



lakewoodalive



PUBLIC ART REQUEST FOR PROPOSAL
LAKEWOODALIVE and CITY OF LAKEWOOD
MADISON-WARREN PUBLIC ART



Date Issued: August 15, 2019

Due Date: September 4, 2019
by 4:00 PM

1. **Project Description**

Call for Entries

LakewoodAlive, the City of Lakewood and Cuyahoga County hereby invite all interested Artists to submit qualifications for new public art murals to be located near the intersection of Madison Avenue and Warren Road in Lakewood, Ohio. Three (3) public art murals are proposed for buildings and infrastructure in the area.

Introduction

Warren Road currently serves as the primary north-south corridor connecting the Downtown and Uptown Lakewood business districts to the Interstate 90 commercial corridor. As a gateway into the City of Lakewood, its vibrant business districts and diverse housing stock, over 14,000 cars and 200 pedestrians pass through the intersection. While census information for cyclist traffic at the intersection is not available, it is anticipated this investment in Warren Gateway Phase 2 (The Project) shall increase cyclist and pedestrian traffic.

Lakewood's Uptown District (defined as Madison Avenue from Warren Road to Hilliard Boulevard) has seen significant investment by property owners, business owners, and the City of Lakewood of approximately \$22.4 million over the past few years. Madison Avenue has seen various improvements to its streetscape, it is anticipated that more improvements and investments will be made after the completion of Warren Gateway Phase 2 to create a more pedestrian-friendly walkable environment while also providing opportunities for reinvestment, promoting healthy multi-modal forms of transportation, and improving the urban environment for the next generation of Lakewoodites.

In late 2018, LakewoodAlive applied for a Cuyahoga County Supplemental Grant Program. The grant monies would be an initial investment in improving the quality of Warren Road, a multi-phase effort over numerous years. It was determined during the grant application that the effort shall be referred to as the Warren Gateway, thereby highlighting the importance of Warren's connection to and throughout Lakewood. LakewoodAlive received the full Cuyahoga County Community Development Supplemental Grant Program amount in February 2019.

Invitation to Participate

Artists are hereby invited to submit qualifications for consideration by the City of Lakewood and LakewoodAlive for the one of the following:

- The north-facing façade of the Fifth Third Bank at northwest intersection of Madison-Warren and one (1) bus wrap for the adjacent RTA Brasco transit shelter.
- The west-facing side façade of Doughnut Pantry, due east of the intersection of Warren and Madison.

The nature of the concept will be at the discretion of the Artist, however mural concept(s) on the existing Fifth Third building and bus shelter are encouraged to work with one another as a cohesive installation.

The concept proposed for the building mural shall be printed, cut, and installed directly adhering to the brick elevations by a print company retained by the City of Lakewood and LakewoodAlive. In developing a response, the artist should note that the texture of the substrate will read through the applied print; the substrate surface will not be smooth.

Eligibility

This project is open to all local artists. Collaborations and teams are welcome contingent upon demonstration in the RFP response of previous experience working as a team. Anyone under the age of 18 must include a parent or guardian’s name and phone number with their application.

2. Design Approach

The public art opportunity is as follows:

- The north-facing façade of the Fifth Third Bank at northwest intersection of Madison-Warren, and one (1) bus wrap for the adjacent RTA Brasco transit shelter.
- The north-facing façade of the Bank provides an area with a minimum width of 10’-0”, and the building façade is approximately 15’-4” high. The mural may take up the full area or part (i.e. 10’-0” in width by 10’-0” in height) as determined by the artist. An asphalt parking lot abuts the elevation with a concrete curb and sidewalk to the left (east). The façade is currently not lit at night, and there are no plans to light the façade in the near future.



Proposed Mural Area on the Existing Fifth-Third Bank Building

- The existing bus shelter adjacent to the Fifth Third building shall be replaced to match the transit shelter adjacent to the Madison-Warren building north of this intersection. RTA has agreed to allow the transit shelter to be integrated into the mural concept with an applied printed wrap or other such inspired installation.



RTA transit waiting environment on the left facing Warren, with Fifth Third Bank mural area on the right

- The west-facing façade of Doughnut Pantry due northeast of the intersection of Madison-Warren.
- The north-facing façade of the building provides an area with a minimum height of 8'-11" and a maximum length of approximately 14'-0". The mural may take up the entire allocated area or less based upon the artist's design intent. A concrete curb abuts the façade and a metal overhang will remain as-is above the brick wall. No lighting is provided or will be.



3. **Submission Requirements**

Please deliver an electronic copy (by e-mail, on a CD or flash drive) of the submittal and include ONE HARD COPY of all required items with your application forms. All pages should include Artist/team name and contact information. All submissions become property of LakewoodAlive and will not be returned.

