

Doug Dunlap, City Planner  
Dept. of Planning and Development Review  
Richmond, VA

804-646-6348

September 19, 2013

Re: Site Selection for the Emancipation Proclamation Monument

Doug:

Thank you for allowing me to assist the Martin Luther King Commission in the selection of the Emancipation Proclamation Monument. I think Brown's Island is a great choice for the monument and each of the three potential sites have their advantages as well as disadvantages which are listed below. Please note that the quantity of each isn't reflective of the quality.....one advantage may outweigh three disadvantages. And in some cases a disadvantage could be an advantage depending on how the monument is designed.

## Site 1 (end of the 5th Street / pedestrian bridge):

### Advantages:

- highest visibility
- major focal point for 5th Street and the bridge
- potentially a larger space which may allow for more options
- area is open, very few trees obstructing views

### Disadvantages:

- existing sculpture must be removed
- high pedestrian traffic (less opportunity for 'reflecting')
- must be large to be in scale with the view/bridge



- the

## Site 2 (adjacent to canal):

### Advantages:

- the difference in the two sidewalk elevations could present a unique opportunity (the picture is deceiving)
- it allows for the best opportunity for quietness and reflection
- can be viewed from across canal as well
- nice trees with shaded areas

### Disadvantages:

- on a sloped site (could also be an advantage)
- somewhat out of sight....would need to be a destination
- limited space...reduced scale compared to the other sites



### Site 3 (adjacent to river/train bridge):

#### Advantages:

- historically speaking, fits in well with the Civil War Center, Belle Isle, and the old train bridge (with the quotations from the evacuation fire)
- large enough area to offer numerous possibilities
- visible and accessible without being the focal point
- depending on the design, this site offers the potential to be interactive or peaceful and tranquil
- defined area (sidewalks)

#### Disadvantages:

- two magnolias would probably need to be removed
- parts of the year its near the port-a-johns



### Recommendations

There are two directions the Commission could go.

#### Option 1: The Commission picks Site A, B, or C:

This is the option where the Commission picks one of the three site and provides certain parameters to the artists. If the Commission has specific criteria in mind for the monument, certain sites work better than others. For instance, if the Commission wants it to be grand, larger than life and highly visible, then Site A (5th Street vista) is best. If the Commission wants it to be a place for reflection and tranquility then Site B (beside the canal) is best. Or if the Commission wants it to be a part of the existing Civil War history, then Site C (nearest the Civil War Center) is best suited. If the Commission has criteria and wants to share it with me, I'd be better able to make a recommendation.

Option 1 has the potential of limiting the creativity of the artist but is easier to evaluate the entries because you're comparing 'apples to apples.' However, providing a specific site can assure the entries are within the set boundaries and parameters.

#### Option 2: The Artist picks Site A, B or C:

This is the option that allows the artist to pick one of the three sites that are most appropriate for the monument. If the Commission wants to allow the artist as much freedom as possible, this option allows for the most freedom. If they are allowed to pick one of the three sites, the Commission may get a better design based on different and unique perspectives. For example, an artist may have a beautiful monument but it may only 'work' on one site. If this option is preferred, the site should be an inspiration to the artist....and if he/she is 'moved' by a particular site, then their artwork has a better chance of evoking an emotion from the audience.

