



# Request for Qualifications

New Percent for Art Project  
59<sup>th</sup> & Market Street  
July 12, 2018

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**Attachments:**

- A. Detailed Plan of potential art locations



## Statement of Purpose

The Philadelphia Redevelopment Authority ("PRA") and Mission First Housing Group seek Statements of Qualifications from experienced public artists to create an original, site-specific work of public art at New Market West, an upcoming mixed-use development in West Philadelphia's Haddington neighborhood. Up to five applicants whose Statements of Qualifications in response to this Request for Qualifications ("RFQ") are accepted will then be invited to submit a proposal in response to an upcoming project Request for Proposals ("RFP").

## The PRA's Percent for Art Program

The Redevelopment Authority pioneered the Percent for Art Program in 1959, becoming the first program in the United States to make the commissioning of fine arts an integral part of the urban renewal process. The Percent for Art Program requires that developers who build on land purchased from the PRA must budget at least one percent of the total building construction costs toward the commissioning of original, site-specific works of art.

The Percent for Art program encourages developers to conceive of innovative applications for public art, and to create work that engages the public and challenges them to think about their surroundings in new and exciting ways. Each art project is more than a single or isolated work – the public space in its entirety is considered, to make the greatest contribution to the urban fabric, the streetscape, and the places that citizens populate. Each project is completely site-specific.

## Mission First Housing Group

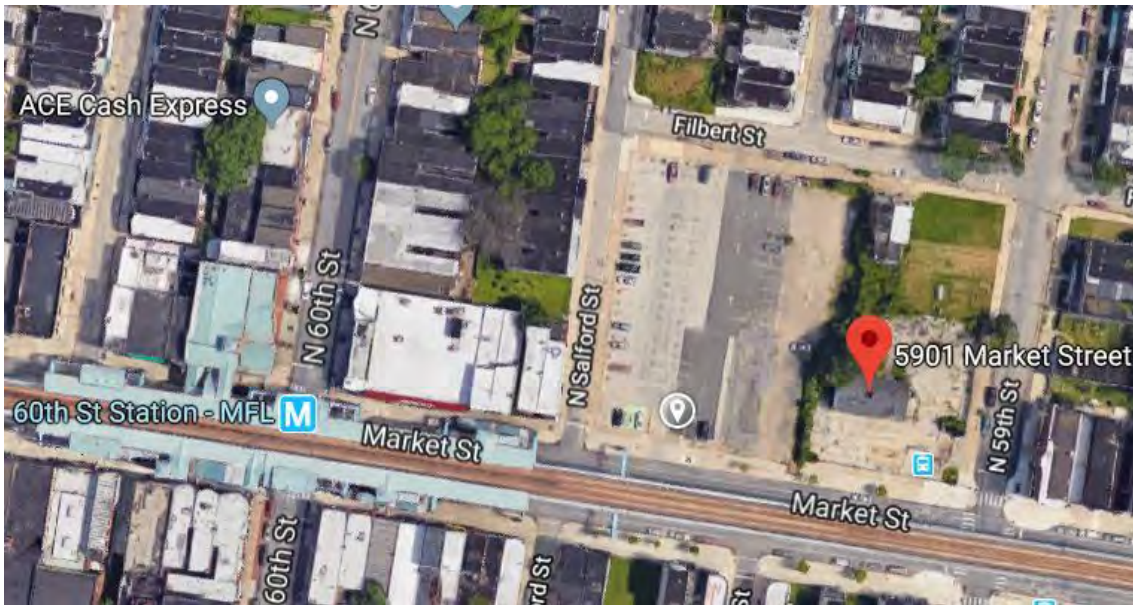
Founded in 1989, Mission First Housing Group develops and manages affordable, safe and sustainable homes for people in need, with a focus on the vulnerable. Mission First ensures its residents have access to resources to help them live independently, delivering housing that provides long-term benefits to residents and neighborhoods alike. New Market West grew out of Mission First's connection with the Haddington community through our affiliate, ACHIEVEability, which supports low income families and residents of Haddington with a range of services, and via our long-term relationship with our partner in the development, Horizon House, which is a provider of behavioral health and other services to individuals throughout greater Philadelphia, and whose headquarters will be at New Market West.

