

Request for Proposals (RFP): Little Sixth Plaza Asphalt Mural

Large-Scale Temporary Street Mural on NYCDOT Pedestrian Plaza in Hudson Square

Submission Deadline: February 20, 2026

Overview

The Hudson Square Business Improvement District (HSBID) is seeking an experienced NYC-based artist or artist team to design and install a large-scale temporary asphalt mural at Little Sixth Plaza, a newly opening pedestrian plaza located on Little 6th Avenue between Spring and Dominick Streets in Manhattan's Hudson Square neighborhood.

The mural is anticipated to be installed in mid-late May 2026, pending approval from the NYC Department of Transportation (NYCDOT), and will be painted in collaboration with community volunteers. The selected artist will work closely with the HSBID project team to design and execute an original artwork that enhances the public realm, strengthens neighborhood identity, and responds to community interest in public art. The artist will serve as the creative and execution lead for the project and will be responsible for the overall artistic vision, installation strategy, and final appearance of the mural, including coordination and supervision of community volunteer painting activities.

About Hudson Square

Over the last decade, Hudson Square has emerged as one of Manhattan's most dynamic and creative neighborhoods. Bordered by Soho, Tribeca, and the West Village, the area is defined by its concentration of creative industries, design-forward workplaces, and cultural institutions, set within a distinctive and cohesive architectural fabric and an increasingly vibrant public realm. While primarily commercial, Hudson Square is home to a growing residential population and attracts thousands of daily visitors.

Since its inception in 2009, HSBID has prioritized people-centered streetscapes and public art as tools for neighborhood activation and quality-of-life improvements. [Hudson Square Canvas](#), HSBID's public art program, commissions original, site-responsive artworks that contribute to an inviting pedestrian environment and reinforce the neighborhood's identity as a creative urban district. To date, HSBID has commissioned nearly 20 public art projects, comprising more than 50 individual installations, across the neighborhood, including large-scale murals and sculptural installations by both emerging and established artists. These works are thoughtfully curated and integrated into the public realm, reflecting Hudson Square's intersection of creativity, urban design, and everyday city life.

About Little Sixth Plaza

Little Sixth Plaza was established through the NYCDOT Plaza Program following a planning process led by HSBID. Located at a highly visible and heavily foot-trafficked intersection, the plaza serves as a key gateway into Hudson Square and sits directly adjacent to Spring Street Park, HSBID's signature public open space. The plaza is used daily by a diverse mix of students, workers, residents, and visitors. Community outreach conducted during the plaza development process revealed strong interest in public art as a defining element of the space. More than half of participants expressed a preference for an asphalt mural and indicated they would engage with art installations. Community feedback emphasized artwork that feels calming and relaxing, incorporates movement, and draws inspiration from patterns found in nature.

Site Description

The mural site consists of an asphalt surface located on Little Sixth Avenue between Spring and Dominick Streets. The mural footprint measures approximately 6,000 square feet, comprising the entirety of the planned pedestrian plaza area. The mural will effectively serve as a carpet for the planned plaza furniture and programming elements. Artists are encouraged to consider how the artwork can work cohesively with furniture placement and pedestrian circulation, helping to define areas of movement, gathering, and rest. Surface priming is anticipated to be completed in advance of mural installation by HSBID's construction contractor using a priming product specified by HSBID, the selected Artist, and NYCDOT.

The plaza furnishing palette and layout are currently under development. The site plan provided in the Appendix is intended to convey overall plaza geometry and surrounding context, rather than a furnishing plan for the space. The furnishing plan and color palette will be shared with the selected artist at the start of the design development phase, and mural concepts should remain flexible and compatible with movable plaza furnishings.

Artists are strongly encouraged to visit the site prior to responding to this RFP.

