

# City of Sanford

## **REQUEST FOR PROPOSALS: Mural for the City of Sanford Mural Sub-Committee as part of the Lee County Arts Trail**

### **Mural Art Initiative**

The City of Sanford Mural Sub-Committee (appointed by the Appearance Commission of the City of Sanford) is currently accepting proposals from artists interested in creating commissioned public art murals in Downtown Sanford. This project is one of several public art initiatives aimed at enriching the Downtown Sanford experience for visitors and stakeholders in Downtown.

The Appearance Commission Mural Sub-Committee will review proposals and make a recommendation to the Appearance Commission. The mural shall also be approved by the building owner and family if needed.

### **Project Goals**

The goals of the Mural Sub-Committee are to:

1. Beautify public areas in downtown which attract heavy pedestrian and vehicular traffic.
2. Visually promote the benefit of the arts throughout the City of Sanford and Lee County.
3. Use art as a landmark to visually connect visitors to public spaces and parking areas.
4. To educate visitors and citizens alike of the rich history of the City of Sanford and Lee County as a whole.

### **About the Project**

- The project budget includes the artist(s) labor fee, surface preparation, mural protection/maintenance plan, supplies, travel-related expenses and other associated costs.
- Surface Preparation may include power washing the surface, removing chipping paint, priming the wall, etc.
- The artist will be required to apply a protective coating once the mural is completed. The medium used must be durable and able to withstand minor wear and tear and harsh outdoor elements for at least five years.
- The subject matter for said mural is the Yarborough's Only North Carolina artists or artists raised in Lee County will be considered.
- The location for the Yarborough's Dairy mural is 132 McIver Street (Attachment A) a west facing wall of an existing painted wall space.
- The 132 McIver Street location encompasses approximately 1,173 square feet and is 51 feet long and approximately 23 feet tall. The mural shall cover the entire existing painted wall surface.

- The mural will serve as a visual landmark and should be distinctive through the use of design, color, etc. Only original art will be
- The design will be suitable and acceptable for public viewing of all ages.
- The mural must be completed by July 30 2018.

### **Proposals**

Artists interested in creating a work of public art should submit the following materials by December 16, 2016, 5:00 pm to be considered:

1. The project budget is between \$4,000 and \$11,000 for one mural by an artist or team of collaborative artists
2. A narrative of the concept for the mural, including supplemental information such as medium, and approximate dimensions of the proposed mural. The narrative should convey the artistic content, colors, style of work etc.
3. 11" X 17" Drawing illustration of the proposed mural
4. Itemized budget
5. Timetable (the mural is to be completed by July 30, 2018, weather dependent)
6. Wall preparation plan
7. Mural Protection/Maintenance plan
8. Resume, contact information and artist statement
9. Support material such as examples of other works and/or reviews of similar work. Examples should describe size, materials, cost and location of other public works.
10. Ten copies of the proposed narrative must be printed one-sided on 8 ½ x 11 paper with no sheet protectors, etc. No faxed or emailed copies will be accepted.
11. Feel free to submit a 2 dimensional mural proposal.

All proposals must be submitted no later than December 16, 2016, 5:00 pm to:

City of Sanford  
c/o Elizabeth Whitmore  
115 Carthage Street  
Sanford, NC 27330

### **Questions**

If you have any questions please contact staff liaison Liz Whitmore at 919-718-4657 extension 5393 or [liz.whitmore@sanfordnc.net](mailto:liz.whitmore@sanfordnc.net).

## Attachment A

### Location Summary:

**Mural Subject Matter:** Yarborough's Dairy

**Location:** 132 McIver Street-west facing wall

**Dimensions:** approximately 51 feet long and approximately 23 feet tall. The surface is painted brick, the mural would be located on the painted brick on the west facing wall. The wall is not flat it has a slight turn of about 2% that is located at 25 ½ feet.



## **A few facts about the development of the Fairview Dairy, milk and ice cream industry in Sanford.**

April, 1927 - Fairview Dairy begins business. 10 cows supply all milk for routes.

April, 1928 – Business growing up. 30 cows now necessary.

April, 1933 – Depression on, but folks are still drinking Fairview milk in increasing quantities.

March, 1935 - Management seeing need of pasteurized milk plant in Sanford, opens modern pasteurizing plant on McIver Street. Fairview now has only retail milk routes in Sanford.

July, 1935 – Fairview Ice Cream introduced to public.

March, 1937 – They like Fairview Ice Cream too. Big Freezer and hardening room added to plant.

March, 1941 – We expanded again. Milk production capacity increased. Best available bottle washer installed.

December, 1941 – A Christmas gift for Fairview costumers. Seal-right sanitary hoods placed on every bottle of Milk. Nothing can now touch the top of the bottle until you open it.

March, 1946 – We will soon be using instant Ice Cream freezer, which will improve the quality of our Ice Cream. We are installing molds for the manufacture of Pop Sickles, Cheerios, etc. Ingredients are being added to make our milk better quality than ever before.

