



Maryanne Corder Neighborhood Grant Application FY 2024/2025

Created in 1994, this grant funds neighborhood-initiated projects designed to benefit all community members. It is named in recognition of the founder and first director of the city's Neighborhood Services Program. **Applications must be submitted by 5 p.m. on April 22, 2024.**

Name of association	# of households
Holdeman Neighborhood Association	468
Project location and major cross streets	
Hardy Dr. between 16th St. & 19th St.	
Primary contact for grant follow up (please specify role i.e. Chair, board member, treasurer, resident)	Authorizing individual, if different (will accept funds, sign contract- for HOAs typically Community Property Manager)
[Redacted]	
Primary contact email	Authorizing individual email
[Redacted]	
Primary contact phone number	Authorizing individual phone number
[Redacted]	
Primary contact address (include zip)	Authorizing individual address
[Redacted]	

1. Project description: Describe your project in no more than three sentences.

The Holdeman Neighborhood Association seeks to complete an Adaptive Streets pavement painting project in the bike lanes on Hardy Dr between 16th and 19th Streets. The purpose of the project on Hardy is to highlight the bike lane and cyclists' presence on the road, and prompt road users to slow down and take caution. Hardy Dr is also one of the bounding streets of Holdeman, so this pavement mural painting will serve a placemaking and beautifying function, welcoming people to the neighborhood.

2. Project Budget (include sales tax)

Expenses	Amount
Artist Design	\$ 3500
Project Management	\$ 1500
Prep/Powerwashing	\$ 1000
Materials + Gear	\$ 9,000
Traffic Barricading	\$ 2000
	\$ 3000

Required match (HOA & Crime-Free Multi-Family Housing projects **only**) 25% of project total: \$

Grant funds requested: \$ 20000

Total project cost: \$ 20000

Maryanne Corder Neighborhood Grant Application—pg. 2

3. **Staff contacts** Please select all staff that you have met with and/or contacted:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Neighborhood Services staff:
Brenda Clark, Elizabeth Thomas, Shauna Warner | <input type="checkbox"/> Trees: Richard Adkins |
| <input type="checkbox"/> Art: Sarah Nieto | <input checked="" type="checkbox"/> Traffic Calming: Cathy Hollow |
| <input type="checkbox"/> Landscape/Lighting/Walls: Michelle Dahlke@tempe.gov | <input type="checkbox"/> Water Conservation: Conservation@tempe.gov |
| <input type="checkbox"/> Parks/Playground: Dave McClure | <input checked="" type="checkbox"/> Other: Bonnie Richardson; Adaptive Street |
| <input type="checkbox"/> Signs: Mike Scarpitta | |

4. **Narrative**—applications are evaluated based on how well the project meets the below criteria.

Ability: If approved for funding, briefly describe your ability to complete the project in a year and how it will be maintained in the future.

Our proposed adaptive streets pavement painting project draws on a well-established precedent within Tempe, similar to the recent bike lane painting along College Ave in the Broadmor Neighborhood, whose NA we are actively engaged with to leverage their valuable insights from the completion of that project. Our Vice Chair brings experience in executing neighborhood grant projects, and we have a strong base of local volunteers eager to participate in the painting should we be funded. Additionally, we have access to a talented pool of local artists, seven of which have responded to our request for bids, experienced in both neighborhood grants and adaptive streets projects, who are also available for ongoing maintenance and touch-ups. This combination of experience, community engagement, and local expertise positions us strongly to successfully

Community Impact, Outreach and Outcomes: How does your project plan demonstrate meaningful and varied efforts to increase neighbor participation and include diverse participants? Share how your outreach process and strategies are and will continue to be as intentional and inclusive as possible. Describe how your project will impact the neighborhood/community and the desired outcome. (i.e. better health due to more physical activity or public art promoting community identification and pride).

