

The opportunity below is limited to artists, architects and designers currently residing in the Raleigh, Durham, Chapel Hill, NC area. \$75,000 budget. Finalists will each receive a \$500 stipend for the development of a more formal proposal

## REQUEST FOR PROPOSALS: PUBLIC ART PROJECT

### I. Introduction

#### A. Background & Location

The American Tobacco Historic District (ATHD) Stand Pipe was erected in 1922 and stands 81' 8" tall. The cylindrical structure with a low conical roof is centrally located in a courtyard area surrounded by well known historic icons; Lucky Strike, Old Bull building to the north, the Noell building to the south and the Bull River, Coal Shed and Hill building to the west. Its original mission was to store water for the then, Blackwell & Company Tobacco Factory later known as the Durham Bull Tobacco Mill.

Now it stands as the centerpiece of the renaissance of the district into Durham's largest mixed-use redevelopment project, the goal of this Request for Proposals (RFP) is to engage the local artist community in bringing new life to this structure. Capitol Broadcasting Company (CBC) and Struever Bros., Eccles & Rouse (SBER) are seeking creative ideas that will transform the Stand Pipe into a major urban signifier and mark the rebirth of this historic district, and most importantly, make a significant artistic impact in the expanding Downtown Durham.

#### B. Site Background

ATHD in Downtown Durham is a National Register Historic District that consists of 17 contributing buildings and structures. The ATHD buildings were built in the 1800's from construction materials mostly garnished from natural resources. The design of the Stand Pipe is subject to the review and the approval of National Park Service, the State of North Carolina Secretary for Interior and the Architectural Review Committee of the American Campus Property Owners Association, Inc.

CBC and SBER have been transforming this district into a unique, pedestrian friendly, mixed-use urban campus with significant office and retail space. SBER joined the effort in 2004, to add residential components including market-rate condominiums, rental apartments, additional retail and open space. Phase II is expected to be complete in late 2006.

#### C. Artist Eligibility

Open to professional artists or teams of related disciplines residing in the Durham, Raleigh and Chapel Hill areas.

#### D. Budget

\$75,000 includes artist fee, materials, fabrication, and installation

## II. Objectives

The intent of the RFP is to bring innovative and realistic design ideas to the enhancement of the Stand Pipe. SBER and CBC would like the structure to become an artistic beacon that respects its history and its place in this new redevelopment.

There is no set "theme" developed for this project however, SBER and CBC would like to see at a minimum:

- A. Creation of an aesthetically beautiful, conceptually sound art project;
- B. Signaling of a new life for this historic structure and the ATHD;
- C. A celebration of the site's industrial heritage;
- D. A neighborhood centerpiece that is visible both day and night;
- E. Creation of opportunities for community involvement/participation in the process;
- F. Making the arts more visible in the day-to-day life of all

## III. Submission Requirements

The presentation of submission materials should be made with the following objectives:

- A. A significant background in the arts or other creative field;
- B. A clear understanding of the site condition and the urban context;
- C. A clear understanding of the history of the Stand Pipe and the ATHD;
- D. The ability to express realistic yet imaginative and exciting ideas clearly;
- E. A demonstration of the ability to engage the community in a public art project.

Submission materials must consist of both written and electronic formats as described below:

In written format submission materials should include the following:

- A. A written analysis/explanation describing the concept presented. No more than four (4) pages to include a concept narrative, suggested materials, method of installation, planned community involvement, and a outlined timeline for completion;
- B. Color renderings of the concept plan, two of which must depict daytime vs. evening views. Please limit these drawings to no more than (5) five 8 ½" x 11" pages;
- C. Detailed explanation of the lighting plan for the concept;
- D. An outlined preliminary budget;
- E. Resumes of all participating artists outlining relevant experience. Not to exceed 2 pages per artist;
- F. Three references (names, addresses, affiliation and phone numbers) for each participating artist. Not to exceed 1 page;

The above mentioned materials should be submitted in an 8 1/2"x11" unbound format. Bound proposals in any format will not be accepted and photographs, websites, etc. may NOT be substituted for CD-ROMS.

In electronic format submission materials should include the following:

A. Images of past work maybe submitted on one (1) CD, in accordance with the following:

- A total of 15 JPEG images maybe submitted ;
- Images must be loaded into a Microsoft PowerPoint slide presentation;
- Digital images not submitted in a PowerPoint slide presentation will not be reviewed;
- Label the CD with the artist's name, contact information and number each slide.

