

# PACKARD AREA TRAFFIC CABINET ARTWORK

## REQUEST FOR PROPOSAL

### Table Of Contents

1. Executive Summary
2. Packard Area Traffic Cabinet Artwork Selection Committee
3. About the Site(s)
4. Budget
5. Eligibility
6. Timeline
7. Application Process
8. Selection Process
9. Selection Criteria
10. Appendix

For additional information, please get in touch with Dan Baisden, CD Administrator for the City of Fort Wayne's Neighborhood Planning and Activation Workgroup (260)427-5694 or at [dan.baisden@cityoffortwayne.org](mailto:dan.baisden@cityoffortwayne.org).

## 1. Executive Summary

In partnership with the Packard Area Planning Alliance, the City of Fort Wayne's Neighborhood Planning and Activation Workgroup seeks artists to create **digital design files** for traffic cabinet wraps at several Packard area intersections. The project is the outcome of engagement during the **Packard 2030** neighborhood planning process, highlighting the importance of wayfinding and artistic design in early plan implementation.

The project, once executed, will install vinyl wrap artwork on traffic cabinets in the Packard area. Three sides of each traffic cabinet will include selected digital artwork, with standardized wayfinding on the fourth. Seven artist submissions will be selected for installation on seven traffic cabinets as described in this request proposal. Artists may submit multiple designs, but each selected design will be contracted separately.

Each traffic cabinet should be designed to the specifications of the cabinet hardware and must include three sides of artwork, with the fourth side being designed to promote walking distances to major attractions as outlined (this can be left blank for submission to the selection committee). Once the committee has selected artwork for installation, the artist must complete the finalized digital artwork with necessary changes and include wayfinding elements, and work with the fabricator to ensure submission requirements are met, allowing them to print and install artwork in a timely fashion.

## 2. Packard Area Traffic Cabinet Art Selection Committee

The Packard Area Traffic Cabinet Art Selection Committee consists of representatives of the following groups or organizations:

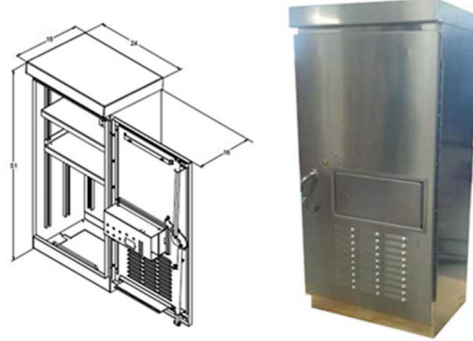
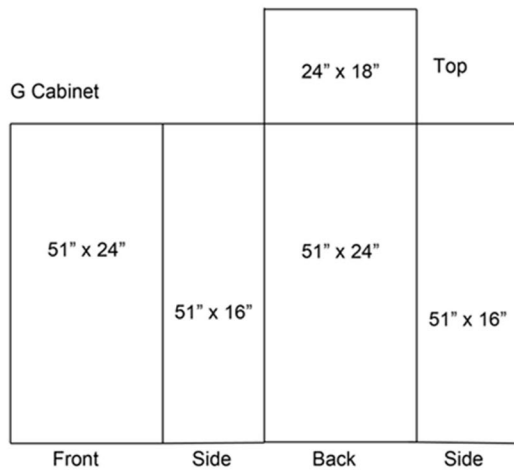
- a. Fort Wayne Public Art Commission
- b. Fort Wayne Public Works Division
- c. Fort Wayne Community Development Division
- d. Packard Area Planning Alliance

Together, these volunteers will review and thoughtfully consider the best graphic design to meet the design intent of the specific project based on the goals and criteria outlined in this RFP.

## 3. About The Site(s)

The Packard Area is rich with history, from Irishtown to the north (intersection of Taylor and Fairfield), the once-incorporated South Wayne community in the middle, and Foster Park to the south. Named after the Packard Organ and Piano Factory, which operated into the early 1930s and is now a City-owned park, much of the Packard Area today supports a thriving local arts scene (Wunderkammer, Studio 07). It boasts several beautiful neighborhood parks, historic boulevards, and nationally recognized historic districts.

The selected traffic cabinets include the following locations and specifications. If the artist prefers to submit artwork for a specific location, they must note the preferred location in their submission (i.e., Intersection of Fairfield and Creighton). Each submission should have graphics for the following dimensions:



**TRAFFIC CABINET A – FAIRFIELD at CREIGHTON**

- Traffic Cabinet Style: G
- Traffic Cabinet Location: Southeast corner of the intersection at Fairfield and Creighton

**TRAFFIC CABINET B – FAIRFIELD at PONTIAC**

- Traffic Cabinet Style: G
- Traffic Cabinet Location: Northeast corner of the intersection at Fairfield and Pontiac

**TRAFFIC CABINET C – FAIRFIELD at HOME**

- Traffic Cabinet Style: G
- Traffic Cabinet Location: Southeast corner of the intersection at Fairfield and Home

**TRAFFIC CABINET D – FAIRFIELD at MAXINE**

- Traffic Cabinet Style: G
- Traffic Cabinet Location: Northeast corner of the intersection at Fairfield and Maxine

**TRAFFIC CABINET E – HARRISON at CREIGHTON**

- Traffic Cabinet Style: G
- Traffic Cabinet Location: Northeast corner of the intersection at Harrison and Creighton

