

Heartbeat Creative District Painted Crosswalk Project

Partners Undertaking Local Solutions for Expression (PULSE) committee

Request for Qualifications

Project Purpose & Goals

The Painted Crosswalk Project is comprised of the development of 19 painted crosswalks along 1st Street. The attached map identifies the location of the proposed painted crosswalks. Artists are invited to submit public art qualifications for up to four crosswalks. The theme of these crosswalks is dependent on crosswalk location and could include, but is not limited to the following:

1. Hispanic
2. Books
3. Kool-aid
4. Hastings
5. Site Specific

The goals of this project are to improve pedestrian safety while creating a creative network of pathways that connect key destinations within the District and to transform functional infrastructure into public art thereby reinforcing the cultural identity of the District.

Selected artists must comply with the following requirements:

- Designs must maintain high visibility for pedestrian safety and shall not include 3d-visuals or visuals which could be confused for traffic-control devices.
- White reflective traffic striping required by the City must remain visible.
- Paint must be approved for roadway use and will be provided by the Heartbeat Creative District. Crosswalk preparation will also be provided by the Heartbeat Creative District.

Organization Background

The Heartbeat Creative District is a certified creative district located in downtown Hastings, Nebraska and was established through a partnership between the City of Hastings and the Hastings Downtown Business Improvement District. The District is generally bounded by Burlington Avenue, Eastside Boulevard, the railroad tracks, and 7th Street. The District's Public Art Plan identifies painted crosswalks along 1st Street as one of the priority projects and is made possible by the Development Grant from the Nebraska Arts Council and the Nebraska Cultural Endowment.

Artist Qualifications

Artists must meet the following minimum requirements:

- Must have experience conducting public art projects
- Must be available for public engagement opportunities

Submission Requirements:

- Artist Statement (max 500 words)
- Resume or CV
- Portfolio (3–10 images) & References
- Contact information

Qualifications must be submitted by May 1st 2026 via email to:

ebatelaan@cityofhastings.org & bid@hastingsdowntown.com

Selection Process/Timeline

The Heartbeat Creative District will implement the following steps in the selection process:

1. Step One: Selection of Semi-Finalists (April 1, 2026 - May 1, 2026)
 - a. The submitted qualifications will be reviewed by the artist selection committee comprised of artists, business owners, non-profits, and city staff. Selection of semi-finalists will be based on the Evaluation Criteria identified below.
2. Step Two: Development of Proposals (July 6, 2026 - December 31, 2026)
 - a. Three semi-finalists will be selected for each crosswalk and the highest ranked will have first pick for which crosswalk(s) they want. They will be asked to develop a proposal for the crosswalk(s). A \$500 stipend will be provided for a design developed for each crosswalk.
3. Step Three: Public Engagement & Revision (August 2026)
 - a. The finalists will be expected to attend a public art open house to share their proposal with the public and make adjustments based on feedback received. The Heartbeat Creative District will facilitate the public art open house.
4. Step Four: Selection of Finalists (December 31, 2026)
 - a. The submitted proposals will be reviewed by the artist selection committee comprised of artists, business owners, non-profits, and city staff. Selection of finalists will be based on the Evaluation Criteria identified below.

5. Step Five: Implementation (April - May 2027)

- a. The selected artists may be expected to facilitate a public paint day to implement the design for the crosswalk. The Heartbeat Creative District will provide materials and advertising for the public paint day. Travel stipends may be available for qualifying artists.

Evaluation Criteria

For Request for Qualifications, artists will be evaluated based on the following four criteria and receive up to four points for their application.

Topic	1	2	3	4
Artist Qualifications	Provided less than three professional examples/ Had no references	Provided more than three professional examples/ Had no references	Provided more than three professional examples/ Had references	Provided more than five professional examples/ Had references
Community Impact	Unavailable for public art open house	Available for public art open house/ No experience with community outreach	Available for public art open house / Limited experience with community outreach	Available for public art open house / Extensive experience with community outreach
Feasibility	Unable to travel to Hastings/ Located outside Nebraska	Able to travel to Hastings, and located within Nebraska	Able to travel to Hastings, and located within Central Nebraska (maximum one hour drive)	Located in Hastings or in two-mile extra-territorial jurisdiction
Experience/ Relevance	None	Art experience, but not public art	Public art experience, but not painting	Public art experience with murals or painted crosswalks

For Request for Proposals

If selected as a semi-finalist, artists will be invited to submit a proposal, which will be evaluated based on the following four criteria and receive up to four points for the proposal.

Topic	1	2	3	4
Artistic Quality	No application of artistic principles	Application of some artistic principles, such as color theory or rule of thirds	Application of multiple artistic principles, such as color theory or rule of thirds	Application of multiple artistic principles to create a holistic design
Relevance	Design is not related to Hastings/ theme	Design is related to Hastings, but not site-specific or theme	Design is related to Hastings and site-specific, but not theme	Design is uniquely tailored to the specific location of the crosswalk and is relevant to Hastings and theme
Community Impact	No votes received at public art open house	Limited votes received at public art open house / No revisions made based on feedback	Limited votes received at public art open house / Revisions made based on feedback	Ample votes received at public art open house / Revisions made based on feedback
Feasibility	Design does not follow MUTCD standards	Design follows MUTCD standards, but is infeasible due to cost, time, or difficulty	Design follows MUTCD standards and is feasible due to cost, time, or difficulty	Design follows MUTCD standards and is feasible due to cost, time, and difficulty as a paint-by-number community paint day opportunity

Definitions

MUTCD = Manual of Uniform Traffic Control Devices. Chap. 3H regulates colored pavement.

Extra-territorial jurisdiction = 2-mile boundary surrounding the City of Hastings, as shown on this map: <https://gis.adamscounty.org/map/landuse/>