



Neighborhood Planning Public Art Project

Request for Proposals

Call Summary

As the commissioning organization, Burten, Bell, Carr Development, Inc. (BBC) is calling for qualified entities to submit a proposal to design a neighborhood strategy for the development of public art and branding displays. The proposal deadline is Friday, November 16, 2018 at 4pm. The project timeline is February 1, 2019, through July 31, 2019. The project budget is \$50,000. The project includes three geographic locations within Ward 6 of the city of Cleveland defined as the Buckeye Corridor, Woodland Hills, and the East 93rd Streets Passage. Maps detailing each of the three target areas are attached exhibits of this RFP.

Agency History

BBC is a nonprofit community development corporation founded in 1990 that serves Cleveland's Central and Kinsman neighborhoods. In 2017, we extended our community development services into the Buckeye neighborhood. Our mission is to empower citizens and revitalize blighted and underserved communities. Our vision is to be a premier community transformation and citizen empowerment organization in the United States.

BBC's work has noticeably evolved over the years, extending our impact to the areas of health and wellness, sustainability, greening, education, and workforce development. Going forward, BBC intends to build upon the momentum of our recent transformative revitalization measures, including both programmatic and physical components. The integration of green space development, real estate development, health and wellness programming, and social enterprise formation will continue to be a key strategy used to grow our neighborhood economy and strengthen social fabric.

Project Description

The goal of this project is to design a neighborhood strategy for the development of public art displays to beautify and brand the targeted areas. The scope of this project will not include the procurement of particular artists to create the art installations. However, local artists will be invited to inform the neighborhood plan for public art.

Project Goals

Below is a list of objectives for this project:

- Develop a neighborhood strategy for public art in each targeted area (strategies should complement official City of Cleveland neighborhood plans);
- Assist BBC staff in identifying and recruiting key community stakeholders who have a strong interest in public art and targeted areas to serve on the project steering committee;



- Convene the project steering committee to inform the framework of the neighborhood strategy;
- Lead a series of community meetings to gain feedback from residents and community stakeholders on types of public art and branding ideas;
- Design streetscape elements on East 93rd Street and Kinsman Road to highlight the life of Alianna Defreeze, a teenager who was kidnapped from this location and murdered on her way to school;
- Identify a location to create a neighborhood memorial to celebrate the lives of deceased community members and propose designs elements for the installation;
- Integrate public art concepts with social media to make a strong statement about the importance community branding and investment.

Art Location Description

The selected applicant will be expected to participate in the selection of the public art display sites. Three areas within Ward 6 have been identified, but specific site details have not been determined. The three areas are Woodhill, E. 93rd Street and Kinsman Road and Buckeye from MLK Blvd to E. Moreland Boulevard.

Art Location Plans

The neighborhood strategies for public art will include a strategy to best display public art potentially on residential and commercial zoned properties for the Buckeye and Woodland Hills neighborhoods. The Buckeye Corridor borders are at E. 79th Street and Holton Avenue, expanded to East 72nd Street on the west, Woodland Avenue on the north, East 140th Street on the east, and Kinsman Road on the south, with Buckeye Road. Woodland Hills is bordered roughly by Mount Overlook Avenue on the north, Kinsman Road to the south, East 116th Street to the east and Woodhill Road to the west, it is most notable for its largest geographic feature, the 116-acre Luke Easter Park.

Budget

The budget allocated for the neighborhood strategies is at or below the maximum of \$50,000. Costs that may be included are artists' fees, mileage, engineering, materials, documentation and oversight of planning process. This budget does not cover actual installation costs. After the plan is completed, additional money will be raised to realize the plan. The proposal should include how the budget will be used.

Applicant Eligibility

BBC is an equal opportunity agency. The following are the qualifications that applicants must meet in order to be eligible for this project. Applicants may consist of an individual or a team.

- This RFP is open nationally, but our agency prefers an individual or team that is familiar with Cleveland neighborhoods and culture.
- Applicants must have completed a project with a similar budget, scale and scope.



- Applicants who have experience interacting with the Buckeye and Woodland Hills communities are encouraged to apply.
- Applicants that possess community engagement experience and have prior work products demonstrating the ability to achieve the expected outcomes of this project are preferred.
- Applicants should be able to work with BBC's Community Outreach Coordinator and other staff to accomplish project goals.
- Applicants should be familiar with official City of Cleveland plans such as Thrive 105 – 93 Corridor Project and Connecting Cleveland 2020 Citywide Plan. Links to these plans are listed in the sources section.
- This RFP is open to an individual or team consisting of neighborhood planners and professional artists only; students are ineligible unless accompanied by an experienced professional.

Submission of Proposal Requirements

Proposals should include a response to how you would implement the scope of services listed above and itemized budget on how funds will be used. It should also include your resume, three professional references, and three examples of past projects.

