



Department of
Public Works



Planning and
Development



Call for Artists: Opportunity for Detroit Streetscape Artwork

Date: February 25, 2020

Application Deadline: March 20, 2020

[Click here](#) for the application form

Introduction

The city of Detroit's Department of Public Works (DPW) and Planning and Development Department (PDD), are developing a public art program that focuses on strengthening the urban character and identity of Detroit's neighborhood commercial corridors. The purpose of the program is to ensure that Detroit community and neighborhood history and culture, are reflected in the new streetscapes and neighborhood corridor improvements currently underway in the streetscape improvement/road bond program. The DPW currently has streetscape projects scheduled for construction from 2019 until 2022. Potential projects include murals, public art installations, creative signage for existing businesses and retailers, and urban street furniture. DPW will partner with Design Core Detroit (DCD), who will serve as our fiduciary for the grant.

Background

The primary focus of the Streetscape Initiative is to rethink what commercial streets have looked like in Detroit over the past 50 years, to revitalize street life through retail attraction, and to improve multi-modal access to the neighborhoods through Complete Street design. This capital investment serves as a great opportunity to incorporate unique artistic and cultural elements into neighborhood street design with the following goals:

- Supporting and strengthening the urban character and identity of Detroit's neighborhood commercial corridors
- Highlighting and offering opportunities to the local arts and culture community, and
- Ensuring that Detroit history and culture are reflected in public realm improvements.

As a first demonstration of this program, DPW, PDD, and DCD seek consultation services from a Detroit-resident artist, or a team of artists (no more than two), to develop distinct concepts for streetscape visual graphics as described in the Scope of Work below. The concepts shall draw from historic context, the neighborhoods, and from community engagement conversations and materials.

These resources will inform the artist of the community’s future vision. The artist provides a critical role to interpret neighborhood identity into graphic form that shall be expressed as a concept from which the community will vote to choose for the implementation in the streetscape project.

The design will be incorporated into the streetscape section which will include improvements to the road and sidewalks, as well as the addition of bike lanes, landscape enhancements, decorative pavement markings, light pole banners, way-finding signage and improved connections to adjacent neighborhoods. These elements will help to create an inspired and lasting reflection on the community. The artwork will be a feature of the streetscapes and will become property of the City of Detroit.

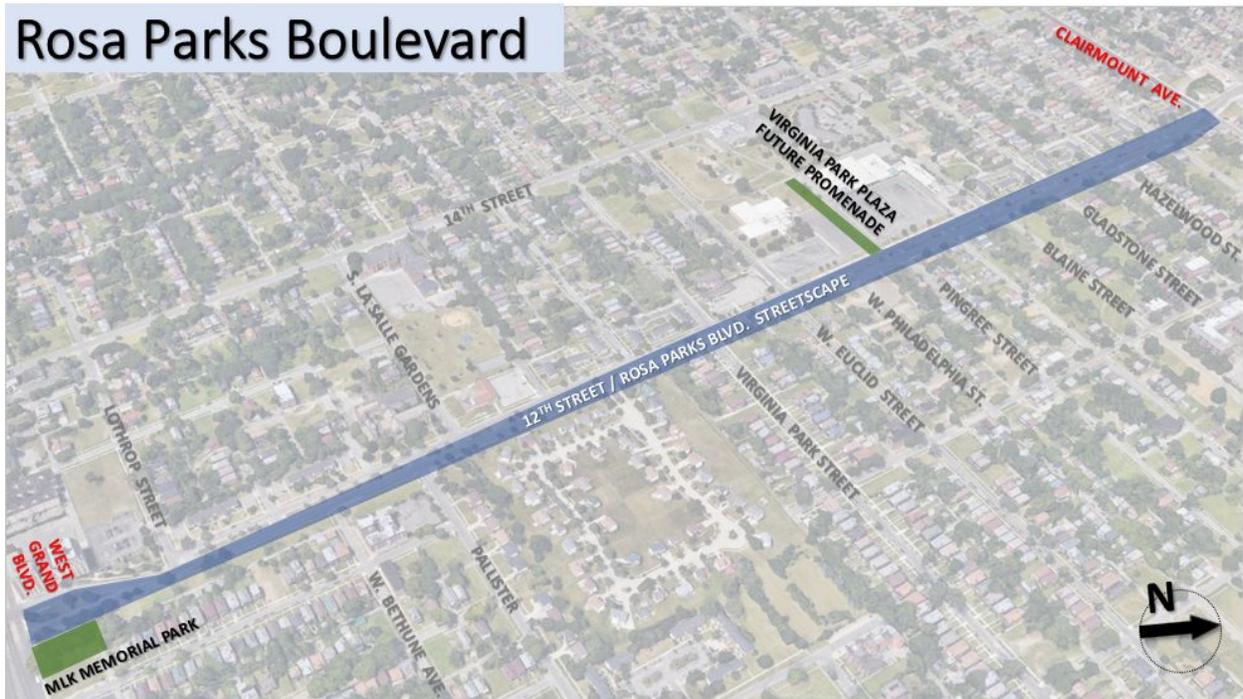
Overview of the Streetscape Projects:

DPW, PDD, and DCD have identified the following three demonstration projects for short-term implementation: (1) 12th Street – Rosa Parks, (2) Riopelle, and (3) Bagley. The design of each of these pilot projects will be informed by input gathered from community engagement. Below is a description of each corridor and the neighborhood’s proposed scope of work for the artistic intervention:

Rosa Parks – 12th Street – West Grand Boulevard to Clairmount – 1 mile segment

Rosa Parks Boulevard/ 12th Street is a corridor rich in history. Anchored by the Motown Museum and Henry Ford Hospital, it extends north to Clairmount through the Virginia Park and La Salle neighborhoods. Scope of work for this segment includes:

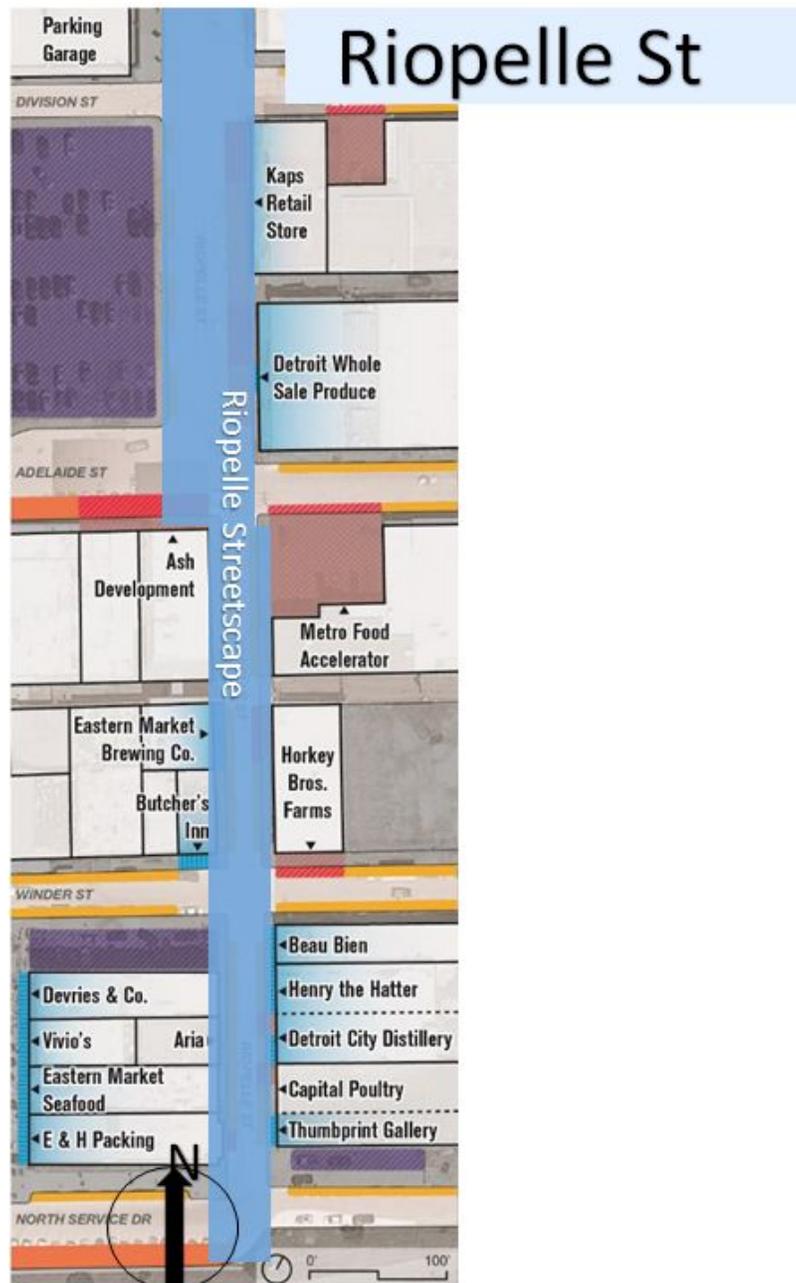
- Neighborhood branding elements based on historical details and anecdotes already collected.
- Vibrant colors and graphics for street crossings throughout the promenade.



