



Request for Proposal (RFP) for Mural Project

Issued by: North Park Main Street and North Park Optometry

Location: North Park Optometry, 3068 University Ave, San Diego, CA 92104

Budget: \$12,000 total

Deadline for Final Selection: June 2026

Project Overview:

North Park Main Street and North Park Optometry are seeking an artist or group of artists to create a mural that embodies the concepts listed below. The mural must be visually impactful and should aim to enrich the community space of North Park.

Wall Specifications:

- **Height:** Approximately 20 feet
- **Width:** Can range from 20 feet to 34 feet
- **Location:** North Park Optometry at 3068 University Ave, San Diego, CA 92104

The wall preparation will be managed separately by North Park Main Street, in consultation with the selected artist to determine the preferred preparation methods.

Project Timeline:

- **Start Date:** July/August 2026
- **Completion Date:** Before September 1st, 2026

Proposal Requirements:

1. **Conceptual Design:**
 - Sketch of the proposed mural design. Concept must follow one or more of the themes below:

Concept A – "Greetings from North Park" Postcard-Style Destination Typography

- "NORTH PARK" as oversized hero lettering
- Clean graphic interior textures inspired by optics:
 - Concentric rings
 - Subtle lens reflections
 - Light refraction gradients
- Topography lines – relate more to the neighborhood.
- Eye integrated into one letter (e.g., iris within the "O")
- No literal landmarks or cultural references
- Clean, bold, and photo-ready

Concept B – Optical Pattern of Geometric pattern + Clean Typography

- Abstract or geometric op-art background pattern (waves, lines, concentric motion)
- Overlay “NORTH PARK” in strong contrasting band
- High visual impact without symbolic meaning
- Black/white or limited color palette acceptable

Concept: C- "North Park Through Our Lens"

- A large, bold pair of black sunglasses spans the wall. In the lenses, the iconic North Park sign and streetscape are reflected at sunset, creating depth and visual impact.
- The background features abstract flowing color bands in warm and cool tones, keeping the composition modern and graphic without symbolic meaning.
- The sunglasses are positioned at eye level to create a natural photo moment. The concept communicates clarity, community, and style—celebrating North Park through the lens of vision—while remaining completely neutral and timeless

Content Restrictions

The following are not permitted:

- Religious imagery or symbolism
- Political messaging
- Social movement references
- Sports teams or mascots
- Angel wings or symbolic “pose” imagery
- Cultural or ideological symbolism

2. Portfolio:

- Examples of previous work relevant to mural painting.

3. Project Length:

- Specify the length of the mural if within the given specifications.

4. Budget:

- Comprehensive budget breakdown including all supplies, equipment, and artist fees, ensuring total costs do not exceed \$12,000.
- North Park Main Street will provide staffing, cleaning equipment, and labor for the cleaning and preparations for the wall. The equipment needed to reach anything above 8 feet will need to be provided by artist budget for project

(scissor lift). And the base coat of paint needed for base will be provided by artist.

1. North Park Main Street will coordinate the parking of the Scissor lift and will cover any costs related to storing scissor lift during the process.
2. Scaffolding will not be allowed as it will block the intersection. Lift system must be able to be removed daily, scissor lift is recommended due to alley size.

5. Timeline:

- April 1st 2026 – June 1st 2026: Application Period
- April 15th – April 30th: Question period, please submit question to Chad at Chad@northparkmainstreet.com
- June 1st – Application deadline
- June 2nd-June 10th: Follow Up Period- Selection committee can reach out and ask clarifying question if needed.
- June 10th- Jun 15th: Finalist selected, sketches due by June 15th for finalist only.
- June 19th – Selection Announcement
- June 29th- earliest start date
- Mural Must be completed no earlier than August 25th and no later than September 1st.