Scope of Work

The selected artist will be responsible for designing and executing the asphalt mural, including:

- Developing a detailed work plan and budget to be presented to the HSBID project team for approval
- Developing the artwork design and advancing it through an expedited design development process, including up to three (3) rounds of review and feedback from the HSBID project team (please note: design development is anticipated to occur within an approximately two-week period; HSBID will commit to providing consolidated feedback within approximately one (1) business day per round)
- Supporting with all materials required for submission to NYCDOT and working within applicable DOT public art guidelines to secure approvals
- Preparing a complete, itemized materials and equipment list specifying all products, quantities, and finishes required to execute the approved design, including appropriate contingency for volunteer participation, touch-ups, and corrections (HSBID will procure all project materials based on the artist's approved material list)
- Executing the approved design on schedule and in a manner that conforms to the approved concept and is in accordance with NYCDOT requirements and best practices (artist should assume that anti-graffiti and grip coatings will be needed)
- Coordinating closely with HSBID throughout design development and installation
- Directing the community volunteers' painting by providing on-site leadership, layout, quality control, and completing all necessary touch-ups, corrections, and refinements required to achieve a cohesive final artwork, regardless of volunteer participation
- Attending a mural reveal event and assisting in the promotion of the completed mural within branding guidance and approvals from the HSBID project team

HSBID will coordinate overall project management, material procurement, community outreach, permitting, and communication with NYCDOT.

While HSBID will directly purchase the approved list of materials, the artist remains responsible for specifying appropriate materials and quantities sufficient to achieve a complete, cohesive, and

durable final artwork. Any material needs exceeding the approved materials list will be subject to HSBID approval.

HSBID anticipates organizing community volunteer painting days in coordination with the selected artist. The number of volunteers, structure of painting shifts, and on-site support resources may be refined during design development and installation planning. HSBID may engage third-party consultants or partners to support on-site coordination; however, the artist shall remain responsible for directing painting activities, supervising volunteers and assistants, and ensuring the completed mural meets the approved design and quality standards.

Artwork Guidelines

- Visual impact: vibrant and legible at pedestrian scale; visually engaging without being overwhelming
- Style and mood: an abstract, non-figurative approach that is calming, welcoming, and cohesive, utilizing a vivid yet harmonious color palette that complements Hudson Square's identity, Spring Street Park, and the anticipated Little Sixth Plaza furniture colors
- Contextual response: design should be sensitive to the surrounding uses and pedestrian circulation; colors should complement the surrounding area and site furnishings
- Concept and audience: should resonate with a creative, youthful, diverse, and educated audience, and enhance neighborhood identity and pride, while improving quality of life
- Durability: suitable for outdoor installation on asphalt and compliant with NYCDOT materials and maintenance standards; color palette should avoid lighter tones that display dirt and debris more easily, while also balancing the use of colors that are less heat-absorbing
- Community engagement: simple and legible enough to be executed with the assistance of community volunteers, while still achieving a polished and professional final appearance under the artist's supervision

Artist Eligibility & Qualifications

Applicants must demonstrate:

- Experience designing and executing large-scale public outdoor murals, preferably in New York City or similar urban environments, and preferably with experience specific to asphalt murals
- Experience leading or supervising the installation of large-scale public artworks that involved coordination with assistants and/or volunteers
- Familiarity with and ability to work within NYCDOT public art guidelines, review processes, and approval timelines
- Experience collaborating with multidisciplinary teams and navigating active public spaces
- Capacity to manage design development, production, and installation within the stated budget and schedule

Project Budget

The RFP response will require an estimated budget, to be finalized prior to entering into an agreement. The budget should not exceed the following:

- Artist Fee: \$20,000
- Artist Assistants: up to \$5,000
- Materials: up to \$8,000

The artist fee is intended to compensate the selected artist for creative development, project leadership, and installation oversight, including direct participation in installation activities, supervision of artist assistants and community volunteers, and completion of all necessary touch-ups and refinements to achieve a cohesive final artwork that is consistent with the approved design.

