



*The Miracle Garden*

where children and families grow

Presents

# The Parcels to Places Mural Contest

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THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR



The Miracle Garden

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[themiraclegarden.org](http://themiraclegarden.org)

## CONTEST OVERVIEW:

The Miracle Garden, with support from the Ohio Alliance for Arts Education and in partnership with Habitat for Humanity MidOhio, in conjunction with the Parcels to Places Contest hosted by The Ohio Capital Corporation for Housing (OCCH) and the City of Columbus Land Redevelopment Office, with additional funding from the Columbus Foundation and in partnership with the Affordable Housing Trust (AHT) and the Neighborhood Design Center (NDC) we are pleased to announce a Request for Proposals for a competition to design and paint murals at the Parcels to Places garden sites.

Parcels to Places is a pilot project which will showcase creative ideas and strategies for transforming Columbus' vacant land into an asset that contributes to the community.

The Miracle Garden has decided to include a mural on each site to contribute to the transformation of the parcels. We invite individuals, teams, corporations or other entities to submit a mural proposal for either or both sites to transform these publicly held lots into a community asset. There is no limit to the number of proposals an individual may submit.

Entrants will compete for the opportunity to design and paint a mural that will support the theme of each site as well as demonstrate their ideas and spur conversation as an example of how vacant lots throughout the city can be transformed from empty and unproductive lots into active and vibrant places. Mural proposals should consist of images that engage residents and add to the overall theme of each individual parcel, bearing in mind that they must fall under the category of Family Friendly. Graphic or violent imagery, foul or abusive language or any type of racial, gang affiliated or derogatory messages are expressly prohibited and will result in immediate elimination from the competition.

## GARDEN SPECIFIC GOALS:

The Miracle Garden aims to achieve creative and sustainable uses of underutilized land. The murals need to reflect and support The Miracle Gardens goals of:

1. Neighborhood beautification
2. Community engagement
3. Safety
4. Provide access to fresh produce and healthy life choices

## SITE SPECIFIC THEMES:

1. 2863 Fern Avenue – Remembrance Park

The theme is POLLINATORS

Remembrance Park is a naturalized setting with a flagstone path through an iron grape arbor and mulch pathways surrounding herb beds. It also includes rustic steps up a natural incline to a sculpture and sitting area. The mural will be on the 8x8 shed located to the rear of the property and should wrap around the shed.

2. 2211-2217 Cleveland Avenue – Victorian Herb Garden

The theme is THE VICTORIAN ERA

The Victorian Herb Garden is a structured garden reminiscent of the Victorian Era with brick lined gravel paths leading into a 16-ft. gazebo. There is a 3-foot brick wall running along the sidewalks with 6 ft. columns on either side of an 8-ft. iron gate.

The mural will be on the back of the 10x12 shed located to the rear of the property.

## COMPETITION GUIDELINES:

All entries must be submitted by: May 15, 2017. Semi Finalists will be selected by May 30, 2017 with the final winners being announced by June 15, 2017. Each winner will be provided brushes, a roller with covers, primer and a gallon of each of the prime colors in order to mix their own palette of colors. Any additional materials must be pre-approved by The Miracle Garden.

## COMPETITION ENTRY PROCESS:

Entrants will need to submit a detailed mural project proposal, including drawings and a list of materials in addition to the official competition application (see attached). Submissions will be accepted:

- **By online form at:** <http://www.themiraclegarden.org/mural2017>
- By e-mail: [miraclegardeninfo@gmail.com](mailto:miraclegardeninfo@gmail.com) (attach form and snapshot)
- In person or by mail to: Greater Linden Development Corp., 1410 Cleveland Avenue, Suite 1, Columbus, Ohio 43211 Attn:The Miracle Garden

Full project implementation and ongoing maintenance recommendations will be critical to the success of the project. Therefore, entrants should carefully consider the human, material, and financial resources required for ongoing maintenance when designing the mural. Successful submissions must demonstrate the commitment and ability to implement the proposed project within a reasonable amount of time.

Competition entries will be judged in two separate rounds. The information collected from the initial application will identify semifinalists in the competition. Entrants will be able to consult with The Miracle Garden for design assistance if selected to advance beyond the first round of submissions.

During a second round, semifinalists will be asked to prepare a more detailed project proposal, including final site plans, budget plan and maintenance plan. Following the selection of winners, entrants may be asked to present before the Area Commission and consult with zoning staff and Columbus Art Commission as necessary. All entries become the express property of The Miracle Garden.

## EVALUATION CRITERIA

The selection of semifinalists as well as the finalists shall be based on the following criteria:

1. Feasibility: Does the individual/team have the ability to carry out the proposal? Is the project achievable from a technical standpoint?
2. Time and Capacity to Implement: Does the individual/team have the time and organizational capacity to implement the proposal? Are we likely to see the project come to fruition in a reasonable time frame?
3. Creativity: Does the project propose creative and innovative representations of the theme? Does it inspire and help people realize the potential of repurposing vacant lots?
4. Community Benefit: Will the project benefit the community? Does it add to the atmosphere of the site? Is it likely to be a focal point?

## AWARDS

A mural will be selected for each site and the winner will receive \$100.00 award to be presented at the completion of the mural. The first runner up for each site will receive a \$50 award. Winning teams agree to allow The Miracle Garden to use images of the mural, in part or in whole, as they see fit.