**THIS HOOD  
LOCKS IN  
PURITY**

Double  
Protection  
for  
**Fairview  
Dairy**

To insure milk purity until it is actually used we protect bottles in delivery, with a double cover—a standard cap, and a sealed Sealright Hood. Thus double protection means guaranteed purity for every bottle of milk which we deliver to you.\*

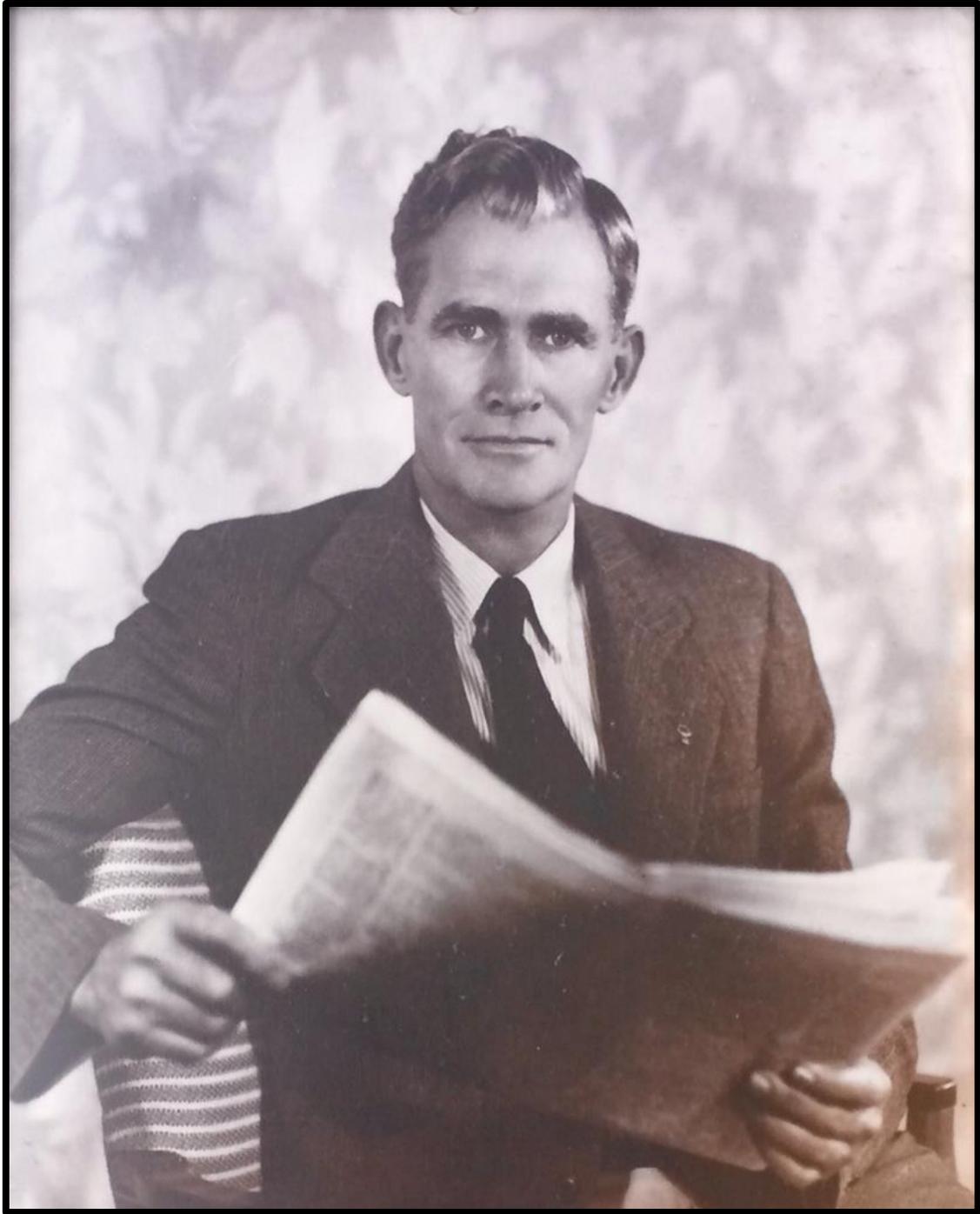
# 1946

- 1—Enlarged storage capacity for milk.
- 2—Increased size of weighing and dumping room.
- 3—Installed new can washers.
- 4—Installed new soaper type bottle washer.
- 5—Remodeled wash rooms, Ice Cream Manufacturing Room, and mix rooms with tile walls.
- 6—Enlarged refrigerator storage tanks.
- 7—Increased refrigerating to 25 horse power.
- 8—Installed a new sharp freezer room, 24'x38' insulated with 8" Rock Cork.
- 9—Installed special 200 gallon Buttermilk making machine.
- 10—Purchased 300 gallon Ice Cream mix making machine.
- 11—Installed large Homogenizer for making Ice Cream mix.

Attachment B



Attachments C



Phillip Yarborough Sr.  
Attachment D



This painting hangs in the current Yarborough's Ice Cream Parlor

Attachment E



Attachment F



Attachment G  
Generic photo