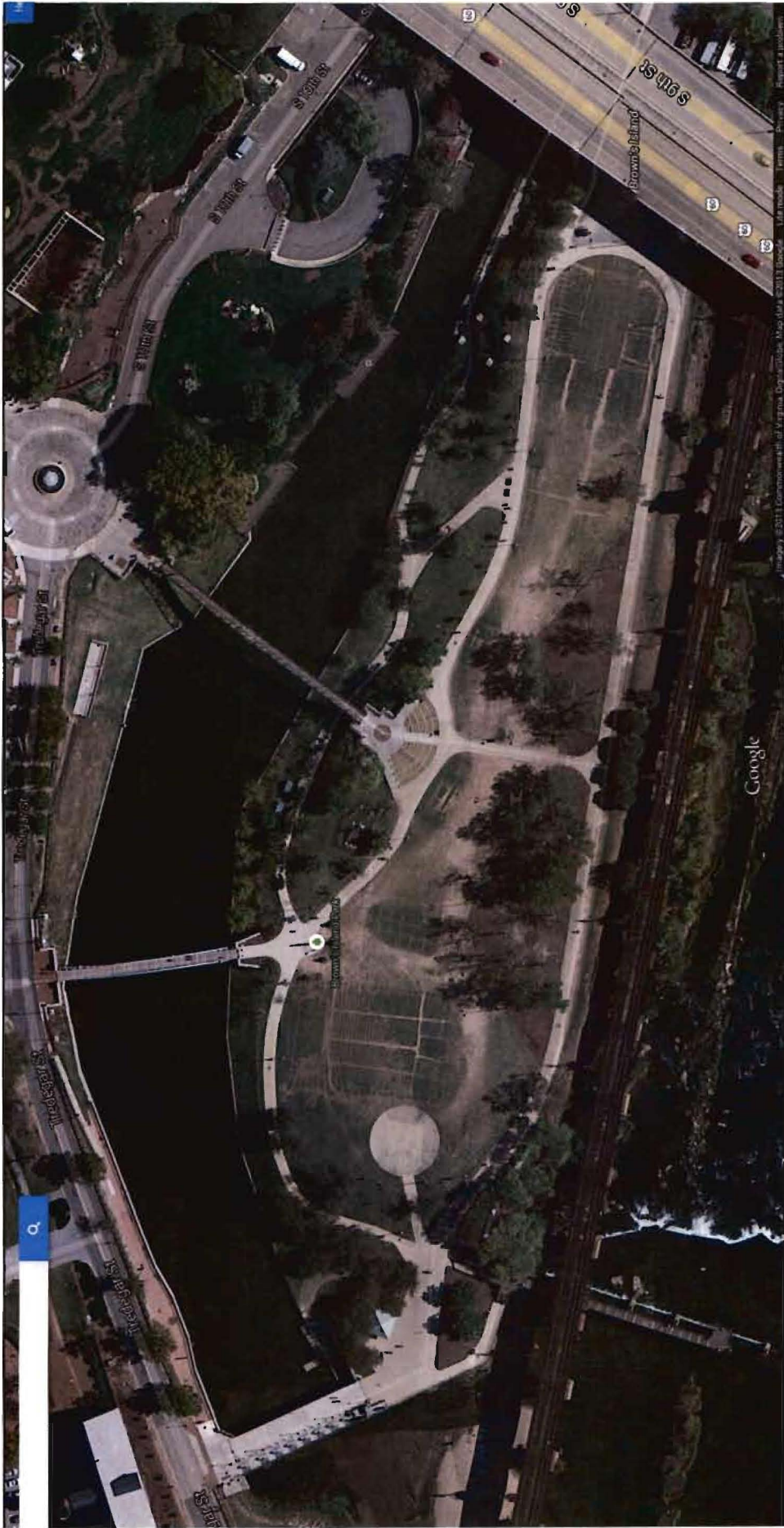
Option 2 opens many opportunities for the artist and you'll probably get a huge variety of entries. It may make the selection more difficult because of the range of ideas. To help make sure their 'freedom' isn't unlimited, certain parameters and boundaries should be established.

I'm not sure if I've been any help but if you have any questions or need anything else please don't hesitate to call.

Best, Doug

A handwritten signature in black ink, appearing to be 'Doug'.





**REQUEST FOR PROPOSAL**

**VIRGINIA EMANCIPATION PROCLAMATION AND FREEDOM MONUMENT**

**Division of Legislative Services  
General Assembly Building, 2nd Floor  
201 North Ninth Street  
Richmond, VA 23219**

**DRAFT**

**August 5, 2013**

## Virginia Dr. Martin Luther King, Jr. Memorial Commission

The Virginia Dr. Martin Luther King, Jr. Memorial Commission seeks proposals for a site-specific design for installation on the grounds of Brown's Island, Richmond, Virginia.

### Background

The Dr. Martin Luther King, Jr. Memorial Commission was established by the 1992 Virginia General Assembly pursuant to House Bill 997. The Commission initiates year-round events that reinforce the Kingian principles, specifically, the *Beloved Community*, and collaborates with various state and local groups to promote the principles and legacy of Dr. King throughout the Commonwealth.

