



**PLANNING AND DEVELOPMENT**

200 3<sup>rd</sup> Street North  
Fargo, North Dakota

**INTERSTATE PARKING**

502 NP Avenue North  
Fargo, North Dakota

**MEMORANDUM**

**TO:** Parking Commission Members  
**FROM:** Fargo Planning (Derrick LaPoint)  
**DATE:** December 23, 2016  
**RE:** Thursday, December 29 Special Parking Commission Agenda

---

***Parking Commission Mission Statement***

*Manage, provide, promote and maintain safe, convenient, accessible, attractive and reasonably priced parking facilities that will meet the need of downtown businesses, employers, residents, students, and visitors.*

---

Visit [www.fargoparking.com](http://www.fargoparking.com) for additional Downtown Fargo parking information.

**PARKING COMMISSION  
Thursday, December 29, 2016, 8:00 a.m.  
City Commission Room  
AGENDA**

1. Roberts Commons Ramp Update
2. Discussion and Recommendation for Art to be placed on the Roberts Commons Ramp

*Parking Commission meetings are broadcast live on cable channel TV Fargo 56 and can be seen live by video stream on [www.cityoffargo.com/streaming](http://www.cityoffargo.com/streaming). They are rebroadcast each Wednesday at 8:00 p.m., Friday at 9:00 a.m., and Sunday at 7:00 p.m.*

*People with disabilities who plan to attend the meeting and need special accommodations should call the Planning Office at 241-1474 or TDD at 241-8258. Please contact us at least 48 hours before the meeting to give our staff adequate time to make arrangements.*

*Minutes are available on the City of Fargo Web site at [www.cityoffargo.com/parking](http://www.cityoffargo.com/parking).*

## MEMORANDUM

**TO:** Parking Commission

**FROM:** Nicole Crutchfield & Jim Gilmour (Planning Department)

**DATE:** December 23, 2016

**RE:** Roberts Ramp Image Report

---

On **November 18, 2016**, the Kilbourne Group presented two options for artwork on the new Roberts Commons Ramp to the Parking Commission. The Parking Commission asked the Kilbourne Group to explore different options and suggested that the Arts and Culture Commission (ACC) be engaged in this discussion.

Since a public art procurement process is not in place yet at the City and is in process of being created as part of the Public Arts Master Plan efforts, the City and the Kilbourne Group coordinated a public art process resulting in the City and the Kilbourne Group authorizing Forecast Public Art (consultant for the Public Arts Master Plan) to manage a process for securing an image specifically for use at the Roberts Ramp. This included the following steps:

- 1) Developing a Request for Images (RFI)
- 2) Routing RFI through local university departments, The Arts Partnership, FMVA, and photographers who identify themselves as artists
- 3) Images were submitted to Forecast. 36 images were submitted, by 12 artists. Forecast used the criteria established to narrow it down to 9 images
- 4) On **December 14<sup>th</sup>** Kilbourne's selection committee narrowed the 9 images to 2 and presented their first choice and second choice to the ACC
- 5) At the December 14<sup>th</sup> ACC meeting the ACC voted unanimously to approve the use of the image at the Roberts Ramp.

