

REQUEST FOR QUALIFICATIONS

Public Plaza Demonstration Project

Qualifications Due: March 16, 2016 (11:59pm)

RFQ Available: February 25, 2016

Contact: Shaina Brassard

West Broadway Business and Area Coalition

1011 West Broadway Suite 202

Minneapolis, MN 55411

shaina@westbroadway.org

612-353-5178

westbroadway.org/artplace



I. INTRODUCTION

The West Broadway Business and Area Coalition (WBC) seeks a design professional, landscape architect or creative team/firm to design and construct a public plaza/park demonstration project in a vacant lot on West Broadway in North Minneapolis. In an area where public space and street life has been criminalized, this demonstration project aims to decrease perception of crime, normalize use of public space, and improve corridor aesthetics. The project area falls within the West Broadway Improvement District, a Special Service District self-managed by the WBC.

The WBC will maintain and support programming of the completed public plaza from June 2016 through at least January 2017. The WBC will use the public plaza project to evaluate the viability of and determine best practices for a permanent public space/s as part of upcoming public and private development investments on West Broadway.

Plaza Design and Construction Budget: \$30,000-40,000

Project Background

West Broadway, the 2.2-mile long, primary commercial corridor in North Minneapolis, MN, is a majority African American (46%), racially diverse community (14% Asian, 8% Latino, and 29% Caucasian). West Broadway is home to a growing visual and performing arts scene and institutions, innovative social enterprises and minority-owned small businesses.

The West Broadway District Arts Initiative uses placemaking and public art strategies to support the WBC's mission to create an inviting and vital West Broadway Business District and to transform North Minneapolis into a thriving economic community. This multiphase, multifaceted project is funded primarily by a \$250,000 ArtPlace America grant awarded to the WBC for work through January 2017.

Goals

The broad goals of the West Broadway District Arts Initiative are to:

- Build sense of community
- Promote gathering and decriminalize public space
- Inspire pride and belonging

Specifically, the plaza project aims to use design and art to create a gathering space that:

- Activates a currently vacant lot
- Encourages informal gathering for all ages (waiting for the bus, eating lunch)
- Accommodates year round programming, including:
 - Flea, craft, and/or farmers markets
 - concerts, performances, drum circles
 - community meals
 - group fitness classes
 - artist-led community engagement
- Invites North Minneapolis' diverse residents to reclaim public space in their community
- Contributes to West Broadway's aesthetics in a way that speaks to the cultures of the existing community

In addition to the public plaza demonstration, the WBC has or will release RFQs for:

- Artist-made public realm amenities: bike racks, benches, planters, kiosks and recycling/trash receptacles
- An artistic intervention to improve the I94 overpass for pedestrians
- Artistic improvements to the underside of the railroad bridge near N 2nd St
- Artist programming to enliven the district June-December of 2016.

Site

The WBC has identified several publicly-owned vacant lots on West Broadway that may be suitable for the project; see **Appendix B**. The WBC will work with the selected designer to choose the desired location. The WBC will then be responsible for securing a lease from the city or county.

Design Process

The WBC is excited to collaborate with a team that can lend its design expertise to the WBC's deep knowledge of and connection to the local community. The WBC will be a resource during the design process, sharing from our considerable engagement of the community's desire for public space and specific desired amenities. WBC will work with the designers to vet options with the Placemaking Committee and other community members/groups as appropriate to ensure project success.

II. SELECTION

Candidates will be evaluated by the West Broadway Placemaking Committee, made up of practicing artists, design professionals, business owners, youth, residents and others from the North Minneapolis community, as well as WBC Staff and a non-Northside public art professional. The Committee is charged with playing a curatorial role as it oversees significant art investments on West Broadway. See westbroadway.org/placemaking-committee.

The West Broadway Placemaking Committee will evaluate all submissions and recommend up to three (3) finalists. WBC will subcontract with the finalists to prepare proposals for review by the committee along with facilitating interview meetings with the finalists. An honorarium of \$800.00 will be provided to each finalist to develop one or more preliminary concepts. Finalists will be asked to present their proposals to the committee.

