

# Call for Artist Submissions

## Borough Parking Map Project

June 1, 2024

Submissions accepted now for the *Borough Parking Map Project*, sponsored by the West Chester Borough Parking Services Department. Parking Services and the West Chester Borough Public Arts Commission (PAC) invite artists to submit art proposals for an illustrated map of the Borough and its 11 parking lots and garages to be shared publicly. Parking Services and PAC are issuing an open call to invite submissions of original illustrations to be juried and selected, in whole or in part, for the *Borough Parking Map Project*.

### **Background & Theme**

West Chester Borough Parking Services wishes to increase awareness and use of its parking lots and garages with a user-friendly map made available to the public. The Borough-owned parking lots and garages are located throughout the West Chester Borough. Please see the \*list of parking *options* at the bottom for reference.

This illustrated map will be published digitally and in-print. It would be posted on the West Chester Borough website and printed for distribution by the West Chester Borough. The need for parking spaces is generally increasing, particularly due to the seasonal closure of Gay Street, regular Borough events, the WCU population, and upcoming residential development within the Borough.

The project goal is to produce a visually appealing, very user-friendly map with a casual feel to orient the public to the parking options that are available. In addition to demarcating the parking lots and garages, the map should orient users through recognizable points of interest in the West Chester Borough, such as street names and select notable or signature locations and buildings. It may include visual elements additional to the cartography to further represent the character of West Chester, such as pop-outs for the town name, the University, and/or other notable sites/features. The end result does not need to be to scale.

### **Benefits**

The artist whose work is selected will have their artwork displayed on the West Chester Borough website. They will also have their artwork printed in bulk for distribution in Downtown West Chester. West Chester is the county seat of Chester County and home to over 20,000 residents. It is a premiere destination for countless travelers who are expected to access, view, and use the map.

The PAC will also feature the artist in its digital publicity.

The artist whose work is selected will receive a \$500 award. Upon completion of the map, the artist will receive compensation in the amount of another \$500. The cost of printing will be covered by the West Chester Parking Services.

## Criteria

1. Artwork must be original.
2. Artwork must capture and portray the “West Chester Borough” layout and select points of interest. The map should encapsulate the scope of the Borough. It may end at its borders or extend beyond them.
3. Artwork may not include any advertisements or references to any business, religious institutions, non-profits, etc.
4. Artwork must be highly readable and clear.
5. Artists may submit up to two works of art.
6. Artwork must have an aspect ratio 17:22 or 22:17, printable in either landscape or portrait (artist’s choice) on 8.5”x11” paper.
7. Artists must email artwork as follows and with accompanying documentation.
  - a. Digital media in the form of a PDF or JPG, at a maximum of 3MB.
  - b. Their name, address, email, and phone number to:  
[WestChesterPublicArts@gmail.com](mailto:WestChesterPublicArts@gmail.com) with “Parking Map Project” in the subject.

## Timeline & Selection Process

The call for submissions opens June 1, 2024, and ends July 13, 2024.

All selected admissions will be under review and subject to committee approval.

## Please Note

- 1.) Submission of art will establish an agreement by the artist that selected artwork may be published and promoted by PAC and the Borough of West Chester. Promotions are not limited to those which are detailed within this document. Further legally binding agreements may be necessary.
- 2.) Selected artwork may be used in whole or in part.
- 3.) Please send submissions and direct questions to Jimmer Breen at [WestChesterPublicArts@gmail.com](mailto:WestChesterPublicArts@gmail.com).
- 4.) We value diversity and inclusivity and welcome applications from artists of all races, identities, and ability levels.

## **\*List of West Chester Borough parking options to include on map:**

<b>1. Chestnut Street Garage (Lot #1):</b> 14 E. Chestnut St.	<b>2. Bicentennial Garage (Lot #2):</b> 20 S. High St.
<b>3. New Street Lot (Lot #3):</b> 300 W. Gay St.	<b>4. Chester County Justice Center (Lot #4):</b> 220 W. Market St.
<b>5. High Street Lot (Lot #5):</b> 100 S. High St.	<b>6. Gay Street Lot (Lot #6):</b> 100 N. New St.
<b>7. Darlington Street Lot (Lot #7):</b> 100 W. Chestnut St.	<b>8. Greenfield:</b> 600 S. Franklin St.
<b>9. Miner Street Lot (Lot #9):</b> 200 W. Miner St.	<b>10. Chestnut Street Lot (Lot #10):</b> 50 W. Chestnut St.
<b>11. Market Street Lot (Lot #11):</b> 100 E. Market St.	

For reference:

<https://west-chestergis.maps.arcgis.com/apps/dashboards/28c548cca262422bba0c1376c8d9a756>

Or go to:

West-Chester.com > Data & Map Services > Borough of West Chester Parking Map