

# NORTH VALLEYS ROUNDABOUT PUBLIC ART PROJECT

## CALL FOR ARTISTS

The City of Reno Arts & Culture Commission (RACC) invites you to submit your qualifications to be eligible for a \$120,000 public art commission for the roundabout at Sky Vista Parkway and Silver Lake Road at the entrance to North Valleys Regional Park in Reno, Nevada. This opportunity is open to artists who are at least 18 years old and living and working in the United States.

**Project Summary:** The RACC is seeking qualifications from artists or artist teams interested in developing a large-scale public art project that will be placed in the roundabout at the entrance to North Valleys Regional Park that reflects the community and values of the North Valleys. This project is in conjunction with a widening rehabilitation project with improvements that include street lighting, eight-foot sidewalks, and five-foot bike lanes on both sides of the roadway by the Regional Transportation Commission (RTC) of Washoe County. The RACC is looking to commission an artist/artist team to design, fabricate, and install a large-scale sculpture in the newly created roundabout. This will be the first large-scale public art project in the North Valleys, one of the newer developed areas of Reno. Goals of the art installation are to transform the area into a vibrant location for residents, improve appearance, bring a sense of safety, and contribute to the identity of the area.

RACC seeks artists with public art experience. The \$120,000 commission will cover all services from design through final installation/implementation, including artist fee, fabrication, insurance, transportation, permitting, engineering, travel fees, and installation.

From this RFQ, three finalists will be selected by the Public Art Committee (PAC), community representatives, and the RACC to be interviewed. After the artists have been interviewed the Committee will select an artist/team for the commission. The selected artist/team will be expected to travel to the site, meet with the community, and develop concept proposals. The City of Reno will help facilitate engagement sessions. The selected artist should expect to spend one to two full days in Reno for engagement and conduct at least one additional online engagement session. This process will allow the artist to learn more about the community and work with them to create a project that reflects their values and the identity of the neighborhood. In this way, the community will feel a sense of ownership and the artwork becomes more meaningful and reflective of a broader perspective.

