

# RFQ: Design for City Gateway Signs

## Request for Qualifications

The **City of Baltimore**, and the **Baltimore Office of Promotion & The Arts (BOPA)** in collaboration with the **Baltimore City Department of Transportation (DOT)** are seeking a qualified designer or team to lead the process of creating a new design and style guide for the City's gateway signage. The goal of this project is to develop a set of design solutions and improvements that will ensure Baltimore's gateways reflect the diversity and creativity that can be found throughout the City.



## Eligibility

Any artist, designer or team over the age of 18 living or working within the United States is eligible to apply. Current Baltimore Office of Promotion & The Arts and Baltimore City employees and Public Art Commission members may not apply.

## Project Schedule

- **Applications due by: August 21, 2015**
- Finalist notification by: September 11, 2015
- Sign installation should begin in Spring 2016

## Budget: \$225,000

### Conceptual proposals:

\$1,500 stipend for each finalist

### Project Budget:

\$250,000 (maximum, all inclusive)

## Application Process

1. Read full project briefing.
2. Review application requirements and prepare the materials exhibiting the qualifications of you or your team.
3. Upload and submit your application ONLINE.

## Overview & Background

The **City of Baltimore** and the **Baltimore Office of Promotion & The Arts** (BOPA) in collaboration with the **Baltimore City Department of Transportation** (DOT) are seeking a qualified artist or team to create a new design and style guide for the City’s gateway signage.

The selected artist or team will develop new “welcome to” signs, color schemes, and design specs that will be applied on gateway signage throughout the City. The new designs should be eye catching, contemporary and exhibit Baltimore’s characteristics of creativity and diversity.

The selected artist will be required to work closely with Department of Transportation throughout the project. DOT will provide any necessary traffic, safety and maintenance regulations. The success of this project should provide the City with an implementable, sustainable plan to replace or refurbish the signage at the City’s major gateways. The signs may vary in their design, but ability to conduct regular maintenance must be prioritized.

### EXISTING SIGNAGE:

Current Baltimore Gateway Signs can be classified into 3 major categories:

SIGN STYLES	EXAMPLE LOCATIONS	FUTURE PLANS
<b>Iconic Pierced Steel “BALTIMORE”</b> ( Pylon style)	<a href="#">Northbound I-295</a>	Keep, could repaint
<b>Iconic Pierced Steel “BALTIMORE”</b> (Slice style)	<a href="#">Rt. 40 West</a> , Rt. 40 East	Keep, Could repaint
<b>Maryland Flag “Box” Signs</b>	<a href="#">N. Charles ST.</a> , <a href="#">Hareford RD.</a> , Belair RD. various locations...	Remove, replace
<b>“Outliers”</b> (unique sign styles that do not repeat or coordinate to other locations)	<a href="#">Eastern Ave</a>	remove, replace, or redesign
	<a href="#">I-83</a>	remove, replace, or redesign

### **The results of this project will likely affect the existing signs in the following ways:**

- The **Iconic “BALTIMORE”** signs will not be replaced and will remain in their current locations, but may be repainted as part of new style guide specifications.
- The **Box signs** will be removed and replaced. This may mean a similar sign format that utilizes new, more sustainable materials and new graphics, or a new sign style all together. The replacement signage solution does not need to be a uniform design.
- **“Outlier” signs** will either be removed or replaced with the same signs used to replace the Box signs or re-designed as part of a contemporary Gateway Sign style guide developed by the artist and DOT.

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## Process:

- Request for Qualification issued, calling on designers, artists and firms to submit qualifications to be a finalist on the City Signs and Gateways design project.
- **Following this call at least 5 finalists will be selected to move forward.**
- Finalists will each be provided a \$1,500 stipend to develop concept design proposals and a make a plan for how they would address the full design project.
- Concept design proposals should describe the solution or new design styles proposed for each type of sign/location and the number of signs that will be completed within the provided budget
- Because of the prominent location and purpose of gateway signage, the winning artist or team will be asked to make presentations to the Baltimore Office of Promotion & The Arts, Department of Transportation and other City staff at various points in their design process.

## Guidelines:

- Final designs and sign solutions must meet any material and design requirements set forward by Federal, State or local transportation authority regulations.
- Any physical changes to existing signs or installation of new signs will be conducted by a licensed and insured contractor meeting the requirements put forward by the Baltimore Office of Promotion & The Arts and working under the Right of Entry provided by the Baltimore City Department of Transportation.
- Upon completion, artists will be asked to provide DOT and the City with an easy to follow design/style guide that can inform any future maintenance or new sign construction.

