



CALL TO ARTISTS + DESIGNERS

WHAT IS SIGNUP VALLEY JUNCTION?

SignUp Valley Junction is a collaboration among the Historic Valley Junction Foundation, the City of West Des Moines, and the local community to design and install new signage in the Historic Valley Junction business district to help foster economic activity in the community. The signage will be created by a partnership of teams consisting of a small business owner, a visual artist, and a professional sign fabricator, all coordinated through the leadership and expertise of the Historic Valley Junction Foundation.

HOW DOES IT WORK?

SignUp will facilitate the pairing together of small business owners in the Historic Valley Junction area interested in submitting sign proposals. Business owners and interested artists must attend a mandatory workshop session held at the Historic Valley Junction Foundation office, that will give an overview of the economic value of signage, along with important zoning/permitting, and design requirements.

Following the workshops, artists will submit designs for specific businesses of their choosing. Businesses will select the proposal they like best, establishing a partnership between themselves and the visual artist. Business owner/artist teams will then collaborate with expert sign fabricators during a Prototyping Session to solidify their final designs. A selection committee will choose 10 teams (and 1 alternate) - based on concept, construction, and context - to move forward to fabrication.

Upon selection, each business owner/artist team will work with a sign fabricator to ensure their designs can be produced on time and within budget. Signs will be installed following a public unveiling event in which all participating business owners and artists are invited to attend.

HOW DO I PARTICIPATE?

To participate in SignUp, artists must attend a **mandatory** informational workshop on either [TBD] from 6:00 - 8:00 p.m. or [TBD] from 8:00 - 10 a.m. at the Historic Valley Junction Foundation office located at 137 5th Street in West Des Moines. At the workshops, artists will receive information needed to develop and submit a completed sign design proposal. All design proposals are due [TBD].

Once initial proposals are submitted, business owners will select the sign of their choice, then work together with the artist at a Prototyping Session to refine and prepare final designs for judging. Sign fabricators, engineers, and zoning/planning experts will be on hand during the Session to advise.

WHO CAN PARTICIPATE?

Artists interested in submitting proposals for signage must live or work in the Central Iowa region. No formal design education or certifications are required.

IMPORTANT DATES

TBD	Call to Artists Issued
TBD OR TBD	Mandatory Informational Workshops Valuable information will be presented related to proposal requirements, zoning/permitting, what makes a good sign, etc.
TBD - TBD	Artists develop their sign concepts Artists may prepare as many sign proposals as they wish for any number of businesses. Artists are encouraged to independently explore Historic Valley Junction, to get a feel for the neighborhood, meet business owners, see other existing signage, and discover what makes any particular Valley Junction business unique.
TBD	Sign proposal deadline
TBD	Artists notified All artists are informed if their proposal was selected by a participating business owner.
TBD	Prototyping Session Artists and Business Owners work together as a team, along with an expert sign fabricator, to refine designs and prepare for selection. Other experts will be on hand during this event to answer questions about permitting and fabrication.
TBD	Final, refined sign proposals due to SignUp Guidelines for submittal will be distributed at the Prototyping Session. Designs will be finalized and prepared for selection.
TBD - TBD	Selection Committee picks 10 teams for fabrication
TBD - TBD	Fabrication
TBD - TBD	Completed signs delivered to HVJF for exhibit
TBD	Sneak Peek / Unveiling Event Participating Artists, Business Owners, Fabricators, and other parties involved with SignUp will be invited to an Unveiling Event to reveal the completed signs. Location and time will be communicated in advance of the date.
TBD - TBD	Signs installed in Valley Junction

CAN I FABRICATE MY OWN SIGN?

Artists interested in fabricating their own signs must demonstrate previous experience in sign making or other closely related work. If you are interested in fabricating your own sign, please indicate that during your online submission and we will follow up with you individually to see 3 past samples of your work. All other artists will have their designs fabricated by expert local sign makers.

HOW MANY DESIGNS CAN I SUBMIT?

Artists can elect to submit any number of sign design proposals for as many different businesses as they wish. Artists may have more than one design proposal chosen by the Selection Committee.

DO I GET PAID?

Yes! Artists whose design is selected for fabrication will receive \$1,000 for their design and will have their fabricated creations displayed in a prominent public location. Payment will be issued at the time of sign installation. Businesses' signs who are not chosen for fabrication may still choose to proceed with their design and compensate the artist directly. Artists will be required to complete a W9 tax form to be provided by the Historic Valley Junction Foundation office.

HOW WILL I KNOW IF MY SIGN MEETS CODE/ZONING REQUIREMENTS?

City zoning and code requirements will be discussed at the Informational Workshops. Subject matter experts will be on hand to answer any questions you may have. Expert sign fabricators will provide counsel to artist/business owner teams during the Prototyping Session to ensure that sign designs can be fabricated within budget, timeframes, and attached in line with City requirements.

HOW DO I SUBMIT MY INITIAL PROPOSAL(S)?

Artists interested in submitting proposals MUST be available to attend one Informational Workshop (TBD) along with the Prototyping Session (TBD). A sign design template will be distributed via email to all the workshop attendees and must be uploaded via the Design Submission Form that can be found on the SignUp Valley Junction web page. Designs must be submitted by 11:59 p.m. on (TBD).

To submit sign completed designs go to:
www.valleyjunction.com/about/signup

Click on the **Submission Form for Artists** link in the **Quick Links** at the top of the page.

Designs should be in PDF format and should not exceed 10 MB in size.

If you are submitting multiple designs, they need to be submitted separately.

Sign designs should be presented in the following two ways:

1. a flat, graphic rendering of the sign design
2. a dimensional rendering or structural drawing of the sign as it would appear on the building. Please include dimensions and scale of design as well.

* **Additional information regarding submittal formats will be disclosed at the workshop sessions on (TBD) and (TBD)**

THE DESIGN SUBMISSION TEMPLATE INCLUDES:

1. Name of the business the sign is being designed for
2. Two renderings - (a) flat graphic, (b) dimensional drawing with measurements
3. Dimensions and colors proposed design
4. A list of anticipated construction materials
5. Include any insight into your design process and why you think your design should be chosen

Designs and information should be submitted using the Design Submission template form that will be provided to Artists at the Informational Workshop and is also available online for download at www.valleyjunction.com/about/signup.

DESIGN SUBMISSION TIPS

1. Scale your sketches/designs so that they can be seen easily
2. If possible, provide Pantone or CMYK values for colors used in the design
3. Label all digital files in an intuitive, consistent manner
4. If you are unable to prepare the template document, just upload your images as a single image file via the Design Submission link on the SignUp web page and submit a text document with the additional information of the template.

ABOUT HISTORIC VALLEY JUNCTION

Founded in the 1890s as a railroad district, Historic Valley Junction began as the birthplace of the city of West Des Moines and serves as the gathering place and heart and soul of the community. This vibrant area offers over 140 different businesses and services – bridging generations with unique shops, boutiques, art galleries, restaurants, bars, and other specialty stores.

Historic Valley Junction hosts numerous events over the year ranging from car shows, antique and art festivals, farmer's markets, music events, and winter holiday celebrations.

Today, Historic Valley Junction is recognized as a Main Street Iowa community as well as an Iowa Cultural & Entertainment District. In 2017, the area was listed on the National Register of Historic Places.

For more information on Valley Junction and West Des Moines, visit the following links:

Official Website	www.valleyjunction.com
Facebook page	www.facebook.com/HistoricValleyJunction
City of West Des Moines	www.wdm.iowa.gov
HVJ Master Plan	historicwdm.com

WHERE CAN I DIRECT MY QUESTIONS?

Tom Hyde
Project Lead
tomh1138@gmail.com

Stephanie Tranel
Design Committee Chair
steph@redhouseremodeling.com

The SignUp Valley Junction project is a collaboration among the Historic Valley Junction Foundation, the City of West Des Moines, and the Community.

