



Downtown Brooklyn Asphalt Art Request for Proposals

Opportunity

Downtown Brooklyn Partnership (DBP), in collaboration with the New York City Department of Transportation (NYC DOT), is seeking a professional artist or designer to design and install temporary asphalt art in the pedestrian spaces of the Shared Streets along the Fulton Mall between Willoughby Street and Schermerhorn Street.

Objectives

- Increase safety by visually demarcating pedestrian and vehicular spaces
- Deter parking within pedestrian spaces
- Create a distinctive, unique, dynamic visual identity for Downtown Brooklyn
- Celebrate the (increasingly) pedestrianized spaces of the neighborhood

Background

Also known as a “pedestrian-priority” street, a shared street is a roadway designed for slow travel speeds where pedestrians and cyclists are prioritized, and motorists are treated as guests. Necessary vehicular access is maintained for loading, carting, parking, and other services. Slow vehicular speeds are maintained through traffic calming, signage, street markings, and the addition of public space amenities in expanded pedestrian spaces.

The Shared Street model was launched in Downtown Brooklyn on Pearl and Willoughby Streets in 2019, and is projected to be expanded across 3-4 blocks in the core of Downtown Brooklyn between Willoughby and Schermerhorn Streets in 2022 (see attached map). The pedestrian spaces of these Shared Streets will be asphalt art locations.

These improvements are part of DBP’s Downtown Brooklyn Public Realm Action Plan, created in partnership with design firms Bjarke Ingels Group and WXY architecture + urban design. The plan puts forth a series of transformative measures that prioritized people and the environment and will take Downtown Brooklyn from a traditional central business district to a citywide leader in designing a downtown for people.

Deadline

Friday, March 25, 2022, 5PM

Artwork Guidelines

Artwork will cover approximately 4,150sf across the 9 pedestrian spaces of the existing Shared Streets along with new upcoming Spring expansion areas and 1,450sf across 6 pedestrian spaces along the Jay Street busway. Please see the attached map.

Artwork may not include text and should be simple and abstract (geometric and/or stencil pattern) to allow for easy installation across numerous sites.

Artwork should be vibrant and engaging from multiple viewpoints, e.g., pedestrians at street level, riders along the busway, and viewers from adjacent buildings.

Artwork should include no more than six (6) unique colors. The color palette should be vibrant and distinct from the red tones of busway lanes and green tones of bike lanes, signaling a clear separation of vehicle, bicycle, and pedestrian space.

Artwork at crosswalk locations should be a solid background color in order to minimize conflicts with pedestrian crossing visibility.

Artwork will be applied to gravel using Sherwin Williams Resilience exterior acrylic latex paint or an approved equivalent. Gravel surfaces may be uneven with loose dirt in areas, and sites will require one day of an initial primer coat and a final clear topcoat with SharkGrip slip resistant additive or an approved equivalent.

Artwork should be adaptable to installation with additional materials including preformed thermoplastic.

Artwork is to be installed mid-June 2022 with an anticipated 11-month lifespan

Project Budget

Respondents must submit a budget inclusive of all design costs, assistant artist fees, and project management costs not to exceed \$10,000.

Submission

Submissions should include the following:

- Artist contact information, including name, address, phone number, email, website and/or portfolio.
- Artist bio and sample projects (include similar urban public space installations if applicable), including title, date of completion, medium, dimensions, location, description of the artwork, and list of partners.
- Artist statement or other description of the proposed artwork (up to 500 words).
- Up to five (5) images of concept artwork including at least one plan and street-level view (may include sketches and/or Photoshop renders).
- Suggested color swatches and palette inspiration.
- The estimated project budget, including design fee, and assistants required.
- The proposed installation plan, including a timeline, and plans for material cleanup. Submissions should propose environmentally conscious ways to recycle, donate or dispose of unused materials.

Submissions should be emailed to rfp@downtownbrooklyn.com by Friday, March 25, 2022 at 5PM EST. The selected artist will be contacted by April 1, 2022.

Review Process

Downtown Brooklyn Partnership will submit selected artwork to NYC DOT Art for review and approval by the DOT Art Advisory Committee. DOT Art staff will oversee all phases of project management including design development, internal DOT operational review and permitting.