Riopelle – Service Drive north to Division - 0.1 miles (3 blocks)

Located in the Eastern Market district, Riopelle is a lively street within the market lined with murals, retail and restaurants. Once streetscape improvements are completed, Riopelle will be a shared street, allowing flexibility for pedestrian use only. Scope of work for this segment includes:

- An artistic element that will benefit the merchants in using the shared street such as but not limited to modular furniture, decorative street closure devices, etc.
- Inclusion of local artist/s and merchants from the strong Eastern Market artist community.



Bagley – 24th east to the Service Drive - 0.1 mile (2 blocks)

Located in Southwest Detroit - Mexicantown, Bagley is a walkable commercial street, home to various Mexican restaurants and bakeries. Building on the existing walkable character, once completed, Bagley will be a shared street that can serve as a community plaza and festival space. Scope of work for this segment includes:

- Gateway sculpture, archway, or other creation made of a durable material such as iron, marking the shared street entrance.
- A design that reflects and references the culture of the neighborhood.



Each streetscape project is unique in its design and cultural expression. Thus, artist selection will be carefully considered to reflect the comments and ideas expressed by the community and the desired outcome. Artist proposals should include the following elements:

Concept and proposal development – to generate a conceptual design for the artwork with written and visual representation of ideas including choice of materials, texture, color and size of the artwork, and cost estimates.

Artwork design, fabrication and installation – to design, fabricate and install proposed artwork upon approval by the City. Executed work must be true to the submitted concept design, be within project budget, and completed in a timely fashion.

Maintenance planning – to prepare maintenance and conservation recommendations for the artwork.

Artist Eligibility

- Eligible to work in the United States.
- Detroit-based artist or designer.
- Artistic excellence and prior experience.
- Must be 18 years of age or older.
- Demonstrated ability to execute scope of work.

Artist Scope of Work

The selected artist(s) will collaborate with the project design team, project stakeholders, and community members to design integrated streetscape elements and or original artwork or a series of artwork along the streetscape.

The artwork produced by the artist(s) should help brand the neighborhood, be transformative, and must be low maintenance.

Background Research Review and Community Interaction:

- The artist will review reference materials and will participate in at least two community stakeholder’s meetings (meeting one to collect ideas and themes; meeting two to present artistic interpretation of information gathered) and neighborhood visit/walk to develop a firsthand relationship with the project area and community in order to gain inspirational material for public art creation.

Concept/Graphic Development

- The artist will develop distinct concepts to represent meaningful context and the community vision for the future. The concept may be applied to the following elements (for example only):
 - pavement markings and street art
 - light pole banners or street signs
 - markers/pylons to identify the area
 - sculpture
 - gateway signage
 - custom furnishings

- The concept will be presented to the City and design team via digital or printed presentation boards.
- The artist will incorporate feedback from the presentation in preparation for a review with the community.
- The artist will attend a community meeting, present the concept, and provide responses and dialogue with the community, which will be instrumental in selecting the approved concept and graphic.

Design Team Collaboration

- Following the selection of the approved concept, the artist will collaborate with the design team to finalize how it integrates into the various elements.

Tentative Schedule/Timeline:

The projected work is expected to begin as early as the week of April 13, 2020. From these start dates, the expected timeline for the artist’s work is as follows:

Week 1-2	Research and Concept Development
Week 3	Artist Presentation to City/Design Team
Week 4	Design Revisions and Community Meeting
Weeks 5-6	Collaboration with Design Team
Week 7	Community Meeting – Final Presentation

Budget

The funding provided for the three public art projects is \$184,000. A breakdown of the budget is included below, and **the funds should cover the conceptualization, design, fabrication, installation of the artwork, along with funding for the maintenance plan.** Funding will be allocated according to the site, scale and nature of the final concept.

Each artist award will be structured as a lump sum for “design-build” services and will encompass the artist’s fees, materials, fabrication services and final installation. Artists may pursue one or all projects. Installation will be closely coordinated with and properly permitted through the streetscape implementation team at DPW with the support of the PDD Project Manager. Artists will be expected to obtain necessary permits for performing work in the city’s right-of way. There will be no fees for obtaining the permits, as the artist is working on behalf of the city. If the artist is creating a piece that needs to be installed in the right-of way, the artist will be responsible for the installation.

Tentative Funding Available for Installations

Bagley St Design and Fabrication	\$ 67,000
Riopelle Design and Fabrication	\$ 50,000
<u>Rosa Parks/12th Street Design and Fabrication</u>	<u>\$ 67,000</u>

Application Requirements

Please complete the application and submit it [here](#). Please contact Cydney Camp at ccamp@designcore.org with any questions. After consultation with the City of Detroit Department of Public Works, responses will be posted in writing on the application site.

Applicants must include the following for each project/installation they pursue:

*Document format shall be pdf or jpeg.

