



Request for Proposal

Hodges Square Lighting Project

A Thames River Innovation Places (TRIP) sponsored project

I. Introduction

Hodges Square, New London CT, in partnership with and under the umbrella of Thames River Innovation Places (TRIP) is seeking a professional artistic firm, individual artists or consortium to work with the Hodges Square Village Association, New London Arts Council, City of New London and DOT to hence one of the gateways into the city through **light projection** artwork, **landscaping**, and **signage** as part of the Hodges Square Reconnection Project.

The purpose of this opportunity is to strengthen one of the gateways into New London, create a sense of place, encourage innovation and promote the arts in Hodges Square. The intent of this procurement is to select a single proposal that delivers the best value for the project scope and to execute the contract with the successful proposer.

II. Project Intent

The three design elements are to individually tell a story of New London murals, plantings represent indigenous species that once covered the landscape, a combination of arts installation of vibrant light display and murals that will enhance public safety, and the quality of life for Hodges Square residents and visitors.

a. Light Projection

I-95 Underpass – The center of the corridor on Williams Street incorporates the Interstate 95 area, which creates a significant challenge for visual appeal and visibility. The roadways are complex, filled with on/off ramps, and seven overpasses (numbered 1, 3, 4, and 7 in the picture below) mixing city and state streets together in concrete spaghetti-like crossroads. This exchange is the main connecting section of the north/south economic corridor.

The intent of this design element is to utilize the blank expanses of concrete under the four elevated highways as canvasses for **murals and or LED mural projections** that relate to the Northeast New London community. **The purpose is to light the underpass giving it a dynamic nighttime presence.**

b. Landscaping

For the past three years, the City of New London has been working on placemaking initiatives on Williams Street from the town line of Waterford to Groton Court –

improving sidewalk connectivity, lighting, and landscape. Construction will commence May 2020.

Because implementation of the placemaking is stopping at Gorton Court, this design element is to tie in both ends of Williams Street, with a focus on numbers 1 and 7 of the attached image. To soften the hard look of the underpass as well as welcome visitors and residents to New London, with indigenous plantings such as trees, shrubs, perennials, flower pots and ground coving that are low in maintenance. **Just like the lighting, the intent is to create a dramatic impact and visual context during the day.**

c. Signage

The Hodges Square neighborhood houses one of the city's oldest neighborhoods, an 18-acre city park - Riverside Park, and a historic mill (c. 1650) that represents one of the earliest mill industrial sites in the country. Hodges Square is the connecting neighborhood for Connecticut College and the Coast Guard Academy and links the neighborhood to the downtown area and Waterfront Park.

The signage should highlight assets in the neighborhood and ways to access it.

This innovative project should tell the story of the Thames River, the history of Hodges Square, and I-95 Interstate. This integrated proposal at a minimum should:

- Tell a story about Hodges Square or New London;
- Enhance the gateway in and out of Hodges Square;
- Be an appropriate and original artwork for outdoor installation able to endure severe weather, vandalism, graffiti, etc. and be adequately and safely displayed and secured;
- Consider light reflecting into residences and vehicles traveling on I-95;
- Consider site limitations or opportunities and underpass coverage areas. The design of the artwork may be freestanding but not attached to the underpass structure;
- Be in alignment with DOT Guidelines for Aesthetic Objects and Treatments within CTDOT ROW; https://portal.ct.gov/-/media/DOT/documents/AEC/Public_Art_Guidelines_Sept-2019.pdf?la=en
- Potential for longevity and low maintenance of the project will be given higher consideration;

III. The Award

Funding available for this project is up to \$125,000 including artist commission/ fees, materials, and installation excluding maintenance after installation.

IV. Site and Immediate Surroundings



Note: the underpasses are double-sided and all identified underpasses are critical to the beautification of the neighborhood. Nonetheless, priority would be given to underpass 1, 2, 3, 4, and 7.

V. How to Apply

Artists interested in this project must prepare and submit the following:

- **Letter of Interest** - No more than one page in length, which explains your interest in the opportunity. Please include your name, contact information and state the format of your sample submittal;
- **Proposed Artwork Concept** - This proposal shall include drawings, sketches and/or any medium sufficient to communicate the artist concept, design and implementation;
- **Artist's Statement** - no more than 1000 words in length, describing your work;
- **Budget** - Describe the specifications for all design elements related to materials, size, weight, installation requirements and maintenance guidelines;
- **Professional Team** – Complete lists of all professional team and contacts;

- **Current Resume** - If submitting as a team, an individual resume should be submitted for each team member;
- **Format** - Proposals must be submitted in a sealed envelope and shall be labeled “Hodges Square Art Opportunity”. Please submit eight (8) hard copies and one (1) USB disk of your proposal with any attachments.

For a point of contact, email or call Sybil Tetteh, City Planner at 860.437.6380 stetteh@ci.new-london.ct.us

Optional: Each artist may include up to three selections of support materials such as reviews, news articles, weblinks, and other related information.

All proposals must be received by 2:00 pm on March 31, 2020, either by mail or hand-delivered to:

Hodges Square Art Opportunity
13 Masonic Street
New London, CT 06320
Julie Chapman, 2nd floor

VI. Final Artist Selection:

The selection committee will review the submittals and select an artist to create original site-specific artwork.

The final commission of the artwork for the site will be awarded by the first week in May.

Additional Information:

The selected artist will receive a commission and contract in the amount of \$125,000 which must be sufficient for all elements of the project including fees, fabrication, shipping, and installation.

No Suspension or Debarment

By submitting the information called for by this RFP, the respondent submitting the information certifies that neither it nor those within its organization or proposed team are under suspension or debarment by any governmental entity, instrumentality, or authority.

The terms and conditions including a proposed payment schedule will be negotiated between the city and the selected proponent.