



EIGHT



WOODWARD



MILE





WELCOMING BRIDGE:

A Branding installation RFP for the Woodward Spine

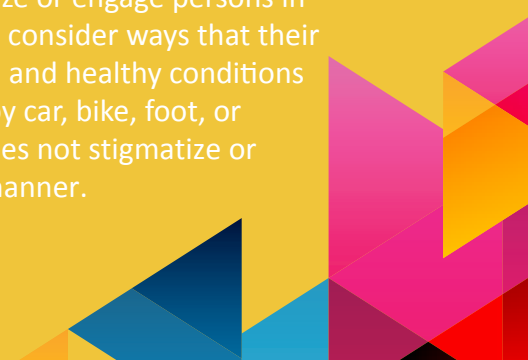
PURPOSE

At the heart of the South Eastern Region of Michigan lies the intersection of Woodward and 8mile. This intersection between The City of Ferndale and The City of Detroit. More importantly, this serves as the front door to both cities as people traverse East to West on 8 Mile and North to South along Woodward. As the front door entrance to our wonderful cities its important that we have a strong first impression of beauty and aesthetic order.

The objective of this project will be the beautification, branding, lighting and artistic“welcome” signage of both cities on each side of the underside of the bridge along 8 Mile. This area is currently dark and uninviting to pedestrians, vehicles, and cyclist. We wish to invigorate this area as the grand entrance of the two cities that highlights the ingenuity, creativity, collaboration, and resiliency to the City of Ferndale and the City of Detroit.

Comprehensive Vision

While this project focuses on the physical aspects of the intersection, it is part of a larger effort that includes government agencies, nonprofits, grassroots organizations and citizens interested in creating systemic solutions that support persons experiencing homelessness and other challenges. Responses to this request for qualifications should address a competency and willingness to approach the project with a human-centered mindset that, while designing an environment that is healthy, safe, and welcoming for all, does not stigmatize or engage persons in a hostile manner. Responses should consider ways that their designs can create welcoming, safe, and healthy conditions for all who utilize this intersection by car, bike, foot, or other method.welcoming for all, does not stigmatize or engage these persons in a hostile manner.





SCOPE OF PROJECT:

In an effort to get a creative solution that fits the bold vision of both cities, the 8 Mile Boulevard Association is releasing an RFP in partnership with the City of Detroit and The City of Ferndale that seeks to encourage a design build team that will both design and construct / apply their solution.

There are a number of elements that will be reviewed in during the selection process that should be considered before submittal;

Understanding the History:

This specific bridge at the intersection of Woodward and 8 mile is the first tri-level intersection in the state of Michigan, which has consequently provided the bridge with Historic designation. Being the bridge does have historic significance, any implementation must be contained within the interior of the bridge.

An Artistic Approach:

The intent of this effort is to beautify and brand the front door of Ferndale and Detroit. We are looking for a creative and interesting submissions that both beautifies and welcomes people to our cities. We also expect submissions that promote an artistic approach that is creative and beautiful in its execution. The art should signify the aspects of "History", "Welcome", and other major elements that represents each city.





Structurally Safe and Secure:

Anything proposed for attaching to the bridge surfaces must not compromise the structural integrity of the bridge.

A Creative Lighting Solution

We expect the design solution to include a creative lighting approach that should be a part of the overall design solution. We expect the solution to be colorful and fit within the existing infrastructure of the electrical structure.

A Collaboration with the Community:

Although the intent of this project is to beautify the experience under the bridge, we would like a proposal that also includes elements that allow the community to participate in the process. Aspects could include opportunities for the community to paint certain sections, aid in the installation of ground or wall art and other aspects that create an opportunity for community collaboration, participation, and ownership within the process.

Parameters of Development:

The areas / surfaces under the bridge where elements or art or lighting can be implemented include the following;

1. All Columns
2. All Walls or vertical surfaces
3. All Sidewalks (Please include enough room for ADA Accessibility)
4. All Beams and Ceiling under the bridge

Prohibited Areas

- NO structural changes or removal of any concrete can
- NO art or lighting can be implemented on the actual road surface



SUBMISSION:

Multidisciplinary Teams:

We expect the winning proposal to include multidisciplinary teams that include artists, graphic designers, structural engineers, Civil Engineers and/or architects.

The intent is that we have a design that is both robust yet technically sound that can be installed safely, yet needs very little maintenance and can withstand the elements overtime.

Qualifications (LEAD Designer):

The design teams must include a structural designer and/or architect that can execute the necessary drawings for installation and appropriate stamp required by MDOT.

Traffic Safety Engineering expertise (pedestrian movement only)

SUBMISSION REQUIREMENTS:

Please provide the following:

1. Resumes of key individuals that will lead the project
2. Past project experience with a description of the process
3. Your specific idea for this installation based on an initial budget of \$100,000.00 - \$150,000.00 (Please include a budget of your proposal with appropriate Renderings that describe your proposal)
4. A description of how the community can be involved in the installation process

All Submissions are due by

Friday October 23rd, 2020 by 5:00pm

Submit digitally to:

operations@eighmile.org

(full contact info on next page)



CITY OF FERNDALE AND THE CITY OF DETROIT
CONTACT INFORMATION:

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