

Request for Proposals for Roslintrail Public Art Installation

Issuing Organization:

Roslindale Village Main Street

Contact Person:

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Roslindale Village Main Street

Email: Roslintrail_RFP@Roslindale.net

Key Proposal Dates:

- All proposals due in PDF format by 5 pm on May 14, 2021
- All questions due via email to Contact above by 5 pm on May 7, 2021
- Responses will be circulated to all interested vendors by 5 pm on May 28, 2021

Purpose of Procurement

Roslindale Village Main Street (RVMS) invites qualified artists with experience in outdoor art installations to submit a proposal to create an engaging, playful sidewalk art experience that will connect several sites in Roslindale, and will allow visitors to interact with both the installation and the neighborhoods of Roslindale. We have designated locations along several pedestrian routes into Roslindale Village (See map below.).

About Roslindale Village Main Street

RVMS was established in 1985 as one of the first urban Main Street Programs in the nation, with the help of then City Councilor Thomas M. Menino and the National Trust for Historic Preservation.

Within its first three years, RVMS spurred 33 façade changes, 43 commercial building rehabilitations, 29 net new businesses, and 132 net job gains--totaling over \$5 million new investments. RVMS received a National Main Streets Urban Pioneer Award in 2006 for its revitalization efforts.

Today, Roslindale Village is a thriving commercial hub of 90% locally owned businesses. It boasts free public wifi in Adams Park and a fabulous Farmers Market. There are now 20 Main Street Districts in Boston. We are proud to have been the first one!

Project Background

In 2017, the RVMS Board of Directors developed a strategic vision of an inclusive, vibrant Roslindale Village with a thriving local economy and culture that meets the needs of residents and also draws people into the neighborhood. To fulfill this vision, the RVMS Board created the Roslintrail Committee to highlight the pathways and gateways to Roslindale's commercial district, and encourage active travel to and from Roslindale Village by means other than a car.

To this end, the Roslintrail Committee is seeking a public art installation that will create an interactive and interconnected art experience at several sidewalk locations throughout Roslindale to enliven the many routes into Roslindale Village.

Scope of Work:

The goal of the Roslintrail Public Art Installation is to design and implement an interconnected art experience at several sidewalk locations that will connect visitors and residents to Roslindale Village. The art will be influenced by and influence the culture of Roslindale and what it is like to travel these streets in Roslindale.

Specifically, the artist will:

- Provide a sketch (or sketches) of the proposed art installation in response to this RFP, including relevant inspiration imagery to convey the general concept.
- Work with the RVMS Roslintrail Committee and Program Manager to create an implementation plan, including prepping the area for painting and securing necessary approvals (if required).
- Implement the art installation in the designated areas. RVMS volunteers may be available for a socially-distanced implementation of the art installation.

The designated sidewalk areas are provided below. The artist may choose to add additional locations, but must include all those that we designated below. Additional locations must be approved by the RVMS Roslintrail Committee.

The artist should be sensitive to the context of the locations and how the overall design will link them. Note that the art installation is expected to be temporary. If the artist proposes painting the sidewalk surface, the design must comply with ADA requirements.

Imagery:

We are looking for bright, colorful artwork that ties the chosen sites together in a playful, interactive experience. We are open to artwork that tells a story between the sites, highlights the history of the neighborhood, or showcases the existing culture and economy of the neighborhood. Other ideas are also welcome!

Guiding questions include:

- How can we bring residents and guests of Roslindale together through art in a socially distanced way?
- How can we encourage residents and guests to walk to Roslindale Village, instead of driving?
- How can we encourage residents and guests to explore the various neighborhoods of Roslindale?
- What makes Roslindale unique?
 - For example, does Roslindale have a unique unit of measurement? (Think Smoots and the Harvard Bridge.)

Budget:

\$5,000, with a minimum of \$500 reserved for materials. All materials must be purchased at local Roslindale businesses, unless they are locally unavailable.

Timeline:

The selected artist will be notified by May 28, 2021. Due to COVID-19 social distancing, RVMS will meet the selected artist via remote meeting platform or by phone. We also recognize that the timeline must be flexible. We will not ask the selected artist to disregard the new protocols we are all observing to keep our community safe, and we expect the selected artist will respect all social distancing rules in turn. The work will begin at a time when it is deemed safe to proceed by state and local officials.

RVMS Responsibilities:

- Provide all information needed for the artist to begin work.
- Coordinate with local residents to keep the areas clear during installation.
- Coordinate RVMS volunteers, if needed.

Submission Requirements:

Proposals must be submitted to Roslintrail_RFP@Roslindale.net to by 5 pm on May 14, 2021.

Proposals must be in PDF format and not exceed 15 pages, excluding the cover page. Proposals must include the following:

- Cover Letter/Introduction
- Sample of Prior Relevant Work. Images and descriptions of similar projects.
- Three References.
- Work Plan and Schedule. Please explain how you will approach the project and the key steps in your work plan. As the exact start date is unknown, please provide a timeline with a generic start date.
- Proposal Sketch(es) or Concept Art. These will be kept confidential.
- Cost Proposal.

Inquires:

Please submit all inquires to Roslintrail_RFP@Roslindale.net to by 5 pm on May 7, 2021. Please mention Roslintrail Art Project in the subject line.

RVMS encourages local firms and/or minority-owned and women-owned businesses to respond.



Representational Map of Roslindale Village

(RVMS District highlighted in purple; designated sidewalk locations indicated with orange stars)

Designated Sidewalk Areas:

- 1.) Washington Street at Healy field (4130 Washington Street)
- 2.) Florence Street at Healy field (150 Florence Street)
- 3.) Cummins Highway & Florence Street
- 4.) Poplar Street & Canterbury Street
- 5.) Washington Street & Durnell Avenue
- 6.) 40 Birch Street
- 7.) Belgrade Avenue & Walworth Street
- 8.) Robert Street & South Fairview Street