**TRAFFIC CABINET F – BROADWAY at CREIGHTON**

- Traffic Cabinet Style: G
- Traffic Cabinet Location: Southeast corner of the intersection at Broadway and Creighton

**TRAFFIC CABINET G – HARRISON at PONTIAC**

- Traffic Cabinet Style: G
- Traffic Cabinet Location: Southeast corner of the intersection at Harrison and Pontiac

Each artist is allowed to use creative expression in designing the artwork submitted for selection; however, the following items must also be recognized:

- Artwork should NOT be political, religious, or controversial
- Artwork should NOT make a statement, or use company or organization logos or identities, except for the Packard Area Planning Alliance (which should be no larger than 6 inches squared)
- Artwork can use vibrant colors and patterns but may NOT use graphics, traffic control shapes, or symbols that could confuse or hinder an automobile driver, bicyclist, or pedestrian
- Artwork should avoid overly dark colors for heat sensitivity
- When artwork contains photographs, artists must also submit proof that they either are the sole owner of the photograph or have permission to use the photograph

#### 4. Budget

The submitted proposal should consider the following budget items:

- **\$500** will be provided for each selected artwork by the City of Fort Wayne Community Development division.
- Each artist, with selected artwork, will be awarded the fee to cover all costs associated with the project, inclusive, but not limited to, artist design fee, materials, transportation, travel to and from the site, project documentation, and contingency to cover unexpected expenses and any other costs related to the design not covered in the preceding list. Any additional fees above and beyond the \$500 associated with the project will be absorbed by the artist

#### 5. Eligibility

Artists will be selected to submit scaled design drawings and concept statements. The artist may not submit existing artwork for consideration.

#### 6. Timeline

|                |   |
|----------------|---|
| July 24        | Artists' receive Request for Proposal                           |
| August 11      | End of Question-and-Answer Period                               |
| August 25      | Artists' proposals due by noon                                  |
| August 28 – 31 | Packard Area Traffic Cabinet Committee reviews proposals        |
| September 1    | Artists' will be notified if they are selected                  |
| September 6    | Artist will attend Public Art Commission Review Committee       |
| September 11   | Artist finalizes artwork for submission to City for approval    |
| September 27   | Selected Artwork will be presented to Public Art Commission     |
| October 2      | Artist finalizes artwork for submission to fabricate vinyl wrap |
| October 13     | Final paperwork submitted by the artist for payment             |
| November 10    | Vinyl wrap should be installed, and the project finalized       |

#### 7. Application Process

All artists are required to submit the following:

- Completed Artist Information Sheet (attached)
- Electronic image(s) of the proposed work (JPEG or PDF) showing scale and dimensions

- High Definition, high-quality, digital design file
- At least two references
- Examples of previous digital artworks
- Submissions must be received by **12 NOON EST on FRIDAY, AUGUST 25, 2023**. Electronic submissions only must be submitted to [dan.baisden@cityoffortwayne.org](mailto:dan.baisden@cityoffortwayne.org). No other formats for submission or extensions past the deadline will be admitted.

## 8. Selection Process and Considerations

The selection process will include:

- a. The Packard Area Traffic Cabinet Artwork Selection Committee will review all complete submissions based on the criteria defined herein
- b. No more than seven total designs will be selected, and the artist(s) of the seven designs will be notified to produce the final artwork with approval from the Public Art Commission
- c. Consideration of the history and artistic creativity that is found in the Packard Area when designing concepts
- d. Designs that include logos (except the 6-inch square Packard Logo), images, or graphics that promote political speech, make a statement, political, religious, or controversial will not be included in the final selection.
- e. Artists must be willing to make modifications based on recommendations from the City, Packard Area Planning Alliance, and Public Art Commission
- f. Artists are to ensure their ability to complete the work as proposed on time and on budget

## 9. Selection Criteria

Each traffic cabinet artwork will be evaluated on the following characteristics:

- a. Quality – artistic and aesthetic
- b. Context – scale, form, and surroundings, i.e., cultural, architectural
- c. Diversity – reflective of diverse cultures and styles
- d. Duplication – work needs to be unique

## Artist Information Form

If a team of artists is submitting a design, please include requested information for each involved artist. Please type form and attachments.

### Artist Contact Information

|                  |  |
|------------------|--|
| Name             |  |
| Company          |  |
| Street Address   |  |
| City, State, Zip |  |
| Cell Phone No.   |  |
| Email Address    |  |
| Website          |  |

**Design Information** (May be submitted as an attachment. If there are more than two submissions, a separate attachment is required)

|                                      |  |
|--------------------------------------|--|
| Design Name (Submission A)           |  |
| Design narrative (250 words or less) |  |

|                                      |  |
|--------------------------------------|--|
| Design Name (Submission B)           |  |
| Design narrative (250 words or less) |  |

**Attachment Checklist** (Application materials will not be returned.)

|  |   |
|--|---|
|  | Artist Information Sheet  |
|  | images of the proposed work (JPEG or PDF), showing scale, dimensions and elevations |
|  | Example of previous digital artworks  |

### Agreement and Signature

By submitting this application, I affirm the facts set forth in it are true and complete. I have read and understand the submission directions and selection process. I further understand that I will only be awarded associated stipends if my design is selected and I meet all applicable deadlines described above.

Signature and Date: \_\_\_\_\_