***Project Schedule**

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| • RFP release | Monday, January 26 |
| • Question submission deadline | Friday, February 6 |
| • Responses to questions posted | Tuesday, February 10 |
| • Submission deadline | Friday, February 20 |
| • Finalist interviews and selection | February 23-27 |
| • Design development | March 2-13 (including HSBID feedback and revisions) |
| • Submission to NYCDOT Art | Week of March 16 |
| • Installation + volunteer painting | Mid-late May (pending NYCDOT approval, completion of plaza prep by contractor, and weather) |

*Tentative schedule; subject to change

Submission Requirements

Interested artists must submit the following materials:

- Contact information, including name, address, phone number, email, and link to portfolio or project website.
- Artist bio and sample projects
- Artist statement (up to 500 words)
- Resume or CV
- Portfolio of relevant work (with emphasis on asphalt murals and public art projects)
- Brief description of your conceptual approach for the project (up to 500 words; sketches or visuals are encouraged, but fully developed designs are not required)
- Brief description of the applicant's proposed approach to installation and coordination, including coordination and supervision of volunteer painting activities, approach to maintaining quality control, and anticipated needs for assistants or on-site support (up to 500 words)
- Names and contact information for 2–3 references

Submission deadline: February 20, 2026

All submissions must be emailed to PublicArt@HudsonSquareBID.org with “Little 6th Mural RFP” in the subject line and include a shareable link to download the proposal PDF (you may use Dropbox, WeTransfer, Google Drive, etc.).

Selection Process and Criteria

The HSBID project team will review all eligible submissions and may select finalists for interviews.

The final artist will be selected based on:

- Artistic merit and site responsiveness
- Demonstrated experience with asphalt murals and public art installations
- Feasibility and clarity of proposed execution approach
- Experience leading or supervising participatory or volunteer-supported installations
- Ability to meet the proposed schedule and budget, and work collaboratively with HSBID and NYCDOT

HSBID reserves the right to reject any or all submissions, revise, cancel, or extend this RFP, and request additional information as deemed necessary. HSBID assumes no responsibilities or liability for costs incurred by respondents prior to the issuance of a contract.

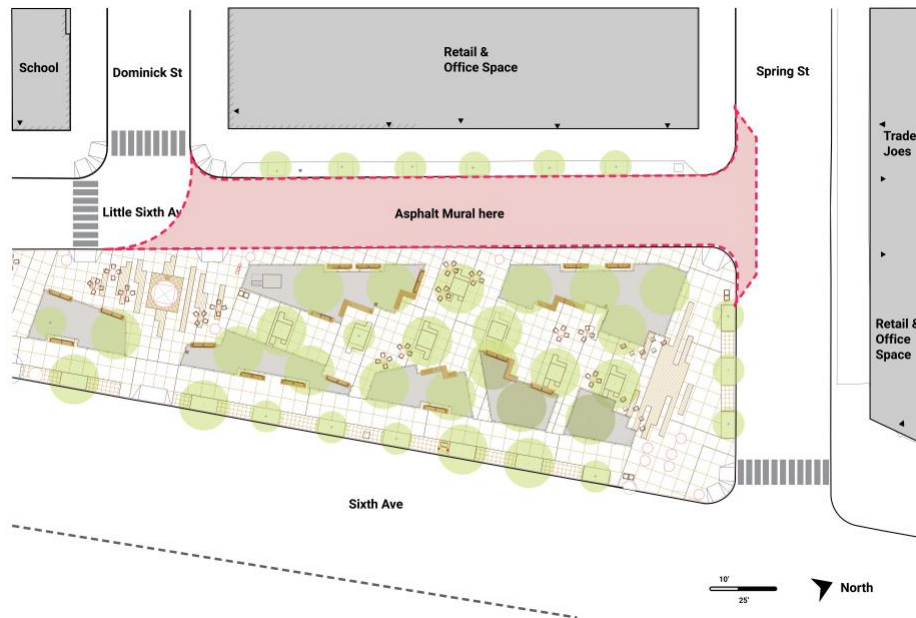
Please send any questions you may have to PublicArt@HudsonSquareBID.org with “Little 6th Mural RFP” in the subject line. February 6th is the deadline for questions to be submitted in order to receive a response prior to the submission deadline. The answers to all questions received by the question deadline will be posted to the following webpage on or around February 9th:

<https://hudsonsquarebid.org/neighborhood/news/asphalt-mural-rfp-little-6th-avenue-plaza/>

Appendix

- Site Plan
- Site Photos

Site Plan (proposed plaza boundary; subject to final NYCDOT approval)



Site Photos:

