



*Exterior Rendering (View of corner at Kelly Drive & Calumet Street)*



## **CALL TO ARTISTS:** Request for Qualifications

4300 Ridge Avenue

**Release Date: July 23, 2021**

**Submission Deadline Extended to September 30, 2021**

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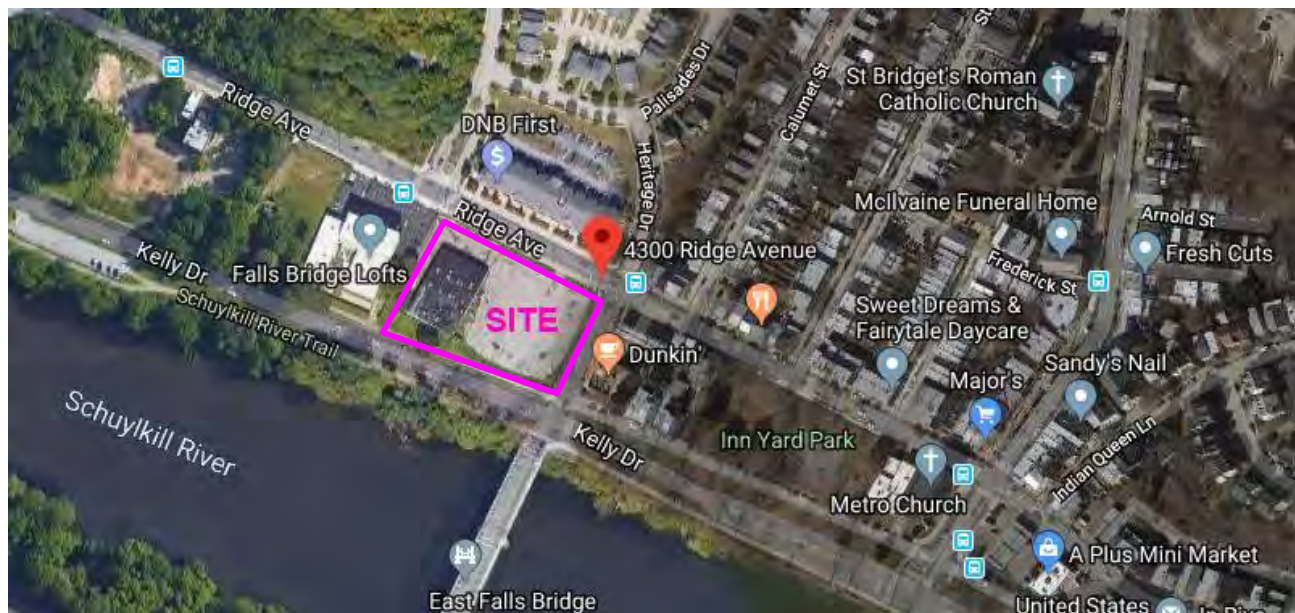
## Introduction

PHDC and CRP/GO Ridge Flats Owner, LLC ("Developer"), are pleased to offer this opportunity for a public art project (the "Art Project") to be located at 4300-4312 and 4314-4326 Ridge Avenue (collectively, the "Property"). This property is being developed in coordination with the Philadelphia Redevelopment Authority ("PRA"), which has adopted PHDC's Percent for Art Program (the "Art Program"), which requires developers building on land acquired from the public sector to commit one percent (1%) of their construction costs to original, site-specific works of art.

PHDC and the Developer are announcing a two-stage process by which we will award and commission artwork at the Property. This **Call for Artists: Request for Qualifications** is Part 1 of the Public Art Process for 4300 Ridge Avenue. In Part 1, up to six (6) Finalists will be selected from the pool of applicants by the Public Art Committee with input from key project stakeholders including community members and the development team. Finalists will be invited to submit a proposal in response to an upcoming project Request for Proposals ("RFP"). Finalists will receive a \$1,250 honorarium in return for completing and presenting their proposal to the Review Committee.

## General Description of the Development Project

The development project at the Property, will be a new, mixed-use building at Ridge & Calumet Streets, and extending south to Kelly Drive. The Property is at the edge of Fairmount Park, one of the largest urban parks in the United States. It also sits at the foot of the historic Falls Bridge along Kelly Drive and the Schuylkill River Trail, a popular running trail that is positioned along the Schuylkill River. It is one of the region's most popular running and biking trails filled with residents and visitors. Right across from the Property, and beginning at the picturesque Falls Bridge, is the start of an 8-mile loop that connects East Falls to Center City. Kelly Drive and the Schuylkill River Trail are home to events such as the Philadelphia Marathon, several rowing races including the Dad Vail Regatta, the largest collegiate regatta in the US, the Manayunk Bike Race, the Philadelphia Triathlon and more.



**Site plan**

The development project at the Property will be a mixed-use building with 142 apartments and approximately 10,450 square feet of retail at the street level. Surface parking will be located at the ground floor level of the building and accessed via Ridge Avenue and Kelly Drive. Construction is projected to be completed by Spring 2023.

