

REQUEST FOR QUALIFICATIONS

PUBLIC ART PROJECT – PORTAGE TRAIL BRIDGE UNDERPASS HISTORIC IMAGERY MURAL CITY OF CUYAHOGA FALLS

PROJECT OVERVIEW

The City of Cuyahoga Falls is seeking a professional artist for a collaborative project that incorporates a primary historical photo(s) or imagery relevant to local history as the main component of a mural on the Portage Trail bridge underpass on Riverfront Parkway. Since the proposed mural work is within Ohio Department of Transportation (ODOT) right of way and on an ODOT maintained structure, the City will need to apply for a Beautification Permit for this project.

Themes of the historical imagery and creative vision are asked to draw inspiration from past forms and alteration of the natural landscape here; the city's industrial past; civic institutions; or the representation of past downtown streetscapes. The artist will be asked to further contribute creative vision and original work to support and coalesce with the primary photo(s) or historically relevant imagery. The project should strive to incorporate relevant facts crediting all original photographer(s), designer(s), and source(s) of any artifact(s) chosen for incorporation into the final mural design.



The city is interested in the historical imagery and context serving as the primary focus of the mural, with the original design incorporated in a way that accentuates that particular item. Examples might include the use of era-appropriate typeface, frame-like designs, incorporations of mechanical or gear work designs, or fluid shapes and lines. The selected artist or artists will work with the city to develop a public engagement strategy, partner recruitment, project implementation strategy, and overall project sourcing, design, and installation. The project components are further described in this release and in the Cuyahoga Falls Public Art Master Plan¹.

Proposals are due by noon on Friday, June 14, 2024.

The City will establish a Task Force to help review artist submittals and make recommendations for the Public Art Board's consideration. The final recommendation will be presented to the Public Art Board for certification. A project plan to include public engagement strategy is expected within thirty (30) days of final selection. Conceptual renderings (for which artist[s] will be compensated) may be required as part of the final selection process. Project completion is expected within four months of Public Art Board certification.

¹ Master Plan Link -

<https://www.cityofcf.com/sites/default/files/19%202011%2002%20DRAFT%20FOR%20PUBLIC%20REVIEW%20Ir%20FINAL%20DRAFT.pdf>

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PROJECT SETTING AND GOALS

The Cuyahoga Falls Public Art Master Plan helped identify significant public interest in both murals and experiencing public art downtown. The project area is expected to be a highly traversed pedestrian area following additional public improvement and recreational investment that incorporates this space. The site offers prominent exposure to a wide audience and could become a capstone to the reinvestment and reimagining of the downtown boardwalk area along the Cuyahoga River.

An artist's scope for this project would include:

- Overall project management for sourcing materials, measurements, subcontracting for applications, and all key components of mural installation.
- Formation of an exterior mural on the concrete surface of the west wall of the Portage Trail bridge underpass. The surface area is approximately 1,200 square feet. A vinyl application is preferred due to the existence of an anti-graffiti coating and rust discoloration issues.
- The project scope should incorporate surface preparation from the overall \$50,000 budget. Inclusion of vinyl wraps to the small pedestals in front of the mural surface.
- Collaborative work to identify excellent and intriguing historic examples of the city's evolution through the stated themes and goals described herein.
- Inclusion of public engagement to inform and inspire the mural design.

Project support from the city would involve:

- Handling of ODOT permitting, securing a Certificate of Appropriateness from the city's Design and Historic Review Board, acting as financial agent and contract administrator for the project.
- Commissioning an artist or artists to work collaboratively with other agencies to identify a historically relevant photograph or image significant to the city's evolution. This selection will serve as the centerpiece of a large mural, which may include more than one selection of historic imagery and incorporate unique, original design elements to accentuate the historic imagery.
- Support in identifying community traits and significant characteristics through public engagement processes.



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SCOPE OF WORK

The City is soliciting qualification packets that include the following components:

1. Project work plan
2. Relevant work experience
3. Public engagement concepts
4. Oversight process and deliverables
5. Schedule of proposed activities and milestones
6. Compliance with project process and milestones outlined in public art master plan

The City is not seeking a formal artistic proposal or creative strategy at this point, as we expect these will be developed in consultation with project stakeholders.

BUDGET

The City has budgeted \$50,000 for this art program. Budgets must be itemized, including materials, surface prep, and administrative expenses.

SUBMISSION REQUIREMENTS

Artists interested in this project shall forward **one complete (1) hard set of documents and one (1) complete electronic qualifications packet by 12:00 p.m. Friday, June 14, 2024** to Adam Paul, Assistant Planning Director, City of Cuyahoga Falls (adampaul@cityofcf.com). The proposal should include:

1. A one-page letter of interest and current résumé.
2. Response to the Scope of Work activities and Preliminary Budget considerations, separated accordingly.
3. Description of artist background, breadth of work experience with a focus on muralism, work involving photography and historical imagery, anti-graffiti surfaces, and vinyl applications.
4. Experience in completing similar public art projects with at least three (but no more than five) illustrative examples of previous work.
5. At least three client references.

SELECTION PROCESS

The review team will include a Task Force as established by the Master Plan with guidance from the Administration and Public Art Board to evaluate proposals using the following review criteria:

1. Comprehensiveness of proposal.
2. Experience in initiating and completing large-scale, multi-layered public art projects.
3. Proven ability to work with historic documents and photographs for clear and vibrant reproduction.
4. Skill in digital file creation and modification with past project success scaling for vinyl applications.
5. Commitment of artist(s) with verifiable public art experience.
6. Ability to manage project within budget in a timely fashion, including potential weather-related constraints, for a successful installation by Friday, November 15, 2024.
7. Interview process that exhibits connection to community and ability to meet overall project goals.
8. Strength of client recommendations.

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A Task Force created by the City and PAB will aid in artist and project selection and commitment to the project timeline. The Task Force will help develop project standards, components of the public engagement processes, and coordination of project updates and milestones.

The Task Force will work with the artist(s) on a coordinated effort of appropriate intervals for guidance and updates agreeable to all parties.

QUESTIONS

Please submit questions concerning this announcement to Adam Paul, Assistant Planning Director, at adampaul@cityofcf.com. Every effort will be made to respond in a reasonable timeframe. Please provide current contact information for updates related to the review process and future announcements.

You must register at the time of submittal to receive requested or periodic updates. You do not have to register to submit a proposal.

SUBMISSION DATE

Applicants must submit one hard copy of all required RFQ documents for file and one digital set for review and distribution **by 12:00 pm (EST) Friday, June 14, 2024** to:

City of Cuyahoga Falls
Community Development Department-Planning Division
2310 Second Street
Cuyahoga Falls, Ohio 44221-2583
Attn: Adam Paul, Assistant Planning Director
adampaul@cityofcf.com
[330-971-8135](tel:330-971-8135)