Submission Materials

- **Letter of interest** (no more than two pages) with complete contact information (briefly describe your approach to the project, your philosophy around public space, and your relationship to North Minneapolis)
- **Up to 10 work samples** (may be submitted via Dropbox, Google Drive, CD or DVD in jpeg format) with a corresponding numbered list describing each image (limit to one page)
- **One or two pages of related biographical information**
- **A list of three references**

Selection Process Schedule

March 16 Deadline for submission

March 17-21 Committee review and selection of finalists

Week of March 21 Informational meeting for finalists

Week of April 11 Interview presentations by finalists

April 18 Contracting phase completed

Late May- Design development phase completed

Late June- Fabrication and installation completed

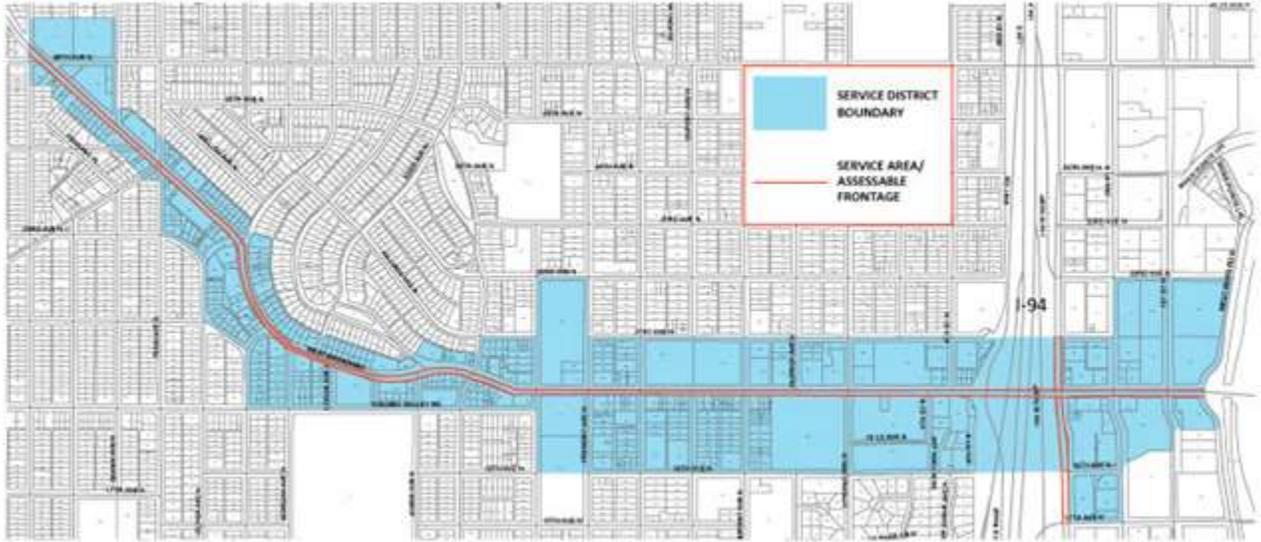
Submission Address: Submit electronically to shaina@westbroadway.org or deliver to the West Broadway Coalition office, 1011 W. Broadway Suite 202, Minneapolis, MN 55411.

Inquiries: If you have specific questions, please contact Shaina Brassard at shaina@westbroadway.org or (612) 353-5178.



Appendix A. Map of West Broadway Business Improvement District

The West Broadway Business Improvement District is located in Minneapolis, MN. The area of focus is the red highlighted line that runs along Washington Ave. N from 17th Ave. N to 22nd Ave. N, and along West Broadway from the Mississippi River west to N Sheridan Ave. The WBID is 2.2 miles long, and contains 22,048 feet of frontage. Locations for installation will be provided by the WBC.



Appendix B. West Broadway District Arts Initiative Map

Numbers 2, 3 and 4 on the map are some possible locations for the public plaza.

