

An architectural rendering of Pearl Square, a modern urban plaza. The scene is viewed from an elevated perspective, showing a mix of brick and glass-fronted buildings. In the foreground, there's a paved plaza with a green-painted bicycle lane and a pedestrian walkway. People are depicted walking, sitting on benches, and interacting. A 'CORNER PUB' is visible on the right side of the building. The overall atmosphere is bright and vibrant, suggesting a lively community space.

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Public Art Call Information - Murals

PEARL
S Q U A R E

Pearl Square

Public Art Mural Call (Jacksonville, FL)

Opportunity

Pearl Square is a multi-building mixed-use development in downtown Jacksonville that will introduce residential, hospitality, retail, and public gathering spaces. Public art is being integrated throughout the project to create a vibrant, culturally connected environment that reflects Jacksonville's creative community.

This RFQ (Request for Qualifications) invites mural artists to submit qualifications for multiple locations across the development. Rather than running separate competitions for each site, artists may indicate interest in specific locations and be considered for one or more commissions.

Mural Commission Opportunities

Mural opportunities will be located across **multiple buildings and public-facing surfaces within Pearl Square**. Artists may indicate interest in one or multiple sites (listed on the following pages).

Shortlisted artists will receive detailed site information including dimensions, conditions, and design considerations.

Selection Process

Phase 1 – RFQ

Artists submit qualifications and indicate site interest.

Phase 2 – Site-specific concept PROPOSALS (RFP)

Shortlisted artists will be invited to develop site-specific concept proposals for specific locations. Artists will be administered a Design Fee for proposal work.

Phase 3 – SELECTION Final selections will be made by an art selection committee including representatives from the development team and project art consultants.

NOTE: All information included in this PDF is also available on the Café listing. Please note that all applications must be submitted through Café.

Pearl Square

Public Art Mural Call (Jacksonville, FL)

Artist Considerations

Priority given to:

- Jacksonville / Northeast Florida-based artists
- Experience with large-scale public work
- Strong visual impact and execution

This call encourages:

- Local and regional artists (national artists also considered)
- Individual artists and artist teams

Budget

Final budgets will vary by site and scope, with commissions starting at \$25,000 (all-inclusive). Budgets are inclusive of:

- Artist proposal design fee
- Materials / Fabrication / Painting
- Equipment and installation
- Artist travel within the region (*if applicable*)

Detailed budgets will be shared during the RFP (Request for Proposal) phase.

Application Requirements

- All applications must be submitted through CaFÉ
- Incomplete or late submissions will not be reviewed
- Selected shortlist artists will be required to enter into a contract and execute a project-specific agreement
- Selected final artists must be available to execute hand-painted mural installation on-site in Jacksonville, FL, at the designated project locations in Pearl Square: Downtown Northbank / Urban Core of Jacksonville, FL (Date Varies by project site. (Aug - Dec 2026)

Submission Requirements

All submissions via CaFÉ must contain:

- ❑ Artist Statement (max 300 words)
- ❑ Portfolio (5–10 relevant works)
 - Include project scale, medium, approximate budget for each example & contact reference (*if applicable*)
- ❑ Resume or CV

Optional (but encouraged):

- ❑ Preferred Pearl Square Location(s) / Project Size
- ❑ Typical Project Scale & Budget Range
 - Example: mural square footage range or installation size
 - General budget range or price per square foot

Shortlisted artists will be contacted directly regarding the proposal stage.