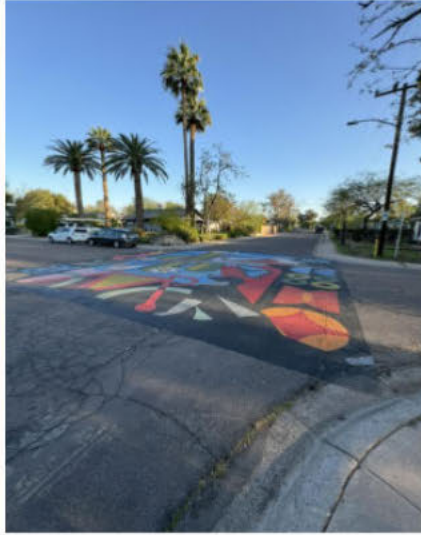
The Holdeman Neighborhood Association, inspired by the success and community-building effects seen in other local projects, recently reconvened to brainstorm potential initiatives for a neighborhood grant. A meeting was called via a postcard invitation to all neighbors, and during our April 2024 gathering, unanimous support emerged for an Adaptive Streets pavement painting project in the bike lanes, mirroring the successful implementation on College Ave.

This project was chosen in response to the concerns over the fast-moving and high-volume traffic on Hardy Dr, a key route for cyclists and micromobility users, including the popular Handlebars BIKEiT path. The community felt a strong need to signal to drivers that they are entering a shared space, encouraging them to slow down and exercise caution. Additionally, there has been ongoing discussion about enhancing the aesthetic appeal of Hardy Dr south of 16th St, where the road widens and lacks significant greenery. This pavement mural project will not only beautify the area but also strengthen its identity as a welcoming, communal space.

Moreover, this initiative offers a unique opportunity for neighbors to engage directly in the transformation of their environment. Residents will have the chance to contribute to the design process alongside the artist and participate in the actual painting, further fostering neighborhood connections and pride.

Project Materials

Bike lane or intersection mural



11th St & Wilson



College Ave & Palmcroft

Potential Bike Lanes to Paint



Hardy & 19th St



Hardy & 16th St



Holdeman Neighborhood X Mural Mates

Adaptive Streets Grant Pricing

Tempe, AZ

2024

Artist Bio



Nicole Poppell “NNUZZO” is a muralist and designer based in her hometown of Phoenix, Arizona with work across the U.S. She has a background in commercial interior design from Arizona State University and has been creating custom large scale art works for clients such as Google, Facebook, Adobe and more.

Her work is a continuous practice of meditation, finding interest in the intersection of imperfection and precision. Her work often invites the viewer to become a participant in the artwork and pushes to use their imagination in what they see. Her style is often bold, playful, organic and simple however she thrives on creating custom works for her clients.

She loves mixing her digital art experience with her hand drawn techniques to create pieces that are clean and bold, creating a statement piece for any wall or space.

Past Work

Holdeman Neighborhood



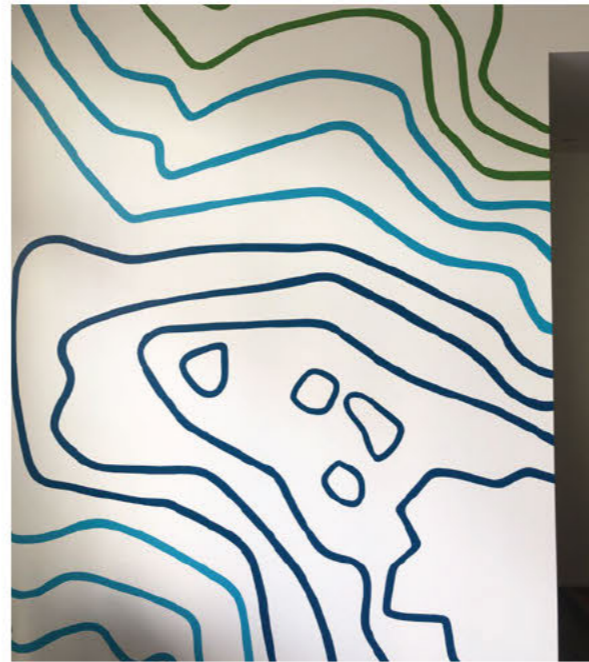
Hilton Hotels - Pismo Beach, CA



WeWork Stairwell - Redwood City, CA



The Bunker SLO - Pismo Beach, CA



Confidential Client - Palo Alto, CA



Colorbloq - San Francisco, CA

Style Inspiration - A mix of geometric and organic patterns inspired by nature.

