

Program Scope

To manifest the arts materially in the Prince George's Gateway Arts & Entertainment District, our plan will see five (5) works of public art produced within each member municipality (Brentwood, Hyattsville, Mount Rainier and North Brentwood). Property owners wishing to participate can submit a formal application, found below.

Program Operation

Selected applicants will choose from our (pre-approved) pool of artists, available online at <http://bit.ly/11oBG1U>. We'll encourage the awarded parties to seek an artist whose style, perspective and technique the property owner believes may best fit their interests and tastes. If accepted to the program, CDC staff will organize a project timeline for each property owner, and will contract the artist to produce an artwork that is mutually planned by the artist and the owner. Our planned completion date is June 15, 2013.

Properties will be ranked and chosen based on the following criteria:

- Proposed location provides for prominent public viewing along Route 1;
- Property condition and likely project impact;
- Planned future disposition of the property; and
- Owner-proposed financial contribution to the project.

Funding

- Each small-scale painting will be **free-of-charge**, provided the property owner's permission and approval for the artwork's installation.
- A \$500.00 commission, at minimum, will be provided to each artist (includes cost of materials).

To improve the impact and extent of your property's artwork, we encourage applicants to propose a financial contribution in their application, to boost the artwork's likely size and material cost. Provision of a partial or full match by the applicant will make the application more competitive, and can make a big difference in the artist's concept for the work; and in their wall being noticed. There is no guarantee that any given piece will have a budget larger than the base commission, but the Hyattsville CDC is simultaneously conducting additional fundraising for the Street Art Initiative.

- A sponsorship package for property owners, stakeholders, and the public is available [online](#).

Program Considerations and Guidelines

- Artwork content will be developed between the artist and the property owner.
- Artwork is to be located on exterior wall space, visible from Route 1, and may include doors, windows, etc., as worked between the artist and the property owner
- Owners are encouraged to propose 'outside-the-box' ideas and concepts.
- Artwork must be un-offensive in content, as determined by the project funder.
- Artwork is not allowed to advertise any business by name or feature a logo, aside from the artist's signature.
- Typical project size ranges from about 5'x5' to 8'x8', and will vary depending on the artist's concept
- Each artist will create work based upon a subject-matter approved by the property owner. The artist will work with the owner and develop a draft sketch prior to installation.

Property Owner Application: Street Art Initiative

If Business Owner, please fill out with Property Owner's permission:

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| 1. Are you a Property Owner or a Business Tenant? Property (Owner) Business (Tenant) | 2. Your Name |
| | 3. Property Address |
| 4. Type of business/property | 5. City & Zip Code: Brentwood Hyattsville Mount Rainier North Brentwood 20712 20722 20781 |
| 6. Tell us about your wall location and any of your ideas. Is there anything we need to know? | |
| 7. Have you sent up to 3 photographs of your wall location to eisenberg@hyattsvillecdc.org; or if special conditions need to be addressed, asked us to stop by? Yes No | 8. Which artists are you interested in? View Available Pool of Artists online at http://bit.ly/11aBG1U First Choice: Second Choice: Third Choice: |
| 9. What do you like about your first choice? What appeals to you? | |
| 10. This program provides \$500 towards the artist's services. Would you be willing to match those funds or supply a portion of those funds? If so, please explain below. This will make your application more competitive. | |
| 11. Your Daytime Phone: | 12. Your Cell Phone: |
| 13. Your E-mail: | 14. Your Mailing Address: |

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TO COMPLETE YOUR APPLICATION:

Please send by **e-mail** 3 photographs of your wall location, see the following examples:
Subject: "Street Art Initiative Property Location"

1) Parallel, entire wall, about 15' feet back



2) From a 45' Angle



3) From Street



The Hyattsville CDC is a non-discriminatory organization. We actively seek and encourage minority-owned firms to submit applications in response to this project.

Please send application, questions and comments to:

Stuart Eisenberg, Executive Director
Hyattsville CDC
eisenberg@hyattsvillecdc.org

(301) 683-8267
4312 Hamilton St. Hyattsville, MD 20781
<http://www.hyattsvillecdc.org>

We will provide receipt of your application within 3-5 business days.