Deadline

The proposal deadline is Friday, November 16, 2018 at 4:00pm. Overnight or express delivery, received after the deadline, is not permitted.

Submission Address

Hard Copy

- Proposals shall be sealed and delivered to: Burten, Bell, Carr Development, Inc., Attn.: Sherita Mullins, 7201 Kinsman Road, Suite 104, Cleveland, OH 44104, and arrive before the date and time shown above. Proposals received after this date and time shall be returned to the sender. BBC reserves the right to reject any or all bids received.

Digital

- Submit a digital proposal through <https://wettransfer.com>. Follow the instructions: Add files, Email to: smullins@bbcdevelopment.org and in Message section type "Response to Neighborhood Planning for Public Art RFP." Applicant is responsible for assuring that all items of the proposal are submitted and received by BBC by the deadline.

Selection Process

Proposals will be reviewed by a selection panel consisting of BBC staff, community stakeholders and funders. Artists or teams with the top three proposals will be invited to an interview. For finalists, fee and travel expenses will not be covered. Interviews will be held during January 7, 2019, through January 18, 2019.



Selection Criteria

The criteria for this Request for Proposals includes:

- A person with demonstrated artistic experience that could provide a creative viewpoint to the neighborhood strategies;
- Evidence of working in the field of public art for more than three years;
- Experience working with low-income urban communities; and
- Experience in neighborhood planning and community engagement.

Project Timeline

The project timeline is outlined below.

- Proposal submission deadline – Friday, November 16, 2018
- Proposal review – November 19, 2018 – December 14, 2018
- Finalist notification – January 4, 2019
- Interviews – January 7, 2019 – January 18, 2019
- Artist selection – January 28, 2019
- Contract – February 1, 2019
- Neighborhood plan process – February 1, 2019 – June 28, 2019
- Neighborhood plan review – July 1, 2019 – July 31, 2019
- Completion date – July 31, 2019

Sources for Additional Information

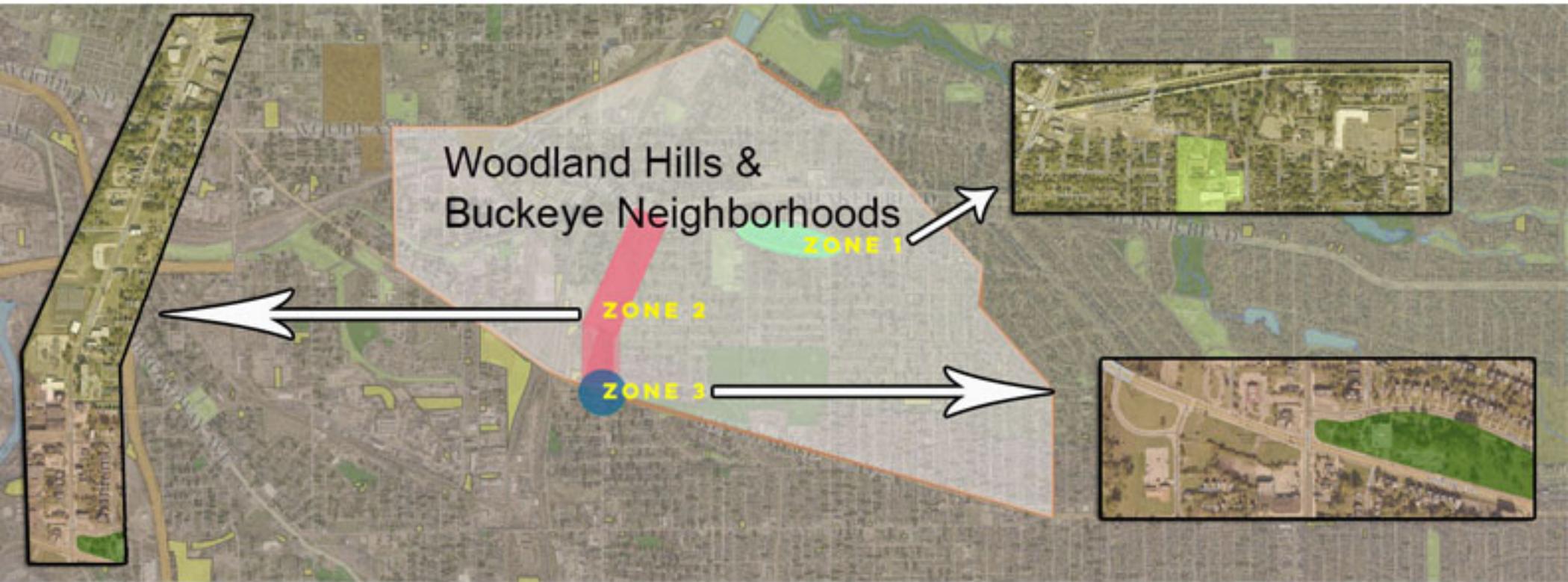
Artist may use the following resources to assist with preparing the proposal.