## General Description of the Development Project

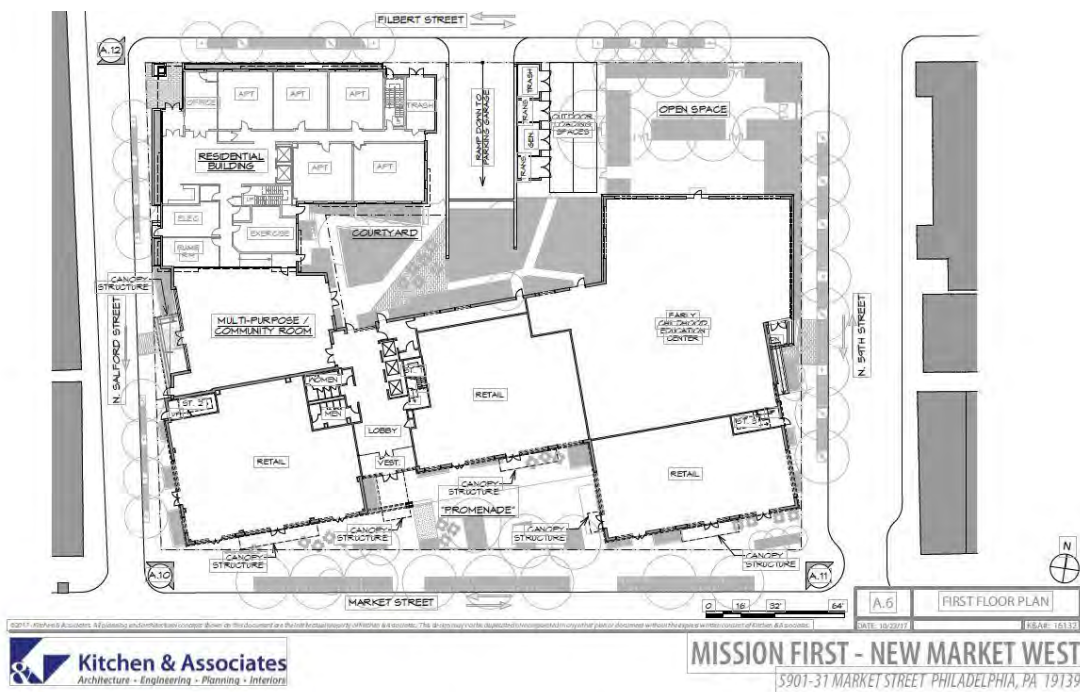
New Market West, currently under construction with anticipated completion in October 2019, is a 93,000 square foot, four story commercial building to be constructed atop an underground parking garage. The 1.5 acre site covers the block fronting the north side of Market Street from N. 59<sup>th</sup> Street on the east to N. Salford Street on the west. Filbert Street marks the northern boundary of the site. The first phase of the development will include



several uses, including retail space, office space, an early child education center. The second phase of the project will include a residential building and large community space.



The building will be angled away from Market Street at its western end, creating a large triangular promenade in front. The promenade is envisioned as a community gathering space for events like a weekly farmers market, summertime evening movies or health fairs. In addition to the vestibule entry to the office space, retail spaces will front along the promenade facing Market Street. The building will also have an entrance on N. 59<sup>th</sup> Street, for the exclusive use of the early childhood education provider.



In addition to the childcare provider and ground floor retail, New Market West will be the headquarters of a behavioral health provider, Horizon House, which is also a co-owner of the



*View looking east from N. Salford and Market Streets; promenade in the foreground.*



*View looking west from 59<sup>th</sup> and Market Streets; early childhood center to far right; promenade in the foreground.*

Mission First, together with Horizon House, ACHIEVEability, and the City see New Market West as an opportunity to create an anchor that can become a focal point for investment in



this neighborhood, which has seen significant disinvestment over time. It is important that the development be a part of its community. The artwork should reinforce connections with the surrounding residents and businesses.

## General Description of the Art Project

Five potential locations have been identified for one or more works of art. Please see Attachment A for a detailed plan of each location. **Artists may consider working in one or several locations:**

1. The surface promenade offers opportunities for stonework or inlaid works of art, possibly including a water feature that is flush with the plaza surface. It is important that the artwork not become an attraction for graffiti or loitering.
2. The wall or fence/wall combination that will extend from the eastern rear corner of the building at the early child education center. The fence/wall will be 6 feet high and about 25 feet long and will extend along 59<sup>th</sup> Street, approximately half way to the corner of the lot.
3. The building facade above the office entry vestibule is a four-story glass surface which will be highly visible from Market Street, the promenade, and the Market-Frankford elevated train. The glass surface will be 58 feet tall and 24 feet wide.
4. Interior walls at the entry vestibule and lobby. The vestibule will be a heavily-used space by people entering the office spaces on the upper floors. The back vestibule wall will be 13'-6" tall and 25 feet long, with a double door in the center. It will be visible from the promenade and could be an opportunity for mosaic or glass art. The lobby walls will be 12'-6" tall by 24 feet long.
5. The entry vestibule and lobby ceilings. The ceilings of the entry vestibule and main lobby are 13'-6" long and 12'-6" tall, which allows for hanging ceiling elements and artwork which would be highly visible from Market Street, the promenade, and the building entrance.

***Note that the art budget is the total amount available for the project. Artists proposing working on multiple sites would need to divide up the project budget between the selected locations.***

## Art Budget

The budget for the public art project is \$200,000. The art budget includes all fees related to the work of art, including but not limited to construction, fabrications, delivery, insurance, travel, presentations required for municipal approvals, required community engagement, and artist fees (which may not to exceed 20% of the total budget), etc.



## Community Engagement

The PRA requires that each Percent for Art project include specific activities to engage and provide arts-based education to the communities where Percent for Art projects are located. 5% of the art budget must be allocated for community education, and the proposed method and details of the community engagement must be approved by the PRA and Mission First. Further details will be given to the artists who are selected as finalists.

## Artist Eligibility

This opportunity is open to all artists regardless of their geographic location. Artists must have successfully completed public art commissions at a similar scale and budget as this project.

