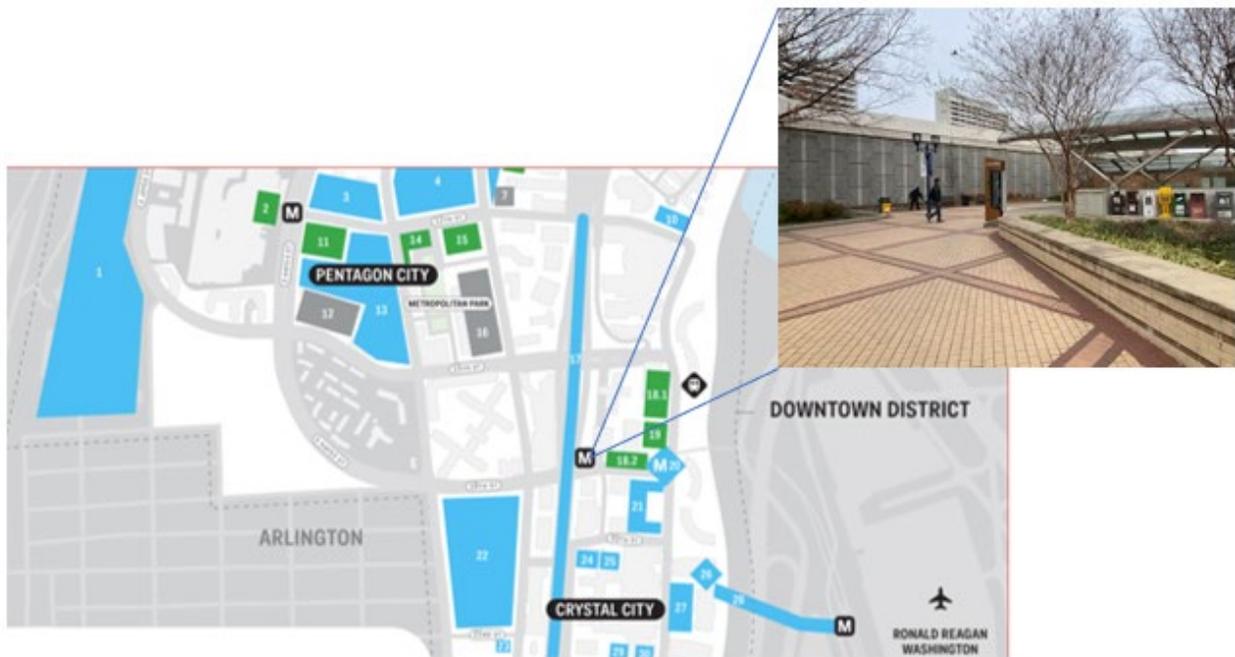


Figure 2. Mural location- Crystal City Metro Station Wall. The mural site is a retaining wall at approximately 18th Street and Richmond Highway

Mural Wall and Design Considerations

The proposed location of the mural is the metro station's west wall, facing the entrance. The wall is approximately 115 feet in length and 20 feet high. While the current concrete wall composite has a textured patterned front, the BID encourages artists to offer a creative approach to produce a mural or installation. Artists should consider beautifying the wall either through panel installations or by directly painting onto the wall.



Figure 3. Mural Wall Dimension- Crystal City Metro Station Wall. The mural dimensions shown here are approximate.

Artists are encouraged to consider the following design objectives:

- Deliver iconic imagery
- Create a memorable and engaging aesthetic
- Provide an IG-worthy moment (photogenic)
- Ensure a place-specific design
- Announce arrival/departure to Crystal City/National Landing
- Support wayfinding to pedestrians
- Reinforce community-building: Welcoming to all!

The BID expects the final mural to be a cohesive element in creating a beautiful plaza and arrival/connection point for everyone in Crystal City/National Landing.

RESPONDING TO THIS REQUEST FOR QUALIFICATIONS

Please send a proposal addressing the following:

- **Cover Letter** (1 page)
- **Project proposal and approach** (2 to 3 pages)
 - Approach
 - Proposed Schedule
- **Team Qualifications** (3 to 6 pages)
 - Participating firms and/or individuals joining proposed bid
 - Lead artist(s) profile (company and resumes)
 - Relevant project experience with murals and large-scale public art
 - Visual portfolio
 - **Individual Team Members:** List individuals who will be working on the project, which task they will specialize in, and the name of their organization if applicable. Indicate independent members where necessary. Please include façade preparation and mural implementation team where possible.
- **Submission Format:** Responses shall be submitted as a single PDF file.
- **Due Date:** 5:00pm on June 1, 2021

SELECTION PROCESS AND BUDGET

Interested and qualified artists should respond to this Request for Qualifications per the instructions outlined above. The BID will conduct interviews with top applicants to help establish a short list of the most qualified artists to perform the work. Up to five (5) selected artists (or artist teams) will receive stipends to create a proposed concept design for the Metro Plaza wall as part of a design competition. The project stakeholders will select a finalist based on the project concepts reviewed. Upon selection, a binding fee and schedule will be requested from the preferred artist(s) for a scope of services that will include: engaging stakeholders, finalizing mural design and treatment, developing renderings and presentations, preparing wall surface, and installing art. Note that all files, images, graphics, etc., related to the mural must be provided in electronic format.

SCHEDULE

- May 17: RFQ released
- June 1: RFQ responses due at 5:00 pm EST
- June 11: Finalists announced for competition
- June 29: Finalists design concepts due
- July 16: Winning Concept Selection/Artist Notification
- Early August: Artist contract signed

SPECIAL CONSIDERATIONS

- **Non-signage visual:** To avoid violating county signage rules, the design should in no way act as signage. Further guidance will be provided to selected artists.
- **Materials:** The paint materials used to implement the mural will need to reasonably withstand weathering, a masonry primer as well as appropriate types of paint. Should panels be installed, the artist will work closely with BID staff (and a third party technician) to ensure the installation(s) can withstand weather, or any other condition which may prevent the piece from being secured.

POINT OF CONTACT

Direct all inquiries and correspondences to the contract manager at the following address:

National Landing Business Improvement District

Malaika Scriven
National Landing BID
VP, Planning and Development
malaika@nationallanding.org

About the National Landing BID and the Area

The National Landing Business Improvement District is a 501(c)(6) organization and public/private partnership between area property owners and Arlington County government. Formerly known as the Crystal City BID from 2006 to 2020, the organization expanded its boundaries in September 2019 and was renamed the National Landing BID as of July 1, 2020 to unify the interconnected and thriving neighborhoods of Crystal City, Pentagon City, and Potomac Yard-Arlington.

The organization continuously promotes and activates the local business, retail, restaurant, and residential community through six core program areas including Administration & Management, Community Events & Outreach, Economic Development, Marketing & Promotion, Public Realm & Beautification, and Transportation.