1. <http://dev.bbcdevelopment.org/read-our-neighborhood-plans/>
2. <http://planning.city.cleveland.oh.us/>
3. <http://www.clevelandcitycouncil.org/find-my-ward>
4. <https://www.land-studio.org/>
5. <http://www.clevelandnp.org>
6. <https://case.edu/ech/articles/b/buckeye-woodland>
7. <http://planning.city.cleveland.oh.us/thrive/cpc.php>

Resources for Questions

All questions regarding this Request for Proposals should be directed to Sherita Mullins by phone, 216.342.2861, or email, smullins@bbcdevelopment.org.

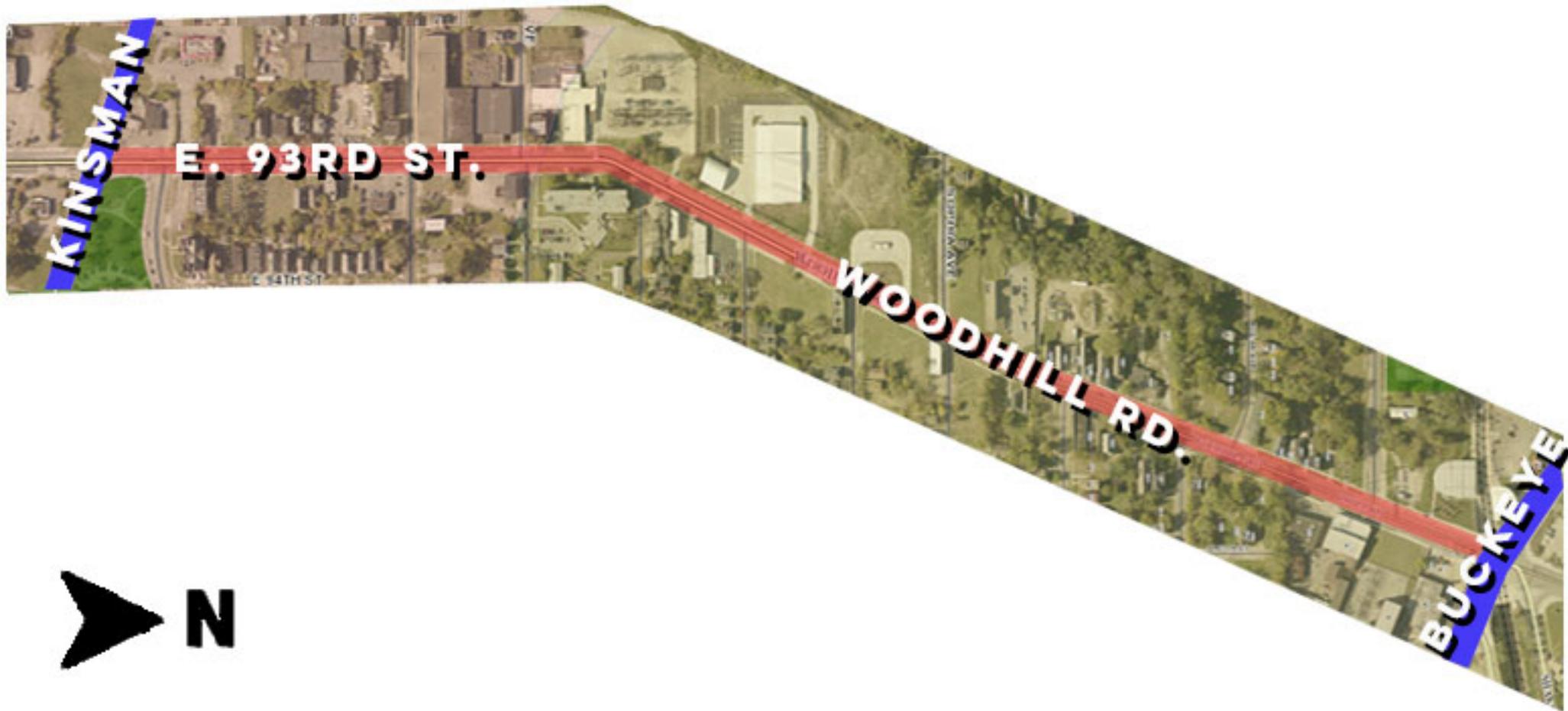
MASTER SITE PLAN



ZONE 1: BUCKEYE RD. BETWEEN MLK & 116TH



ZONE 2: WOODHILL RD.
BETWEEN BUCKEYE & KINSMAN RD.



ZONE 3: 93RD & KINSMAN

