



## Centennial Plaza Mural, City of San Bruno

**SUBMIT PROPOSAL at [sanbruno.ca.gov/cpm](https://sanbruno.ca.gov/cpm) (online submission only)**

### CALL TO ARTIST DETAILS

#### PROJECT SUMMARY/OVERVIEW

The City of San Bruno (City) is inviting qualified artists and artist teams to submit proposals for a site-specific, painted outdoor mural on the exterior south-facing wall of the building at 474 San Mateo Avenue (Mural Wall). The Mural Wall is one of two walls that frame and define Centennial Plaza, offering high visibility from within the plaza, along surrounding walkways, and to passing drivers. Centennial Plaza is a central outdoor public gathering space in the heart of downtown San Bruno, designed as a welcoming pedestrian-friendly plaza with seating, landscaping, an elevated stage, and walkways connecting to nearby shops, restaurants, and transit. The plaza regularly hosts community events, cultural celebrations, casual gatherings, and regular public use.

#### Mural Wall Dimensions and Surface

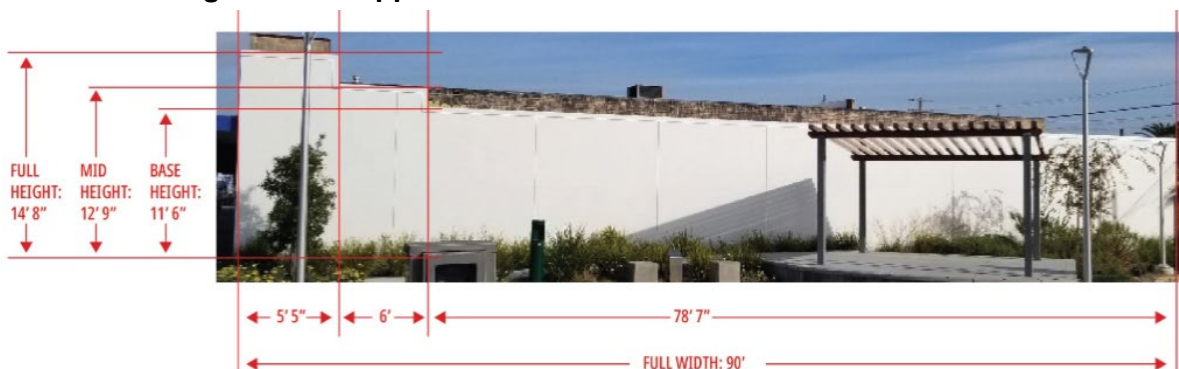
The mural wall diagram below shows a three-section wall, labeled from left to right.

- The left-most section, closest to San Mateo Avenue, is approximately 5 feet 5 inches wide and 14 feet 8 inches high.
- The middle section is approximately 6 feet wide and 12 feet 9 inches high.
- The right-most section is approximately 78 feet 7 inches wide and 11 feet 6 inches high.

The total width of the wall is approximately 90 feet.

Including the two raised areas, the total paintable surface is approximately 1,060 square feet. Artists should reference approximated dimensions noted on the accompanying diagram of the Mural Wall. The surface is a rough stucco texture with no known faults or necessary repairs.

#### Mural Wall Diagram With Approximated Dimensions



## Images of Centennial Plaza





## PROJECT THEME & ARTISTIC DIRECTION

Proposals should be an original work of art that reflects the character, culture, and values of San Bruno, and be appropriate for a public setting, durable in outdoor conditions, and visually engaging from both near and far distances. The artwork should meaningfully connect to Centennial Plaza's role as a high-visibility downtown space used for diverse community events and cultural celebrations. Strong proposals will feature a clear, intentional theme; a cohesive artistic style; compelling visual impact; a color palette that thoughtfully complements the surrounding site elements and landscaping; and take into consideration how the artwork interacts with the stage and landscaping along the Mural Wall. Artists are encouraged to consider San Bruno's diverse population and demonstrate a meaningful, inclusive connection through their concept. Designs should be appropriate for all audiences (i.e., no political, sexual, religious, or violent content) and not contain any text nor any commercial content of any kind. Paint is the required medium, with full wall involvement expected in the design.

## PROJECT BUDGET

Artists should propose a fee that reflects the full scope of work and is appropriately aligned with the project's scale, complexity, and duration, as well as the artist's experience and professional standing.

The total project budget for the Centennial Plaza mural is anticipated to range between \$30,000 and \$65,000. Artists are required to submit a proposed fee and itemized project budget that reflects the scope of their concept, including materials, fabrication and painting time, project duration, and other related costs. Proposals are not expected to automatically utilize the full budget amount; rather, artists should present a budget that is reasonable, well-justified, and proportional to the scale and complexity of the proposed work.