Timeline

Application Deadline: **APRIL 23**

Artist Shortlist Announced: **MAY 5**

Site Walk (*Encouraged*): **MAY 7 or 8**

Site-specific Concept Proposal
Package Deadline: **MAY 26**

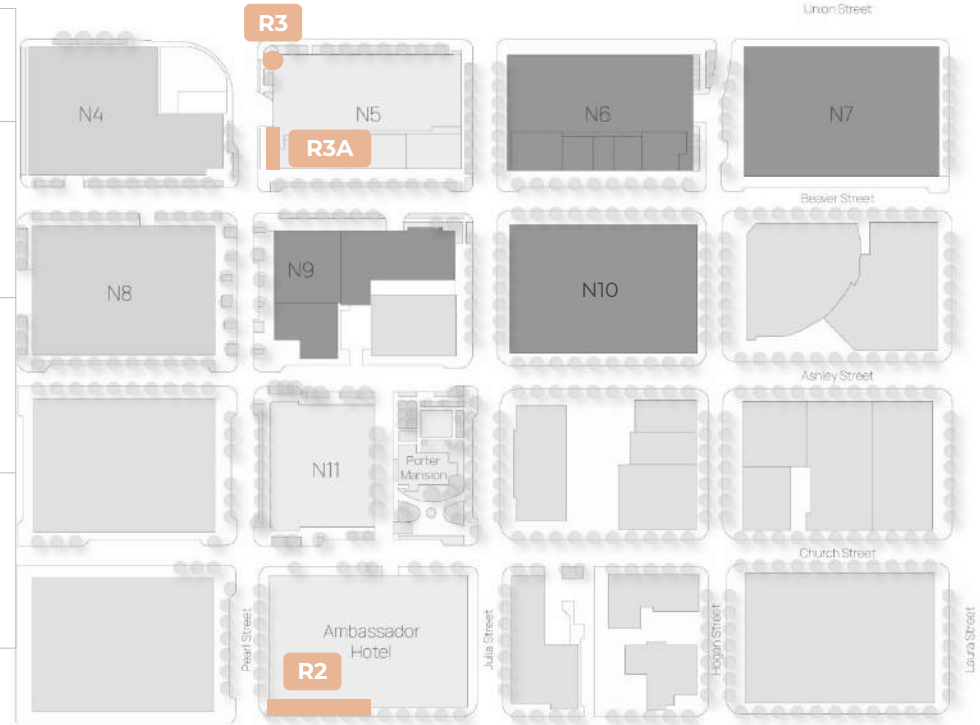
Final Artist Selection: **JUNE 15**

Fabrication / Installation: **Varies by
project site. (Aug - Dec 2026)**

Detailed installation timelines will be shared during the RFP (Request for Proposal) phase.

All 2026 Mural Locations Opportunities - Overview

Tag	Location	Concept	Installation Date	Photo
R2	Ambassador Garage – south facade	Mural	Q3 2026	
R3	Lighthouse	Mural on existing sculptural lighthouse	Q4 2026	
R3A	High Wall	+ Extension of the lighthouse concept	Q4 2026	

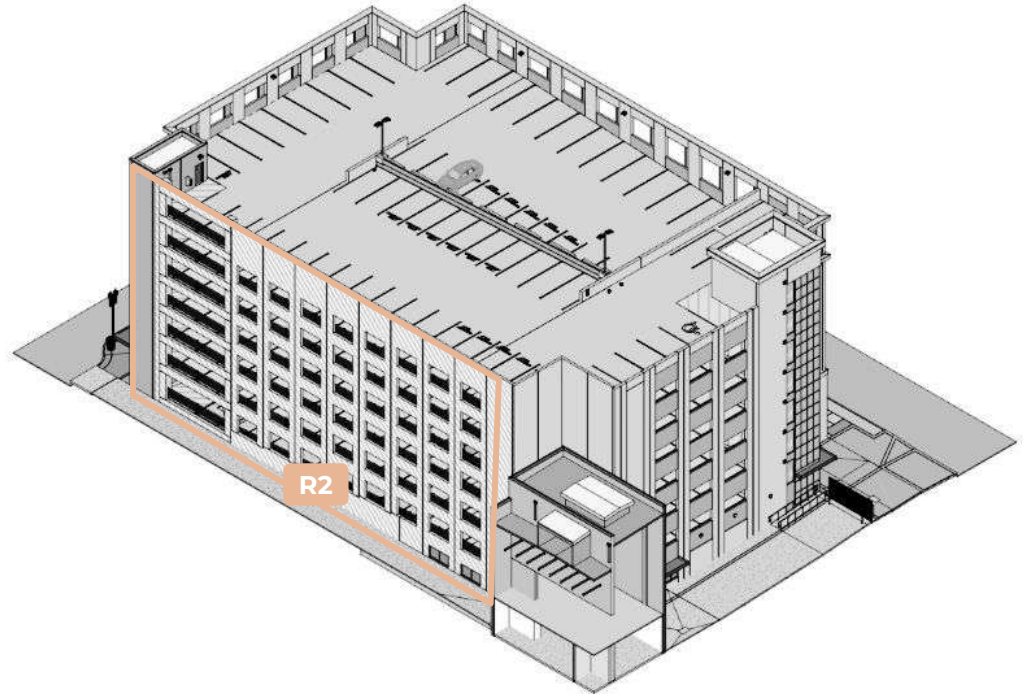


MORE DETAILS PER LOCATION ON THE FOLLOWING PAGES

Ambassador Garage - Mural

Tag	Location	Concept	Installation Date
R2	Ambassador Garage – south facade	Mural	Q3 2026

Description
Concrete Garage Structure
Consider use of dimensional elements/accents
Will require use of a Lift (or similar) for mural application (prior experience preferred)
7,000 SQ FT PAINTABLE AREA (Full area 12,000 SQ FT)



Ambassador Garage - Renders



Description

Mural wall is on reverse side of render views.

