

# Request for Proposals

## Public Art & Custom Signage at the Detroit / Sloane Intersection



**City of Lakewood**  
Planning & Development  
12650 Detroit Avenue  
Lakewood, OH 44107  
216.529.4663

**Issued:** July 20, 2018

**Submission Deadline:** Tuesday August 7, 2018 at 4pm

RFP is available on the City of Lakewood's website @ [www.onelakewood.com](http://www.onelakewood.com)



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## I. STATEMENT OF PURPOSE

The City is offering this call for artists to design public art and build custom signage to enhance a pedestrian improvement pilot project at the Detroit/Sloane Intersection.

The City of Lakewood (City) requests experienced artists submit their qualifications to create a public art and signage piece for the city's western gateway that addresses the following:

- Serves as gateway signage for the entrance to into Lakewood;
- Provides bicycle parking;
- Durability for winter conditions; and
- Flexibility to move custom signage during construction projects if necessary.

## II. OBJECTIVE

To partner with an artist to create public art and custom signage while advancing the Community Vision through innovative design.

This project addresses several aspects of the Community Vision.



Education and Culture is addressed through the addition of a sculptural sign. This will be at a prominent intersection for visitors to see.



The intersection updates improve safety for pedestrians and bicyclists.



Community wellness is addressed through the addition of bike parking for visitors to the neighborhood.

## III. BACKGROUND

Lakewood, Ohio is an inner-ring street car suburb of Cleveland. With approximately 52,000 people residing in our 5.53 square mile community, Lakewood is the state's most densely populated city. Located in the city's western edge, Lakewood's West End neighborhood has access to some of the best amenities the city has to offer. The location is just steps away from the Cleveland Metroparks Rocky River Reservation, Heinen's grocery store, shopping, Blackbird Bakery, and a variety of restaurants. The Detroit/Sloane/Valley Parkway intersection is an important gateway for the City. It is the main entrance into Lakewood from both Rocky River and from the Cleveland Metroparks Rocky River Reservation.



#### IV. PROJECT DESCRIPTION

The City of Lakewood received a Community Development Supplemental Grant (CDSG) from Cuyahoga County. This highly competitive grant program allocates some of the Casino Revenue Fund to support community-based development projects throughout all municipalities within Cuyahoga County. This city was awarded \$50,000 to improve the streetscape at the Detroit/Sloane intersection (Figure 2). The public art and custom signage (will be part of this project. This custom signage should accomplish the following:

- Serves as signage for the entrance to into Lakewood
- Provides bicycle parking
- Durability for winter conditions
- Flexibility to move during construction projects if necessary

The custom signage must not interfere with pedestrian traffic and those using the crosswalks. Ample space to lock bikes should be provided and with enough room that bicyclists are not stepping into traffic, but staying in the pedestrian bump-out area. Material should be durable and able to withstand winter conditions, including snow and salt.

The public art will be painted onto the concrete in the pedestrian bump-out areas (dimensions shown in Figure 4). The painted bump-outs may be installed by a group other than the artist, so the artist should keep this in mind when deciding the complexity of the design. Examples of painted bump outs are provided in Figure 1.

**Figure 1. Painted bump-out example**



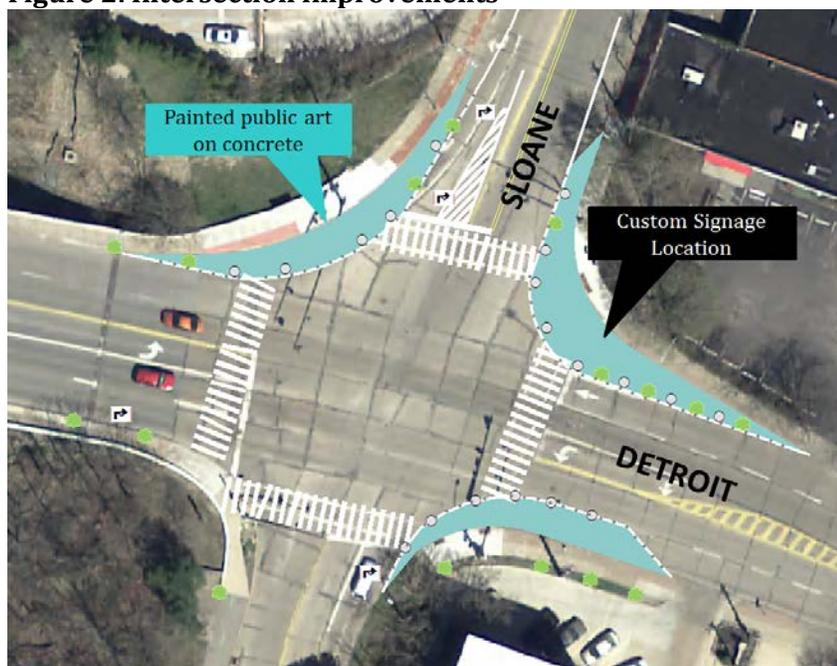


Proposals will be evaluated on the creative application and proposed execution of one or more of the design features listed above.

