



CALL TO ARTISTS

**95 SW 5th Avenue
Delray Beach, Florida 33444**

**ISSUE DATE
MONTH, DAY, 2025**

**PROPOSAL SUBMISSION DEADLINE
MONTH, DAY, 2026
4:00PM EST**

CONTACT
CHRISTINE TIBBS, ASSISTANT DIRECTOR
DELRAY BEACH COMMUNITY REDEVELOPMENT AGENCY
20 NORTH SWINTON AVENUE DELRAY BEACH, FL 33444
tibbsc@mydelraybeach.com
561-276-8640



PROJECT NAME:

95 SW 5th Avenue Mural

PROJECT LOCATION:

Building Address: 95 SW 5th Avenue, Delray Beach, Florida 33444

Mural Location: Exterior mural to be located on the south side of the building, to the east of the main entrance on SW 1st Street.

PROJECT INTENT:

This Call to Artists is seeking a local Artist to create a landmark public art mural on the exterior of a brand new CRA-owned building located within The Set that resonates with The Set community and reflects The Set community's perseverance, robust and distinct culture, strong sense of community pride, and the legacy of the people who call The Set home.

BACKGROUND:**About Delray Beach and the Delray Beach CRA**

Delray Beach is truly a unique city! From its award-winning public beaches and vibrant downtown nightlife to its excellent neighborhoods, bustling economy, and abundance of cultural activities, Delray Beach offers an unparalleled quality of life.

Located in the southern end of Palm Beach County, Delray Beach was settled as an agricultural community in 1895. First incorporated in 1911, it became the City of Delray Beach (City) on May 11, 1927. The City has experienced substantial growth from 1,015 people in 1920 to over 67,000 people today.

Delray Beach encompasses slightly over 16 square miles of land area, of which over 95% has been developed. As the City approaches "build-out," growth management has shifted focus to renewal and redevelopment. In furtherance of the City's redevelopment efforts, the Delray Beach Community Redevelopment Agency was established by the City Commission in 1985 pursuant to its powers under Florida Statutes, Chapter 163, Part III, the Community Redevelopment Act of 1969 as amended. The CRA's activities are designed to solve the underlying problems of slum and blighted conditions through planning, redevelopment, historic preservation, and affordable housing so that the tax base can be protected and enhanced by these mutually supportive activities. Results of the CRA's efforts are visible throughout its redevelopment area – from the revitalization of the commercial areas to the stabilization and preservation efforts of the neighborhoods throughout the CRA District.

For more information: www.delraycra.org.

About The Set Community

At the heart of this Project is The Set community. In 2017, The Set community brand was identified by the long-standing residential and business communities surrounding the West Atlantic Avenue corridor.

The Set encompasses the area that is bounded by I-95 to the west, Swinton Avenue to the east, Lake Ida Road to the north, and SW 10th Street to the south. Approximately 993 acres, The Set makes up approximately 10% of the City of Delray Beach and approximately 50% of the CRA District.

Predominately a single-family residential community, The Set also comprises Delray Beach's historic main streets of Atlantic and Fifth Avenues traversing the east-west and north-south corridors of the western end of Downtown Delray Beach.

Making up approximately 19% of the City of Delray Beach's population, The Set community's perseverance has been guided not by outside trends, but by its robust and distinct culture, strong sense of community pride, and the legacy of the people who call The Set home.

Residents of The Set are a close-knit community with strong historical and familial ties to place. Due to the efforts over the last thirty years of dedicated residents who love their community, in partnership within the CRA and the City, The Set has experienced positive change - new housing, infrastructure improvements, and public and private development.

For more information: www.thesetdelray.com

About Frog Alley

BACKGROUND FOR FROG ALLEY WILL BE PROVIDED FROM CITY OF DELRAY BEACH HISTORIC PRESERVATION.

About the 95 SW 5th Avenue Building

This CRA redevelopment project signifies an important step toward creating affordable commercial rental space dedicated to meeting the needs of The Set community and activating Historic Northwest & Southwest 5th Avenue commercial corridor.

In 2023, the CRA began constructing a new, approximately 7,089 square foot, two-story commercial building. The ground floor spans approximately 2,245 square feet, and will feature a lobby, staircase, restrooms, elevator, and one commercial rental space accessible from SW 5th Avenue. The second-floor spans approximately 4,844 square feet, and will feature restrooms and two commercial rental spaces.