B. An image list must be included on the CD and must corresponding to the order of the images and must include the following information:

- Artist name;
- Title of work;
- Medium;
- Size;
- Date;
- Location;
- Project details, such as budget, commission agency, etc, if public art;
- Please provide this information in a separate word file contained on the CD;
- Models will not be accepted.

Materials not specifically requested as part of this RFP will not be considered and are grounds for non-compliance.

## VI. Application Delivery

Mailed:

Proposals are due by Friday, February 10, 2006 no later than 5:00p.m. to:  
Sylvia Latson  
Struever Bros., Eccles & Rouse  
Public Art Project Request for Proposals  
P.O. Box 25329  
Durham, NC 27707

Hand Delivered:

Proposals are due by Friday, February 10, 2006 no later than 5:00p.m. to:  
Sylvia Latson  
Struever Bros. Eccles & Rouse, Inc.  
406 Blackwell Street  
Suite 220  
Durham, N.C. 27707

Any proposals received after the 5:00pm on February 17, 2006 will not be considered.

## V. Site Visit

Respondents are invited to tour the site and meet with SBER and CBC on Friday, January 20, 2006 at 10:00am. The meeting will take place at 210

Blackwell Street and will provide the only opportunity to ask questions about the project and application process. This will also be the ONLY opportunity to walk the site, so please make plans to take photographs at that time.

All initial inquires must be directed to Sylvia Latson, Struever Bros. Eccles & Rouse 406 Blackwell Street; Suite 220; Durham, NC 27701; (919) 956-8429. Email address: [s.latson@sber.com](mailto:s.latson@sber.com)

## VI. Evaluation & Selection

A Public Art Committee (PAC) will evaluate each artist's submission and either; select a proposal based on preliminary submission materials, choose to interview short-listed applicants, or seek more detailed proposals. Selection criteria will include: the applicants' professional qualifications; proven ability to undertake projects of a similar scope; artistic merit as evidenced by the submitted materials; and demonstrated ability to work collaboratively with government agencies, developers, and/or focus groups in the creation of the project.

Proposals submitted in response to this RFP will be reviewed by the PAC. The PAC will review all complete, eligible proposals received by the deadline and select no more than five artists/artist teams to compete in the Conceptual Design Phase.

Upon judging the proposals submitted, the PAC may prepare a short list of artists deemed qualified to participate in the Conceptual Design Phase. No more than five artists/artist teams will be selected for the Conceptual Design Phase. Each finalist will receive a stipend of \$500 to develop further a conceptual design. After interviewing finalists, the PAC will make a recommendation for one finalist and one alternate for the project. Selection of the winning proposal will be contingent upon approval by the National Park Service, the Architectural Review Committee of the American Campus Property Owners Association Inc., and the State of North Carolina Secretary for Interior.

\*\*Struever Bros. Eccles & Rouse, Inc. (SBER) reserves the right to reject any or all proposals submitted pursuant to this RFP. Notwithstanding anything to the contrary in this document or in any addenda to this document, SBER reserves the right (i) to negotiate changes of any nature with any person or entity proposing to do the art project with respect to any term, condition, or provision in this document and/or in any response, whether or not something is stated to be mandatory and whether or not it is stated that a response will be rejected if certain information or documentation is not submitted with it, and also (ii) to enter into an agreement for the art project with one or more persons or entities that do not submit a response. For example, all deadlines are for the convenience of SBER and may be waived by SBER in its sole and absolute discretion.

## VII. Schedule

Description Date

Release of RFP January 13, 2006  
Pre-Proposal Meeting & Site Visit January 20, 2006  
Deadline for submission February 17, 2006  
Review of Proposals February 20, 2006 - March 10, 2006  
Architectural Review Committee of the American Campus Property Owners  
Association, Inc. March 13, 2006  
Artist notification of finalists March 17, 2006  
State of North Carolina Secretary for Interior Approval March 27, 2006 -  
March 31, 2006  
Finalists Panel Interview April 7, 2006  
National Park Service Approval April 14, 2006- April 28, 2006  
Anticipated execution of contract of selected artist April 28, 2006  
Project completion January 2007

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