



Texas
Commission
on the Arts
Investing in a Creative Texas

**“Make your Mark on Smithville!”
Wayfinding Signs: Call for Artists
Deadline: February 15, 2021**

The Richard D. Latham Cultural District received an award from the Texas Commission on the Arts (TCA) to provide wayfinding signage on Main Street between First Street and Loop 230.

Wayfinding signage (part of Smithville’s “Place Making” program) guides visitors, new residents, and others to the locations that people need to find. Smithville is seeking artists who are willing to provide conceptual drawings of a basic sign design that will showcase our eclectic, artistic community.

One final design will be used on three signs, which will be installed on Main Street at three street corners.

The winning artist will receive \$3,000 for the design work and the production and installation of the three signs. The winning artist will be required to communicate with sign companies to produce their works, and estimates on the cost of the sign production and installation must be submitted in a complete application package.

What is Wayfinding? Check out this website for a basic understanding of wayfinding signage and for ideas that could be modified: <http://designworkplan.com/wayfinding/introduction.htm>.

Parameters:

- The design must easily and visually connect to Smithville, TX.
- Designs need to be simple, clear, and dynamic. The objective is for visitors to be able to find things.
- Design must fit on the base provided at each street corner. Template is provided with this application.
- Informational boxes for maps must be incorporated into the design and must be weather resistant.
- Required locations to include in the sign design are:
 - City Hall (all three signs)
 - Smithville Public Library (all three signs)
 - Rec Center (sign at only 1st & Main)
 - Visitor Center/Railroad Museum/Chamber of Commerce (sign at 2nd/Loop 230 & Main)
 - Artist has discretion over other possible locations
 - Ability to change/add/remove locational information is preferred to accommodate the evolution of the downtown landscape
- Artists may use the Cultural District Logo and/or Wayfinding Topper, but are not required to do so. See page two to see what these logos look like. Electronic files will be provided by request.
- The design should be visible from a distance (consider driving towards it).
- All submissions must be able to be printed on 8½ x 11” paper.
- File type preferred is PDF, but JPEG, & TIFF are acceptable as long as the file is small enough to be emailed and large enough for print clarity (at least 200 dpi).
- **DISQUALIFICATIONS:** Any unfinished work will be disqualified. Any signs that cannot fit on the existing bases will be disqualified. Any proposal that costs over \$3,000 in total will be disqualified. Late submissions will be disqualified.

Email a complete package of the design proposal and sign production/installation estimate end of business day, Monday, February 15, 2021 to Becky Osborne: becky.osborne@smithvilletx.org. Packages may also be mailed

but must arrive by February 15. Mail to: Smithville Area Chamber of Commerce / 100 Main Street / Smithville, TX 78957 / ATTN: Becky Osborne.

The winner of this design competition will be determined through the following process:

1. All of the eligible designs will be posted online through Survey Monkey and will be available in paper format at the Smithville Public Library and City Hall to allow the community at large to select the top five designs.
2. The top five designs will go to a jury of people representing the City of Smithville, the Chamber of Commerce, the Richard D. Latham Cultural District, and Keep Smithville Beautiful.
3. The final design will be submitted to Smithville City Council for recommendation for approval.

Put your mind to what makes Smithville unique and noteworthy! We look forward to your submissions.

Questions? Contact Becky Osborne: becky.osborne@smithvilletx.org

Artists may submit more than one design.

Timeline:

- December 14: Release of Design Application
- February 15: Application Submission Deadline
- February 16-March 1: Survey Monkey Community Voting to determine top 5 designs
- March 2: Tentative Jury Meeting to choose design
- March 8: City Council meeting for design approval
- March 9: Artists will be informed of Council decision
- July 31: Deadline to install wayfinding signs

Cultural District Logo



NEA Wayfinding "Topper"



Pedestals



Each concrete pedestal is reinforced with rebar. They are 18" wide by 18" deep by 12" high.



This project is supported in part by a grant award from the Texas Commission on the Arts (TCA). To find out more about TCA and their programs, visit www.arts.texas.gov.



**RICHARD D. LATHAM CULTURAL DISTRICT
SMITHVILLE TX
WAYFINDING SIGN ON MAIN STREET APPLICATION FORM**

ARTIST AND ENTRY INFORMATION:

Name: _____

Address: _____

City/State/Zip: _____

Telephone: Home () _____ Cell () _____

Email: _____ Fax () _____

REQUIRED ELEMENTS OF A COMPLETE SUBMISSION

- Artist/Entry Information Page (this page)
- Image File(s) of Design Submission(s)
- Estimate from Sign Production Company on cost/material type of three signs

Electronic submissions are preferable, but mailed submissions are acceptable.