Submission Process:

- Proposals should be submitted to North Park Main Street to Chad@northparkmainstreet.com.
- Proposals will be reviewed by both the Business and Neighborhood Foundation and North Park Optometry.
- Final approval and selection will be made by North Park Optometry.
- Application Must Include the Following:
 - Estimated project cost (labor + materials)
 - Remainder of \$12,000 budget will be allocated as artist pay.
 - While \$12,000 is the budget cap artist can bid lower should they wish.
 - Timeline from approval to completion
 - Portfolio of previous large-scale mural work
 - W-9
 - Insurances (see below)
 - Sketch of Mural (optional see below)
- Finalist Application – Announced June 10th

- Brief design rationale (1 page max)
- Sketch due by June 15th – pay of \$150 for sketch will be paid out within 14 days of sketch submission. This is only available to those who have been selected as finalist. This will be required to be selected as the muralist.
- Final Approval – selected contractor only
 - Prior to beginning work it will be required to provide:
 - Full-color digital mockup scaled to wall dimensions –
 - Color palette specification
 - Once presented and approved by North Park Optometry the deposits will be paid.

Insurances Info

Artist or company must be able to provide the following:

- Commercial General Liability (CGL) – REQUIRED
 - What it needs to cover:
 - Bodily injury (someone gets hurt during the mural work)
 - Property damage (paint spills, damage to building, neighboring property, etc.)
 - Recommended limits:
 - \$1,000,000 per occurrence
 - \$2,000,000 aggregate
 - Key requirement:
 - You (North Park Main Street, and North Park Optometry) should be named as “Additional Insured”
- Workers’ Compensation – REQUIRED (required only if company has employees or an assistant)
 - Requirement:
 - Must meet California statutory limits
 - Include Employer’s Liability (typically \$1M)
- Automobile Liability – RECOMMENDED

Selection Criteria

Proposals will be evaluated on:

- Graphic strength and clarity
- Photographic impact
- Professional execution plan
- Durability
- Alignment with neutral aesthetic
- Experience with large exterior murals

Payment Terms:

- 20% deposit prior to start of project. Deposit will be paid when meeting in person to review at location for the final dimensions, walkthrough, and any additional measurements needed.
- 30% to be paid one week prior to scheduled start time
- 20% to be paid at the agreed upon “halfway point”
- 20% will be paid upon “three quarters complete”
- 10% to be paid upon completion and after revealing ceremony.
- Payment will be from North Park Business and Neighborhood Foundation.
- Total Payment is \$12,000.

Contact Details:

For any questions or additional information, please contact:

Chad Matkowski – Executive Director

chad@northparkmainstreet.com

Please schedule time via email to speak.

Submission Deadline:

Please ensure that all proposals are submitted by 6/1/2026 to allow for thorough review and selection by the final selection deadline, June 19th, 2026.

Additional Images and Supplemental Information:

Location: North Park Optometry, 3068 University Ave, San Diego, CA 92104



Image of wall at location. Mural will go from wood dressings to 20 feet out or to telephone pole at 34 feet, can extend longer as optional area. Height is approximately 20 feet. "The Dude" image is current falling apart, the painted mural will be replacing this. Graffiti at the end of the alley will also be covered as a part of the project, but will be completed by North Park Main Street.

Community Revealing:

We will be Scheduling a community revealing soon after completing the mural. Artist will need to coordinate with North Park Main Street to create a plan to cover the mural until completion. Artist will need to be available and in person during the community revealing. Artist will be asked to discuss art with community and including possible news coverage. Supplies and materials for the revealing will be covered by North Park Main Street.

North Park Main Street will also handle any press releases and logistics relative to community reveal.

Maintenance and Length:

Upon Completion, there will be a reserve account for artist to come in and make repairs to the mural. The artist will have first right of refusal for repairs. Funds will be limited and dependent on several factors. The artist may also make recommendations for a local artist to do repairs if needed.

Art is expected to be up for a minimum of 5 years, but no guarantee can be made for length of time. This is why durability is a key aspect for review, please write in your description why you are selecting what paints or sealants. The wall is exposed to sunlight about 4 to 6 hours a day and does not have any cover from rain and elements.

Ownership:

The mural will be owned and maintained by North Park Optometry, and they will own all of the rights for this mural and art. The Artist will be allowed to use art to showcase in their portfolio should they wish, and future references will be allowed.

Visibility:

While in an alley, the mural will be exposed to drivers heading West on the very busy University Ave. We estimate that about 10,000-20,000 cars per day will be driving past this mural. We also estimate that another 1,000-2,000 pedestrians per day will walk past this mural. North Park also offers many street tours, and this mural will become a part of those street tours.