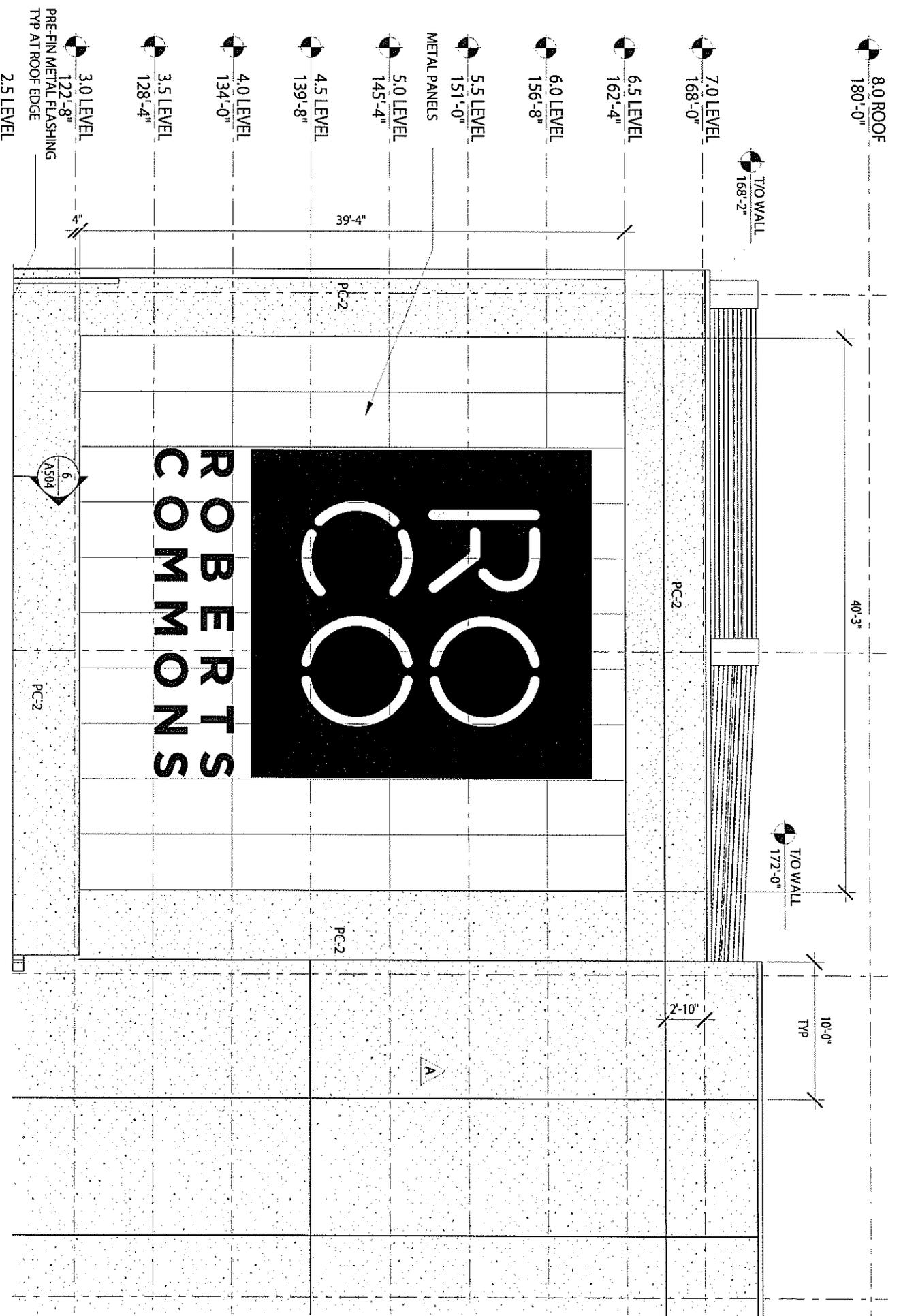
RFI details- Kilbourne Group along with Forecast Public Art issued a Request for Images for the Roberts Ramp Parking Ramp on **Monday December 5, 2016**. This call was for images to be considered for placement on a perforated metal wall on the parking garage that will create photographic moments, act as a wayfinding tool, and become an icon in the city. The wall will face Roberts Street between 2nd and 4th Avenue North.

**December 14, 2016** - members of the Parking Commission joined the ACC meeting to discuss the Roberts Ramp Parking Ramp Image. Kilbourne Group presented their final selected images; an abstract image of buildings shaped in a circle with a diagonal line bisecting the circle; and a perspective photo of railroad tracks directing a straight line through the horizon. Both photos have strong lines with geometric shapes and would read well through scaling up and be abstract.

**December 21, 2016** - The ACC held a special meeting to reconsider the Roberts Ramp Parking Ramp public art image based on staff's receipt of concerns about the image and process. The ACC unanimously appreciates the opportunity that the Kilbourne Group and the City provided and believes it is a great opportunity as well as honor a local artist's work. . The ACC voted 3-2 in favor of the following motion "while we continue to support our original decision for the selected image for the Roberts Ramp, we also understand our relatively new commission does not have the policies in place yet to make this a reality".