## Selection Process

**Part 1:** Artists are invited to send in a response to this RFQ. A selection committee comprised of the PRA's Art Committee and project stakeholders identified by Mission First will select up to five (5) finalists. The selection will be based upon the artist's response to the RFQ and the quality and applicability of past work.

**Part 2:** The finalists will each receive detailed specifications about the project, drawings and presentation requirements. Finalists will receive an honorarium payment of \$1,000 in return for completing and presenting their proposal to the selection committee.

## Response Submission Requirements

Artists are to submit the following materials:

- Six images of recent work.
- A list that describes each of the six images, including the title, date, material, location, budget and other pertinent information regarding each work.
- A resume (including phone number, mailing address and email address) as well as a description of the artist's body of work and professional background.
- A brief artist statement (no more than 200 words) which can be shared with the selection committee.
- An indication of the preferred site(s) for the art and a brief narrative describing your interest in the location (no more than 200 words).



# Application Process

## Submission Deadline

Applicants must submit responses to this RFQ no later than August 8, 2018 at 2:00 P.M.; absolutely no responses will be accepted after that time.

## Questions

All questions should be directed in writing to [julia.guerrero@pra.phila.gov](mailto:julia.guerrero@pra.phila.gov).

## Submission Process

Response submissions will only be accepted in either of the following:

1. **Online Submission** – via the electronic portal on PRA's website (<http://www.philadelphiaredevelopmentauthority.org>); **or**
2. **Hard Copy Submission** – Submit one (1) original copy of the response and one electronic copy on a USB Flash Drive to the PRA via hand delivery or registered mail. Files on the USB Flash Drive may only be in Microsoft Word or Adobe PDF. Applicants may hand deliver or send responses via registered mail to:

Julia Guerrero  
Percent for Art Program  
Philadelphia Redevelopment Authority  
1234 Market Street, 16th Floor  
Philadelphia, PA 19107

Note that responses may be a public record subject to disclosure as required by the Pennsylvania Right To Know Law. Documents provided in response to this RFQ may also be required to be disclosed by applicable law, subpoena, and/or court order.

# Statement Evaluation

Statements of Qualifications will be evaluated based on:

- Qualifications and experience of Applicant, including work on other public art projects at a similar scale.
- Capability to provide required services, and
- Quality of past projects.





## Declarations and Other Information

### Reservation of Rights:

By submitting a proposal in response to this RFQ, an Applicant affirmatively acknowledges: (i) its acceptance of the terms and conditions of this RFQ; (ii) the PRA may exercise in its sole discretion the following rights; and (iii) the PRA may exercise the following rights at any time and without notice to any Applicant:

1. to reject any and all Statements of Qualifications;
2. to supplement, amend, substitute, modify or re-issue the RFQ with terms and conditions materially different from those set forth here;
3. to cancel this RFQ with or without issuing another RFQ;
4. to extend the time period for responding to this RFQ;
5. to solicit new Statements of Qualifications;
6. to conduct personal interviews with any Applicant to assess compliance with the selection criteria;
7. to request additional material, clarification, confirmation or modification of any information in any and all Statements of Qualifications;
8. to expressly waive any defect or technicality in any Statements of Qualifications;
9. each Applicant agrees to indemnify, protect and hold harmless the PRA from any and all losses, injuries, expenses, demands and claims against the PRA or the City sustained or alleged to have been sustained in connection with or resulting from (i) the submission of the Applicant's Statement of Qualifications; (ii) the delivery by the Applicant to the PRA of any other documents or information; and (iii) any other conduct undertaken by the Applicant in furtherance of or in relation to the Applicant's Statement of Qualifications. Each Applicant agrees that its duty to indemnify and hold harmless shall not be limited to the terms of any liability insurance, if any, required under this RFQ or subsequent agreement.

By submitting a response to this Request for Qualifications a respondent affirmatively indicates acceptance of the terms and conditions of this RFQ.