Holdeman Neighborhood



**BUDGET OPTION 1 -
Bike Lanes**

4 Sections of Bike Lanes Painted
Each ~5'W x 25'L

1. Northbound 19th St. & Hardy
2. Southbound 19th St. & Hardy
3. Northbound 16th St. & Hardy
4. Southbound 16th St. & Hardy

**BUDGET OPTION 2 -
Intersection**

1 Intersection Painted
~20'Wx20'L
Three locations to choose from.



16th St & Hardy

19th St & Hardy

ESTIMATED PRODUCTION

Design - 4 weeks for approvals
Includes 3 rounds of revisions

Production - 1-2 weeks
Rollers, Brush
Using High-quality Acrylic-Based
Masonry Paint such as Behr Command

BUDGET

Item	Cost
Artist Design Fee	\$3,500
Project Management	\$1,500
Prep/Powerwashing	\$600
Installation - 3 people, 1-2 weeks	\$12,400
Materials + Gear	\$2,000
Total	\$20,000

PROCESS

We just request a 50% deposit prior to beginning any design work.
Remaining 50% will be due upon completion.

Installation dates are first come, first serve.
Once the deposit has been paid and design begins, we can look at holding dates.

BUDGET OPTION 1 -

Bike Lanes
4 Sections of Bike Lanes Painted
Each ~5'W x 25'L

1. Northbound 19th St. & Hardy
2. Southbound 19th St. & Hardy
3. Northbound 16th St. & Hardy
4. Southbound 16th St. & Hardy

BUDGET OPTION 2 -

Intersection
1 Intersection Painted
~20'Wx20'L
Three locations to choose from.

Thank you!



Mural Mates LLC
info@muralmates.com
480.246.0656
www.muralmates.com

Call to Artist - Kyllan Maney
Broadmor Neighborhood
Bike Lanes and Crosswalks

Tempe, Arizona
Adaptive Streets – Asphalt Art

Previous Adaptive Street Murals



7th Street and Forest Ave
Aexcel Biostripe Paint



Prototype Temporary Mural -
Tempe Public Library

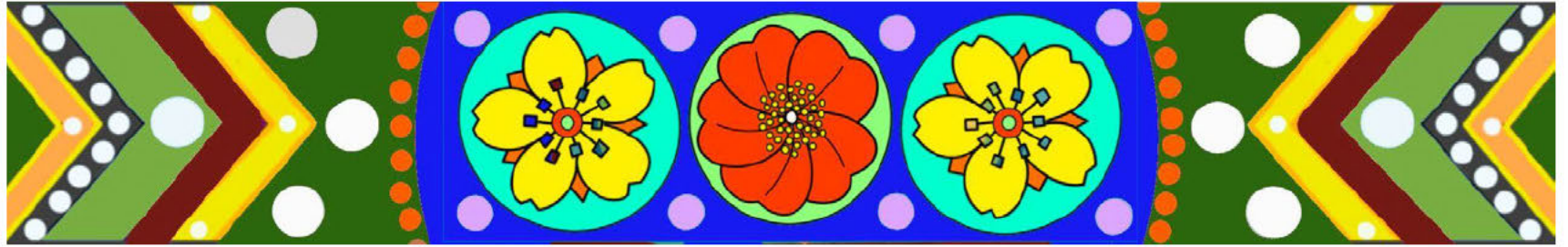
Artist Statement

Kyllan Maney's work is rooted in the interactive process between the viewer and her work. She enjoys the inventive and creative process of discovering transcendence in patterns and forms found in nature. Radial patterns are a common theme in Kyllan's work, these pieces are considered by her as centering mediational moments.

Kyllan shows her work across the valley in various galleries. She has created numerous commercial and residential murals including for Scottsdale Public Art, MonOrchid, Downtown Phoenix, Intel, Paypal, The Dhaba, Mesa Public Library and Roche Diagnostics. She also was the recipient of the 2021 Influx commission for the City of Tempe where she created art for banners on the outside of the Edna Vihil building. Kyllan has recently been a part of the City of Tempe introduction phase to the adaptive street program, she has pioneered the materials and the process for painting these murals on the streets of Tempe. She was recently interviewed by KJZZ's Made in Arizona where she discussed her newest mural on Mill Avenue in Tempe. Kyllan loves creating interactive community collective installations and interactive art throughout the year. Some of these projects include Canal Convergence, Desert Glow at the Desert Botanical Garden and Spark! events at Mesa Arts Center. As a teaching artist, Kyllan shares her art knowledge as an Instructor and is the Visual Arts Coordinator at New School for the Arts and Academics.