## Application

Please apply online [HERE](#) via Submittable.

All applicants are required to provide:

- **Name/Team Name**
- **Contact information (address, telephone, email, website)**
- **Statement of Interest (300 words max)**  
*In 300 words or less, please describe why you or your team are well suited to work with the City on this project and what your participation will bring to improving the experiences of those traveling through Baltimore's Gateway entrances.*
- **Brief personal, or team biography ( 250 words max)**
- **Visual work samples & image description sheet (1page)**  
*Please submit 10 samples of visual artwork and design projects that best illustrate your qualifications for this project. While proposed designs will be accepted, published, or realized designs are encouraged. Visual work samples should be accompanied*
- **C.V. or Resume (2 pages max)**

## Selection Criteria

**Artistic quality and strong design skills:** Applicants should be able to produce a creative and functional plan that meets the goals and the specifications set forward for this project.

**Strong verbal, written and graphic communication skills:** Applicants should exhibit good people and communication skills and be able to effectively collaborate with multiple project stakeholders and agencies as they develop, present, and receive feedback on their designs.

**Previous experience:** Applicants should have professional experience working on public art or design projects that include project development, planning, fabrication, public integration or way finding design.

**Accessibility and Availability:** This project requires collaboration and a familiarity with Baltimore City. Applicants should maintain reasonable availability to perform this work and complete the project.

## Contact

The Design for City Signs and Gateways call is a project of Baltimore City, managed by the [Baltimore Office of Promotion & the Arts](#)

For questions or more information on this Request for Qualifications, please contact the Project Manager:

**Ryan Patterson**

*Public Art Administrator*

Baltimore Office of Promotion & The Arts

10 E. Baltimore Street, 10<sup>th</sup> Floor, Baltimore, MD 21202

443-263-4338

[rpatterson@promotionandarts.org](mailto:rpatterson@promotionandarts.org)



Attachment I Gateway Sign Style Examples  
**“Pylon”:**



**“Slice”:**



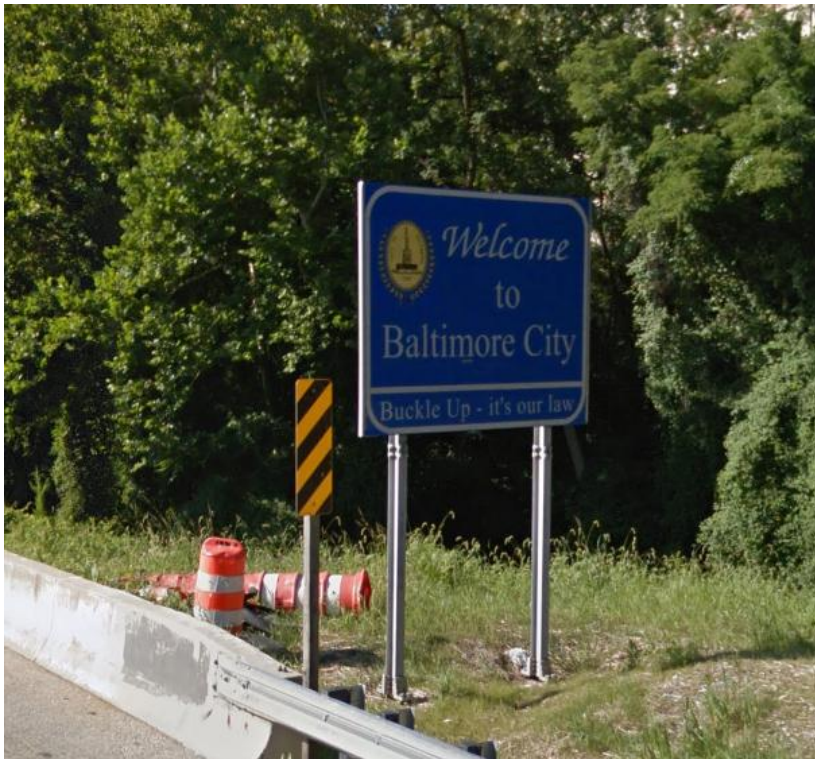
**Flag/Box:**



This RFQ is managed by the [Baltimore Office of Promotion & The Arts](#)  
For Questions, please contact [Ryan Patterson](#), Public Art Administrator



**Outliers:**



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