In 2024, the CRA Board prioritized meeting the needs of The Set community as identified in the 2012 West Atlantic Area Needs Assessment, the West Atlantic Master Plan (a/k/a The Set Transformation Plan), and the CRA's Redevelopment Plan, and dedicated the affordable commercial rental spaces within 95 SW 5th Avenue for tenants who would provide medical, pharmacy, healthcare, and wellness services.

PROJECT DESCRIPTION:

The vision for and development of the 95 SW 5th Avenue commercial building has always kept The Set community at the forefront. It is vitally important that the Artist design and create a mural that reflects the rich heritage, culture, and spirit of The Set community, with a focus on Frog Alley.

The approved design of the 95 SW 5th Avenue commercial building includes a mural on the south wall near the front entrance to the building on SW 1st Street. The architectural plans and renderings included a placeholder image for the mural design that represents the location and scale of the mural to be designed and installed by the Artist selected through this Call to Artists. The placeholder image does not represent any concept, design, theme or vision selected by the CRA Board, CRA Staff, or any other party.

The Artist shall work with The Set community and the Delray Beach CRA to create a dynamic mural that is embraced by and rooted in the values, culture, and history of The Set community.

The Artist shall research the history of The Set, paying particular attention to history and importance of Frog Alley, and the people and businesses that that helped to establish, shape, and grow The Set community.

The Artist will design the mural allowing for significant and meaningful community participation. The Artist shall work with the Delray Beach CRA Staff to organize and conduct a community outreach meeting. The purpose of the community outreach meeting shall be to gather ideas, feedback, and input from members of The Set community, community organizations, and other community stakeholders that will be used alongside the Artist's research to develop the theme and vision for mural. The Delray Beach CRA Staff will oversee the date, time, and location for the outreach meeting, and inviting The Set community, community organizations, and other community stakeholders.

After gathering all the community ideas, feedback, and input, and also utilizing the information from the Artist's research, the Artist will work in conjunction with Delray Beach CRA staff, to develop his/her mural concept design. After which, the Artist will present his/her mural concept design to the CRA Board and incorporate any additional ideas, feedback, and input received at that time.

Finally, the Artist will finalize the mural design and present his/her final mural design to the CRA Board for approval.

Following CRA Board approval, the Artist will need to present the approved mural design to the City of Delray Beach Public Art Advisory Board and follow all required City of Delray Beach mural permit application and approval requirements.

PROJECT SIZE:

The mural height will be approximately 22 feet.

The mural width will be approximately 6 feet 4 inches.

The mural will be located on a south facing, stucco exterior wall of a commercial building.

PROJECT COMPENSATION:

Compensation for the Project including organizing and conducting the community outreach meeting, conducting independent research, developing the mural concept design, finalizing the mural design, presenting to the CRA Board and City of Delray Beach Boards for approvals and permits, installation, materials, equipment, insurance, travel, etc. should be proposed by the Artist and included within the application submittal.

DUE DATE:

All applications are due on or before MONTH, DAY, YEAR and will be submitted via mail or hand delivery to:

Delray Beach Community Redevelopment Agency
ATTN: Christine Tibbs, Assistant Director
20 N Swinton Avenue, Delray Beach, Florida, 33444

APPLICATION REQUIREMENTS:

Only timely submitted and complete applications will be considered by the Evaluation Committee. A complete application will include:

- Artist's Resume
 - If a team is being submitted, all artists must provide an individual resume as part of the application submittal.
 - All resumes must include:
 - Contact Information
 - Qualifications and Experience
- Letter of Intent
 - Include Artist's Statement.
 - Include medium that will be used for the Project herein.
 - Include proven proficiency in proposed medium.
 - Include proven experience working on community-based projects similar in size and scope to the Project herein.
 - Include your Project approach and understanding of the Project Intent.
 - If a team is being submitted, include prior experience working as a team, specifically on projects similar in size and scope to the Project herein.
 - Include any additional information that you would like the Evaluation Committee to consider.
- Maximum of 10 digital images of the Artist's work (completed and installed) similar in size and scope to the Project herein.
 - Include location of the work.
 - Include the design process prior to installing the work.
 - If a team is being submitted, a minimum of 2 images for each artist in the team must be submitted. Maximum of 10 digital images still applies.
- Project Compensation
 - Include the compensation requested for the Project including organizing and conducting the community outreach meeting, conducting independent research, developing the mural concept design, finalizing the mural design, presenting to the CRA Board and City of Delray Beach Boards for approvals and permits, installation, materials, equipment, insurance, travel, etc. should be proposed by the Artist and included within the application submittal.
 - If a team is being submitted, the team will be sharing/splitting the Project Compensation.