Initial Artist Design Ideas

#1



Crosswalk Design



Bike Lane Design

Initial Artist Design Ideas

#2



Crosswalk Design



Bike Lane Design

Budget

Supplies

Axel Biostripe Paint - Paint for project and primer for street	\$5,500
Painting supplies	\$ 750
Safety Vests, gloves and clean up wipes	\$ 150

Ground Surface Prep

Powerwashing street	\$1500
Barricades	\$1000

Assistants

Artist will have several experienced assistants to help paint and help organize the community painting sessions

\$ 3,000

Artist Fee

Includes Design, labor and management of project

\$8,000

This part of the budget may also help pay for extra assistants, barricades and other costs.

\$19,900

Artist will draw out design, manage assistants, manage community components during scheduled paint sessions. Artist will also make sure work is to professional standards upon completion of the project after the community scheduled paint sessions.

This is a proposal budget, funds may be needed for barricades and other factors, funds can be moved to areas of need.

Mural Process and Timeline

Timeline per section and crosswalk

Street needs to be barricaded by the city	
Intersection needs to be power washed	1 day
Intersection needs to be primed with white Biostripe paint	1 day
Design needs to be drawn out by artist	1 day
Community paint days <u>(depending how many community members can participate)</u>	<u>3-5 consecutive days</u>
Total time per section	5 to 6 days

Longevity of the mural will depend on the amount of traffic on the streets and weather conditions. Mural will naturally fade with dirt and tire debris over time. When mural has faded it can be repainted with touch up paint or another mural can be created.

Holdeman Neighborhood

Jake Early, April 2024

Budget

Thank you for inviting me to participate and quote on this project! As an avid cyclist, I would love to be involved in this project. I have done two Adaptive Street murals in Tempe and have really enjoyed the process and I am a big believer in the concept. I have also done a lot of work with the local cycling club in my hometown, Chico, California. I recently collaborated with a sculptor and fabricator to create a large, steel gate that closes a popular hill-climb to cars, so cyclists can ride without the risk of vehicular traffic!

Below is an itemized budget based on my experience with Adaptive Streets murals I've done recently.

Paint	\$2500
Ground glass	\$800
Clear coat	\$1400
Stencils	\$750
Materials	\$900
Crew/Labor	\$1500
Art & Design fees & installation	remaining budget (not to exceed \$20,000)

Holdeman Neighborhood

Jake Early, April 2024

Conceptual Ideas

Conceptual elements to illustrate motion and the busy flow of bicycle traffic along Hardy Ave.

I ride my bike to my studio at Hardy & Alameda daily, so the opportunity to paint bike lanes on Hardy is a dream project. When I ride along Hardy, I see a flow of bike, scooter and pedestrian traffic and envision colorful markings along the bike lanes to brighten the street, but also to draw attention to the bike lanes and hopefully to calm the vehicle traffic I am all too aware of speeding past me!

Below are some graphic images I have drawn to help illustrate these ideas. If chosen to continue with this project, I would love to sit and talk with neighbors about specific imagery and really customize the art to convey the essence of the Holdeman Neighborhood.





SÜN + MOON PRODUCTIONS
STUDIO OF ARTIST LAUREN LEE

Estimate No: 220
Date: 04/17/2024
For: Holdeman Neighborhood Association
jack@biketempe.org

Estimate

15778 W Gelding Dr
Surprise, AZ, 85379-6261
(480) 384-0321
laurenlee222@gmail.com
www.laurenleefineart.com

Description	Amount
Design, Bike Lane Painting to designate and beautify the space, to be completed before June 2025	\$4,500.00
Supplies	\$5,000.00
Labor	\$7,500.00
	Subtotal \$17,000.00
	Total \$17,000.00

Please make payment to:



Total \$17,000.00



Tempe Neighborhood Grant Adaptive Streets Proposal



Thanks Jack!,

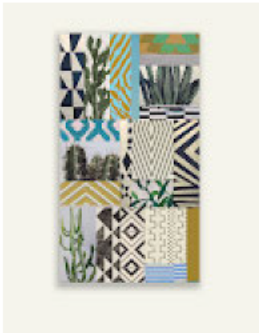
Yes, we would be interested.

I would like to design something site-responsive and with input from the biking community. Attached is a style sample of a recent 2-story mural project in Downtown Phoenix.

