

REQUEST FOR PROPOSALS:
“Park is Coming” Sign Design and Fabrication
ISSUED: June 27, 2017 by The Trust for Public Land

Invitation

This Request for Proposal (RFP), issued by the Trust for Public Land (TPL), invites designers/fabricators to submit their proposal to design a “Park is Coming” sign, and fabricate two of their designs to be installed at the future site of a city park in St. Paul, at Griggs Street.

The deadline for submission is July 10, 2017. The selected applicant will be paid up to \$2,000 to design and fabricate the signs, working in collaboration with TPL staff. The design process will begin late July 2017 with the intention to install the signs in late August/September 2017.

Background

The Trust for Public Land (TPL), in partnership with the City of Saint Paul, is working to develop a park on Griggs Street between Lexington and Hamline Avenues, a diverse, low-income area that is recognized as being park-poor. The goals of the new park are to provide green space, improve park equity, and provide opportunity for increased physical activity. To guide the creation of the park, TPL is using *creative community engagement*, a cooperative, community-based process that focuses on identifying the cultural and neighborhood values that will be shared with landscape architects, park designers, and the City to inform the design of the park. Main activities of the creative community engagement have included: Park Listeners/community organizers who *go to folks* to obtain qualitative information, participating in community events, hosting park-related events, and facilitating a park naming process. These activities will result in an overall vision for the park, a set of collective community values that will inform the design of the park, and ranked preferences for park features and amenities. In addition, the process will help community members develop connections with one another and cultivate a feeling of ownership for the park space.

The “Park is Coming” signs will reinforce the core tenet of this creative community engagement, that of truly listening to the community, since the design will be based on ideas and drawings obtained during a park event in April 2017.

Scope of Services

Based on community input, the “Park is Coming” sign should:

1. Communicate in an artistic and appealing manner to future park users who represent many different cultures and varying ages
2. Utilize and build on existing design ideas obtained in April 2017 (see Attachment A)

More specifically, the parameters for the “Park is Coming” sign are:

- Encourage “ownership” of this park by residents of Midway, transit riders, bikers on Griggs Bikeway and others who travel through this area
- Have a compellingly local (Midway area) as well as cross-cultural design (does not feel like it came off of an assembly line)
- Be “playful” and colorful. Colors to be utilized will be guided by community input (see Attachment B)
- Preference that the shape of the signs is not rectangular, to convey a non-traditional, more informal tone

- Be inclusive through language – ex: include Somali, Oromo and Spanish translations for “Park is Coming”
- Fit on the existing sign bracket which measures approximately 6’ x 12’, mounted on a sturdy, firm backing.

The selected applicant will be expected to work collaboratively with TPL to understand community needs and to think outside of the box in creating a sign that is compelling and aesthetically appealing.

Schedule

The selected applicant will be responsible for designing and working with a fabricator to create 2 identical “Park is Coming” signs by September 15, 2017 or earlier. The Trust for Public Land will install the signs.

Installation Location

The two signs will be installed on brackets within the fenced park parcel on North Griggs Street between University Avenue and St. Anthony Avenue (see Attachment C for location map). One will be installed on an existing bracket that faces directly west, the other installed on a yet-to-be-installed bracket (by TPL) that faces directly east.

Reimbursement Budget

For design services, as well as fabrication, this contract is not to exceed \$2,000, and payment will occur on schedule as agreed upon between the selected applicant and TPL.

Submission and Selection Process

Submission of Qualifications

Submit the requested qualifications in PDF format to jenna.fletcher@tpl.org by end of business July 10, 2017.

Documents can be attached to the submission email, or you can include a link to your application (via Dropbox, Google Drive, or an ftp site) in the email.

Selection Criteria

Applicants will be selected based on the successful production of past work that demonstrates their ability to creatively design and successfully fabricate this project. In particular, we are looking for people/teams who have experience designing and fabricating graphic signs or other artworks. Midway-area designers/fabricators are especially encouraged to apply and are preferred.

Process

RFP released	June 27, 2017	
RFP submission deadline	July 10, 2017	
Interviews with potential designers, selection and contract signing		Week of July 17, 2017

Proposal Requirements

Individuals and teams are welcome to apply. Interested designers should submit the following:

- *Introductory Letter* (one page max)
Cover letter that includes general description of the designer, interest in this project, and the name and contact information. In particular: what interests you about the project? What are the strengths you bring?
- *Examples of Work*
Up to eight pages (one page per project) that demonstrate relevant experience, including the name and brief description of project, including scope, schedule, budget, and completion date; the name of client/owner; images of the project; and client references (name, email address, and telephone number).
- *Team Bios/Resumes*
Provide bios/resumes (one page maximum) for the key person/people who will be doing the design work, and who/how will fabrication occur. Include the following for each team member: Name, business name, title, role, years of experience, experience with projects of this scope, scale, and quality, and previous collaborations.

Questions?

If you have questions about the project or the RFP process, please send an email to jenna.fletcher@tpl.org 651-999-5306.

Additional Information

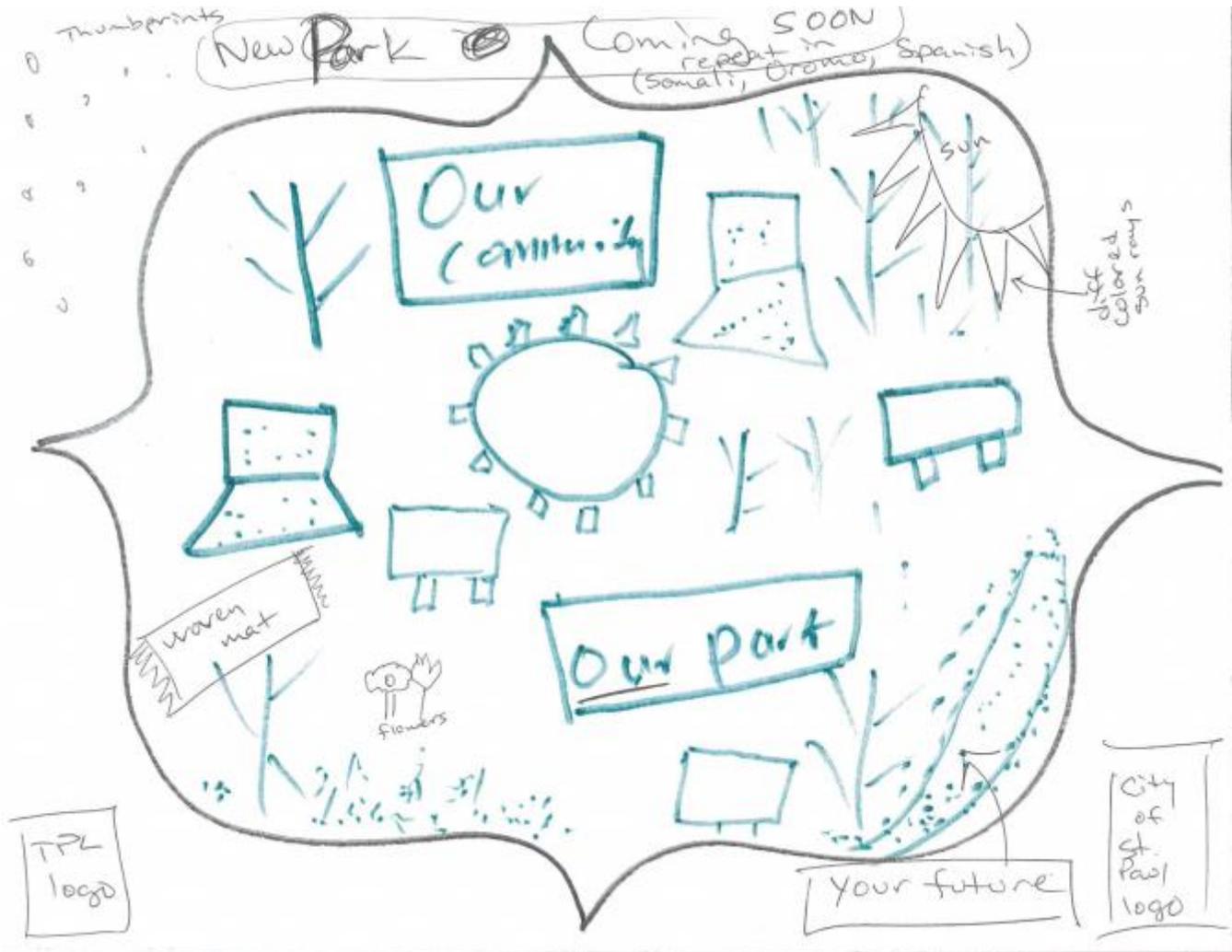
The selected applicant will be contracted by The Trust for Public Land. Details of the contract will be determined after the applicant has been selected. However, language similar to that below is expected to be in the contract:

Ownership of Materials

All finished versions of the fabrication and associated materials resulting from this Contract shall become the property of THE TRUST FOR PUBLIC LAND upon final approval of the fabrication by THE TRUST FOR PUBLIC LAND. THE TRUST FOR PUBLIC LAND may use, extend, or enlarge any document produced under this Contract without the consent, permission of, or further compensation to the Contractor.

All Work produced by the Contractor under this Contract will be the exclusive property of The Trust for Public Land and will be surrendered to The Trust for Public Land immediately upon completion, expiration, or cancellation of this Contract. The Contractor represents and warrants that the Work does not and will not infringe upon any intellectual property rights of other persons or entities.

ATTACHMENT A: "Park is Coming" design ideas from community event



ATTACHMENT C: Future Park Site – location map and sign installation sites



Park at Griggs and the Surrounding Community St. Paul, Minnesota



- Legend**
- Site of future Park at Griggs - 3 parcels
 - Community gathering spaces - current
 - Community stakeholders – high-density housing, schools, non-profits, retail, and industrial
 - Bikeway and mass transit
 - Highway
 - Housing Units
 - Skyline Tower: 509
 - Hamline Station Apartments: 108
 - Carly Heights: 48
 - Lexington Commons: 48

Google Imagery ©2015 Google, Map data ©2015 Google 200 ft



Red outlines the approximate area of future park at Griggs Street

“Park is Coming” signs will be placed on the green center parcel, one facing the cars on the street, the other on the opposite side facing the top middle parking lot for HealthPartners Clinic.