



Call for Artists

The Grandville Avenue Development Committee (GADC) is soliciting proposals for:

Project Name: Roosevelt Park Neighborhood Gateway
RFP Issue Date: March 26, 2018
Proposal Due Date: April 20, 2018 at 5:00 p.m.

Project Background

The Roosevelt Park Neighborhood Association (RPNA) maintains the integrity of our neighborhood as a good place to live, work and do business by empowering our neighbors to improve the community and prevent crime. The RPNA is a stable organization through sustainable funding, with full-time bilingual staff in a building that enhances the appearance of the neighborhood. This positions us to serve as a catalyst for a vibrant business district and a neighborhood that is safe, appealing and a source of pride for its residents. We continuously plan and implement community-based projects.

Recently, the RPNA and the Grandville Avenue Development Committee (GADC) worked to create a resident-driven Area Specific Plan (ASP), called “Viva la Avenida” and which defines a vision for future development and redevelopment along the Grandville Avenue Corridor. The ASP was approved and adopted into the City of Grand Rapids’ Master Plan in 2017. Partnering with Downtown Grand Rapids, Inc. (DGRI), the RPNA and GADC are now seeking to create a public art gateway project near the northern border of the neighborhood that celebrates the vibrant and dynamic nature of the community.

Project Goals and Objectives:

The goal of this project is to create a public art gateway on Grandville Avenue SW between Wealthy Street SW and Logan St SW. Through creative placemaking, the gateway should identify the entrance in to the Roosevelt Park Neighborhood and promote the current branding of the neighborhood.

The gateway goals and objectives should build on neighborhood strengths and assets to address, at a minimum, the following aspects.

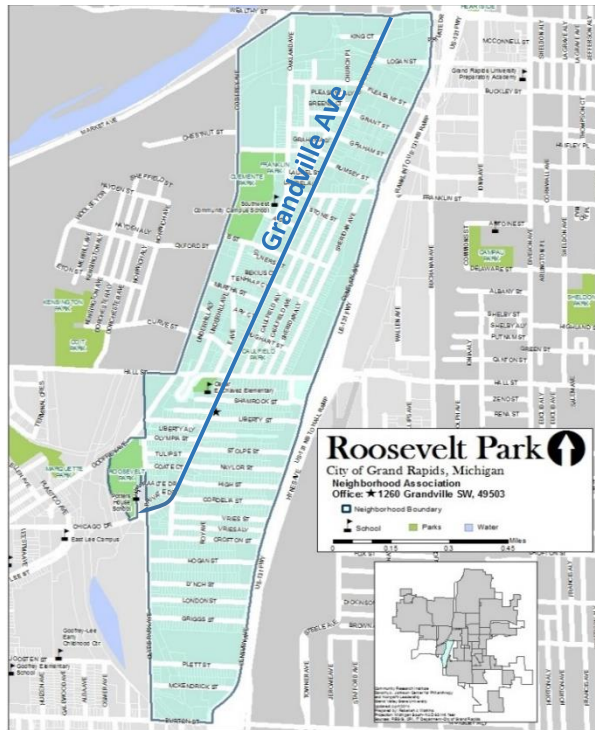
Creative Placemaking

- Explore creative uses of both public and private property in the defined area
- Enhance public space through art

Community

- Celebrate the cultural and economic diversity of the neighborhood
- Engage neighborhood residents and stakeholders in the project

Site Location



Description of Approach

This site specific work should:

- Demonstrate artistic excellence.
- Reflect community values as indicated in the Grandville Area Specific Plan, “Viva la Avenida” or “Long Live the Avenue”. A copy of the ASP can be located at www.rooseveltparkna.org.
- Highlight the site as a neighborhood entry point and provide a recognizable identity for the neighborhood.
- Be original art appropriate for outdoor installation able to stand up to severe weather, vandalism, graffiti, etc. and to be adequately and safely displayed and secured.
- Celebrate Roosevelt Park Neighborhood’s identity and rich heritage.
- Consider site limitations such as limited ground space. There is also potential to partner with private property owners for mural space such as on the building pictured below:



Potential mural location

Proposal Requirements

Artist(s) should demonstrate a commitment to authentic representation of the neighborhood through public art, have a clear understanding of the tasks associated with the project type and possess an ability to work with an economically and ethnically diverse community. Proposals should include:

- Artist's Statement describing your work and interest in the proposed gateway project. Include details and description of the process and methods that will be used.
- A description of how the artist will engage with the community during the process
- 1-2 high level drawings
- Project timeline
- Project cost description, not to exceed \$50,000

Submission

Submit Proposals to:

Roosevelt Park Neighborhood Association

1260 Grandville Ave SW

Grand Rapids, MI 49503

(616) 243-2489

Hand deliveries will be accepted

Or email to Amy Brower at amy@rooseveltparkna.org

*Interested artists should email amy@rooseveltparkna.org between **March 26-April 13, 2018** to notify of their intent to apply.*

Deadline for applications is April 20th, 2018 at 5pm.

Evaluation Criteria

The GADC members will review and reply to respondents by May 15, 2018. The committee will use the following criteria in their evaluation:

- Demonstrated ability to involve community in the public art project
- Reflection of the values of the ASP in the project
- Feasibility of projected timeline and project cost
- Resident feedback gathered from a variety of community engagement sessions
- The GADC is committed to reflecting the diversity and cultural richness of the Roosevelt Park Neighborhood in our selection process.