Lighthouse & Mural Wall - Overview

Tag	Location	Concept	Installation Date
R3	N5 Parcel-Lighthouse	Mural on existing sculptural lighthouse	Q4 2026
R3A	N5 Parcel-High Wall	+ Extension of the lighthouse concept	Q4 2026

Description

Existing Iconic Lighthouse structure (N Pearl St & Church St W)

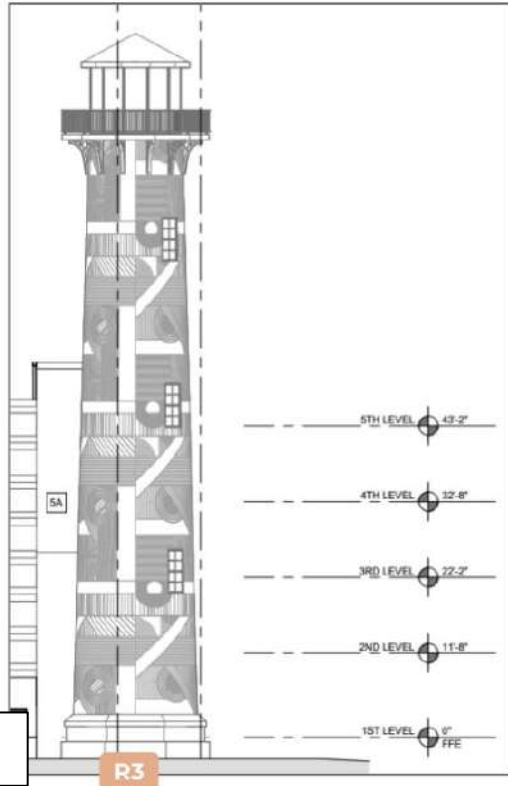
High Wall sits above future Retail Space & design should include some "Pearl Square" branding element

Will require use of a Lift (or similar) for mural application (prior experience preferred)

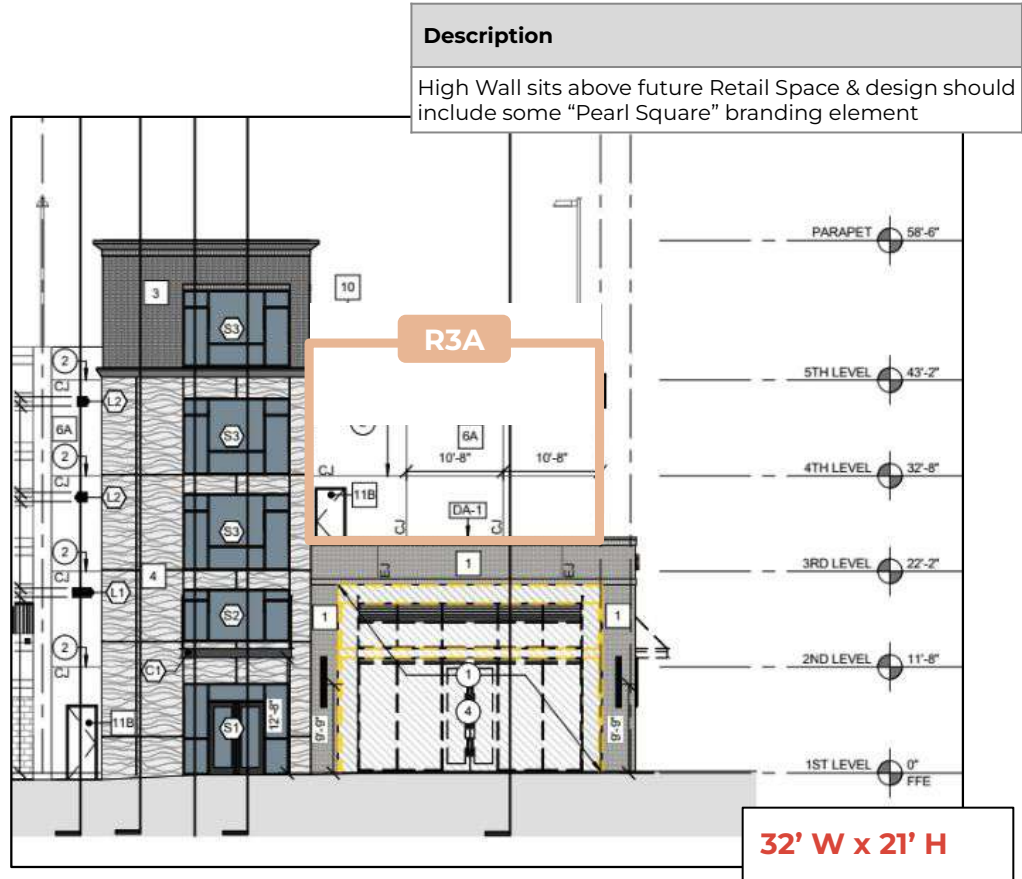
3,000 + 900 SQ FT PAINTABLE AREA



Lighthouse & Mural Wall - Elevation



88' H x 15' DIA



Description

High Wall sits above future Retail Space & design should include some "Pearl Square" branding element