The proposed artist fee and budget will be evaluated as part of the selection process. Reviewers will consider whether the budget is appropriately aligned with the scope of work, including design development, surface preparation, painting time, project duration, and the use of durable materials suitable for the mural's intended lifespan. Proposals should also include appropriate UV-protective and graffiti-resistant coatings and clearly demonstrate overall value to the City.

- Include materials, tools, and equipment (e.g. professional exterior materials; UV/anti-graffiti coatings, exterior paints, primers, sealers, protective coatings, boom lifts, articulating ladders,

scaffolding, brushes, roller, tarps, cleaning supplies, barricades, etc.), OSHA compliance; assistants, travel (if applicable), and contingencies.

- All taxes/permits/insurance required will be the responsibility of the artist and should be addressed in the proposal. (See sample contract.) City is responsible for securing the easement for the Mural Wall and providing right of entry to Centennial Plaza for the duration of the project.
- Consider daily parking fees of approximately \$10 per standard parking space for any artist vehicles or large equipment (e.g. boom lift). Equipment that occupies more than one standard parking space will be charged accordingly.
- No storage is provided for materials, tools, and equipment.
- Artists are responsible for repairing any damage and cleaning any messes/spills they may cause.

## ELIGIBILITY

- Professional artists with mural/public art experience
- Artist teams allowed with an identified lead artist
- Local/regional artists encouraged

## PROPOSAL SUBMISSION REQUIREMENTS

Submit one cohesive design per proposal (no multiple style options) and the materials below:

1. **Concept Design** (max 2 pages)
  - A scaled rendering or sketch of the proposed Mural Wall that considers the existing adjacent elements such as stage and landscaping. Include the color palette using a standard reference method (e.g. manufacturer paint color names/numbers). Only one design may be included in each proposal.
  - Brief concept narrative.
2. **Artist Statement** (max 1 page)

Explain interest in this project; approach to community/public art; experience with site-specific design; typical materials/process; and (if applicable) artist team roles.
3. **Collaborative Experience Statement & Annotated Images** (max 3 pages)
  - List and briefly summarize past collaborations with municipalities, architects, or design professionals. Highlight mural/public art experience and relevant large-scale painting work.
  - Include up to 12 images of past works that demonstrate the artist's proficiency with large scale murals in any context. For each, include client name, project name, location, dimensions, media, completion date, and a brief description of the artist's role (e.g. lead artist, member of artist team).
4. **Résumé/CV** (max 1 page per team member)

Highlight mural/public art experience and relevant large-scale work and include links to artist website and social media.
5. **Installation & Safety Plan** (max 1 page)

Outline wall prep, workflow, equipment (e.g., lift/scaffolding), traffic/pedestrian safety, and OSHA compliance. Note location of existing permanent structures and landscaping.
6. **Proposed Fee Details** (max 1 page)

Consider all aspects of completing the project such as design time, materials, equipment rental,

assistants, wall prep, installation/sealing, travel/lodging (if applicable), and any contingency/overhead.

7. **Maintenance Guide Outline** (max 1 page)

Recommend cleaning methods, coating reapplication schedule, and color references for future touch-ups. City will be responsible for all maintenance after acceptance of the finished mural. Indicate the artist's desire to be contracted for any future repairs or maintenance to the mural and indicate an hourly rate along with any terms such as a minimum fee per repair and any additional requirements (e.g. paid travel/accommodations, reimbursement for materials and equipment, etc.). This information may be considered along with the Proposed Fee.

Artists/artist teams may submit more than one proposal. Each individual proposal should include only one design and be complete without reliance on referencing another proposal or any outside sources.

All submissions should be high quality PDF files. No consideration will be given for illegible or low-resolution files.

## **PROPOSED PROJECT TIMELINE**

- March 27, 2026: Artist Call Opens
- **May 11, 2026: Artist Call Submission Deadline**
- May 15-20, 2026: Jury Panel Review
- May 26-June 28, 2026: Community Survey/Input
- July 16, 2026: Culture & Arts Commission Recommendation for Approval (Regular Meeting)
- August 11, 2026: City Council Approval Sought (Regular Meeting)
- September 8–September 28, 2026: Mural Painting/Installation Period
- September 30, 2026: Mural Completion Deadline

## **JURYING CRITERIA & SCORING RUBRIC**

**(Total: 100 points)**

The jury panel, assembled to include a non-majority number of members from the Culture and Arts Commission along with a select number of local arts professionals, will review all complete and timely submitted proposals to score them according to the established criteria and rubric.

### **1) Theme, Context & Site Suitability — 35 points**

Evaluates the depth and clarity of the artist's thematic vision, its expression, and alignment with the San Bruno Community and the high-visibility downtown public gathering space. Considers appropriateness for all audiences (i.e., no political, sexual, religious, or violent content, and no commercial messaging) and how well the imagery reads at different viewing conditions (pedestrians, moving vehicles, stationary audiences).