8.0 ROOF  
180'-0"

T/O WALL  
168'-2"

7.0 LEVEL  
168'-0"

6.5 LEVEL  
162'-4"

6.0 LEVEL  
156'-8"

5.5 LEVEL  
151'-0"

5.0 LEVEL  
145'-4"

4.5 LEVEL  
139'-8"

4.0 LEVEL  
134'-0"

3.5 LEVEL  
128'-4"

3.0 LEVEL  
122'-8"

PRE-FIN METAL FLASHING  
TYP AT ROOF EDGE  
2.5 LEVEL

40'-3"

T/O WALL  
172'-0"

10'-0"  
TYP

2'-10"

39'-4"

PC-2

PC-2

PC-2

PC-2

6  
AS04

**ROBERTS  
COMMONS**

A



Public Art Opportunity  
Invitational Request for Images

## Roberts Street Garage Perforated Panel

### About the Roberts Street Garage

---

Kilbourne Group is leading the Roberts Commons project, a mixed use development in downtown Fargo. This site was once home to Fargo's Carnegie library, and is adjacent to Roberts Alley. This public/private partnership will consist of a 455 stall parking garage, 72 apartments ranging in size, and 12,000 square feet of space for retail, food, and beverage concepts.

The seven-story, city-owned parking garage will be the first built in downtown Fargo in over a decade. It will be operated by Interstate Parking. It is designed to be bright, secure, convenient and highly utilized around the clock.

Kilbourne Group re-imagines Roberts Alley as a shopping, dining, and tourist destination, as photogenic as the fabulous Fargo Theatre marquis. This call is for images to be considered for placement on a perforated metal wall on the parking garage that will create photographic moments, act as a wayfinding tool, and become an icon in the city. The wall will face Roberts Street between 2nd and 4th Avenue North.

### About the Project

---

Forecast Public Art, a nonprofit organization involved with developing a public art plan for the City of Fargo, has been contracted to facilitate the selection of an image for placement on the facade of the Roberts Street Garage.

This is an invitational request for existing images from professional photographers in the Fargo-Moorhead region. The selected image will be translated into a perforated metal wall at the garage [see image above and on following pages]. The image chosen will be of something easily identifiable in black and white or greyscale that relates to the Fargo-Moorhead area/community.

The metal panel on which the chosen image will be placed will be no more than 50% perforated. See following pages for examples of what a final perforated panel might look like.

### Selection Process Overview

---

Interested artists will submit up to three images to be considered for placement on the perforated metal facade of Roberts Garage. [See submission requirements below]. Forecast will select 3 - 6 finalists, and the Kilbourne Group will make the final decision on which image to use.

The selected artist will receive a contract from the City of Fargo permitting the City and the Kilbourne Group to use their image in print production and in any media and public relations materials [including the artist statement].

A stipend of \$2500 will be awarded to the creator of the selected image.

Selected image will be prepared for printing and installation by Dri Design.

### Eligibility Requirements

---

To be considered for this project, artists must meet the following eligibility requirements:

- Artist self-identifies as a photographer or visual artist
- Artist is a current resident of the Fargo-Moorhead/West Fargo region

*\*if you cannot apply, please refer us to others you think we should consider for this opportunity.*

### Selection Criteria

---

Image rights must be owned by the artist and the image has not been used for other commercial purposes. Selection of finalist images will be based on the following criteria:

- Image is something that relates to the area/community
- Artist is willing to allow "FARGO" in text to be integrated into the image, or to work with the selection team to offer suggestions for incorporating this text via Photoshop or similar process
- Image is easily identifiable, not too abstract. Should be of some thing, not a pattern
- Image that people would photograph and share
- Image is black and white or greyscale [NO color image]
- Image is timeless/classic
- Image is easily distinguishable by a pedestrian on the sidewalk
- Image has enough contrast to show up when photographed at night
- Artist accepts that the bottom of the image will be partially blocked by tree canopy when viewed from Roberts Street

### Project Timeline

---

**December 11** - artists submit images for consideration to JenK@forecastpublicart.org.

**December 14** - selected artist will be notified and image sent to fabricator.

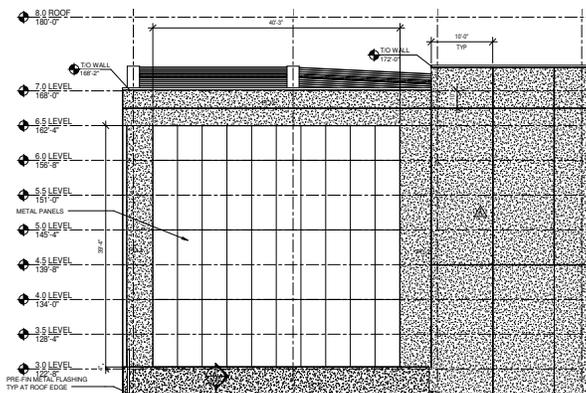
### Submission Requirements

---

Send the following to JenK@forecastpublicart.org by **11:59pm CST, Sunday, December 11th, 2016.**

- Submit up to 3 black and white or greyscale images. Images must be jpg format, under 10 MB each, and sent as email attachments.
- Submit 3 sentences explaining how you meet the eligibility requirements [see above].

