

# Call For Artists Request For Proposal

**Issued by:  
Melissa Cook  
Hank Aaron State Trail  
WI Department of Natural Resources**



<b>Project Title:</b>	<b>Hawley Road Trailhead Sign</b>
<b>Location:</b>	Hawley Road & Hank Aaron State Trail
<b>Budget:</b>	A design and project management budget of \$3600-4200 has been approved for this project.
<b>Proposal Deadline:</b>	March 14, 2014
<b>Installation Deadline:</b>	June 30, 2014

## **REQUEST FOR PROPOSALS: Hawley Road Trailhead Sign**

The Department of Natural Resources (DNR) invites artists to submit proposals for the **design** of a Trailhead Sign for the Hank Aaron State Trail (HAST) at the base of the Trail bridge that crosses Hawley Road in Milwaukee, Wisconsin. (Final fabrication will be bid and completed under a separate contract.) The awarded artist will be expected to do project management through installation with the selected fabricator.

### **A. Description of the Hank Aaron State Trail**

The HAST is a multi-use, mostly pedestrian and bike trail stretching east to west from Lakeshore State Park and the Discovery World Museum to the Milwaukee/Waukesha county line. The trail cuts through the Historic Third Ward and enters a separated path at 6<sup>th</sup> and Canal St. It then continues along the course of the Menomonee River through the Menomonee Valley to Miller Park, through the Historic Old Soldiers Home, State Fair Park, with connections to the County's Oak Leaf Trail in four locations. Several sites of commercial, historical, ecological and cultural significance and many businesses and neighborhoods line the HAST.

The HAST has connections that provide access to people living in densely populated neighborhoods along the trail. The Trail is within a 15-minute (3-mile) bike ride of over 415,000 people.

For additional information see: [www.hankaaronstatetrail.org](http://www.hankaaronstatetrail.org)

### **B. What We Seek**

We imagine Milwaukee's Hank Aaron State Trail (HAST) to be an organic thread that runs through the middle of the county, stitching together residential, commercial, industrial, and natural spaces into a rich urban tapestry laced in history and bound by important natural and architectural forms. Lake Michigan and the Calatrava-designed Milwaukee Art Museum mark the trail's east end. The Menomonee River and the "industrial valley" form the mid-section. A historic former rail grade frames the western section of the trail creating connections to various destinations and neighborhoods along the route.

We are seeking a trailhead sign that:

1. Is highly visible as you are heading south on Hawley Road
2. Could incorporate either historic or innovative design elements
3. Clearly marks the entrance to the Hank Aaron State Trail
4. Is visually attractive and interesting

The Trailhead Sign should draw attention to the trail corridor in a unique and inviting way.

### C. Details of the Commission

The proposed Hawley Road Trailhead Sign will be one of two new signage projects to be developed along critical, highly visible points along the HAST. The other location is at the trail entrance adjacent to Pierce Street at the Valley Passage. The signs will identify and beautify the trail, while giving the public a reference point in which to enter the trail. Applicants may choose to submit a proposal for one or both of the projects.

The following considerations and/or challenges for the artist/s should include:

The Trailhead Sign should be:

- Immediately visible, particularly the words “Hank Aaron State Trail”, announcing the entrance to the trail.
- Relevant to the site’s existing and surrounding forms.
- Structurally sound and safe for trail users, young and old.
- Constructed of durable and long lasting materials.
- Either graffiti resistant or made from materials able to withstand cleaning with strong chemicals..
- Compatible with the “brand” or look of other HAST related materials.
- Anchored substantially and can endure strong wind loads and other forces.
- Designed within budget both for design, fabrication, and installation.

The Trailhead Sign could:

- Reflect the history of the trail corridor.
- Compatible with the HAST and its natural beauty.
- Refer to aspects of HAST neighbors, bikers, hikers and other trail users.

### D. Siting Parameters

The selected site is located on the west side of Hawley Road, directly in front of the highest sloping wall supporting the HAST overpass. It is in front of this supporting concrete wall that the Trailhead sign will be placed, so that it will easily be viewed by those heading southbound on Hawley Road.

West of the concrete structure, native plants and trees have been planted along the slope, down to the retaining wall. Further west of the sloping native vegetation, there is a native plant garden with a picnic bench.

The Trailhead sign should be contained within the grassy triangle adjacent to the large retaining wall, but should not be any closer than 2 feet from the sidewalk along the street. Height is currently not specified, but should be within practical and budget limitations.

The trailhead sign should not contain sharp edges or projections that could be potentially hazardous to trail users or users of the sidewalk.

### E. Scope of Work

All artists interested in submitting a proposal for the design of the Trailhead Sign on the HAST will be expected to:

1. Become familiar with HAST and the site specific to this proposal.
2. Complete all RFP submission requirements including the creation of a model, drawings or other visual representation of proposed sign, **including fabrication and installation plans, how sign will be anchored, and an**

- estimated budget for all elements.** Also indicate any on-going maintenance recommendations.
3. Grant permission to reproduce visual images of the artwork for promotional purposes.

## **F. Budget**

The budget for design and project management for this RFP is between \$3600-4200. A separate project for fabrication and installation of the selected trailhead sign design has a budget between \$17,000-19,000, but will be bid separately with the anticipated installation completed by June 30, 2014.

## **G. Submission Requirements & Evaluation Criteria**

Applicants answering the RFP must provide the following:

1. *Written Project Description:* A written description, exact location of installation, dimensions, description of materials, construction techniques, how sign will be anchored, installation requirements, and a total budget. The budget should detail all anticipated costs associated with creation and installation of the entire piece. Recommendations for maintenance should also be identified, but need not be part of the budget.
2. *Work Samples and presentation of Model:* The artist must provide a drawing or visual representation of the proposed project. A minimum of three and maximum of six images of previous work samples should be included.
3. *Professional Resume:* The artist must provide a detailed professional resume indicating past work, end result, and client's names and contact information.

The selection committee reserves the right not to commission any proposal if, in its judgment, none satisfy the committee expectations of quality and feasibility.

## **H. Selection Process**

The Final selection of design will be made by the DNR, informed by Friends of HAST Enhancement Committee, project partners, and other qualified individuals.

For additional information on HAST please see: [www.hankaaronstatetrail.org](http://www.hankaaronstatetrail.org) or if you have any questions regarding this RFP, please contact Melissa Cook at 414-263-8559 or [melissa.cook@wisconsin.gov](mailto:melissa.cook@wisconsin.gov).

All submissions should be mailed to:  
Melissa Cook  
Department of Natural Resources  
2300 N. Martin Luther King Jr. Drive  
Milwaukee, WI 53212

A CD containing all application materials should be included with your submission. Your submission should include a printed copy of everything contained on the CD.