- **0–11:** Theme is weak or inconsistent; imagery not appropriate for all audiences or poorly aligned with San Bruno's character and the downtown context; limited readability for intended audience(s).

- **12–23:** Theme is present and reasonably clear; imagery is generally appropriate and context-aware; demonstrates thoughtful but limited resonance with San Bruno and the site; adequate readability across typical audience vantage points.
- **24–35:** Theme is vivid, intentional, and clearly articulated; imagery is fully appropriate for all audiences; strongly responsive to San Bruno’s community character and site; seamless connection with context and excellent readability for the intended audience(s).

## 2) Artistic Style, Originality & Visual Cohesion — 25 points

Assesses visual impact, emotional resonance, clarity of artistic intent, originality and craftsmanship, aesthetic cohesion, and how the color palette complements existing site elements. Also considers legibility at scale and from varied distances/speeds (pedestrian, moving vehicle, stationary).

- **0–8:** Minimal visual impact or originality; weak resonance; limited clarity or cohesion; color palette clashes with the site; poor legibility at the intended scale or vantage points.
- **9–17:** Noticeable visual appeal; consistent cohesion; generally clear artistic intent; originality and craftsmanship are evident; color palette shows reasonable compatibility; legibility is good for most vantage points.
- **18–25:** Strong visual impact; compelling resonance; high originality and craftsmanship; a cohesive, clearly articulated vision that fully engages viewers; color palette thoughtfully enhances the site; excellent legibility at the selected scale and audience conditions.

## 3) Budget & Artist Fee Appropriateness — 20 points

Evaluates whether the proposed artist fee and itemized budget are appropriate for the project’s scale, complexity, and scope. Considers alignment with design development, painting time, project duration, and inclusion of durable materials for the intended lifespan, plus UV/graffiti-protective coatings. Assesses overall value to the City.

- **0–6:** Fee/budget significantly misaligned with scope; durability and protective measures are missing or inadequate; poor value to the City.
- **7–13:** Fee/budget generally appropriate; acceptable value, but durability, protective coatings, or material quality are only partially addressed or insufficiently justified.
- **14–20:** Fee and budget are well-justified; clearly aligned with demands and lifespan; specify suitable, durable materials and UV/graffiti protection; demonstrate strong value for the City.

## 4) Project Feasibility, Materials & Completion Plan — 10 points

Evaluates the clarity and realism of the work plan and timeline to complete the mural within requirements, using paint as the required medium. Considers appropriateness of the wall for installation, suitability of the wall surface to receive the proposed materials, commitment to surface preparation, and use of acceptable UV/graffiti protective coating.

- **0–3:** Timeline unclear or unrealistic; wall choice/surface suitability not addressed; lacks surface prep or protective coating plan; materials not appropriate for the lifespan.
- **4–7:** Timeline workable with adequate detail; wall/surface suitability reasonably addressed; materials likely durable; surface prep and protective coating noted but may be under-developed.

- **8–10:** Timeline clear, feasible, and well-structured; wall and surface suitability are convincingly demonstrated; materials are appropriate and durable; strong commitment to surface prep and UV/graffiti protection; high readiness to deliver on schedule.

## **5) Artist Qualifications & Collaboration — 10 points**

Assesses relevant experience with murals/public art and the ability to deliver quality work on time. Gives additional credit for prior projects of similar style, medium, and scope in the nine-county Bay Area, and for the ability/willingness to collaborate with City staff and the Commission.

- **0–3:** Limited relevant experience; minimal evidence of timely delivery or collaboration readiness.
- **4–7:** Adequate experience (e.g., at least two murals of similar scope as the lead artist or five murals completed as part of a team); some Bay Area experience preferred; demonstrates timely delivery; shows willingness to collaborate.
- **8–10:** Strong, directly relevant experience (e.g., five+ murals of similar scope as lead); Bay Area public art experience is evident; consistent timely delivery with quality materials; proven collaboration with agencies/commissions.

## **COMMUNITY SURVEY SCORING (Total: 30 points)**

Based on the jury panel's scoring, the ten (10) highest scoring mural proposals will be included in a public survey to gather the community's preferences and input. Based on the results of that survey, each of those proposals may be awarded up to an additional 30 points based on the percentage of the public preference captured in the final survey results. For example, if a proposal receives 50% of the community vote in the survey, it will receive 50% of the 30 available points (15 points). Fractional points will be awarded and not rounded up or down, so if a proposal receives 25% of the vote, it will receive 7.5 points which is 25% of the 30 available points. This point distribution ensures fairness by translating the community vote directly into a proportional score, so even proposals with very small differences in vote percentages receive appropriately small and precise differences in points.