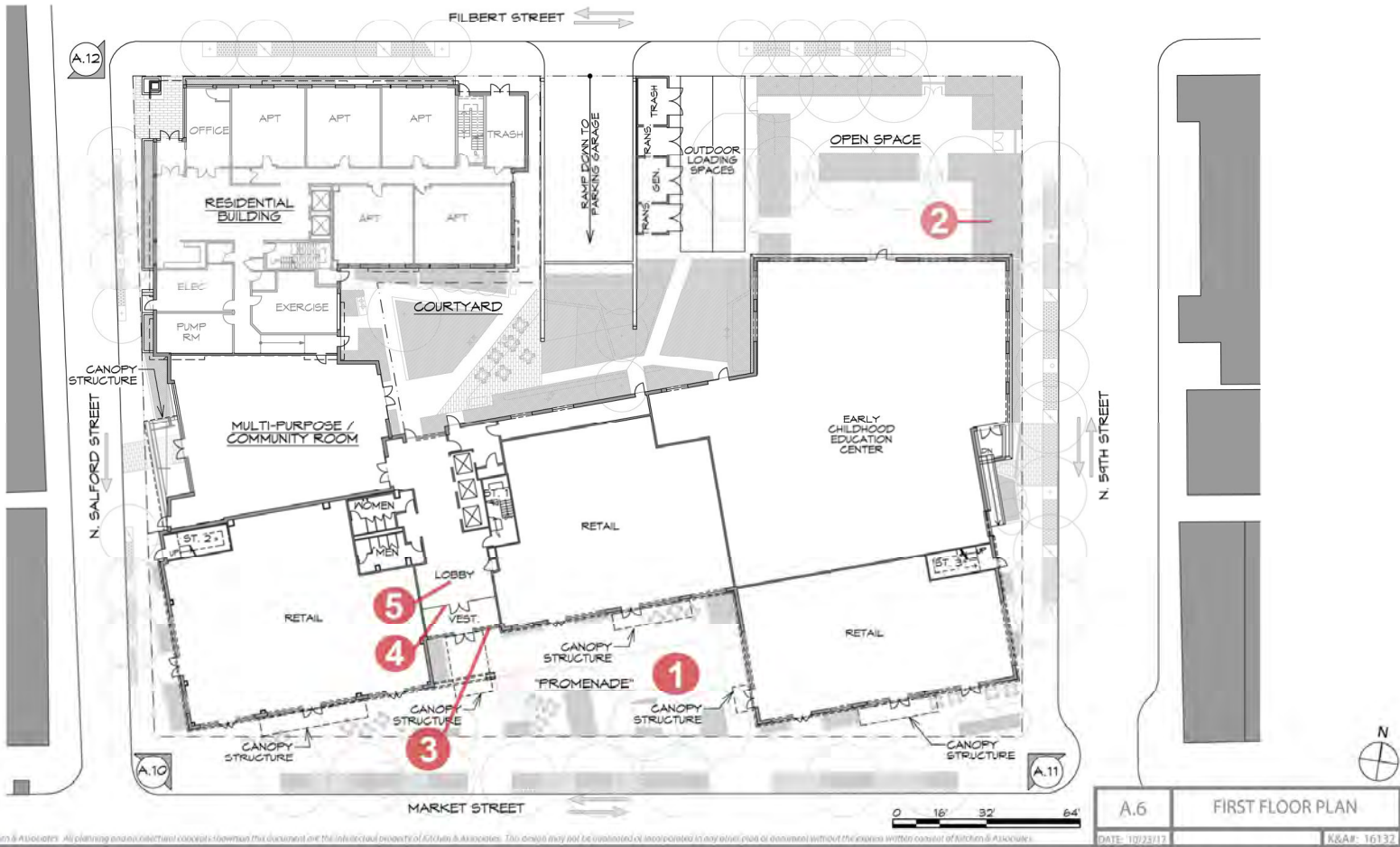
**The PRA and Mission First Housing Group is under no obligation whatsoever to any Applicant as a result of this RFQ. The RFQ does not represent any commitment on the part of the PRA or Mission First Housing Group to any Applicant or the Program. In no event shall the PRA or Mission First Housing Group be responsible for any cost, expense or fee incurred by or on behalf of any Applicant in connection with the RFQ. Applicants shall be solely responsible for all such costs, expenses and fees.**

**NOTICE: The PRA is subject to the Pennsylvania Right to Know Law. Any information provided in your response to this RFQ may be subject to disclosure to the public. Documents provided in response to this RFQ may also be required to be disclosed by applicable law, subpoena, and/or court order.**



# **Attachment A**

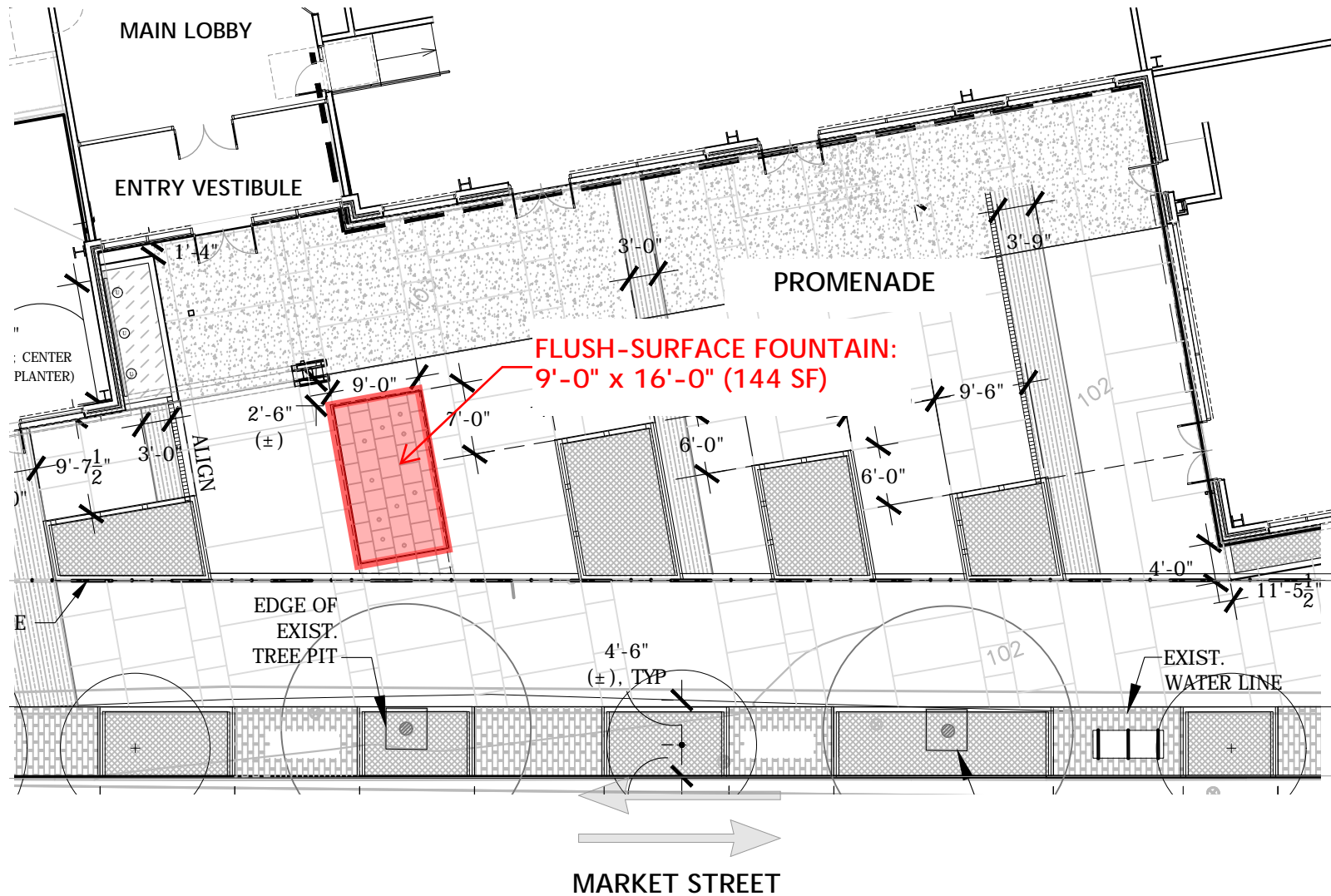
Art Location Plans



A.6	FIRST FLOOR PLAN
DATE: 10/23/12	R.G.A#: 16132

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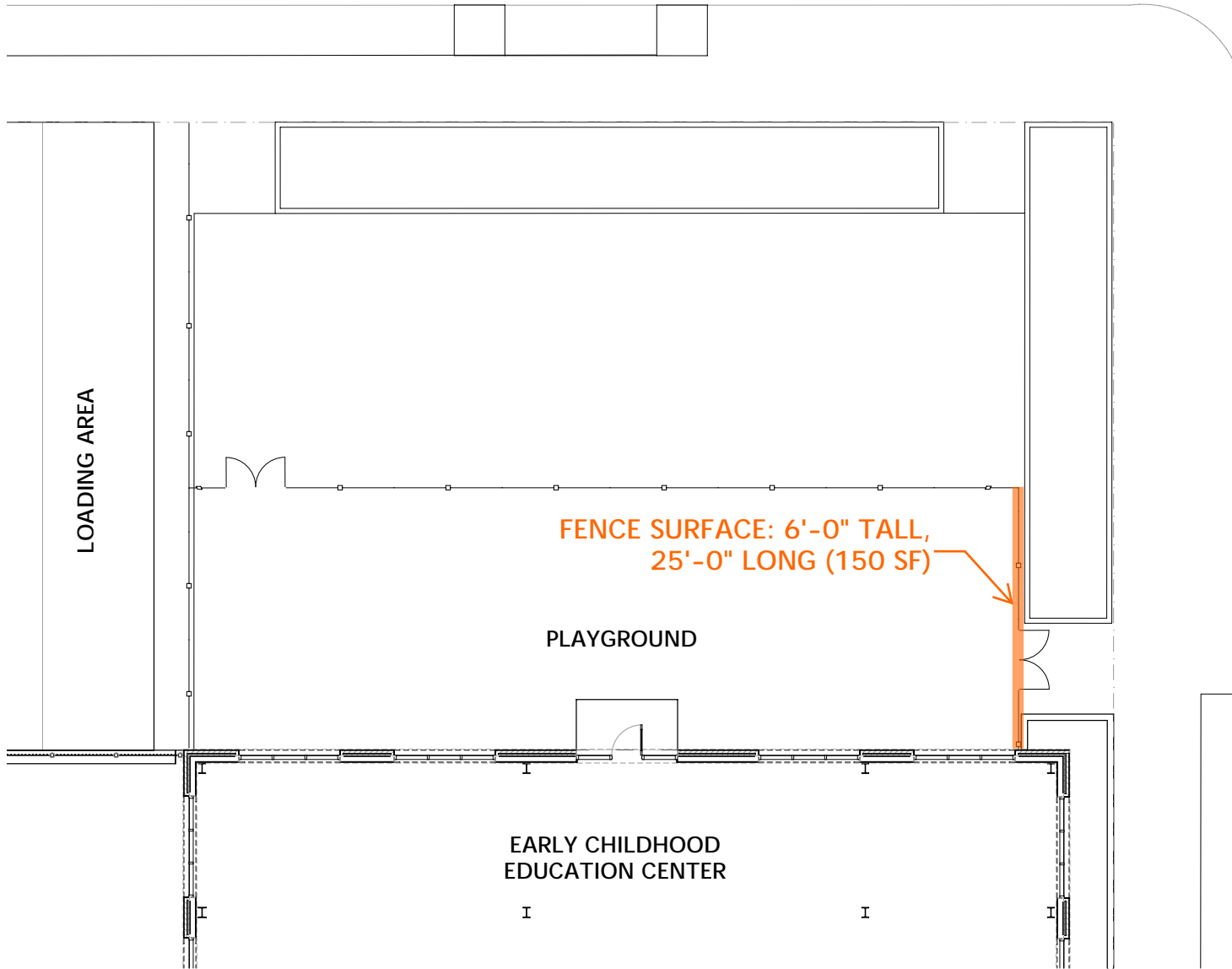
**ART LOCATION KEY PLAN**



POTENTIAL ARTWORK LOCATIONS

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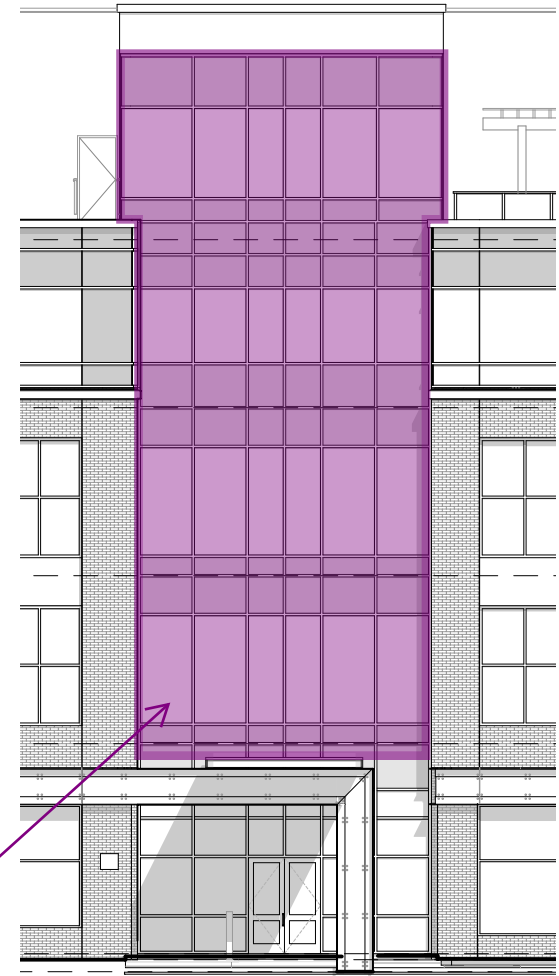
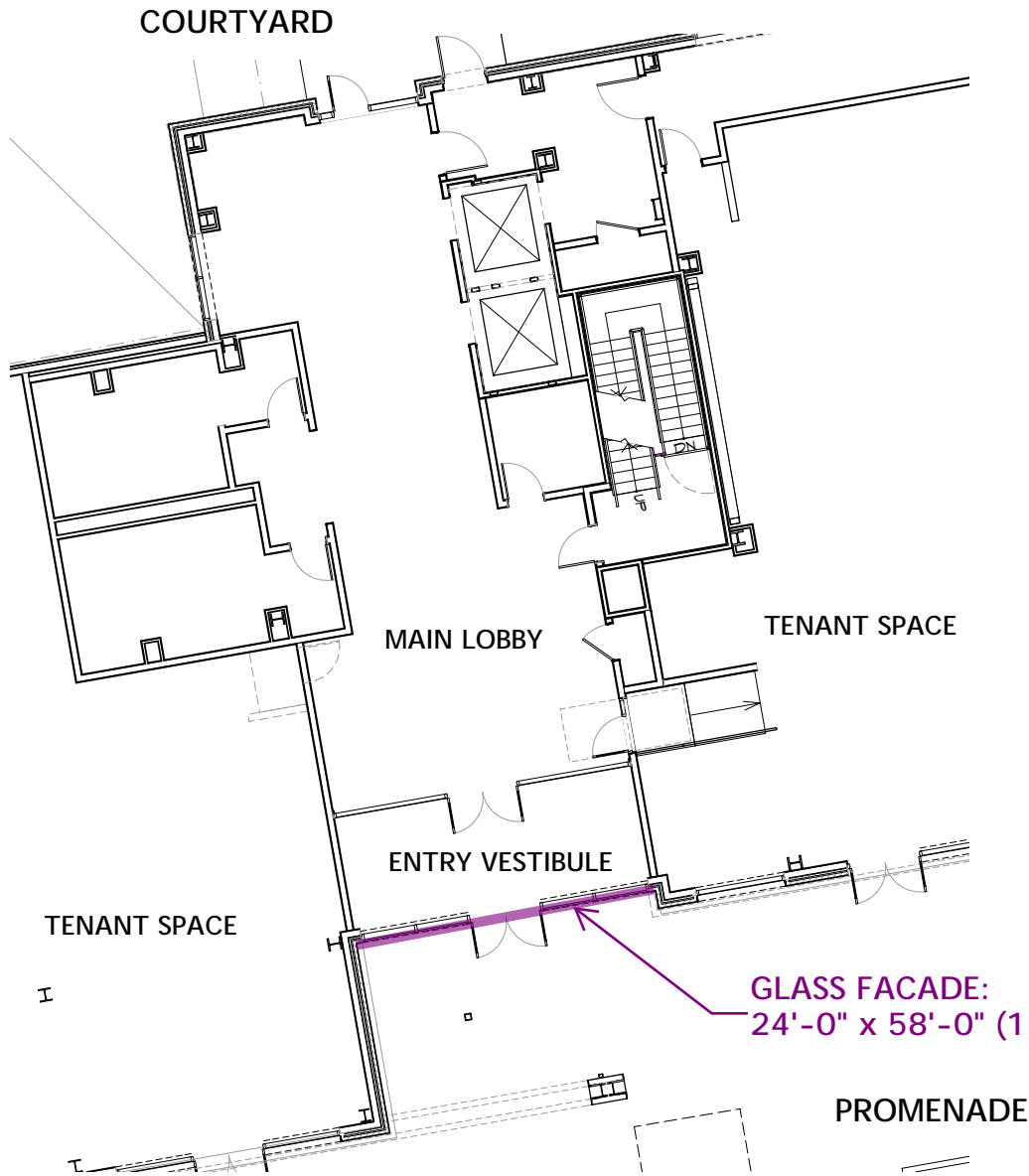
59TH STREET



59TH STREET

POTENTIAL ARTWORK LOCATIONS

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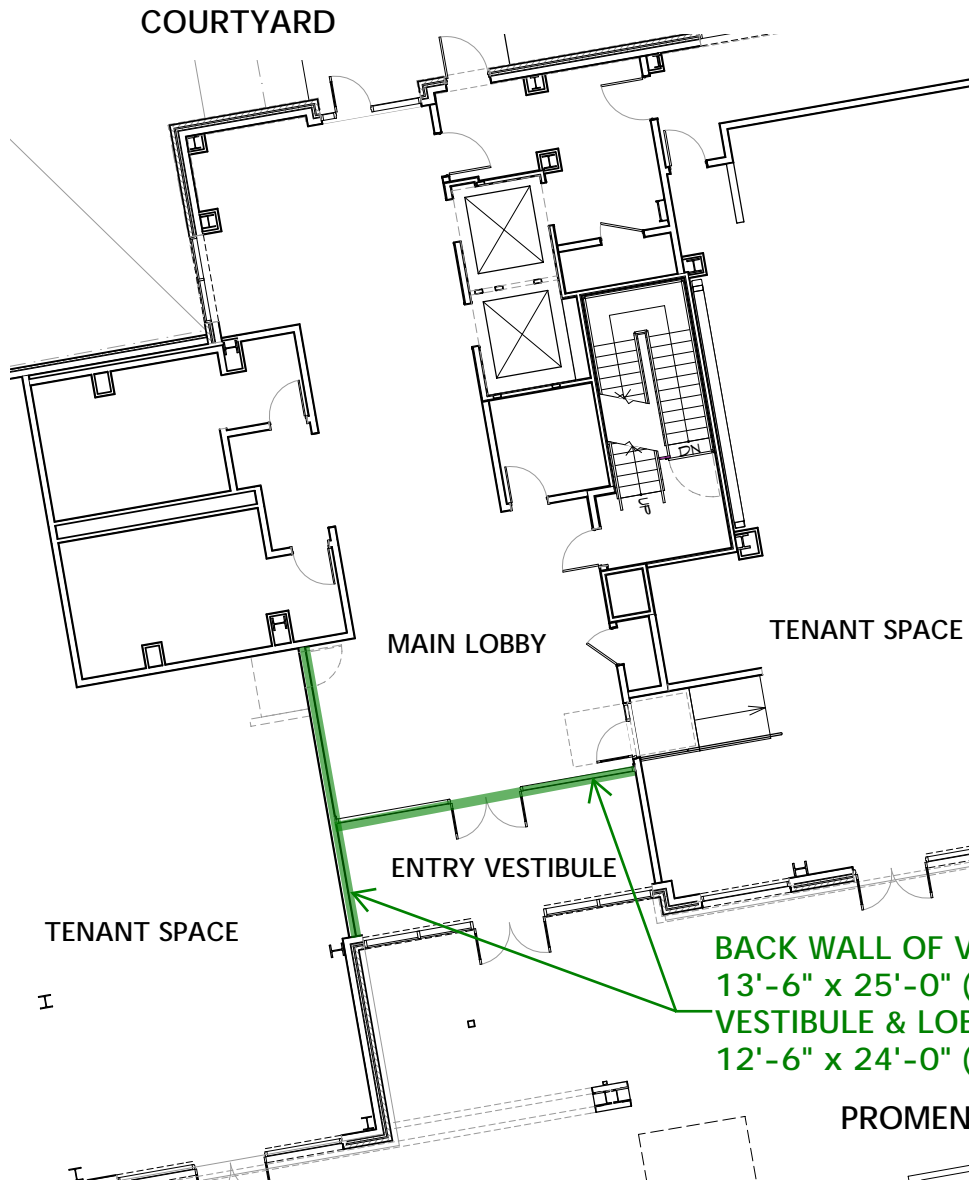


FRONT (SOUTH) ELEVATION

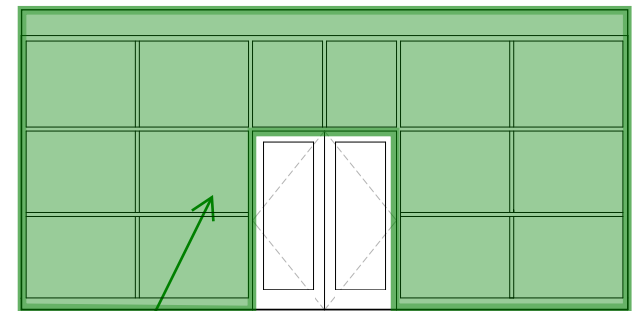
POTENTIAL ARTWORK LOCATIONS

NEW MARKET WEST

5901-31 MARKET STREET PHILADELPHIA, PA 19139



BACK WALL OF VESTIBULE:  
 13'-6" x 25'-0" (290 SF)  
 VESTIBULE & LOBBY SIDE WALLS:  
 12'-6" x 24'-0" (300 SF)



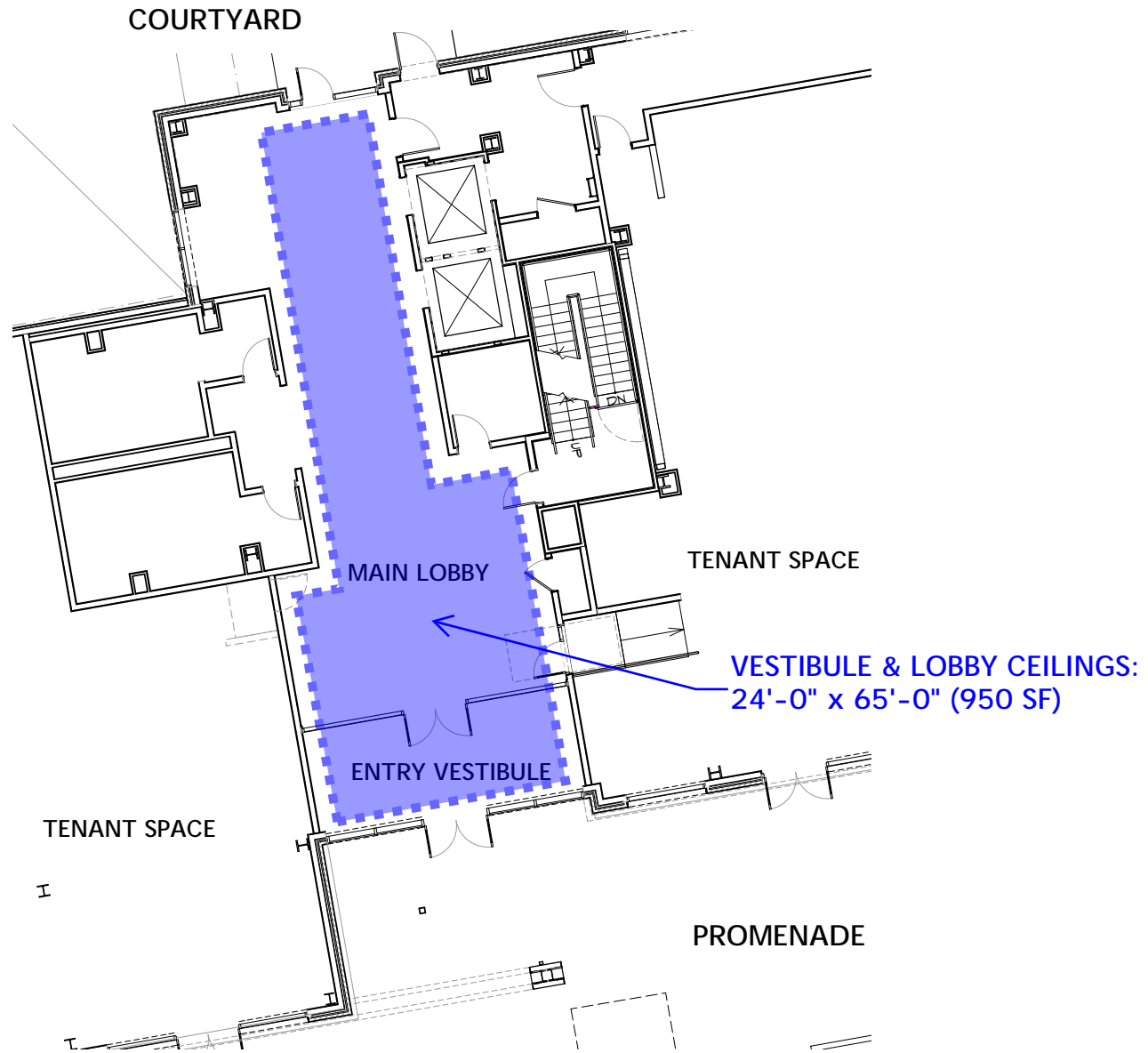
INTERIOR VESTIBULE  
 ELEVATION

POTENTIAL ARTWORK LOCATIONS

NEW MARKET WEST

5901-31 MARKET STREET PHILADELPHIA, PA 19139

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