32' W x 21' H

Lighthouse & Mural Wall - Render



Notes

Cross will be removed from top

Lighting element may be added to top (not in artist's scope)

Lighthouse & Mural Wall - Render



Pearl Square Public Art Call: Vision

The following vision statement and selection criteria were informed by multiple stakeholder visioning sessions with Gateway Jax, Of Place, Downtown Vision Inc., and the Downtown Investment Authority.

Art Program Vision Statement:

Art that rewards a second look. The Pearl Square art program focuses on thoughtful, human-scaled work that reveals itself over time. Rather than relying only on bold statements, the collection emphasizes detail, materiality, and moments of discovery woven into the everyday experience of the district.

Rooted in Jacksonville's character and coastal urban identity, the artwork should feel integrated into the architecture and public realm—enhancing how people move through, gather in, and experience the neighborhood.

We are seeking artworks that:

- Draw on Jacksonville's stories, people, and coastal urban identity
- Prioritize subtle, design-forward interventions that bring warmth, joy, and a sense of belonging
- Integrate art into facades, landscapes, and streetscapes as moments of delight, discovery, or comfort (function)
- Introduce occasional signature pieces that support wayfinding, anchor gathering spaces, and reinforce Pearl Square's role as an elevated neighborhood hub

Selection Criteria

(against which to evaluate artwork concepts for Pearl Square)

Neighborhood-Oriented

Uplifting

Elevated

Integrated

Unexpected

Human-Centered

These selection criteria are described in more detail in the following pages.

Pearl Square - Public Art Criteria

Neighborhood-Oriented

Artwork should reflect the spirit, identity, diversity, and creativity of Jacksonville, fostering meaningful connection among residents, visitors, and the broader community.

- Does the artwork draw from Jacksonville's diverse cultural heritage, people, or stories?
- Does it strengthen resident identity and pride within Pearl Square?
- Does it feel authentic, accessible, and representative of its local context?



Uplifting

Artwork should introduce joy, warmth, and moments of delight into the public realm, contributing to a welcoming neighborhood atmosphere.

- Does the artwork spark positivity or uplift the mood of those who encounter it?
- Does it offer playful, bright, or inviting elements that enliven the space?
- Will people of all ages feel comfortable and drawn to it?



Elevated

Artwork should demonstrate design excellence through quality, craft, and intentionality, reflecting Pearl Square's emphasis on detail and refinement.

- Does the artwork exhibit strong artistic vision, technique, and material quality?
- How does the art enhance the district's architectural character or brand identity?
- Does it add sophistication without feeling exclusive or inaccessible?



Pearl Square - Public Art Criteria

Integrated

Artwork should be thoughtfully embedded within Pearl Square's architecture, landscape, and streetscape, enhancing the everyday experiences through seamless design.

- Does the artwork strengthen the relationship between art, architecture, and environment?
- Is it incorporated into materials, facades, planter beds, lighting, or landscape elements?
- Does it reflect craftsmanship and elevate functional aspects of the public realm?



Unexpected

Artwork should encourage moments of discovery by offering surprise, playfulness, or inventive approaches that invite exploration.

- Does the artwork create an element of surprise or a memorable twist?
- Will people stumble upon it in ways that feel delightful or intriguing?
- Does it entice people to move through the district to uncover more?



Human-Centered

Artwork should enrich daily life by prioritizing comfort, interaction, and a sense of belonging, supporting a walkable, welcoming, and people-first neighborhood.

- Does the artwork enhance how people gather, rest, play, or navigate?
- Does it invite interaction physically, emotionally, or socially?
- Does it make the space more intuitive, safe, or enjoyable for all ages and abilities?





This **mood board** offers a visual snapshot of the artwork preferences expressed by stakeholders during various Pearl Square Art Visioning Sessions. The imagery reflects the selection criteria and preferred art typologies.

Please note that this imagery is conceptual only and not a proposal for specific artworks at Pearl Square.



PEARLSQUARE

Thank you. Please direct questions to
arian+pearl@ninedotarts.com.