# Roberts Street Garage



West elevation



**Forecast Public Art**

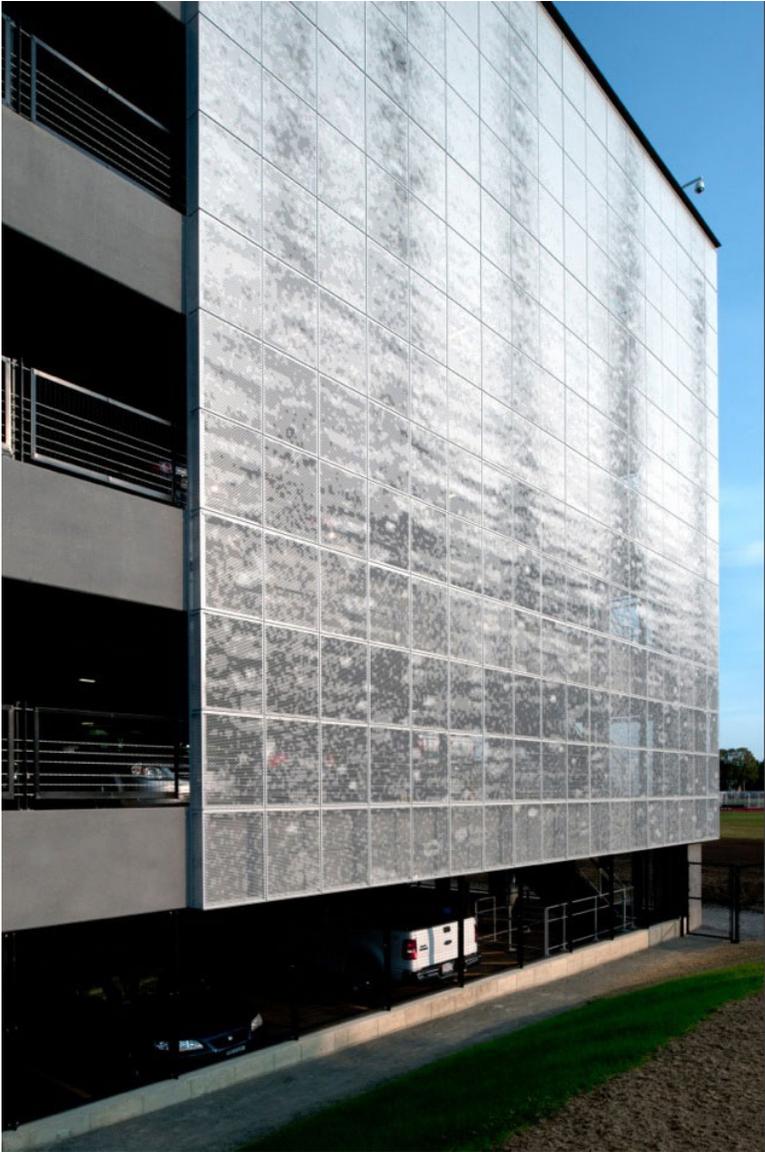
# Birds Eye View of the Roberts Street Garage site



