



## REQUEST FOR SUBMISSIONS



### Street Painting Design for Pedestrian Plaza

#### THE OPPORTUNITY

The Hawthorne Boulevard Business Association (HBBA) is seeking creative, engaging, and community-inspired designs for a **street painting** to be painted in the heart of a new seasonal plaza opening this summer on the north side of Hawthorne at SE 37th. The plaza will include an active gathering space, seating, a street painting, landscaping, and a solar kiosk. The project is funded by a grant from Venture Portland to the HBBA. More information about the Plaza is available [here](#).

This street painting, along the lines of the painting at 33rd and Yamhill, will serve as a unique and visually captivating addition to the plaza, encouraging people to pause, reflect, and engage. The street painting will cover a substantial area of pavement within the plaza. The plaza will be highly visible and will be experienced by pedestrians, event-goers, and visitors year-round. Submissions are encouraged to consider the dynamic nature of the plaza space and the variety of people who will engage with it.

Along with design submissions, we are also calling for **naming ideas** that reflect the essence of the plaza and its role in the community.

**This competition is open to anyone, of all ages, seeking to make their mark on this exciting new addition to our beloved Hawthorne Boulevard - not just artists!!**

Once design submissions and potential names for the plaza are received, HBBA and its partners will select the top design. The winning design will then be painted on the plaza by members of the community during a neighborhood painting day in late May or early June (TBD date) in anticipation of the plaza's opening. Winning submissions will be publicized by HBBA and its partners, including the Sunnyside and Richmond Neighborhood Associations, PDX Main Streets, S2C2, and the City of Portland. As the winner, you will not be required to paint the design, but are welcome to join in the community painting day.

**In addition to bragging rights, the winner will be awarded a \$250 honorarium!**

#### **Submission Information**

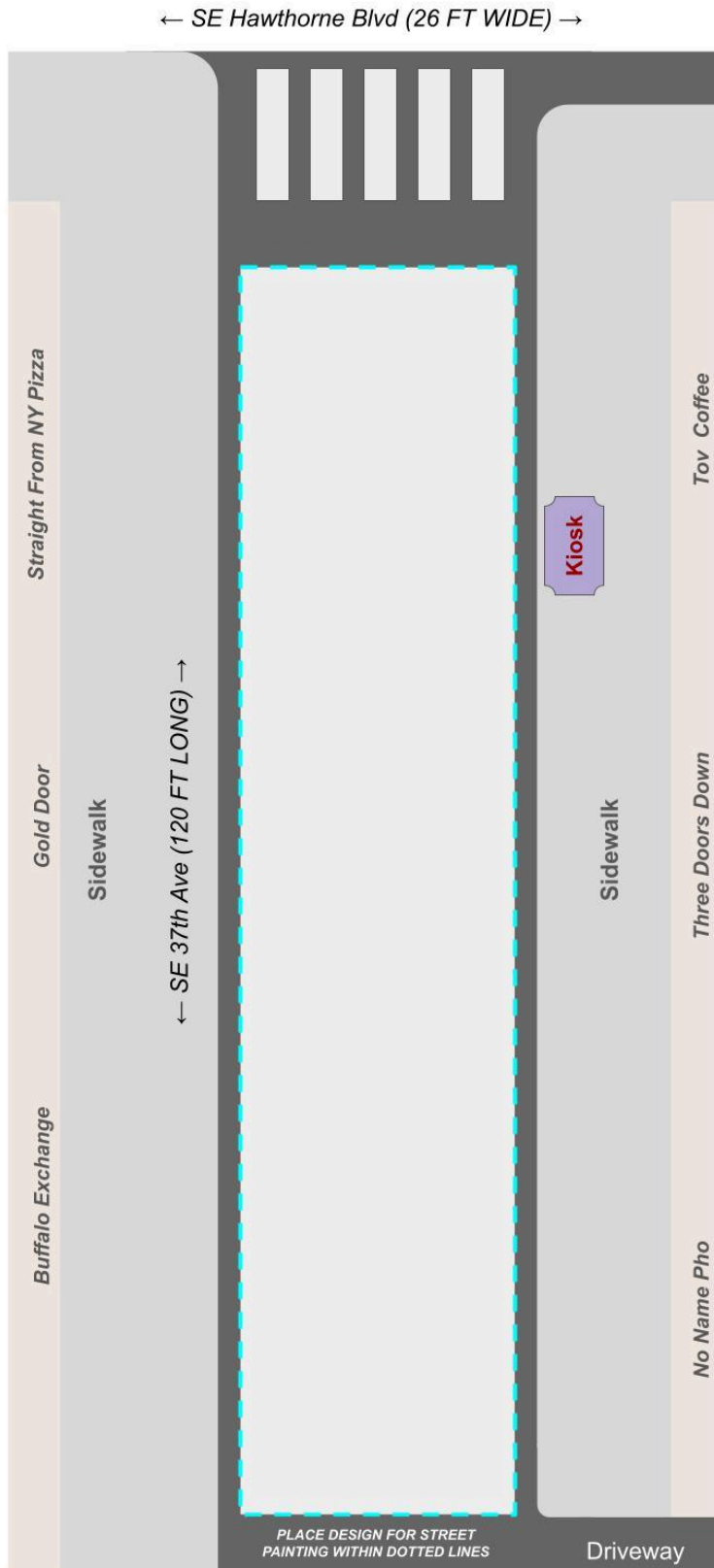
Please submit your design (in PDF, PNG, or JPG format) and your name for the design to [hawthorneplazaPDX@gmail.com](mailto:hawthorneplazaPDX@gmail.com) using the subject line "Street Painting Design Submission"

