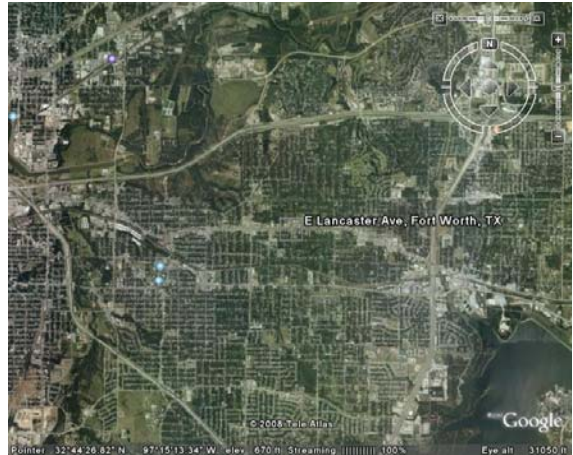




**EAST LANCASTER CORRIDOR MASTER PLAN & CONCEPTUAL DESIGNS**  
**REQUEST FOR QUALIFICATIONS**  
*Deadline: September 3, 2008*



**PROJECT DESCRIPTION**

East Lancaster Avenue extends from Interstate 35 W, just east of downtown Fort Worth, out to Loop 820 and beyond to the Historic Handley Village. Known locally as the “Old Dallas Highway”, the corridor features Mid-20<sup>th</sup> Century commercial architecture and some wide, grassy medians with large oak trees. The Fort Worth Art Commission has approved an approach that considers the whole of the East Lancaster Corridor, seeking to stitch various sites together so public art projects - both current and future - relate to one another conceptually or visually while reflecting the unique qualities of the neighborhoods in which they reside. In addition, conceptual design work for the two locations for which funding is currently available is desired. Some nodes that the East Lancaster Corridor Master Plan shall address include but are not limited to:

1. **Near Eastside Village** (separate artist selection process underway)
2. **City of Fort Worth Crime Lab** (renovation of a former department store underway; future)
3. **Sargent Street** at East Lancaster (near a bus transfer station; funded now)
4. **Oakland Corners Village** (future)
5. **Dallas Avenue** at East Lancaster (funded now)
6. **Historic Handley Village** (future)

This is an excellent opportunity for an experienced Artist/Planner or Public Art Consultant Team (consisting of at least one public art consultant and one artist) with extensive urban corridor public art planning experience, outstanding community facilitation skills, and experience working with other artists.

**PROJECT BUDGET**

The Fort Worth Art Commission has recommended up to \$120,000 for the East Lancaster Corridor Master Plan and design and implementation of public art/design enhancements for two locations - Dallas Avenue and Sargent Street. Approximately \$30,000 shall be designated for the agreement with the Artist/Planner or Consultant Team, including travel.

The public art budget is as follows:

• East Lancaster Corridor	\$30,000	Master Plan and Conceptual Design
• Dallas Avenue	\$45,000	Project Implementation
• Sargent Street	\$45,000	Project Implementation



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**DEADLINE FOR APPLICATIONS**

All submittal requirements for this Request for Qualifications must be *received* (not postmarked) by 5:00 pm on Tuesday, September 2, 2008 (please see additional information at the end of this document).

**ARTIST/PLANNER OR CONSULTANT TEAM'S SCOPE OF WORK**

The selected Artist/Planner or Consultant Team shall shape, direct and oversee the process of envisioning public art throughout the East Lancaster Corridor by working collaboratively with local artists, community representatives, consultants, and FWPA and city staff, as required. In addition, the Artist/Planner or Consultant Team may propose to implement one of the two currently funded public art projects included in the master plan for the corridor.

The following tasks and deliverables is a general guide of work necessary to complete the Master Plan and Conceptual Design work:

**PLANNING PHASE**

The Artist/Planner or Consultant Team shall:

- Schedule and facilitate meetings with community members, stakeholders and local artists and involve them in the planning process
- Conduct research and gather community input, historical photographs, oral histories, and documents for each of the "nodes" or neighborhoods along the corridor
- Conduct a planning workshop(s) in Fall 2008 that shall involve a team of local artists to brainstorm ways that public art can enhance citizen's experience of East Lancaster Avenue, through the introduction of visual elements that may reflect each neighborhood's unique characteristics and the role that East Lancaster, as historic State Highway 80 (the old "Dallas Highway"), plays in linking the neighborhoods along its length
- Coordinate with the artist for the Near Eastside Village public art project (being selected through a separate process) to ensure conceptual and visual continuity

**PRELIMINARY MASTER PLAN AND CONCEPTUAL DESIGN PHASE**

The Artist/Planner or Consultant Team shall:

- Develop conceptual design illustrations, bubble diagrams, etc., for public art elements/design enhancements at multiple nodes or sites along East Lancaster Avenue
- Develop preliminary budget estimates for the types of projects recommended
- Develop a preliminary written narrative describing the overall approach to the master plan delineating the public art opportunities, including locations and approaches for possible projects along the corridor that may be implemented over time
- Develop conceptual designs for projects at Sargent Street and Dallas Avenue which may be implemented within currently available budgets

The Artist/Planner or Consultant Team shall also:

- Present the Preliminary Master Plan and Conceptual Designs to city staff and community stakeholders for input
- Present the Preliminary Master Plan to the Fort Worth Art Commission for input and approval



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**FINAL MASTER PLAN DOCUMENT**

The Artist/Planner or Consultant Team shall submit, both in hard copy and digital form, a final document that includes:

- High-resolution digital conceptual design renderings and site plans, overlaid with proposed locations of projects along the corridor, including specific design concepts for Sargent Street and Dallas Avenue for which funding is currently available
- Final written narrative describing an overall approach to the master plan, description and locations of specific public art opportunities, including strategies for implementation and prioritization of projects and other related recommendations
- Final budget estimates for implementation of projects

The Artist/Planner or Consultant Team shall also:

- Present the Final Master Plan to city staff and community stakeholders
- Present the Final Master Plan to the Fort Worth Art Commission

**ARTIST/PLANNER OR CONSULTANT TEAM QUALIFICATIONS**

The Artist/Planner or Consultant Team (consisting of at least one public art consultant and one artist) shall have extensive urban corridor public art planning experience, outstanding community facilitation skills, and experience working with other artists.

**ARTIST PLANNER/CONSULTANT TEAM SELECTION PROCESS**

FWPA staff shall present the qualifications of Artist/Planners and/or Consultant Teams who meet minimum eligibility requirements and provide a complete submission package in the requested format by the deadline. The Selection Panel shall recommend up to three finalists who shall be invited to Fort Worth for a project orientation and interviewed. Reasonable travel expenses will be covered by FWPA. The Selection Panel will ultimately recommend one Artist/Planner or Consultant Team to lead the project. Upon the Fort Worth Art Commission approval and City Council authorization, the selected Artist or Consultant Team shall be placed under contract.

**SELECTION PANEL**

In accordance with the guidelines contained in the *Fort Worth Public Art Master Plan*, the selection panel shall be composed of:

- Mayor Pro Tem Kathleen Hicks (Council District 8)
- City Council Member Frank Moss (Council District 5)
- Community Representative(s)
- Fort Worth Art Commission Representative
- Artist/Arts Professional(s)

**ADVISORS**

Representatives of the City of Fort Worth Planning and Development Department; City of Fort Worth Transportation and Public Works Department, Neighborhood Association representatives and others, as appropriate.



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**SUBMISSION REQUIREMENTS**

Artists / Consultants must submit all of the following items on a CD via mail by the deadline in order to be considered. All documents can be downloaded from the FWPA website [www.fwpublicart.org](http://www.fwpublicart.org):

- **Letter of Interest** (Submitted electronically as a PDF or Word Document, no more than 2 pages in length) outlining interest in and qualifications for the project. This letter should also identify all individuals proposed as a part of the team and clearly identify the roles these individuals will play, including designating the lead person within the team and their complete contact information.
- **Examples of Past Work**
  - For Artists:** Current FWPA Registry file including:
    - Contact information for **3 professional references**
    - Completed **Fort Worth Public Art Registry form**
    - **10-20 digital images** of past work as well as a corresponding **image list**
  - For Consultants:** Evidence of Experience and Qualifications:
    - Description of at least two public art planning or other similar projects that have been successfully completed, including:
      - Name and location of the project
      - Description of the project scope and budget
      - Your role (or your team's role) in the project
      - Client reference, including name, address, email address and telephone number
      - Images illustrating presentation graphics or images of the completed work

**Please refer to the Public Art Registry Form for details and more information about image specifications, [www.fwpublicart.org](http://www.fwpublicart.org).**

*If you have questions about the status of your FWPA registry file please contact:*

**Melissia Simmons, Public Art Coordinator**  
[msimmons@fwpublicart.org](mailto:msimmons@fwpublicart.org) or 817.298.3027

**DEADLINE FOR APPLICATIONS:** All submission requirements for this Request for Qualifications must be received (not postmarked) by **5:00 pm on Wednesday, September 3, 2008** at the mailing/express mail address given below. Please note that submission *will not* be accepted via email or fax.

**Mailing Address:**

Melissia Simmons, Public Art Coordinator  
Arts Council of Fort Worth and Tarrant County  
1300 Gendy Street  
Fort Worth, TX 76107  
Phone: 817-298-3027

**Project Contact:**

Anne Allen, Public Art Project Manager  
Phone: 817-298-3028  
E-mail: [aallen@fwpublicart.org](mailto:aallen@fwpublicart.org)