



Request for Qualifications

City of Albuquerque

Public Art Program, on behalf of the Mayor's Office

Wayfinding Elements on Historic Route 66 in Albuquerque

OVERVIEW

The City of Albuquerque is seeking an artist-lead design team (Design Team) to conceptualize, design, engineer, fabricate and install Wayfinding sign/art elements (Wayfinding Elements) along Historic Route 66 in Albuquerque from Tramway Blvd. to 98th Street, in an effort to foster economic development and preservation efforts along the Route 66 National Scenic Byway in Albuquerque. With Wayfinding Elements, we would like to approach wayfinding along Central Avenue (Route 66) in a more creative way. The signage will offer wayfinding and will also add an interesting element and help to develop a sense of place. Design Team respondents to this RFQ should be able to demonstrate a rich set of capabilities to fully address the scope and intent of the Wayfinding project. See Design Team Qualifications section below.

BUDGET - PROJECT FUNDS

\$120,000 - National Scenic Byways Grant

\$30,000 - City matching funds and in-kind services

\$150,000 Project Total - all inclusive of design, engineering, fabrication and installation of enough Wayfinding Elements for a meaningful and impactful installation along the entire Route 66 Corridor within Albuquerque and/or Bernalillo County.

LOCATION/CONTEXT

The selected Wayfinding Elements will be located at up to seven locations on Central Ave. that will enhance the Route 66 brand along the corridor as well as provide wayfinding direction to various points of interest along the corridor. Preliminary location options identified on the attached map are suggested general areas; however, exact location adjustments may be necessary depending on cost, size, scale or content of the proposed Wayfinding Elements (see attached map).

MISSION

Route 66 in Albuquerque is a vibrant and rich experience for all generations; its attraction builds upon the memories of the past and contributes to the present lives of locals with an ever-evolving appeal that expands into the future.

This Wayfinding Elements project benefits the byway traveler by providing information and interpretation, enhancing the Route 66 National Scenic Byway in Albuquerque educational experience, and instilling a greater appreciation for the intrinsic qualities of the byway itself.

This project not only helps tourists access and navigate destinations along the corridor, but also supports businesses along Route 66 by directing much-needed traffic to their doors.

PROJECT INTENT/THEME

This project will fund the design, fabrication and installation of Wayfinding Elements in various locations and in such a manner that they are best suited for traveler information. The current signage that exists along the byway is limited and inconsistent and does not fully engage the public with all of the cultural and entertainment experiences available to visitors along the byway.

There are multiple levels of complexity when experiencing the Route 66 Corridor in Albuquerque, from the barren, brown viewsheds on the west, the dense urban center, the mountainous canyon on the east side and vast stretches of roadside shopping in between. The Wayfinding Elements project should create a system that works when there are few visual distractions as well as among urban density and larger-than-life geographic forms. A highly creative and unique, but buildable approach to developing a system that generates movement and action is highly desired.

The Art Selection Committee (Committee), comprised of the Public Art Board, members of the Route 66 Working Group and other community members, is requesting that the work be a stellar and dynamic use of durable and proven materials and technology that captures the nostalgia of the Mother Road while moving forward into the future. The goal is that the public will interact with the art sign wayfinding elements, providing photo opportunities for visitors and locals alike.

Design. The new Wayfinding Elements will be easy for the traveler to read and will share cohesive design elements. The Wayfinding Elements will be designed to allow for easy maintenance and ongoing updates to highlight cultural attractions. Wayfinding element will improve and increase the Route 66 brand and provide directions to cultural attractions and other points of interest.

This design concept will provide interpretation of Route 66, as well as guiding the traveler to attractions along the byway. The byway area includes historic motels, museums, the New Mexico Expo State Fairgrounds and three historic districts: Nob Hill, Old Town, and Downtown, which offer both Route 66 nostalgia and shopping districts. Staff will work with a design consultant to develop the design concept, conceptual drawings and implementation map.

Stakeholder Feedback. City staff will manage the public involvement process, which will consist of public meetings and additional online communications. Stakeholders include NM Route 66 Association, merchants' associations, tourism groups, and the University of New Mexico. Stakeholder feedback will be taken into consideration by the Committee for the project development and implementation.

Implementation. The Design Team, upon selection and contract approval, will be responsible for providing necessary, schematic designs, site plans, engineering documents, obtaining building permits, excavation and installation required to realize the Wayfinding Elements at the approved locations. The Design Team will work with their professional engineer to ensure that Wayfinding Elements are designed and engineered according to code and engineering specifications. The project must comply with

NMDOT certifications and the State Historic Preservation Officer to ensure that the scenic, cultural, natural and archaeological integrity of the highway and adjacent areas along the corridor are protected. The Design Team will be responsible for installation of the Wayfinding Elements. The Design Team will handle all permitting and engineering required to install the artwork.

SITE

Route 66 / Central Avenue, spanning 15 miles in Albuquerque, is the longest, intact, urbanized stretch of Route 66 in the Country. Central Avenue is the commercial and social heart of the city. Its origin as the Main Street of New Town, Albuquerque, and later national identity as Route 66 is easily visible in its numerous traveler-related services and amenities. The historical development of the city can also be seen traveling from Old Town toward the foothills. Narrow, winding streets give way to Downtown's short commercial blocks, through Nob Hill's grid of pedestrian-oriented streets. Development on both ends of Central is increasingly geared toward motorists who experience Central through the windshield.

The selected artwork will be located along Route 66 on Central Ave. (see attached map), and will need to complement the existing streetscape and infrastructure and not impede traffic or pedestrian safety. Elements such as sight distance, cross walks, traffic movements and utilities will be assessed in the design and placement of the work. The Design Team will coordinate the specific sites with City staff on NMDOT certifications, permits and safety practices, as well as coordinated with existing City planning documents.

MEDIA/STYLE/SIZE

The Design Team must carefully consider the local setting and weigh the long term impact that proposed media may have on the immediate environment. The life span of the Wayfinding Elements should be 15 years, at minimum. The Design Team should be aware of the harsh southwestern outdoor conditions that can affect structural and aesthetic stability, for example fading of colors and wind loads.

Deadline for Submitting Qualifications:

Thursday, June 6, 2013 by 5:00 pm, local time

ATTACHMENTS:

- Route 66 Proposed Wayfinding Locations (map)
- Potential Project Sites: Photos
- Potential Project Sites: Aerial Photos

SELECTION PROCESS

This is a national, open competition RFQ for artist-lead design teams. The Art Selection Committee reserves the right to select a Design Team from the initial submissions for the RFQ, or solicit preliminary design concepts from a set of three (3) finalists.

ELIGIBILITY:

This project is open to Artist-lead Design Teams residing in the United States, with demonstrated experience with other projects of this nature. Successful candidates will be able to demonstrate the ability to capture the enchantment of Albuquerque's Route 66. This is a Federally Funded project. The Design Team shall comply with all applicable federal, state and local laws, and the New Mexico Department of Transportation regulations and policies in the performance of this Contract.

APPLICATION PROCESS

The City of Albuquerque Public Arts Program, on behalf of the Mayor's Office, is conducting this application and selection process digitally. Artists may submit their materials through a dedicated email address managed solely by the Public Art Program staff that has been established to receive digital submissions, or by mailing a CD of the submission materials directly to the Public Art offices.

All submissions must be received on the following email address or in the Public Art Program offices by: Thursday, June 6, 2013 by 5:00 pm, local time

Send electronic submissions to: publicart@cabq.gov

Attention Sherri Brueggemann, Public Art Urban Enhancement Program Manager

Subject Line: Route 66 Wayfinding Elements Submission

Non-Email Submissions: Artist Design Teams who may not have advanced internet services available may send materials by mail. All materials should be recorded on CD in standard formats that are accessible on a Microsoft platform.

Send non-electronic submission to:

**Cultural Services Department
Public Art Urban Enhancement Program
Attn: Sherri Brueggemann
P.O. Box 1293
Room 605, 6th Floor
Albuquerque, NM 87103**

Non-Mandatory Pre-Proposal Meeting

Respondents to this Request for Qualifications may attend a **Non-Mandatory** pre-proposal meeting on Thursday, May 30, 2013 at 3:00 pm in the Planning Hearing Room in the basement of the Plaza del Sol Building, 600 Second NW, in downtown Albuquerque, at which time and place additional information will be presented and project-related questions will be addressed.

Submission Materials – Artist Design Teams must submit the following items for the project:

- A letter of intent, not to exceed two pages or 500 (five hundred) words, which may include a description of your ideas and the proposed media in which the wayfinding artwork elements will be fabricated.
- Up to 20 (twenty) digital images of past work. An annotated image key, clearly labeled with your full name and a numerical listing for each image, the title of the work, the media, dimensions, and year of completion.
- A current resume including statements regarding your artwork/art education or CV. (If you are submitting as part of a team, please include separate resumes and statements for each individual.)

All of these materials should be in electronic format: Please use a standard Microsoft Word format for all written documents. All images, drawings and diagrams should be created in a standard JPEG format (no larger than 8” X 10” at 300 DPI). Please do not use PowerPoint or slide show formats. Individual emails should not exceed 12 MB. *If you send multiple emails to accommodate your submission, please label them in the subject area of your email with your last name and the sequence. (Example: Smith 1 of 3)*

QUESTIONS/FOLLOW UP

Questions about the project may be directed to:

Public Art: Sherri Brueggemann; (505) 768-3833, email: publicart@cabq.gov

Byways Grant Project Manager: Linda Rumpf (505) 768-3072, email: lrumpf@cabq.gov

Site Photos and additional information:

- Route 66 Proposed Wayfinding Locations (map)
- Potential Project Sites: Photos
- Potential Project Sites: Aerial Photos