- **Images.** At least three (3) photos of sample work to be submitted via a link to an online portfolio or sample works that do not exceed 4 MB in file size. Images should be of completed projects that demonstrate the artist's ability to complete the tasks described in the scope of work.
- **Completed Questionnaire.** The questionnaire can be found on page 10.
- **Resume or Biography.** Resume or biography should not exceed two pages. If applying as a team, should not exceed one page per team member.
- **References.** Please include reference name, email address, phone number, and relationship to reference. If applying as a team, each team member will need a reference.
- **Schedule.** Please include a proposed schedule outlining at least the following phases: community meetings and information gathering, concept approval, fabrication, and final installation date.

Applications will be due within three (3) weeks from February 28, 2020.

Evaluation Committee and Criteria

Committee

The DPW, PDD, and DCD will deliberate on each artist's proposal based on the criteria listed below. The highest score would be considered the winning proposal for the project.

Evaluation Committee:

Planning and Development Staff(Architect or Urban Designer/Planner)

Rochelle Riley (Arts, Culture, Entrepreneurship)

Chisara Brown (Complete Streets)

Community Member (Streetscape Project Area)

Cydney Camp (Design Core Detroit)

The Department of Public Works and Planning and Development Department are committed to reflecting the rich culture of Detroit, by selecting artists who can and will exhibit this in their artwork.

Upon meeting the criteria below, the evaluation committee will review all applications and select finalists. Based on the volume of applications, the selection committee may conduct a round of in-person interviews. Once the finalists are selected, Design Core will contact the artist(s) regarding the awarded project(s).

Applicants will be notified of the evaluation committees decision by April 3, 2020.

Criteria

The evaluation committee will deliberate and score your proposal based on the following factors, not necessarily listed in order of importance:

- 10% Detroit-Based
 - Residence in Detroit
 - Lead applicant must be Detroit resident
- 10% Understanding of Local Context
 - Ideas that build on the local geography, history and culture of the community
- 20% Design Impact
 - An example of a design concept that encompasses the entire corridor as opposed to one area of the corridor
- 20% Civic Participation in Prior Work
 - Connection to the community
 - Demonstrates ability to interpret community identity into a visual response
 - Demonstrates knowledge of relevant framework plan
- 20% Artistic Excellence
 - Inspiring expression of artistic excellence in design and creative ability
 - Ability to adapt artistic form to streetscape elements as described above
- 20% Design Approach & Sensibility
 - Clear response to Artist Questionnaire
 - Ability to deliver within budget and schedule

Contracting Entity and Project Management

The City of Detroit's Department of Public Works is leading the implementation of this project. This includes the selection process for each commission, working with the selected artist(s) during concept development to facilitate the process, and during installation.

As the City of Detroit's fiduciary for the project, Design Core is issuing this RFP on behalf of the City of Detroit. Artists that are selected for each project will enter into a contract with Design Core Detroit, which is part of the College for Creative Studies (CCS). Artists must complete a CCS vendor form and be approved as a CCS vendor before commencing work. A payment schedule will be mutually agreed upon by the selected artist(s), Design Core, and the City of Detroit. Design Core will process all payments to the selected artist(s) based on this payment schedule out of grant funds secured by the City of Detroit.

Supporting Resources and Sites

[Detroit Streetscapes](#)

[Department of Public Works](#)

[Planning and Development Department](#)

[Rosa Parks/Clairmount Plan](#)

[Eastern Market Plan](#)

[W.Vernor/SWest Plan](#)

[Design Core Detroit](#)

Questions?

Please attend the info session on March 6, 2020 from 2 - 3:30pm. Details include:

March 6, 2020 from 2-3:30 pm

Coleman A. Young Municipal Center, Rm 808

Planning and Development Department

*Please account for additional time needed to navigate building security.

If you can't attend in person, you can call into the conference line with this number:

The PDD conference number is 313-628-4201

Access Code: 2246603

Host Code: 3136603.

In addition, you may email questions regarding this proposal to Cydney Camp at ccamp@designcore.org. Responses will be provided in writing after consultation with the City of Detroit team. No questions will be accepted after March 13, 2020.

Artist Questionnaire

Thank you for your interest in supporting the City of Detroit’s Department of Public Works (DPW), Planning and Development Department (PDD), and Design Core Detroit (DCD) streetscape team, as a potential consultant to develop distinct concepts for streetscape visual graphics as described in the project background. Please review the questions below and provide a response. Each response to each question will be limited to 200 words.

1. Please provide your name, contact information, place of residence, and the best way to reach you.
2. Why would you like to work on this project?
3. What approach would you use to best execute this project?
4. Have you created an outdoor installation that can or has endured the elements? Please describe.
5. Please provide an example of how you were able to meet budget and schedule in past work.
6. Please share a few works that you have done that you think best represent the style that might be used to match this project. (Please provide a link to a website portfolio or send sample works that do not exceed 4 MB in file size.)