## V. SITE CHARACTERISTICS

- The project site is located at the intersection of Sloane, Valley Parkway and Detroit Avenue.
- Traffic striping will be modified to match layout in Figure 2.
- Signage will be secured into concrete. Proposed location dimensions are provided in Figure 3.
- The sign must not interfere with the crosswalks.
- Bump-out areas are provided in Figure 4 and are approximately 4,500 sq. ft. in total.

**Figure 2. Intersection improvements**





**Figure 3. Dimensions of proposed signage area**



**Figure 4. Dimensions of painted bump-out areas**





## VI. BUDGET

An artist stipend of \$1,000 will be paid for the design of the painted bump outs and custom signage. The budget for the custom signage is \$15,000. Please develop proposals with this budget in mind.

## VII. SUBMISSION REQUIREMENTS & INSTRUCTIONS

Respondents should identify their capacities, capabilities, achievements, and experience successfully executing comparable projects; general approach to executing projects; and vision for/conceptualization of the proposed project according to the parameters described herein. Please contact Katelyn Milius at 216-529-6634 or [Katelyn.Milius@LakewoodOH.net](mailto:Katelyn.Milius@LakewoodOH.net) with any questions.

- Submit one **(1) hard copy** of all required materials in the sequence listed below. Respondent's name and contact information must appear as the header or footer on all pages.
- Email a copy of the proposal to [Katelyn.Milius@LakewoodOH.net](mailto:Katelyn.Milius@LakewoodOH.net).

Responses must include the following documents in the sequence listed below:

1. **Statement of Interest:** A one page summary expressing your interest, qualifications, approach and vision for the proposed project.
2. **Conceptual Drawing:**
  - Rough sketch of Custom Signage Concept
3. **Cost Estimate:** Total cost estimate for the public art and custom signage that includes labor, materials, and installation.
4. **Schedule:** Estimated timeline with installation no later than Fall 2018.
5. **Resume & Portfolio**
  - Current resume no longer than two pages that describes your education, experience as an artist and any previous public art installations. Please include references on your resume.
  - Submit a portfolio of similar successfully completed projects including descriptions, photos, renderings, site plans, etc. (not to exceed 4 pages).



**Email or deliver submissions no later than 4pm on Friday, August 3<sup>rd</sup> to:**

Katelyn Milius  
Katelyn.Milius@LakewoodOH.net  
Lakewood Department of Planning & Development  
12650 Detroit Avenue  
Lakewood, Ohio 44107  
Re: Public Art & Custom Signage at the Detroit / Sloane Intersection RFP

#### **VIII. SELECTION CRITERIA & PROCESS**

Submissions will be evaluated according to how clearly and comprehensively they address the requirements described herein. Selection criteria include but are not limited to:

- Experience completing comparable projects in similar settings;
- Unique vision for the proposed project;
- Solution to address each of the project goals;
- Timeline that meets the project requirements; and
- Demonstrated ability to complete projects on-time and on-budget.

A short list of artists may be selected for an in-person interview with the selection committee within thirty (30) days of the submission deadline.

#### **IX. DISCLAIMERS**

##### **General**

- Late, incomplete or incorrectly formatted submissions may not be accepted.
- All submissions become property of the City of Lakewood and will not be returned.
- All proposals will be evaluated in accordance with the provisions of the Financial Rules and Regulations of the City of Lakewood

##### **Technical Specifications of Requirement**

Developers must adhere strictly to all requirements of this RFP. No changes, substitutions or other alterations to the technical specifications of requirement stipulated in this Request for Qualifications, document will be accepted unless approved in writing by the City of Lakewood.

##### **No Commitment**

This RFP does not commit the City of Lakewood to award a contract or to pay any costs incurred in the preparations or submission of proposals, or costs incurred in making necessary studies for the preparation thereof or to procure or contract for services or supplies. The City of Lakewood reserves the right to reject



any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the City of Lakewood.

The City of Lakewood reserves the right to negotiate and award only a portion of the requirements; to negotiate and award separate or multiple contracts for the elements covered by this RFP in any combination it may deem appropriate, at its sole discretion to add new considerations, information or requirements at any stage of the procurement process, including during negotiations with vendors; and reject proposal of any vendor that has previously failed to perform properly or in a timely manner contracts of a similar nature, or of a vendor that, in the opinion of the City of Lakewood, is not in a position or is not sufficiently qualified to perform the contract.

This RFP contains no contractual proposal of any kind; any proposal submitted will be regarded as a proposal by the vendor and not as an acceptance by the vendor of any proposal by the City of Lakewood. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of the City of Lakewood and by the successful vendor(s) chosen by the City of Lakewood.

#### **Withdrawals & Proposal Modifications**

Proposals may be modified or withdrawn in writing prior to the proposal closing time specified herein. Proposals may not be modified or withdrawn after that time.

#### **Disclosure Statement**

Any and all information submitted may be subject to disclosure under public records law.