# Example Images



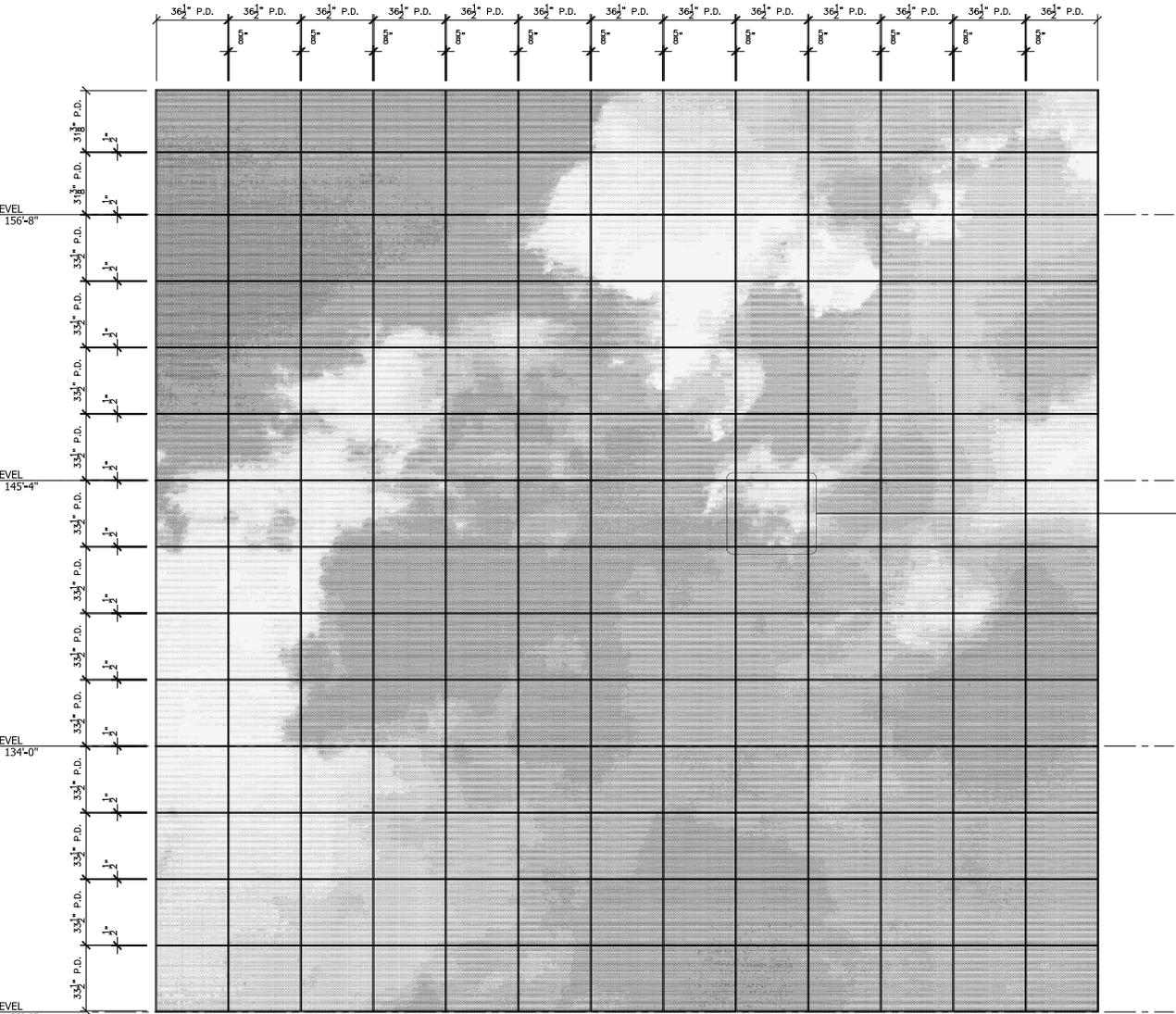
Example Images



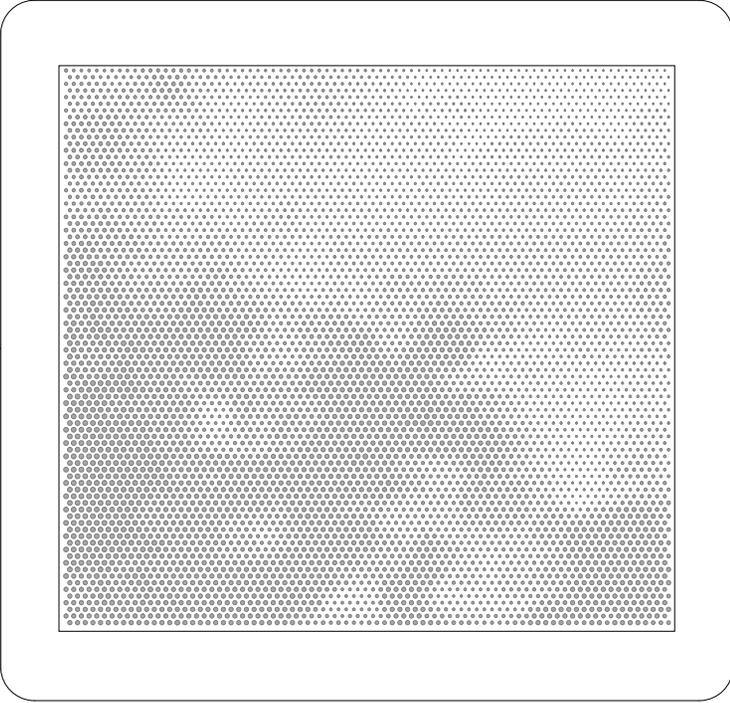
Dri Design is the fabricator of the perforated metal wall for the parking garage. They have sent example images of what a photograph would look like once placed upon a perforated panel:



Initial Image



WEST ELEVATION  
3/8"=1'-0"



PANEL DETAIL  
3"=1'-0"

# Roberts Street Garage Perforated Panel

## Selection Process Overview

Artists have all been vetted and meet the following eligibility requirements:

- Artist self-identifies as a photographer or visual artist
- Artist is a current resident of the Fargo-Moorhead/West Fargo region

Selection of image will be based on the following criteria:

- Image is something that relates to the area/community
- Artist is willing to allow "FARGO" in text to be integrated into the image, or to work with the selection team to offer suggestions for incorporating this text via Photoshop or similar process
- Image is easily identifiable, not too abstract. Should be of some thing, not a pattern
- Image that people would photograph and share
- Image is black and white or greyscale [NO color image]
- Image is timeless/classic
- Image is easily distinguishable by a pedestrian on the sidewalk
- Image has enough contrast to show up when photographed at night
- Artist accepts that the bottom of the image will be partially blocked by tree canopy when viewed from Roberts Street

The following worksheet can be used to rank the artists and make notes for discussion.

Image #1: Char Marie Flood	Image relates to area/community	Image is easily identifiable and not too abstract	Image is timeless/classic	People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk	Image would have enough contrast to show up when photographed at night.	"Fargo" text could easily be incorporated [if not already]
Artist: Char Marie Flood						

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:	<input type="text"/>				
---------------	----------------------	----------------------	----------------------	----------------------	----------------------

Notes:

Image #2: Char Marie Flood 2

Artist: Char Marie Flood

Image relates to area/community

Image is easily identifiable and not too abstract

Image is timeless/classic

People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk

Image would have enough contrast to show up when photographed at night.

“ Fargo ” text could easily be incorporated [if not already]

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:

Notes:

Image #3: Dennis Krull Alphotory

Artist: Dennis Krull

Image relates to area/community

Image is easily identifiable and not too abstract

Image is timeless/classic

People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk

Image would have enough contrast to show up when photographed at night.

“ Fargo ” text could easily be incorporated [if not already]

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:

Notes:

Image #4: Falcon Gott

Artist: Falcon Gott

Image relates to area/community

Image is easily identifiable and not too abstract

Image is timeless/classic

People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk

Image would have enough contrast to show up when photographed at night.

“Fargo” text could easily be incorporated [if not already]

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:

Notes:

Image #5: J Alan Paul

Artist: J Alan Paul

Image relates to area/community

Image is easily identifiable and not too abstract

Image is timeless/classic

People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk

Image would have enough contrast to show up when photographed at night.

“Fargo” text could easily be incorporated [if not already]

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:

Notes:

Image #6: Kevin Taylor

Artist: Kevin Taylor

Image relates to area/community

Image is easily identifiable and not too abstract

Image is timeless/classic

People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk

Image would have enough contrast to show up when photographed at night.

"Fargo" text could easily be incorporated [if not already]

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:

Notes:

Image #5: Kevin Taylor  
2

Artist: Kevin Taylor

Image relates to area/community

Image is easily identifiable and not too abstract

Image is timeless/classic

People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk

Image would have enough contrast to show up when photographed at night.

"Fargo" text could easily be incorporated [if not already]

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:

Notes:

Image #8: Megan Duda

Artist: Megan Duda

Image relates to area/ community

Image is easily identifiable and not too abstract

Image is timeless/ classic

People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk

Image would have enough contrast to show up when photographed at night.

“ Fargo ” text could easily be incorporated [if not already]

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:

Notes:

Image #9: Su Legatt

Artist: Su Legatt

Image relates to area/ community

Image is easily identifiable and not too abstract

Image is timeless/ classic

People would want to photograph and share the image when on the wall and is easily distinguishable by a pedestrian on the sidewalk

Image would have enough contrast to show up when photographed at night.

“ Fargo ” text could easily be incorporated [if not already]

Assign each points from 1 - 5 [1 is lowest, 5 is highest]

Total points:

Notes:





