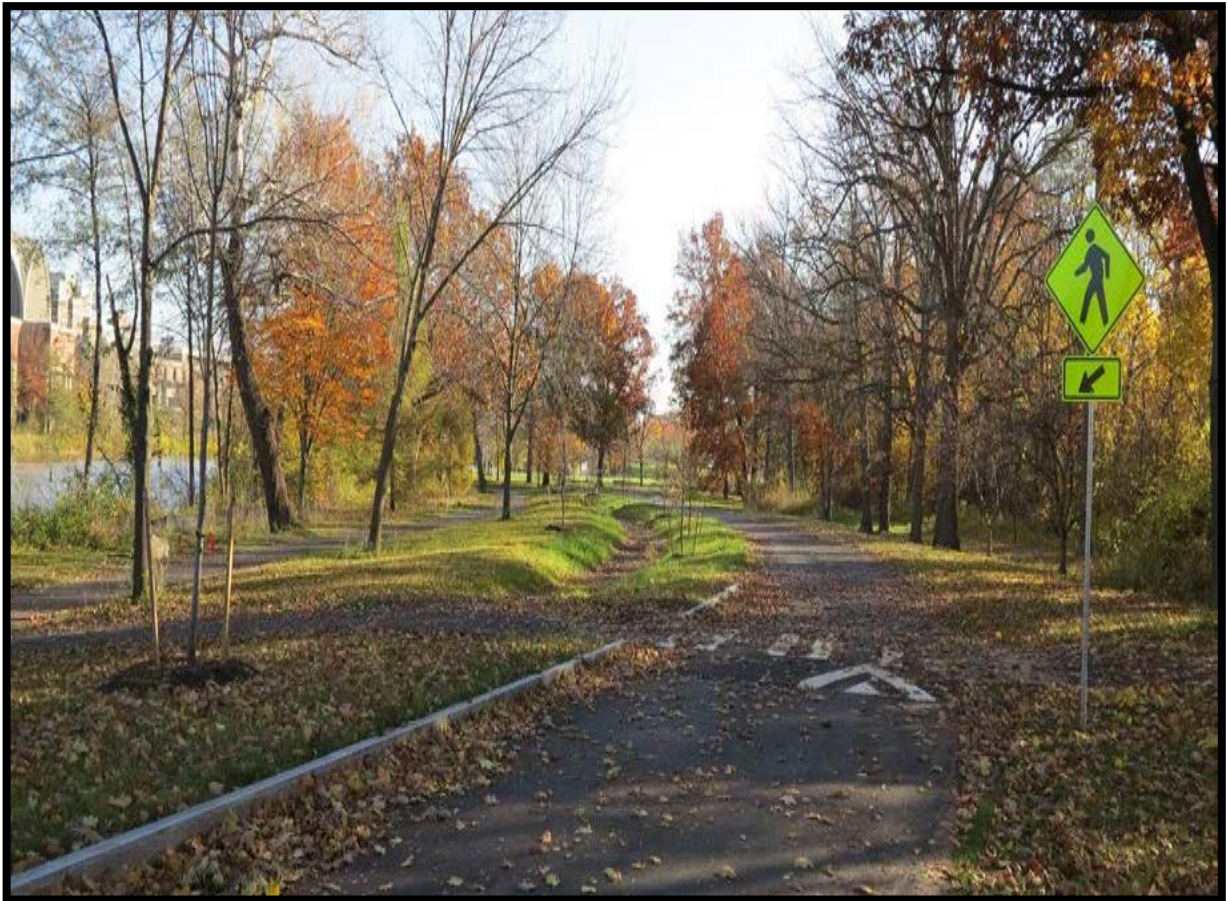


**PUBLIC ART COMPETITION
CALL TO ARTISTS / REQUEST FOR PROPOSALS**

FOR THE

**BROOKS LANDING PHASE II
PUBLIC IMPROVEMENTS PROJECT**



**City of Rochester - Department of Environmental Services
and
New York State Department of State**

This document was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.

June 2016

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1. **GENERAL PROJECT INFORMATION**

Location:

Genesee Valley Park, City of Rochester, County of Monroe, State of New York

Project Manager / Contact:

Jeffery J. Mroczek, R.L.A. / Sr. Landscape Architect
City of Rochester - Department of Environmental Services
Development Division - 30 Church Street - Room 300B
Rochester, New York 14614-1279
mroczekj@cityofrochester.gov

Overview:

The City of Rochester, New York is seeking site-specific art as part of its improvements to the historically rich Brooks Landing neighborhood and Genesee Valley Park. An artist(s) or team(s) will design, fabricate and install an artwork or artworks as part of the **Brooks Landing Phase II Public Improvements** project. The artwork is intended to advance both the functional and aesthetic goals of the project and will be selected in an open competition. The artist(s) selected will enter into a contract with the City for the design, fabrication, transport and installation of the work. The competition will be administered in accordance with State and City policies and standards. A Draft Agreement for Professional Services is included as Appendix F.

The artwork(s) shall: be expressive of their respective themes; unique to their site; enrich the experience of the public realm and its sense of place; and will serve as a focal point for the adjacent neighborhood, trail users, motorists, and travelers on the Genesee River / Erie Canal. Planned enhancements to Genesee Valley Park will pose an ideal opportunity to consider conceptually connected components that traverse the site and associate with the flow of the river and improved trails, and the larger neighborhood and environment. Artists are encouraged to consider the space as part of a larger environment and bear in mind its connectivity to the greater neighborhood, park, roadways, waterways, and trails.

The City reserves the right to commission a single artist or multiple artists, as it sees fit, to complete the project. To encourage multiple artistic interpretations and diversity of artwork, up to three contracts may be awarded. No selection shall be deemed final until a proposal is fully approved and the contract/professional services agreement properly executed by the artist and the City.

Contract awardees will be required to consult with the City of Rochester, the Art Advisory Committee, and the project design consultant to coordinate the specifics of art locations and

siting. Fabrication, transportation and installation of the artwork will be completed by the artist upon approval of the final design plans by the City. If an artwork is structural in nature, or is significant in size or mass, the work will require review and approval by a NYS licensed professional engineer. Any such professional engineering review and approval shall be at the expense of the artist.

General Rules:

- The artist(s) and all sub-contractors must be residents of or have offices within New York State. Proof shall be required with proposal submission.
- The artist shall be responsible for performance of all services as necessary for the design, fabrication, transportation and installation of public art to be located within the public right-of-way or on public lands.
- Costs relating to the preparation and development of the proposal and the presentation materials will be at the artist's own expense.
- The City reserves the right to display all proposals in public.
- The City reserves the right to reject any and all submissions.
- The City reserves the right to commission a single artist or multiple artists to complete the project.
- Except for those displays and models presented by the selected artist(s), all will be returned. The City will not return any displays or models by mail; artists who wish to retrieve their work may do so after City Council approval of the commission from Pat Fisher, Room 300B, City Hall, 428-7003.
- The City will take ownership of the artwork upon final inspection and approval of the installation. Until such acceptance the artist shall bear the risk of loss or damage to the art and shall take such measures as necessary to protect it from loss or damage.
- The artist shall provide the City with detailed specifications for the maintenance and preservation of the art at the time of installation.
- The artist is to have on its staff and is to retain during the performance of its services all appropriate professional personnel necessary to completely and accurately perform the services required. (Proof of Workers Compensation will be required.)
- All equipment, materials and supplies required to perform the services described above shall be furnished by the artist. All such equipment, materials and supplies shall be of merchantable quality and fit for their purpose to the reasonable satisfaction of the City.

- The artist shall be available to meet periodically with the City, the Art Advisory Committee and the City's project design consultant and others designated by the City to review the progress and to provide consultation. Due to the integrated nature of these artworks within the larger public improvement project, ongoing coordination and open dialog between the artist(s) and the City will be critical for the success of both.
- Each artwork shall be identified with a permanent plaque stating the artist's name, artwork title, date of dedication and the following acknowledgement:

"This artwork was funded by the New York State Department of
State under Title 11 of the Environmental Protection Fund."

Pre-Proposal Meeting:

An informational meeting will be held on **Thursday, June 23** at **5:30 P.M.**, in City Hall Council Chambers, 30 Church Street, Rochester, New York 14614.

Submittal Deadline:

The deadline for submission of proposals is: **4:00 P.M. Thursday, July 7** and shall be delivered to the Project Manager listed above.

Eligibility:

The competition is open to experienced professional artists and artist teams, who currently reside or have a place of business in the State of New York. Artists must demonstrate professional experience, including a minimum of two executed works which are comparable in scale and budget to the work proposed, and references. Teams shall include artists and allied professionals, such as engineers, technical experts, or fabricators, as required for the successful completion of the work.

2. PROJECT SPECIFIC INFORMATION

Budget:

The cost of the artwork(s) will be financed from NYS Department of State, Title 11 Environmental Protection Fund Act and from City sources. Total available funding for the artworks is \$150,000. Up to three contracts may be awarded by the City. In no case shall the sum of the contract(s) exceed \$150,000. This sum is inclusive of all costs associated with the project, including artist fees, engineering review and approval, identification signage, insurance, fabrication, site preparation and restoration costs, transport, travel and other project related expenses.

Project Description:

The Brooks Landing Revitalization Project is a public/private development project in the city's 19th Ward. It is the result of over a decade of community planning, design charrettes, public hearings, and community input. It is a direct result of the City's Comprehensive Plan "Rochester 2010: The Renaissance Plan", the City's South River Corridor Plan, the subsequently amended Draft Local Waterfront Revitalization Program, and the Brooks Landing Urban Renewal Plan. To date, the revitalization efforts have resulted in a significant private and public investment in the neighborhood.

Private investments have resulted in:

- an 80-room extended-stay hotel overlooking the river;
- an 30,000 s.f. two-story office/retail building at the northeast corner of Brooks Avenue and Genesee Street;
- the renovation of a 6,000 sf. mixed-use commercial building into a community-operated coffee shop/café, and;
- an 100,000 square foot, 11-story mixed-use building consisting of 10 floors of student housing, a street level restaurant space, and a river level student activity and fitness space, and;

Public investments have resulted in:

- the reconstruction of Brooks Avenue, Genesee Street and South Plymouth Avenue;
- Brooks Landing Phase I - public waterfront improvements including a waterfront promenade, transient boat wharf, public plaza and streetscape enhancements, and;
- Brooks Landing Phase II - realignment/reconstruction of the remnant S. Plymouth Avenue as a park road with parking; new park entry at Elmwood Avenue reflecting an early 20th century historic precedent; new asphalt and stone dust trails throughout the project site linking the waterfront to the parks features and surrounding neighborhood; select removal of vegetation for park forest health, to open favorable views, and to reflect the original

Olmsted planting; select plantings to enhance the park landscape, screen unfavorable views, and to reflect the original Olmsted planting; establishment of an un-mowed meadow on the Elmwood Avenue embankment to reduce maintenance costs and environmental impacts; directional, orientation and informational signage including interpretive signage discussing the natural, cultural and developmental history of the river, park and neighborhood; rehabilitation of an existing river overlook, and; incorporation of green practices in the form of bio-retention swales to provide storm water enhancements.

The public improvements designed and constructed as part of the Phase I and Phase II projects are intended to enhance the Brooks Landing and Genesee Valley Park public waterfront to: improve public access to the waterfront for the surrounding community; provide an access/destination point along the Genesee Riverway Trail; link the 19th ward neighborhood on the west bank of the river with the University of Rochester community on the east river bank; create a gateway focal point and destination for visitors touring the Erie Canal, and; promote increased utilization of the public waterfront, the historic Genesee Valley Park, and the regional trail system including the Genesee Riverway Trail, Erie Canal Heritage Trail and the Genesee Valley Greenway.

The public art competition shall include the potential for the placement of public art in both the Phase I and Phase II public areas but not on the adjacent private development parcels (see project location map in Appendix A). The artwork shall serve to draw visitors from the public trail system and adjacent neighborhood, motorists on the adjacent streets, and visitors along the Genesee River and Erie Canal.

Additional Information

In addition to the information appended to this document, the City's website contains numerous other web pages containing extensive information related to this project, the surrounding neighborhoods and the adjacent private development. Please utilize the following links to view the information:

- Brooks Landing Phase II Public Improvements Project
<http://www.cityofrochester.gov/brooks2>
- Genesee Valley Park West Master Plan
<http://www.cityofrochester.gov/gvpwmp/>
- A Survey of Rochester's Historic Parkland, 2009 (Genesee Valley Park, page 417)
<http://www.cityofrochester.gov/article.aspx?id=8589947669>
- Genesee Riverway & Trail
<http://www.cityofrochester.gov/grt/>
- Neighborhoods
<http://www.cityofrochester.gov/swnsc/>
- Brooks Landing Mixed-Use Project (Private Development)
<http://www.cityofrochester.gov/brookslanding/>

3. **PROPOSAL / SUBMISSION REQUIREMENTS**

Art Siting, Context and Themes:

The artwork(s) must be located within the defined project area. The choices of site(s), size, form and materials are not restricted, but should respond to and/or express, the context of the project in the following ways:

- Advance the goals and objectives of the public improvement project, which includes enhancements of pedestrian and visual access to the waterfront, enhancing the recreational value and scenic quality of the park, and acknowledging the history of the surrounding neighborhood as well as the historically significant Frederick Law Olmsted designed Genesee Valley Park.
- Respect the integrity of, and compliment, the public improvements, existing and under construction.
- Preserve or highlight significant views to and from the park, river, and surrounding neighborhood, specifically:
 - a. The view axes, from the residential side streets along the western edge of the project site, creating a strong visual link from the neighborhood to the park and river.
 - b. From the Genesee Street / Brooks Avenue intersection to the river. The plaza area at the intersection of Plymouth Avenue and Brooks Avenue which contains a round, curbed, lawn bed which may incorporate a public art piece.
- Proposed artwork(s) should demonstrate aesthetic resonance with the setting, including the park, river, the cultural and/or history and uses of the area, and/or the identity of the neighborhood.

Specifications and Supplemental Considerations:

Artwork(s) shall be permanent, to last a minimum of 30 years, outdoors, in local weather conditions and able to withstand interaction with the general public. Proposed artwork(s) may be functional or non-functional, and may be free-standing or integrated into park features, including seating, railing, signage or other features. Artwork must satisfy reasonable standards of safety, meeting all relevant codes required for public places, and offering reasonable proof of soundness, including against theft, vandalism or breakage, with a minimum of maintenance. Artwork(s) shall be designed in consideration of the following:

- Foundation design for structural stability, including wind and/or snow loading

- Clearance from above and below ground utilities must be maintained.
- Skid resistance of any ground plane surfaces must be equivalent to concrete sidewalks.
- Depressions or vertical elements in surfaces should not create trip hazards.
- Depressions in any surfaces should not cause water to pool, unless specifically designed and engineered for such a purpose.
- Artwork must support vehicle weight if placed within the ground plane or pathways or gathering spaces.
- Artwork must not interfere with Maintenance of adjacent elements of the streetscape or park, including walkways and plantings
- Artwork must consider and minimize potential for concealment and anti-social activities.
- Safety considerations should include sharp edges, points, projections or pinch-points which may cut, puncture or cause injury by impact, catch passing pedestrian clothing or entrap limbs.
- The function of crosswalks, ramps or other pedestrian or vehicular thoroughfares cannot be obstructed.
- Accessories to the artwork, e.g. lighting, shall not distract from the artwork or create glare or other unsafe distraction for passing drivers or pedestrians.
- Potential obstruction of growing trees, shrubbery, or future construction shall be taken into account

The City may require the final design and engineering plans to be stamped by an appropriate licensed design professional (e.g. structural engineer, landscape architect, etc.), prior to City approval and authorization for fabrication of the artwork.

Submission Requirements:**Deadline:**

Proposals must be submitted by 4:00 P.M., Thursday, July 7, 2016. Incomplete proposals or proposals received subsequent to the deadline will be eliminated from the competition. Proposals to be delivered to the Project Manager listed in 1. GENERAL PROJECT INFORMATION, above.

Format:

The format for submission will be one hard copy and one digital copy on USB drive or CD/DVD, in PDF format. Hard copy of text and graphic documents, as required for items a-e and g-i below, must be 8.5" x 11" and/or 11" x 17" pages. Visual Support graphics (item F. below) must be on display boards (up to 3), no larger than 24"x 36". Clearly label all digital files per bold Proposal Contents listed below.

Proposal Contents

The proposal must include the following:

A. Application:

A completed application form (Appendix D)

B. Professional Vita/Resume:

The roles and a current resume, CV or bio of all key personnel, detailing experience with the design and execution of public art.

C. Recent Work(s):

A minimum of five (5) images / examples of recent work, two of which must be comparable in scale and budget to the work proposed. Include a title, date of photo, date of installation, medium, approximate dimensions and weight, location, installation method, a general description, special considerations and cost.

D. References:

Provide at least three (3) professional references having knowledge of your work and methods (commissioning agency / organization, architect, etc.). Include complete current address and phone/email for each.

E. Letter of Intent:

The artist's statement of the artwork proposal. This narrative should describe the concept of the work and how it is expressed in mass, space, form, scale, materials, color, texture and location. Explain the approach to the project with regard to design, theme, vision and intent, and how the work would be appropriate for the neighborhood, park, City and site. Describe the proposed location(s) and relationship to its site, spatial requirements, fabrication and installation methods, relationship to existing elements, proposed schedule and any special needs. If proposal is from a team, a single point of contact shall be identified. Not to exceed two (2) pages.