SELECTION PROCESS:

CRA Staff will initially review all timely submitted applications for compliance with the Call to Artists Application Requirements. Thereafter, an Evaluation Committee will be established to review all applications that were deemed in compliance and three (3) finalists will be selected for oral presentation and selection of the Artist by the Evaluation Committee. After the selection and executed agreement between the Artist and the CRA, the Artist shall initiate necessary research of The Set community and Frog Alley and begin working with CRA Staff to set up the community outreach meeting in order to develop the mural concept design to present to the CRA Board.

EVALUATION COMMITTEE:

The Evaluation Committee will be comprised of CRA Staff, City Staff, and community stakeholders within the CRA District and The Set.

SELECTION CRITERIA:

The Evaluation Committee will review completed applications submitted in response to this Call to Artists based on:

- Qualifications
- Experience
- Letter of Intent
- Previously completed and installed work similar in size and scope to the Project herein.

NOTES:

- Project is to be completed within (4) months.
- Project shall include one (1) exterior mural, which shall include the exterior wall described in this Call to Artists.
- The Artist should be experienced with public art projects and have the ability to work collaboratively with CRA Staff, CRA Board, and community leaders, and community stakeholders, including residents.
- Mural design will be approved by the CRA Board prior to submitting to the City of Delray Beach for mural permit approval.
- The approved mural design will require mural permit approval by the City of Delray Beach's Public Art Advisory Board.
- Artist shall provide a Certificate of Insurance naming Delray Beach Community Redevelopment Agency as additional insured shall be provided to the Delray Beach CRA prior to the start of work on the Project.
- Artist to provide all supplies, labor, and/or equipment needed to produce and install the exterior mural, including the lift.
- Any medium is acceptable as long as it is appropriate and has anticipated life-span of 10 years.
- Art maintenance and safety plan will be included in final submission of mural design for CRA Board approval.
- Other terms and specifications will be stated within the agreement between the Artist and the CRA.