Estimated Budget: 16k -18k

All the best,
James Angel
ART+DESIGN+3D
480.234.0281
www.jamesangelportfolio.com

[Quoted text hidden]



a.png
4883K

Rebecca Ross
480.241-7677 / Rebecca@RebeccaRossStudio.com
www.RebeccaRossStudio.com

April 20, 2024

Dear Neighbors,

Thank you for inviting me to submit a proposal for artistic enhancements in your neighborhood.

For two decades, I have created public art in various mediums and led community art workshops. My projects have included multimedia mosaics; painted metal; wood; ceramics; glass tile; photographs on porcelain-enameled steel, tile, and dyed aluminum; Morse Code; poetry; and water features. I am skilled at working with a wide variety of materials and am looking forward to street painting. When choosing materials, I consider durability, Arizona's weather conditions, low maintenance, and cost to deliver the best value for the money.

As a 40-year resident of Tempe, first in the Wilson Art and Garden neighborhood and currently in the Broadmor neighborhood, I am aware of the traffic issues facing our neighborhood streets. I love the idea of using art to slow traffic and encourage drivers and cyclists to take a pause.

As a lifelong gardener, many of my projects include botanical elements. While I always develop projects based on neighborhood feedback, I am submitting two images of my past projects and an illustration of one idea that shows a way I could approach your project.

In the attached illustration, I have approached your project thinking of bright colors of neighborhood grass and irrigation combined with abstracted shapes of desert plants. My goal is for the abstracted botanical imagery to be viewed and enjoyed from any direction. In addition to the street painting, I am including a visual showing the idea of a vertical element (think Peace Pole) that could extend the impact of the art and further meet your goals of slowing traffic. A simple painted column could be embellished with phrases of kindness, friendship, and peace that could be developed with neighbors and Holdeman students.

The visuals I am submitting represent initial ideas. If selected as your project artist, I would further develop the art concepts based on neighbor feedback. Visuals and an itemized budget for each proposal are attached.

My art-making process begins with sketches that offer art concepts for neighborhood review so the final designs include your input and ideas. Neighbors meet, look at initial sketches and materials and suggest ideas. After I gather input from neighbors, I develop the project in my studio, and then schedule times that neighbors and students would have an opportunity to be involved in the making of the art (if there is interest).

I'm excited to use my skills and experience to create beauty in your neighborhood. Thank you for considering me to be your project artist.

Rebecca Ross

Examples of My Past Work



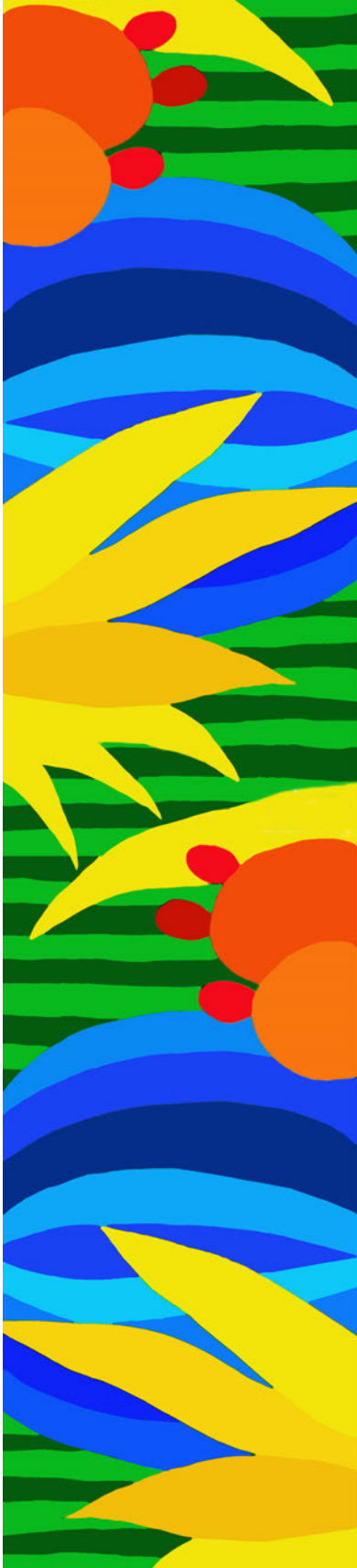
"Helianthus," Broadmor Neighborhood, Glass tile, marbles, stained glass



"Helianthus," Broadmor Neighborhood, Glass tile, natural stone, ceramic tile, marbles, stained glass



"Hedgerow" (collaboration with Laurie Lundquist), Broadway Road, Laser-cut, powder-coated steel



Street painting concept--
This concept incorporates bright neighborhood colors of green grass and irrigation water along with desert plant forms in a fanciful design that can be viewed and enjoyed from any angle.