### Purpose

The Commission seeks to commemorate the 150th anniversary of the Emancipation Proclamation by erecting a Monument on the grounds of Brown's Island, which is historically significant to African American history in the Commonwealth, as a permanent reminder of the many enslaved Africans who did not live to witness freedom. It is the Commission's hope that the Monument will spark inquiry about slavery, emancipation, and freedom, and educate and inspire future generations of Virginians to work assiduously and harmoniously to advance Dr. King's "dream"--the "Beloved Community"--a place where human dignity and the worth of each individual is affirmed and recognized, and where peace, justice, equality, and love prevail.

### Details

- Total budget for the work is currently estimated to be in the range of \$2,500,000, which includes all expenses and fees of the artist(s), as well as any engineering or architectural fees, site preparation, on-site delivery and installation, and any other expenses that may be incurred.
- Photographs and site plans are available on the Dr. Martin Luther King, Jr. Memorial Commission's website, <http://mlkcommission@dls.virginia.gov>, as is additional contact information.
- Brown's Island is open to the public and applicants may visit the island to view the site at any time during normal hours of operation.
- The Request for Proposal and Application are available on the Dr. Martin Luther King, Jr. Memorial Commission's website, <http://mlkcommission@dls.virginia.gov>.
- Completed proposals must be submitted online, via mail or other delivery and received no later than 5:00 p.m. EDT on November 22, 2013. Proposals submitted online should be one (1) PDF file and uploaded using the Dr. Martin Luther King, Jr. Memorial Commission's website at <http://mlkcommission@dls.virginia.gov>.
- Proposals submitted via mail or other delivery must include the original and five (5) copies of the full proposal, along with a CD or DVD, and sent to the Dr. Martin Luther King, Jr. Memorial Commission, Division of Legislative Services, General Assembly Building, 2nd Floor, 201 North Ninth Street, Richmond, VA 23219. All proposals must include the required items specified below.
- Proposals should include detailed illustration(s), site consideration, dimensions, material(s), color, and finished composition for each entry.
- A selection committee will review all proposals submitted by the deadline per the evaluation criteria. Up to five proposals may be selected for further development and a stipend of \$3,500 will be offered to create a model. This amount shall be considered full and complete compensation for the design, construction, and delivery of the model.
- Once a final selection is made, the artist(s) will be asked to sign a contract with the Commonwealth of Virginia.
- All rights to the selected proposal will become the property of the Commonwealth of Virginia.



### **Monument Specifications**

- This Monument will be located on Brown's Island in Richmond, Virginia. The selected site is ????. Please refer to Attachment A for additional details on the site including dimensions and pictures.
- The design should be architecturally and aesthetically compatible with Brown's Island. It should in no way compete with the nearby Headman statue. It should fit the setting and be integrated into the existing landscape. Please refer to the Richmond Riverfront Draft Plan approved by the Richmond City Council on November 26, 2012 for additional details for additional details on this beautiful and historic waterfront in the seat of state government that also serves as an urban oasis for the City of Richmond. The Landscape Master Plan can be found at [Riverfront\\_Plan\\_20120611.pdf](#).
- The design shall take into account the foundation and installation requirements including structural constraints. The foundation and monument should be suitable to withstand and endure all types of weather and stress from outside forces. The foundation should be able to safely support the Monument.
- The final Monument should be designed and made of materials that are durable and will age well. The design should minimize future maintenance requirements and costs and allow for easy cleaning and resealing. The selected design will require the submittal of a detailed maintenance plan. The final Monument should be educational, accessible, and interactive, but not encourage people to climb on it or use it as a playground unless it is designed and constructed for that purpose. The final installation should allow the Monument to be physically accessible to people of all abilities.

### **Evaluation Criteria**

- Qualifications of the Artist and Proposed Team
- Similar Work Experience of the Artist and Proposed Team
- Elucidation of African American Contributions to Virginia and American History
- Adherence to Monument Specifications
- Proposed Timeframe for Completion of Work

### **Proposed Schedule**

- |                                    |                   |
|------------------------------------|-------------------|
| • Deadline for Proposal Submission | November 22, 2013 |
| • Finalist or Finalists Notified   | December 16, 2013 |
| • Final Proposals/Scale Models Due | April 15, 2014    |
| • Final Selection Announced        | June 1, 2014      |

### **The Proposal Must Include All Required Items as Specified Below**

- Completed Application form.
- Artist(s) conceptual statement communicating development of the proposal and concepts of the Monument.
- Design and creative plans for the Emancipation Proclamation and Freedom Monument (sketches or other representations of proposed Monument).
- Dimensions of the proposed Monument.
- A projected timeframe in stages from signing of contract to completion of installation.
- Artist(s) identification page including resume or Curriculum Vitae.
- List of possible collaborative partners (identification of the foundry and plans related to casting the sculpture).
- Materials specifications and justification, including ability to withstand the elements and projected ongoing maintenance.
- At least three (3) references from clients, galleries or museums, foundries or other fabricators, collaborators or subcontractors on other projects, critics or review with the following information: client name, contact name, contact information, name and location of sculpture completed for this client.

