

DISCOVERY WALK

Letter of Invitation

Art Integration Services

May 22, 2020

This transmittal and the information contained within is intended to be confidential communication only to the person/entity to whom it is addressed. If you received this in error, please notify the sender by telephone and return to the original to this office by mail.

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Introduction of Project

Discovery Walk is a City of Rochester and DMC partnership project that transforms 2nd Avenue into the first of its kind in Rochester: a lush green parkway in the middle of downtown that prioritizes pedestrian experience while also maintaining flexibility for bike and vehicular access, civic events, and supports future development. The project connects Annenberg Plaza on the north to Soldier's Field on the south. The site is appx 7.3 acres and consists of streetscape along 2nd Avenue and potentially the park space in the northernmost area of Soldier's Field. See Attachment 1: Site Map and Attachment 3: Schematic Design Graphic Package (Note that the site may expand to include the northern portion of Soldier's Field since Schematic Design was complete). The City of Rochester and DMC approved \$16.8 in funding for 2020-2022 that is inclusive of design/engineering fees and construction budget. See Attachment 2: Project Timeline

Project Art Scope

This is an opportunity for local (Rochester / Olmsted County) artists to work at a civic scale and to elevate the experience of the public realm within Discovery Walk. The Discovery Walk Art Integration Scope is specifically designed opportunity for local artists to work at a civic scale and elevate the experience of the public realm within the project.

Discovery Walk Art Integration Goals include:

- Goals for the project's art integration is for the art to be part of the design, not just an added element.
- Opportunities for art integration include paving design at street intersections, design of water features, and digital or applied murals on building facades (Franklin Energy Plant). There is a desire for the art elements to celebrate the diverse community, cultures, and seasons that make Rochester a unique and special place.

To achieve these goals we are looking for artists who have strong conceptual skills and can design with empathy – to be collaborative with the team and to represent larger ideas through art.

We understand that interested artists may not have certain technical expertise for application at a civic scale Coen+Partners (landscape architecture/urban design and project management) will support artist design integration into the project. We will ensure artists' elements are documented as part of the project for construction. Artists will also have the resources of the rest of the design team, community co-designers, and client team for input and feedback during the design process on both concept and technical development. Artists should also anticipate the concepts being presented/discussed either in-person or on web/social media as part of the project's community engagement efforts.

We anticipate up to four artists to join the larger design team. Each artist will receive payment for their work. Payment amounts are TBD based on artists' project scope and is to cover design activities and deliverables, attendance of weekly client and/or consultant meetings (or as needed), and preparing presentation and/or media materials that could be used for client presentations, community engagements, and posted on web and social media outlets.

We look forward to reviewing your proposal and helping to realize the Discovery Walk vision.

Process & Next Steps

1. Provide the following written information in the pages/space provided at the end of the document:
 - a. Letter of intent
 - b. A description of why art in Rochester's civic space is important (250 words max)
 - c. A description of why you call Rochester/Olmsted County home (250 words max)
 - d. A description of how you foster and support collaboration. How have you collaborated in the past? Was it successful or not, and why? (500 words max)
 - e. A description of how you would structure your fees based on a scope of work (250 words max)
2. Provide work samples in pdf format (not to exceed 10 pages and file size not to exceed 15MB)
3. A 1-hour web meeting will be hosted by Coen+Partners on Thursday June 4, 2020 at noon. This will be used for Coen+Partners and members of the team to give a 20-minute overview of the project history, goals for the next phases of design, and opportunities for art integration, followed by a 40 minute Q & A.

Topic: Discovery Walk - Arts Integration Discussion
Time: Jun 4, 2020 12:00 PM Central Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/88077087764>

Meeting ID: 880 7708 7764
One tap mobile
+13126266799,,88077087764# US (Chicago)
+16468769923,,88077087764# US (New York)

Meeting ID: 880 7708 7764
Find your local number: <https://us02web.zoom.us/j/88077087764>

4. Email your submittal in PDF format by 4:00pm Wednesday, June 17, 2020 to: Britton Jones - britton@coenpartners.com

DISCOVERY WALK // ARTIST QUESTIONS

LETTER OF INTENT // 500 WORDS MAX

DISCOVERY WALK // ARTIST QUESTIONS

DESCRIPTION OF WHY ART IN ROCHESTER'S CIVIC SPACE IS IMPORTANT // 250 WORDS MAX

DISCOVERY WALK // ARTIST QUESTIONS

A DESCRIPTION OF WHY YOU CALL ROCHESTER/OLMSTED COUNTY HOME // 250 WORDS MAX

DISCOVERY WALK // ARTIST QUESTIONS

A DESCRIPTION OF HOW YOU SUPPORT AND FOSTER COLLABORATION // 500 WORDS MAX

DISCOVERY WALK // ARTIST QUESTIONS

A DESCRIPTION OF HOW YOU WOULD STRUCTURE YOUR FEES BASED ON A SCOPE OF WORK // 250 WORDS MAX