More information is below regarding submission requirements. You may also email [hawthorneplazaPDX@gmail.com](mailto:hawthorneplazaPDX@gmail.com) with any questions prior to the deadline.

**DEADLINE FOR SUBMISSIONS: SUNDAY, MAY 11th, 2025 AT 6PM.**

# SUBMISSION REQUIREMENTS

**YOU MUST DESIGN YOUR SUBMISSION USING THE FOLLOWING TEMPLATE AND MUST INCLUDE A SUGGESTED NAME FOR THE DESIGN.** Doing so will enable the City and our community volunteers to effectively translate your vision to the site. Submissions that do not use the template below: are not saved in either PDF, PNG, or JPG format; and which do not include a name will **not be accepted.**



## STREET PAINTING DESIGN REQUIREMENTS

We are looking for street painting designs that:

- Reflect the cultural, historical, and environmental significance of the plaza and its surroundings on Hawthorne Boulevard.
- Create an inviting, inclusive, and visually striking experience for visitors of all ages and backgrounds.
- Feature large shapes and are simple enough in design to be painted by non-professional volunteers.
- Encourage engagement and play, possibly incorporating interactive elements such as patterns or optical illusions.

Design Criteria fall into two categories: **content and visual quality**. The Street Painting design will be reviewed by PBOT for final approval.

### *Content*

- **The design must not contain speech.** This means the design may not contain words, letters, numbers, universally recognized symbols, or logos.
- **No copyrighted material may be used** in whole or in part.
- **No depictions of items or activities not available for all ages.** Examples are cannabis leaves, alcoholic beverages, or sexually explicit content.
- **No painted games or sports courts** such as basketball or pickleball.

### *Visual Quality*

- **The design should not mimic traffic control devices.** The overall goal is to not affect driver behavior. Designs can not appear to be crosswalks, stop bars, three dimensional objects, or in any other way alter driver behavior.
- The design must be the following distance from traffic control devices:
  - Maintain a 5-foot buffer around sharrows and lane striping.
  - Maintain a 10-foot buffer on either side of a marked crosswalk.
  - Maintain a 50-foot buffer on approaches to traffic signals
  - Paintings on side streets may not encroach upon the legal crossing that travels along the commercial roadway.
  - Paintings may cover double yellow center stripes if they would not be installed under current national traffic standards. In these cases, PBOT would typically let them fade out with time but the painting removes the stripes ahead of that timeline.

### **Design Tips**

- Draw your design using the provided template - either printed out or in an electronic format. Scan and save your design in PDF format for submission.
- Consider the color of the street (dark gray asphalt). This will help pick colors that get the type of contrast you want.
- Use large, simple shapes, as opposed to numerous or small detailed shapes. Simple shapes allow for youth, the elderly, and people of all abilities to participate. Also, large shapes make installation and maintenance much easier.

### **Required Elements**

- The drawing must include the actual colors to be used. We do not need to know the names of the colors, just a depiction of what the colors are going to be.
- If you plan to add any patterns or detail work on your painting, those should be included.
- Show the distance from the curb and closest intersections.

## EXAMPLES AND IDEAS

Street paintings are large, decorative murals installed directly on the street to beautify neighborhoods and build community. Since 1996 in Portland, these on-street paintings have ranged in size from 20x20 feet to 30x175 feet. Themes include animals, flowers, geometric designs, trees, and so much more.



## NAMING THE PAINTING

In addition to the design of the street painting, we are calling for suggestions for the painting's name. The name should encapsulate the spirit of the plaza and the painting's theme, evoking a sense of place, identity, and community. The selected name will be featured alongside the painting and will become an important part of its legacy.

### **Submission Information**

**Use our template to submit your design illustration and have a chance to win \$250!**

You don't have to be an artist to have a great idea! We will have help to paint it from the City and are planning for this to be a fun, engaging community activity.

**Please submit your design (in PDF, PNG, or JPG format) and your name for the design to [hawthorneplazaPDX@gmail.com](mailto:hawthorneplazaPDX@gmail.com) using the subject line "Street Painting Design Submission"**

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