- Examples of commissioned or public work (include documentation and photos of prior work and any examples of public art created and installed).
- Photos or CDs with images of previous work, accepted as part of the proposal, will not be returned.
- Estimated final cost through installation (include rough line-by-line budget).
- Any other supplemental information.

**All of the Above Items Must Be Received No Later Than  
5:00 P.M. EDT on November 22, 2013  
MATERIALS SUBMITTED WILL NOT BE RETURNED**

**For Further Information**

Please visit the Dr. Martin Luther King, Jr. Memorial Commission website, <http://mlkcommission@dls.virginia.gov>.

This information is also available by requesting it in writing from the Division of Legislative Services, Attn: Brenda Edwards, General Assembly Building, 2nd Floor, 201 North Ninth Street, Richmond, VA 23219, or [bedwards@dls.virginia.gov](mailto:bedwards@dls.virginia.gov).

## ATTACHMENT A

### SITE PLANS



[Print Form](#)[Save Form](#)

<b>APPLICATION</b>	<b>EMANCIPATION PROCLAMATION AND FREEDOM MONUMENT</b> Division of Legislative Services General Assembly Building, 2nd Floor 201 North Ninth Street Richmond, VA 23219 Telephone: (804) 786-3591, ext. 232 Website: <a href="http://mlkcommission@dls.virginia.gov">http://mlkcommission@dls.virginia.gov</a>		
Please Use This Form As A Cover Sheet And Checklist For Submission			
Applicant(s) Name			
Address	City	State	Zip Code
Email address			
Home or Business phone # (include area code)		Cell phone # (include area code)	
Additional contact information/instruction, if any			
Proposals Must Include and Clearly Address All Items Listed Below (Any other salient information or suggestion(s) that the artist/team wishes to put forward is welcome.)			
Artist(s) conceptual statement communicating development of the proposal and concepts of the Monument			
Design and creative plans for the Dr. Martin Luther King, Jr. Memorial Commission's Monument (sketches or other representations of proposed Monument)			
Dimensions of the proposed Monument			
A projected timeframe in stages from signing of contract to completion of installation			
Artist(s) identification page including resume or Curriculum Vitae			
List of possible collaborative partners (identification of the foundry and plans related to casting the sculpture)			
Materials specifications and justification, including ability to withstand the elements and projected ongoing maintenance			
References (at least three (3) from clients, galleries or museums, foundries or other fabricators, collaborators or subcontractors on other projects, critics or reviews with the following information: client name, contact name, contact information, name and location of sculpture completed for this client)			
Name	Contact Information	Name/Location of Sculpture	
Examples of commissioned or public work (include documentation and photos of prior work and any examples of public art created and installed)			
Estimated final cost through installation (include rough line-by-line budget			
Any other supplemental information			

**All Of The Above Items Must Be Addressed And Included  
In the Submission For A Proposal To Be Considered Complete**

Proposals must be submitted online, via mail or other delivery.

Proposals submitted online should be one (1) PDF file and uploaded using the Dr. Martin Luther King, Jr. Memorial Commission's website (<http://mlkcommission.dls.virginia.gov>).

Proposals submitted via mail or other delivery must include the original and five (5) copies of the full proposal, along with a CD or DVD, and shall be sent to:

Dr. Martin Luther King, Jr. Memorial Commission  
ATTN: Ms. Brenda H. Edwards  
Division of Legislative Services  
General Assembly Building, 2nd Floor  
201 North Ninth Street  
Richmond, Virginia 23219

Proposals Are Due No Later Than 5:00 P.M. EDT on November 22, 2013  
Proposals Received After This Deadline will Not Be Considered

Submitted by \_\_\_\_\_ Date \_\_\_\_\_

**Print Form**

**Save Form**

For office use only			
Date received	via	Number of items received	