Timeline

- March 4 RFP Released
- March 25 Artist Submission Deadline
- March 28-31 Artist Selection and Design Review
- May Material Acquisition
- June 11-13 Site Preparation
- June 14-17 Art Installation

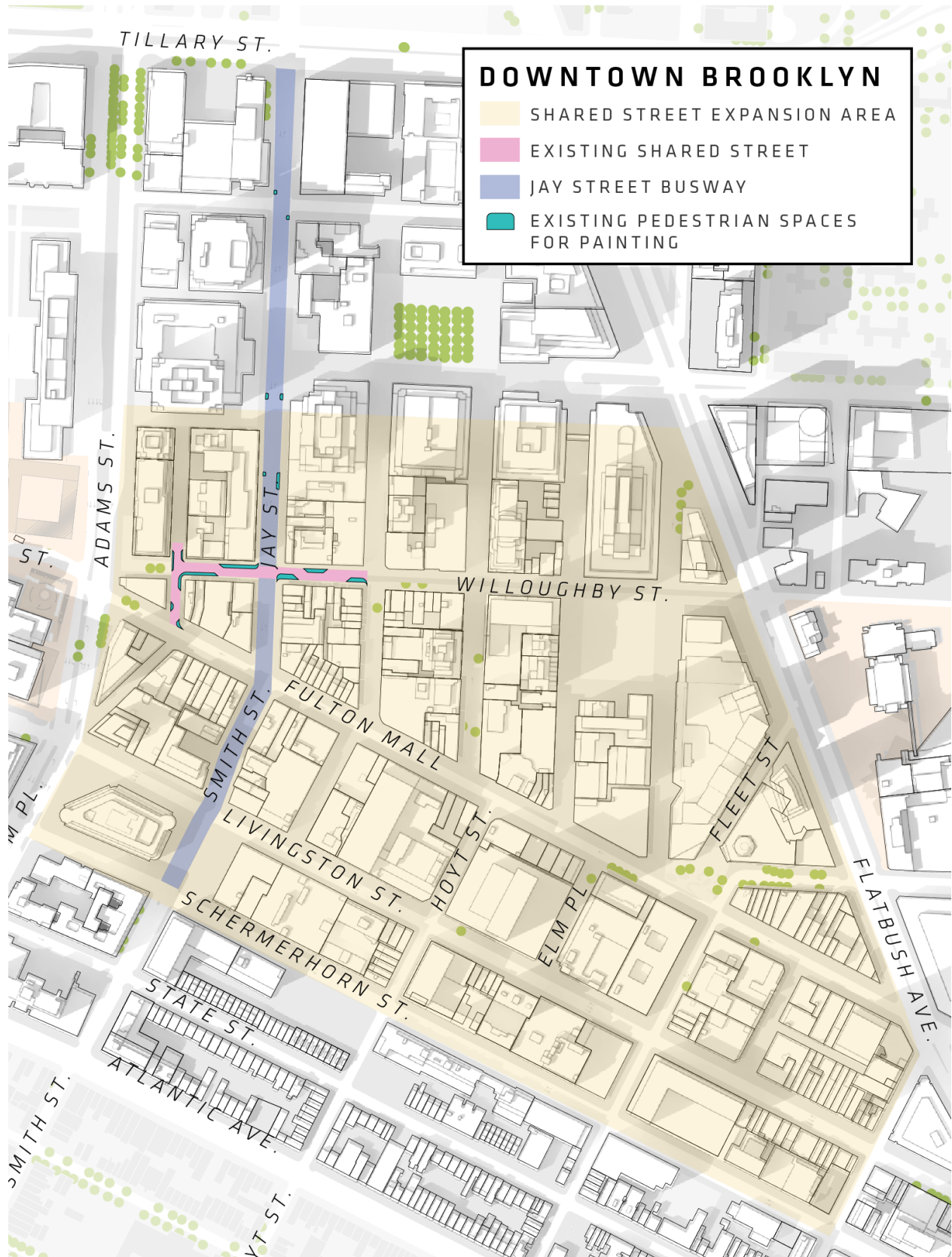
About Downtown Brooklyn Partnership

Downtown Brooklyn Partnership is a not-for-profit local development corporation that serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential, and retail destination. Managing three Business Improvement Districts (BIDs) that cover Downtown Brooklyn – the MetroTech BID, Fulton Mall Improvement Association, and Court-Livingston-Schermerhorn BID – the Partnership’s diverse activities include attracting new businesses and improving the environment for existing companies, facilitating the construction of public spaces and streetscaped that promote an active and cohesive community, supporting and promoting Downtown Brooklyn’s cultural assets, and encouraging a sense of place and an engaged civic community.

About the NYC DOT Art Program

The New York City Department of Transportation’s Art Program (DOT Art) partners with community-based, nonprofit organizations and professional artists to present temporary public art on NYC DOT property throughout the five boroughs for up to eleven months. Artists transform streets with colorful murals, dynamic projections, and eye-catching sculptures. Sidewalks, fences, triangles, medians, bridges, jersey barriers, step streets, public plazas and pedestrianized spaces serve as canvases and foundations for temporary art. Over the past 12 years, DOT Art has produced nearly 400 temporary artworks citywide. For more information, visit www.nyc.gov/dotart.

Site Plan + Images





Jay Street + Myrtle Crosswalk Pedestrian Space



Shared Street Pedestrian Space (Willoughby + Jay Sts.)