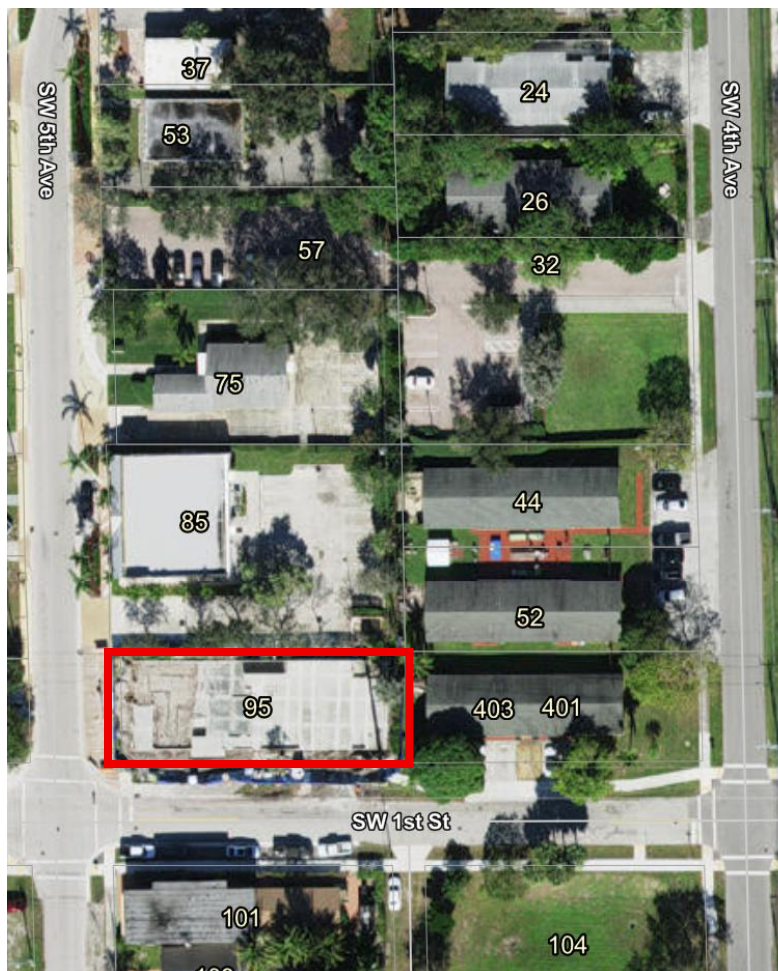
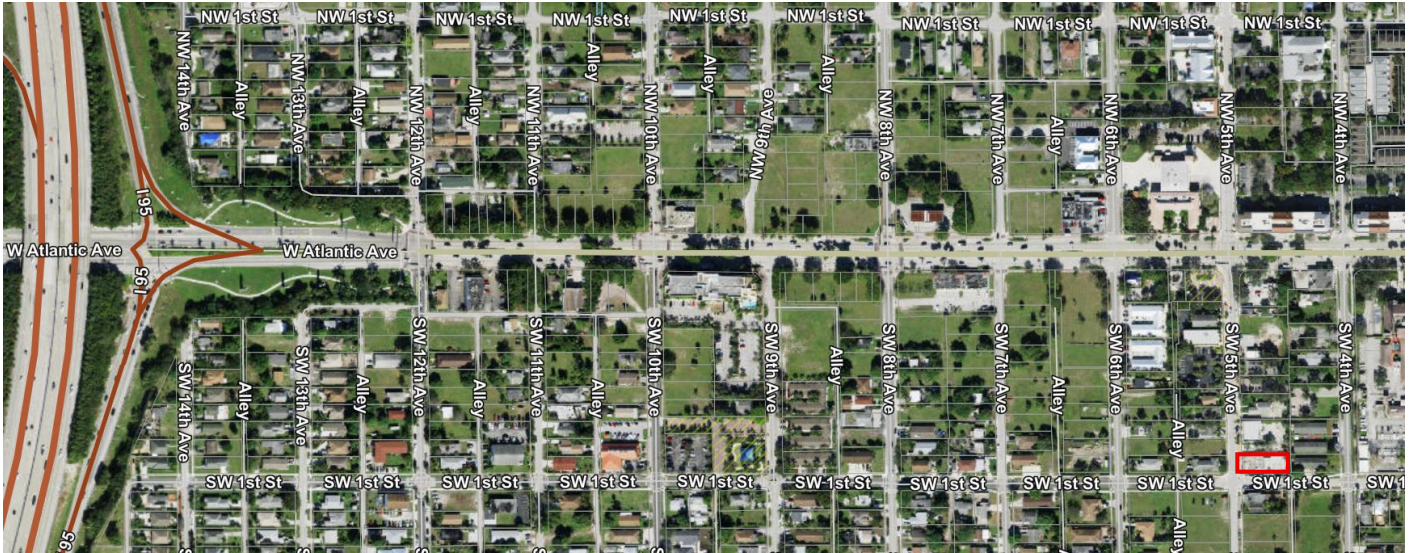
ADDITIONAL TERMS:

1. Artist. The term "Artist", as used in this Call to Artists shall apply individually and jointly to each applicant artist, whether individually or as a team member. Artists shall meet the requirements. "Artist" means a professional in the visual arts, generally recognized by critics and peers as a professional of serious intent and ability. Indications of a person's status as a professional artist include, but are not limited to, income realized through the sole commission of artwork, frequent or consistent art exhibitions, placement of artwork in public institutions or museums, receipt of honors and awards, and training in the arts.

2. Right to Photograph. Artist specifically grants to the Delray Beach Community Redevelopment Agency the right to photograph or otherwise reproduce faithful images of the artwork for dissemination of information purposes.

BUILDING LOCATION:

95 SW 5th Avenue, Delray Beach, Florida 33444



MURAL LOCATION:

Architectural Rendering with Mural Placeholder Image



Mural Location on Exterior of 94 SW 5th Avenue