Optional vertical element -
This concept incorporates similar colors and words of kindness in a vertical presentation that could further enhance slowing of traffic.



Holdeman Neighborhoods – Budget

Proposal for street painting and optional vertical art element

Expenses	Amount
Street painting—	
--Supplies – Aexel Biostripe paint, primer, rollers and brushes, trays, masking materials, stencils, safety gear, and misc. supplies	6,000
--Site prep – sweeping, pressure washing	1,000
--Street painting labor	4,000
*OPTION—a vertical element (similar to a Peace Pole) could be substituted for 10% less street painting (negative space or shorter length, etc.)	
Barricades and street closure for 4-day period	2,500
Community engagement and/or workshop(s)	500
Insurance	1,500
Artist fee (includes design and project management)	3,000
Sales tax	1,500
Total budget	\$ 20,000

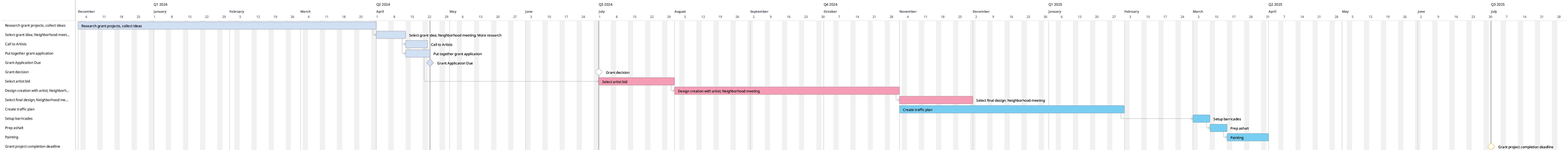
Isaac Caruso Budget and Timeline

Timeline

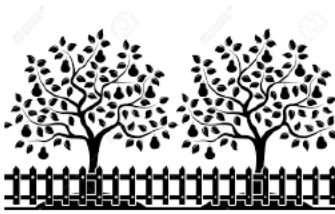
- Meeting with the community to finalize design. After community input is received, I will deliver a sketch including necessary revisions **2 weeks**
- Ground mural installation planning. We will need to coordinate a meeting with community leaders who will help supervise the volunteer effort and Southwest Barricades. An action plan will then be created. **1 month**
- Community outreach for paint-by-number volunteers **1 month**
- Community paint days will be done with the paint-by-numbers method. Artist will be responsible for creating the paint-by-number design and will be responsible for providing "touch ups" **2 days**
- **Completion before June 30, 2025**

Budget

Transpo Industries Color-Safe Crosswalk paint - \$7,500
<https://transpo.com/products/pavement-marking/crosswalks/>
Rollers, roller trays and brushes - \$1,000
Artist fee (design and labor) - \$10,000
Contingency fee - \$1500
Road closure provided by the client
Total - \$20,000



Grant project completion deadline



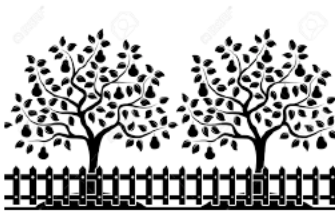
Neighborhood Meeting
Tuesday, April 2nd - 6 pm
 Clark Park Community Center
 Elm Room
 1730 S. Roosevelt St.

Join us for a Holdeman Neighborhood Association meeting on Tuesday, April 2 @ 6:00 pm.

We will discuss and share ideas for a Maryanne Corder Neighborhood Grant project. Neighborhood Elections will be held. Volunteers are welcome—if interested in serving.

Check out the brand new Clark Park Community Center!

For more info, contact the Neighborhood [redacted]



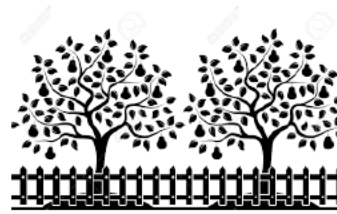
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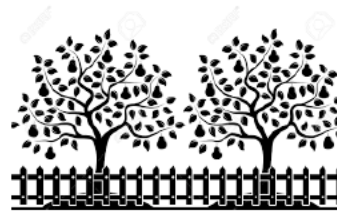
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