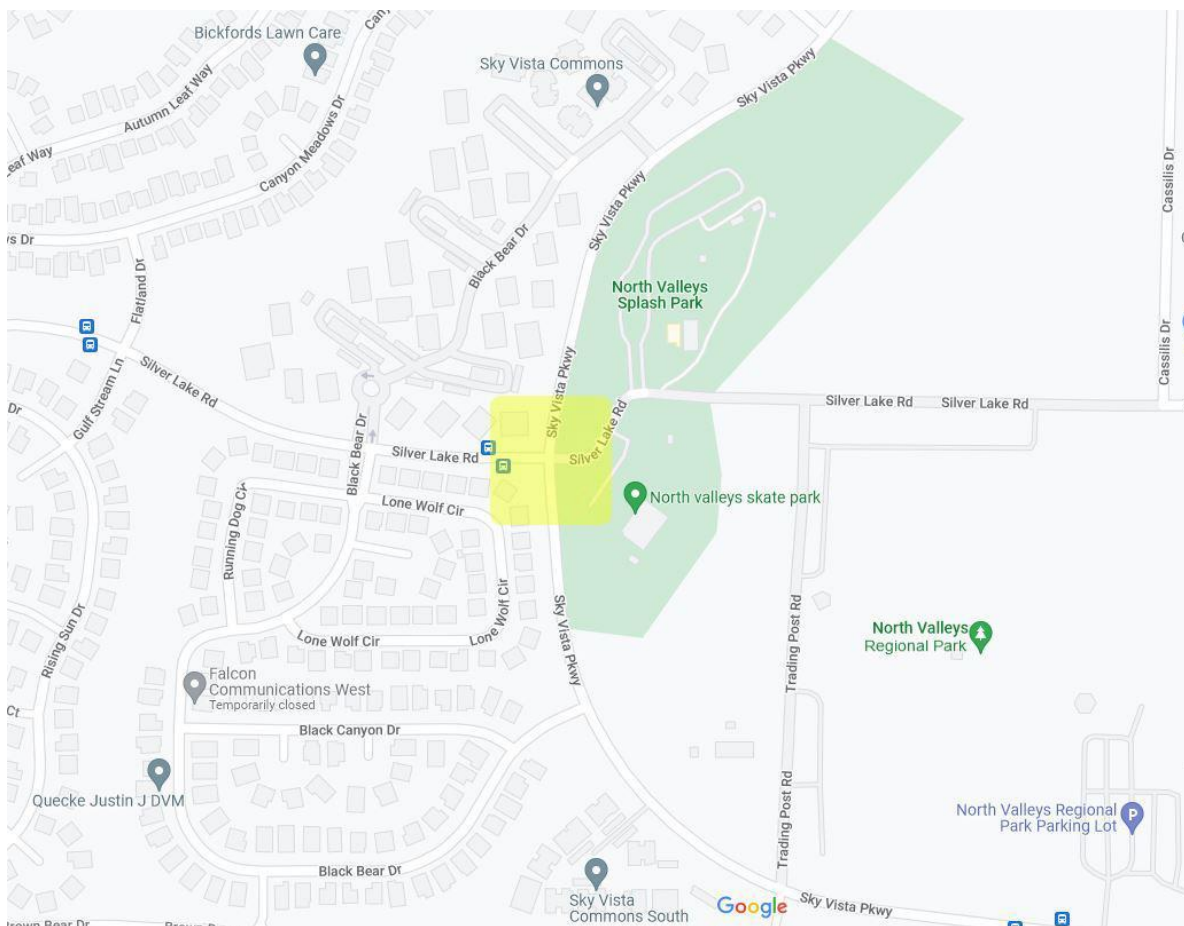
**General Area:** The North Valleys, encompassing Sun Valley, Golden Valley, Lemmon Valley, Stead, Cold Springs and very far north the Red Rock and Rancho Haven communities [[view map](#)], have experienced a huge population growth in the past six years. This area is 20 to 50 minutes north of downtown Reno and had mostly long-term rural homeowners until recently. Most of the growth is attributed to national warehouse distribution centers opening in the North Valleys due to the abundance of land. The

relocation of the Amazon warehouse to this area, Urban Outfitters, and Petco distribution centers has brought many new homeowners to the North Valleys.

The North Valleys consists of a multiethnic community as well as six elementary schools, two middle schools, one high school, eight city or regional parks, Swan Lake, and Sierra Nevada Zoological Park. The North Valleys feel immense pride for their community, especially the surrounding rugged Nevada landscape and being “connected to Reno and Sparks by a short distance, but a world away.”

An initial community input survey generated the following feedback on the neighborhood. Keywords: nature, environment, wildlife, community, family, neighbors, friendly, unpretentious, history/heritage, and inspirational. What is valued most about the community?: nature and the environment, community and friendliness, looking out for one another, open space, peacefulness, safety, and the quiet from being set away from downtown.

**Location:** A pad at the center of the roundabout is being constructed as part of the RTC widening rehabilitation project. The roundabout will be located at the intersection of Sky Vista Parkway and Silver Lake Road at one of two main entrances into the North Valleys Regional Park. [Google Maps link to general artwork location.](#)





**Timeline:**

January 29, 2024 - Submission due online at 11:00 pm PT

February 2024 - Three finalists selected for interview

March 11, 2024 - Finalists interviews

April 2024 - Finalist artist/team selected for Project

May/June 2024 – Community Engagement

July/August 2024 – Artwork design development

September 2024 – March 2025: Artwork Fabrication

April 2025 - Artwork installation

For more information about City of Reno programs, visit [www.RenoCulture.com](http://www.RenoCulture.com).

For questions regarding the call, please contact City of Reno Arts & Culture Manager, Megan Berner, at [bernerm@reno.gov](mailto:bernerm@reno.gov) or (775) 326-633