Responses will be evaluated based upon the selection criteria listed below. Respondents should present the required information in a clear and concise manner in the following order and format:

Cover Sheet

- Include name, address, telephone, email, and website (if applicable) of the Artist to receive all Project information, or any official correspondence relating to the Project.

Section 1: Artist Resume and References

- Include degrees held, a summary list of exhibitions/public art projects completed during the past ten (10) years, selected exhibitions/public art projects, awards, catalogues, current gallery affiliations, and grants / fellowships).
- Include phone numbers and email addresses for at least three (3) professional references.

Section 2: Digital Images of Past Work

- Images of Previous Work (PC compatible). Please closely observe the following guidelines for the submittal of digital images:
 - Submit between five (5) and (15) images featuring select examples of previous public art projects with particular emphasis on works of a similar scope or utilizing similar techniques.
 - Label each image with Artist's name, as well as the year, location, media, and budget of featured artwork. Describe the project concept in one to two sentences maximum.
 - Include a numbered Slide List corresponding to the numbered slides and including the same information contained in each slide label.

Section 3: Statement

- Artist Statement
 - Please describe the conceptual basis for your body of work. In a separate paragraph, please explain your experience working with architectural,

engineering, and design specifications and drawings (limit to 250-500 words).

- Preliminary Concept Statement
 - Please describe your initial impressions of and projected approach to this public art project for the Madison-Warren Mural and preliminary concept. Discuss any projects for which you used a similar approach (limit to 250-500 words).

Deadline – all submission must be received by the deadline. Late and incomplete submission will be rejected.

All submissions must be received no later than:

September 4, 2019 by 4:00 PM

Please mail your submission or deliver in person to:

LakewoodAlive
RE: MADISON-WARREN MURAL
14701 Detroit Avenue
Suite LL10
Lakewood, Ohio 44107
iandrews@lakewoodalive.org

4. Finalist Selection and Award

Notice of Award

A jury appointed by LakewoodAlive, the City of Lakewood, and the property owners shall review and judge all submitted credentials.

The mural and wrap concepts selected by the panel shall be further developed and refined by the selected Artist upon notification of Award. The Artist shall provide a digital file in a format, resolution, and size no later than September 4, 2019 at 4:00 AM EST.

If LakewoodAlive and the City of Lakewood determine that the Artist is not able to provide mural and wrap concepts in a timely fashion by the Artist, the group reserves the right to select another concept/mural in order to maintain the Schedule.

The City of Lakewood and LakewoodAlive reserve the right to reject any and all entries and implement designs not associated with this request for qualifications.

Award/Stipend

The selected Artist(s) shall receive a stipend based upon the location of work. Fifth Third/RTA shelter stipend \$3,000; Donut Pantry stipend \$2,000. Stipend to cover any costs incurred during the final development of the mural. The stipend shall be provided to the Artist(s) upon installation of the proposed mural.

LakewoodAlive and the City of Lakewood are not responsible for any costs incurred by the Artist(s) in developing a mural and wrap concept.

5. Schedule

Issuance of Madison-Warren Artist RFP	August 15, 2019
Artist Credentials and Proposals Due	September 4 at 4:00 pm
Notification of Artist(s)/Concept Selection	September 11, 2019
Mural and Wrap Installation	Spring 2020
Presentation of Mural and Wrap with City of Lakewood, Cuyahoga County Council, and LakewoodAlive	Spring 2020

6. Notice of Use

In awarding the Artist stipend, the City of Lakewood and LakewoodAlive hereby reserve the right photograph, advertise, promote, and utilize the proposed Madison-Warren mural(s) and wrap in any digital, print, or mass media production upon installation. The Artist of the installed mural and wrap shall retain similar rights to photograph, document, and utilize the install art for their respective portfolio or marketing collateral. All concepts submitted for consideration may be utilized by the City of Lakewood and LakewoodAlive for potential digital, print, or mass media productions.

7. Further Information

This call for artists is available on LakewoodAlive’s webpage www.lakewoodalive.org

For questions about the request for qualifications, please contact:

Ian Andrews, Executive Director
LakewoodAlive
14701 Detroit Avenue #LL10
Lakewood, Ohio 44107

EXISTING CONDITIONS PHOTOS



Aerial of site with Madison-Warren intersection.



Eastbound on Madison Avenue with Donut Pantry to the left.



Southbound approach on Warren Road towards Madison Avenue.



Same transit waiting environment shelter installed at the intersection of Warren-Detroit will be installed at Warren-Madison as part of Fifth Third/RTA public art project

MURAL EXAMPLES



Detroit-Warren Building mural completed by LakewoodAlive and City of Lakewood



Mural completed through City of Lakewood's mural program (photo credit: Patch)