

THE  
CONSERVATION FUND

## Call for Artists

Temporary Site Installation  
Bailey Drive Gateway at Walnut Creek Wetland Park

9/30/20 update (revisions in red)

### Introduction

The Conservation Fund is soliciting proposals for an artist or team of artists to design and implement a temporary site installation along Bailey Drive in the Rochester Heights neighborhood in Raleigh, NC. The site is the future home of the southernmost portion of Walnut Creek Wetland Park but currently is undeveloped, with vegetated wetlands, riparian corridors, and a stretch of lawn along Bailey Drive.

The art installation will activate the site, providing a place for gathering, reflection, interaction, and learning. The installation will reflect community history and stories from residents. The artist will also be asked to consider:

- How the on-site installation and online efforts might relate to physical features throughout the Rochester Heights and Biltmore Hills neighborhoods, such as temporary signage.
- How aspects of the temporary site installation might be incorporated or repeated in the permanent site design.
- How the on-site installation might relate to online efforts, such as an interactive map or social media campaigns.

This project is being developed through a partnership between The Conservation Fund, the City of Raleigh, the NC State University Water Resources Research Institute, and the Walnut Creek Wetland Community Partnership. Those organizations, along with residents of the Rochester Heights and Biltmore Hills neighborhoods, comprise the local Parks with Purpose Task Force. The artist will coordinate with members of this Task Force and with the project's landscape architecture design team, including staff from Design Workshop and Jackie Turner Consulting.

### The Project

Project Site: 603 to 741 along the northern side of Bailey Drive, Raleigh, NC 27610

The Bailey Drive Gateway site is the southernmost portion of Walnut Creek Wetland Park, separated from the rest of the park by Walnut Creek. The site also marks the northernmost edge of the historic Rochester Heights and Biltmore Hills neighborhoods (Exhibit 1).

The full Bailey Drive Gateway site is 10.5 acres, but the area of focus for this project is the approximately 925 linear feet of the site's southern edge, which is directly adjacent to Bailey Drive. This stretch of the site is mowed turf that varies in width from 3 feet up to 40 feet from the back of the Bailey Drive curb to the existing treeline. The artist will work with the design team to determine the exact physical extent and location of the site installation.

### **Proposed Project Scope, Schedule, and Budget**

The Conservation Fund is seeking the expertise of a professional artist to oversee the design and implementation of a temporary site installation that builds neighborhood excitement about the Bailey Drive Gateway project and allows neighbors to use and interact with the site during the time when documentation and fundraising is under way for the permanent site design.

The artist will work with the design team to:

- Review project work and materials to date.
- Gather meaningful community input on the temporary site installation.
- Develop a brief written description, budget and conceptual graphic representation of the proposed installation and related online efforts.
- Consider how elements of the temporary installation might be incorporated into the permanent site design.
- Install the temporary art installation, with the potential to include volunteers from the community and the design team.

The artist's scope of work is anticipated to occur over a two-month period in close consultation with the community and the design team. The temporary art installation is anticipated to remain on-site through **summer of 2021**.

The artist will have flexibility in working with the design team and project partners to determine the extent, materiality and medium of the installation. The artist should select forms and materials that are resilient to the level of expected use and considerate of the site's location within the floodplain and adjacent to a sensitive wetland environment.

The budget for artist's services including design, materials and installation, is \$10,000, with the possibility that more funds could be raised and/or materials donated.

### **Project Background**

The Bailey Drive Gateway project is the culmination of two years of work by the Parks with Purpose Task Force, a local group convened by The Conservation Fund through the organization's Parks with Purpose program, which works across the United States to support park projects and

green infrastructure in historically underserved communities. The local Task Force began a process in 2018 to select a Parks with Purpose site that would serve residents of Rochester Heights and Biltmore Hills, historically African-American neighborhoods built between the 1950s and 1970s. Based on neighborhood feedback and ideas generated by the NC State University Department of Landscape Architecture, the Task Force selected Bailey Drive Gateway as the project site.

The design team began work in October 2019 and learned through public engagement workshops, door-to-door canvassing, online surveys and continued Task Force meetings that residents of Rochester Heights and Biltmore Hills prioritized a sidewalk along Bailey Drive and preferred conceptual designs that emphasized the Bailey Drive site edge and community history. The design team completed a final draft of the community's preferred conceptual design in June 2020 (Exhibit 2) and is currently working toward design development and construction documentation.

The Conservation Fund and its project partners felt it was important to maintain project momentum and visibility during the six to eight months of documentation and fundraising for the permanent site design. The design team explored precedents for temporary site installations (Exhibit 3) and recommended hiring a local artist to develop a concept and install a temporary art piece on the Bailey Drive site.

The team has also gathered neighborhood oral histories, some of which were recorded several years ago and shared by Partners for Environmental Justice, others collected in the past few months by members of the design team by phone interview. These stories (Exhibit 4) shine a light on site history – from its time as the Lightner family dairy farm; to the excitement of the early days of construction of Rochester Heights, with its modern midcentury design and its opportunity of homeownership for Raleigh's African-American community; to stories about the neighbors and relationships in the Rochester Heights and Biltmore Hills communities over time.

The artist will work with the community and the design team to build on work that's already been done and to incorporate neighborhood stories and history into the design of the site installation, reflecting stories that already have been told and prompting residents to continue sharing their stories and experiences.

More information about the Bailey Drive Gateway project can be found at:  
[www.raleighparkswithpurpose.com](http://www.raleighparkswithpurpose.com)

## Submission Information

### Eligibility

- Artist candidates should be at least 18 years of age.
- Artists from any discipline are invited to apply, but preference will be shown to artists who work in visual or mixed media.

- Preference will be given to artists with an understanding of the neighborhood and context, and to artists with experience working on open space projects within the City of Raleigh.
- The artist should be experienced in community-based work.

### **Proposal Requirements**

Artists submitting in response to this CFA will be asked to state in no more than 2 to 3 pages their interest, understanding, and experience related to the project, and to offer their proposed methodology for achieving the objective and producing anticipated deliverables. A link to a digital portfolio of previous work is also requested.

Finalists will be invited to participate in an interview through the Zoom web conferencing service.

Proposals should include:

- Statement of interest.
- Proposed approach.
- Qualifications and relevant experience.
- A link to a digital portfolio of previous work.
- References – Please provide three references, and include with each a project description and relevance to this project, size and type of project, duration, value in dollars, and primary contact with phone number and email address.

### **Evaluation Criteria**

Proposals shall be evaluated by a selection committee to include representatives from The Conservation Fund, the Parks with Purpose Task Force, the City of Raleigh, and the design team.

The following criteria will be used to evaluate and rate proposals:

- Quality of statement of interest and proposed approach.
- Experience executing successful public art of a similar scale and program.
- Knowledge of the Rochester Heights and Biltmore Hills neighborhoods.
- Experience with community-based work.
- Good reviews from submitted references.

The final selection will be based on an evaluation of the written responses to the CFA and interviews. Respondents selected for interviews will be provided additional instruction by The Conservation Fund. Respondents not selected for further consideration will be notified.

The Conservation Fund will enter negotiations with the selected artist and upon completion of negotiations shall execute an agreement. If The Conservation Fund is unsuccessful in negotiating an agreement with the highest ranked artist, The Conservation Fund may then negotiate with the

second or third highest ranked team until an agreement is executed, or may decide to terminate the selection process.

When an artist is selected, the following criteria will be used by a committee of project partners and neighborhood residents to evaluate and approve the artist's site installation proposal:

- The installation should be judged to enhance the public's experience of the Bailey Drive site.
- The installation should be in accordance with the project team's environmental, social and cultural values.
- The installation should be appropriate in scale, media and context with the project site.
- The installation should be judged to be able to withstand unprotected display in an outdoor environment and be able to be maintained throughout the public display period.
- The installation must not present a safety hazard. It must comply with all applicable building codes and accessibility requirements.
- The installation must be judged to be feasible, with convincing evidence of the artist's ability to mount the installation as proposed. Factors to be considered include project budget, timeline, the artist's experience, soundness of materials, City of Raleigh approval requirements, and level of community support.

## Schedule

Call for Artists Issued: **updated September 30, 2020**

Deadline for Submitting Intent to Propose: **October 16, 2020**

Deadline for Submitting Questions (by email only): **October 16, 2020**

Email Distribution of Responses to Questions: **October 21, 2020**

**Proposals Due: October 30, 2020 by 5pm EDT**

Artists Notified for Short-List Selection: **November 9, 2020**

Interviews of Short-Listed Artists: week of **November 16, 2020**

Artist Notified of Selection: week of **November 23, 2020**

Contract Period (approximate): 2-3 months

This is an anticipated schedule only and may change.

## Submittals

One (1) PDF electronic copy of the submittal, including references and a link to an online portfolio, must be sent by email to [raleighparkswithpurpose@gmail.com](mailto:raleighparkswithpurpose@gmail.com), no later than 5pm EDT on **October 30, 2020**.

Packages received after the submission date may not be considered.

It is the responsibility of the artist candidate to ensure receipt of their proposal.

## Requests for Clarification

The Conservation Fund requires that candidates acknowledge receipt of the CFA and advise of their intent to submit proposals by emailing [raleighparkswithpurpose@gmail.com](mailto:raleighparkswithpurpose@gmail.com) by **October 16**. Please include your name, email address, and phone number in the intent to submit.

Questions related to this CFA must be submitted in writing to [raleighparkswithpurpose@gmail.com](mailto:raleighparkswithpurpose@gmail.com) by **October 16**. Questions may not be entertained after this deadline. Written responses to all submitted questions will be provided to all interested artists by close of business on **October 21**.

Artists are encouraged to visit the project site on their own prior to submitting a response. There will be no formal on-site pre-proposal meeting.

## Cost of Preparation

The applicant shall bear all costs and expenses associated with the preparation, submission, and clarification of their response. The Conservation Fund will not be responsible or liable for any direct or indirect costs incurred by the consultant, regardless of, and without limitation to, the conduct or outcome of the evaluation and selection process.