F. Visual Support:

Visual support materials (drawings, sketches, renderings, model images, etc.) reflecting the character, size, colors, and context of the proposed artwork, the

proposed location(s) on the site and the relationship to the context of the project (as built), the site and its natural, scenic, historical features or other aspects. These may include digital images, and printed or other media. The proposal must include no more than three (3) display boards up to 24"x 36" in size, for the use of the jury in review of the proposals. Physical representations of the art concept should not be submitted.

g. Cost Estimate:

A preliminary budget showing all costs anticipated for the successful execution and installation of the proposed artwork(s), including but not limited to the following: artist fees; insurance; design fees / engineering review and approval; travel expenses; site preparation and restoration; materials costs; fabrication; transportation, and; installation and identification signage.

h. Project Schedule:

Assuming notice to proceed by **October 10, 2016**. The submittal shall include a schedule detailing the design, fabrication and installation of the artwork with a defined end date.

i. Maintenance Recommendations:

Detailing short and long term requirements.

j. Self Addressed Stamped Envelope:

For return of materials. Only submissions with an appropriate SASE will be returned; all other materials become property of the City of Rochester. (Materials submitted for Artwork(s) selected as finalists will not be returned and will become the property of the City of Rochester.

κ. Proof of New York State residency or business.

4. **SELECTION PROCESS AND CRITERIA**

Selection Process

- All submissions received through this open call will be reviewed by a selection panel/jury consisting of City of Rochester staff, Brooks Landing project partners, neighborhood representatives and consultants.
- The committee members will individually review the qualifications and proposals. Subsequently the committee will meet to evaluate the proposals, to develop a short list and to prepare questions to be included in the Request for Final Proposal from those artists placed on the short list.
- The City will request final proposals at the time the artist is notified of placement on the short list. The final proposal will supplement the initial proposal. The artists selected for the short list will have the opportunity to present their proposals to the selection committee and others designated by the City. The City will contact the artists by phone to schedule the presentation time. Each presentation will be limited to thirty minutes, followed by a fifteen minute question and comment period. The jury may require that the final proposals include renderings that are to scale and accurately represent the proposed work.
- Subsequently, the committee will evaluate the final proposals and make a preliminary selection which will be presented to City Council for authorization of the commission to the artist. The selected artist(s) may be required to assist in the presentation. The City of Rochester is not committed by virtue of this request for proposal, to award a contract to procure or contract for services or to pay the costs incurred for preparation of your proposal.
- Upon Council approval of the commission, and subsequent execution of an Agreement for Professional Services (draft provided in Appendix F), a notice to proceed will be forwarded to the selected artist(s). (Except for those displays and models presented by the selected artist(s), all will be available for pick-up by the artists upon City Council approval of the selection.)

Selection Criteria

- A. Application: Submittal of all required application materials as outlined above, and satisfaction of all rules of eligibility.
- B. Qualifications & Ability: The artist's and/or team's ability to complete the proposed work, as demonstrated by: (1) Artist's proven track-record / ability to complete works on time

and within budget, and, (2) proven ability to create distinctive site-specific artwork as exhibited by past work.

- c. Feasibility, Durability & Safety: Responsiveness to specifications and supplemental considerations, including functionality and safety issues set forth above, feasibility, durability and maintenance requirements.
- d. Artistic Merit & Excellence of the Art proposal: (1) Creativity and uniqueness, (2) concept and expressive qualities, (3) responsiveness to setting and context of the artwork(s) as proposed.
- e. Expressive of Setting & Project Goals: Advances functional and aesthetic goals of the project; respects the integrity of and compliments the public improvements; preserves and highlights significant views; and demonstrates aesthetic resonance with its setting.
- f. Cost and Schedule

5. PROJECT TIMELINE

Proposal Informational Meeting:	Thursday, June 23, 2016
Proposals due:	Thursday, July 7, 2016
Review of Proposals by Committee:	Week of July 18, 2016
Short List Presentations:	Week of August 1, 2016
Committee Selection & Artist Notification:	Week of August 1, 2016
Council Approval:	Tuesday, September 13, 2016
Notice to Proceed:	Week of October 10, 2016

**All dates are anticipated and subject to change.*