
VACANT TENANCY REVITALISATION

*VACANT PROPERTY OWNERS AND LEASING AGENTS /
EXPRESSION OF INTEREST*

Are you a managing agent, leasing agent or landlord looking to fill a tenancy in the CBD and/ or North Adelaide?

Opportunity

As part of [Reignite Adelaide](#), the City of Adelaide is giving the opportunity for property owners and artists to participate in the city-wide Vacant Tenancy Revitalisation Program. The program will bring new life to and creatively transform vacant shopfronts in the city and North Adelaide to attract prospective tenants and bring vibrancy to retail areas.

We are seeking property owners or leasing agents to offer vacant shopfront property window/s in kind for a temporary period.

Artist /artist teams will be selected to provide artworks reproduced to vinyl for installation on empty retail shopfront windows across the city and North Adelaide. City of Adelaide will work with identified contract provider to reproduce to vinyl to be installed on shopfront window frontages.

The opportunity is at no cost to the property owner.

Objectives: To support property owners who have vacant tenancies to activate and improve the aesthetic appeal of the property and surrounding street to attract prospective tenants City and North Adelaide including Rundle Mall.

Outcomes:

- To reduce the number of vacant tenancies in the City and North Adelaide
- To re-energise some of the city's quieter pockets by breathing new life into empty spaces

Examples of artworks installed on participating properties:



Artworks will be sourced from a diverse group of South Australian established and emerging artists and will be aligned to the character of the precinct locations the properties are within.

The artwork/s will be on display for a temporary period until the space has been leased, or the vinyl is at end of life, or the short-term agreement has been met for the art installation behind windows.

Expressions of Interest for one of more your vacant tenancy to be a part of the project are to be submitted by email to: d.graetz@cityofadelaide.com.au

Guiding Principles for the Artworks

It is anticipated that the library of artworks/ installation proposal will:

- Be of high quality and strong artistic integrity
- Be inspiring, interesting and engaging to Adelaide's diverse population
- Be visually appealing for shopfronts
- Engage people of all ages
- Be scalable and appropriate to be transferred to vinyl format
- Be artistic in nature
- Be culturally sensitive
- No derogatory work
- Diverse range of artworks.

Expression of Interest Inclusions

If you are a managing agent or property owners with vacant or underused spaces, please get in touch with us by submitting your vacancies. Please include the following information in your EOI:

- ✓ Provide shopfront address of sites that can be offered to participate in kind
- ✓ Contact name, phone number and email address of leasing agent
- ✓ Contact name, phone number and email address of property owner
- ✓ Date the property is available from
- ✓ Size measurements of window/s if available
- ✓ Picture of shopfront vacancy

Considerations

- The final artwork selection will be made in consultation with City of Adelaide creative art team in consultation with the property owner.
- Window vinyls will require decal licence agreement between the property owner and the artist (provided from City of Adelaide).
- Considerations for other requests such as QR code linking to artist portfolio / website / artist profile can be requested for inclusion.
- Leasing details will not be obstructed. See example below:



Installation and Removal

The longevity of the display/s will vary. The artwork/s will be on display for a temporary period until the space has been leased or the vinyl has met its life expectancy.

After providing the files for printing and agreements are in place, there will be no further requirements from the property owner or artists. The installation and removal of the vinyls will be provided through City of Adelaide's contracted printing and installation provider. Installation will commence once agreement has been signed and removal will be once the tenancy has been leased or the vinyl is at end of life.

Evaluation Criteria

An internal panel from City of Adelaide will select the successful proposals based on the following criteria:

- The windows are visible from street view or are in an arcade.
- Sites that have been vacant for a long period of time or are amongst vacant cluster areas of concern will be favourably considered.
- Sites are in visible areas and the windows are suitable for art displays.
- City of Adelaide's panel may select all or some properties dependent on window size requirements for printing and total budget for delivering the project.

City of Adelaide Contact

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