Send complete package as one PDF file to Becky Osborne: becky.osborne@smithvilletx.org

Artists that submit more than one proposal should create one PDF file for each proposal.

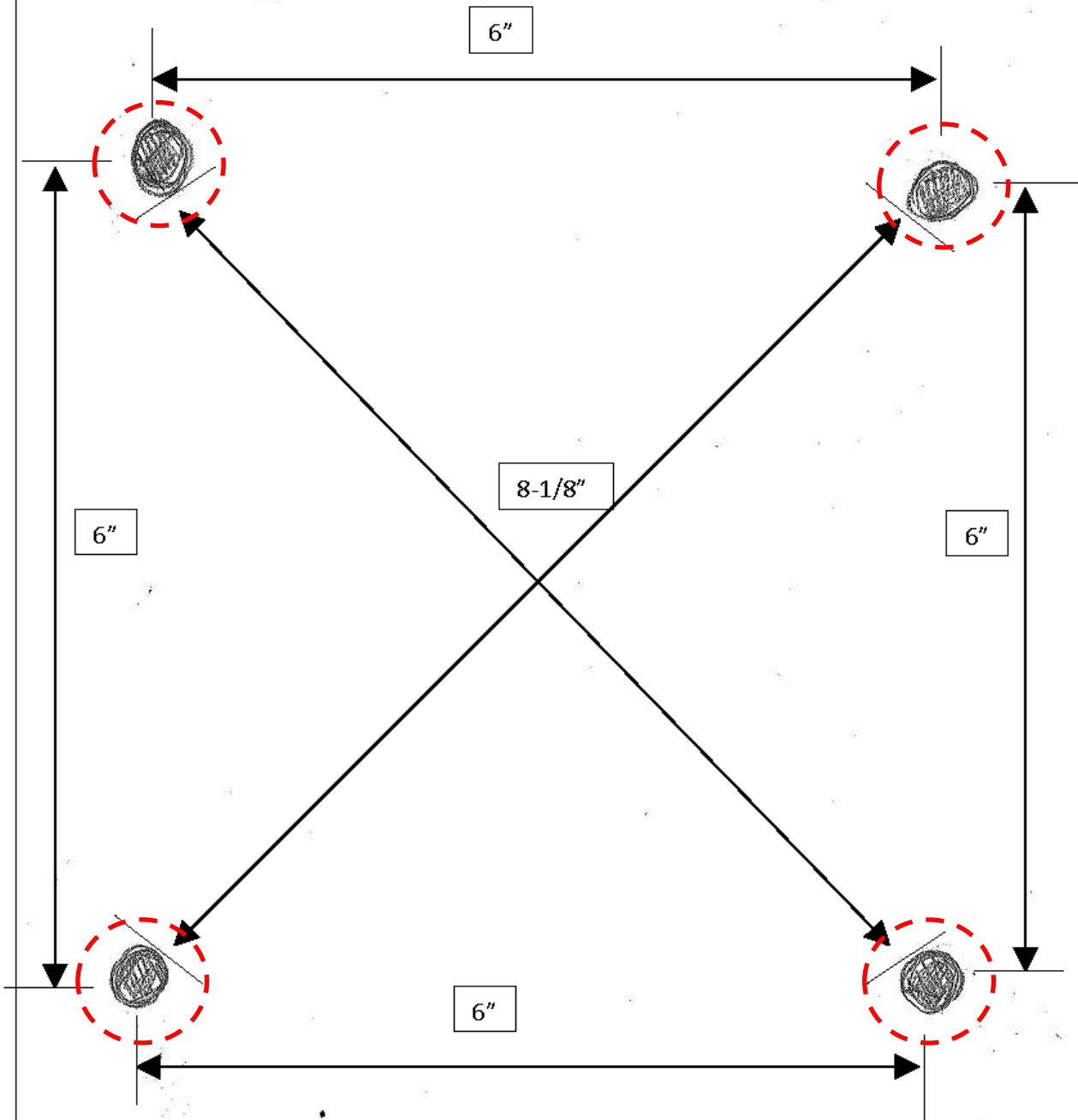
Mail your package to arrive no later than Monday, February 15 to:

**Smithville Area Chamber of Commerce
ATTN: Becky Osborne
100 Main Street
Smithville, TX 78957**

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SMITHVILLE MAIN STREET PEDESTALS

EXAMPLE TEMPLATE: **NOT TO SCALE**



18" wide x 18" wide x 12" high

1/2" Bolts are 6" square to the center and 8-1/8" to the edge at the diagonal. Make holes slightly larger and use wide washers to account for any inaccurate measurements.