

**REQUEST FOR QUALIFICATIONS (RFQ) – GASTONIA, NC**  
**PROSPECTUS FOR MURAL ARTISTS**  
**Lineberger Park Greenway Sidewalk Mural Pilot**  
**SPONSORED BY CITY OF GASTONIA ART COMMITTEE**

**Submission Deadline:** Friday, May 8, 2026 11:59 PM Eastern Standard Time

**Summary**

The City of Gastonia Arts Committee is seeking qualifications from local and regional artists or artist teams for the **Lineberger Park Greenway Sidewalk Mural Pilot Project**.

This highly visible installation will be located on a concrete pad at the entrance to the greenway. This project represents the first phase of a broader initiative to incorporate sidewalk and crosswalk murals throughout Gastonia, particularly along key corridors connecting downtown to the greenway system. This RFQ will also be used to establish a pre-qualified pool of artists who may be considered for future mural opportunities across multiple sites citywide.

Gastonia, NC is just minutes west of Charlotte, and one of the area’s best places to live and work with an ideal combination of location, size, and livability. Gastonia is the largest of Gaston County’s 13 municipalities and one of the largest cities in the Charlotte metropolitan area. Gastonia’s desirable quality of life is the result of its beautiful natural surroundings, friendly neighborhoods, responsive government and vibrant business environment.

**Project Details**

The City of Gastonia Arts Committee is seeking artist qualifications for the **first installation in a planned series of sidewalk and crosswalk murals** designed to visually connect the city’s greenway system to downtown.

This RFQ serves two purposes:

1. To select an artist for the Lineberger Park Greenway installation
2. To establish a roster of pre-qualified artists for future mural opportunities in locations including sidewalks, crosswalks, and other public spaces throughout Gastonia

Future sites may vary in size, visibility, and context, and will be identified as the program evolves. This initiative aims to create a cohesive visual identity and connected experience across public spaces, forming a vibrant and recognizable “trail” through the city.

This first project will be located at the entrance to Lineberger Park Greenway and will serve as a catalyst for future installations. The selected artist will design and install a mural on an approximately 216-square-foot concrete pad (24 x 9 feet) at a key gateway into the greenway. Artists are welcome to leave “blank space” on the pad and connect their art to the blacktop path (See end of document site specifications)

**Project Goals**

- Create a visually engaging gateway at the greenway entrance
- Establish a cohesive artistic identity for future installations
- Reflect Gastonia’s character, energy, and sense of place

- Enhance walkability, wayfinding, and user experience
- Strengthen Gastonia’s identity as a vibrant place to live, visit, and invest

### **Artistic Direction**

Artists should develop concepts that align with:

- **Movement and flow** (paths, connection, journey)
- **Nature + urban energy** (greenways linking to downtown)
- A **vibrant but cohesive color palette** (to be provided upon selection or request)
- Designs that are **durable, bold, and legible from a distance**

### **Artist Eligibility, Priority, Selection Criteria**

**NOTE:** Artists selected through this RFQ will be placed in a pre-qualified pool and may be contacted for additional mural opportunities as they arise.

The City of Gastonia is committed to supporting local creatives. This opportunity is open to artists and artist teams residing in North Carolina or South Carolina, age 18 and over, regardless of race, color, religion, national origin, gender, age, military status, sexual orientation, marital status, or physical or mental disability.

Artists of all experience levels are encouraged to apply. This RFQ is intended not only to select an artist for this project, but also to build a database of artists for future public art initiatives associated with this program.

### **Priority will be given in the following order:**

1. Artists based in Gastonia
2. Artists based in Gaston County
3. Artists based in the greater regional area

### **Submissions will be evaluated based on:**

- Artistic quality and originality
- Experience with public-facing or outdoor work
- Connection to Gastonia or the region
- Ability to execute within timeline and budget
- Alignment with project goals

Art must conform to the Outdoor Advertising Act and will not display the following: text, images, flags, religious and political symbols, logos, commercial images nor other elements deemed by the city as advertising or sponsorship. Art must not be offensive to motorists, pedestrians and local communities nor create negative public reactions.

If chosen, the artist must be able to provide liability insurance for \$1 million dollars for the duration of the contract.

## **Budget**

### **Up to \$3,240 has been allocated for this portion of the project.**

This amount is intended to cover the full scope of the artist's work, including design development, materials, equipment, labor, and installation. The selected artist or artist team will be responsible for procuring all materials, supplies, sealant, surface prep, insurance coverage, and equipment necessary to complete the mural.

## **Future Opportunities**

This project represents the first phase of a broader public art initiative. The City anticipates additional mural opportunities in locations such as sidewalks, crosswalks, and other public spaces connecting downtown and the greenway system. Artists that submit through this RFQ may be considered for these future projects as they are developed.

## **Submission Timeline**

- RFQ Release: Wednesday, April 8, 2026
- Submission Deadline: Friday, May 8, 2026 11:59 PM Eastern Standard Time
- Artist Selection: End of May/first of June
- Installation: Summer 2026

## **Submission Requirements**

### **How to Apply:**

Artists should submit all information in one document (preferable PDF) so that it's easily reviewed digitally by our committee members. Piece mail applications, with multiple attachments, will not be considered. Please submit to [juliann.lehman@gastonianc.gov](mailto:juliann.lehman@gastonianc.gov) by Friday, May 9, 2026 at 11:59 PM Eastern Standard Time

Subject line: **Lineberger Greenway Mural RFQ – [Artist Name]**

### **1. Contact Information**

Name, location, email, phone, please include: Website, Instagram, or other online profiles, if applicable.

### **2. References**

Provide contact information for two individuals familiar with your work in public art. Name, phone number, email

### **3. Statement of Interest**

Brief artist bio and description of your creative process. Include your interest in this project and any connection to Gastonia or the surrounding region.

### **4. Concept Approach**

A short description of how you might approach the theme (no full design required)

### **5. Portfolio (3–5 samples)**

Examples of past work (murals, public art, or similar)

### **6. Material Specifications**

List materials you will utilize to ensure that the paint will be durable, non-toxic, lead-free, non-reflective, and skid and slip resistant.

### **7. Optional**

Support materials such as reviews, news articles, web links or other similar information may be included.

## Site Specifications

Located across from the Lineberger Greenway Parking lot off of Garrison Blvd and Fern Forest Drive.