This Property has been vacant for many years. The Developer and members of the community hope this planned development project will serve to tie the East Falls neighborhood to the river and its amenities, add a significant new base of residents and businesses, and bring new life to a key and highly visible corner.

## Art Opportunity

PHDC and the Developer seek to commission a high quality, original, and site-specific public artwork that is integrated with the building's design. This Art Project has the potential to enhance the Property's natural features, to transform and beautify the local existing conditions, complement the new built environment, and serve as a significant new gateway and remarkable sculptural landmark to the East Falls neighborhood. The opportunity is to design an original 3-Dimensional public artwork to be located within the Property lines of the planned development project at the Property. The primary area of opportunity is the long, south-facing exposure of Kelly Drive from the building's parking garage entrance to the eastern corner of the lot at Calumet Street, although alternative locations will also be considered.

The Kelly Drive exposure of the Property is highly visible to people traveling by car, bicycle and as pedestrians. This visibility and access to the Property gives the opportunity for the Art Project to be experienced in multiple ways: briefly and at a distance for viewers in vehicles, while pedestrians may be enticed to approach, inspect, and interact with the Art Project for a longer period of time. Artists should consider the multiple vantage points of the Property: approaching from the Falls Bridge, traveling both east & westbound along Kelly Drive, and bicycle/pedestrian/recreational traffic traveling along the Schuylkill River Trail on the riverbank side of Kelly Drive.

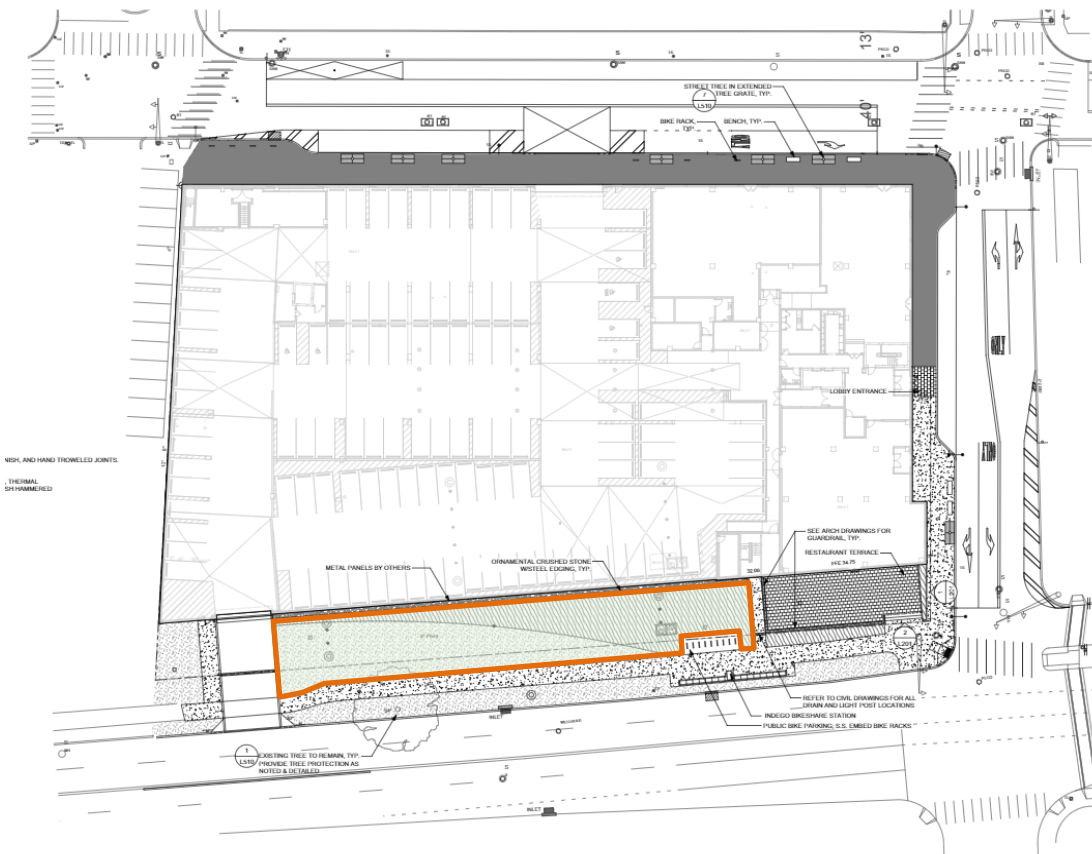
Following are the Art Project goals:

- The development team has expressed a strong desire to commission a work of free-standing 3-dimensional sculpture(s) that can bring a new vitality and interest to the Property.
- The Art Project should strive to address the area's natural and built features visually and thematically and acknowledge the surroundings in both scale and context.
- While the Art Project should be an independent piece, it must be cohesive with the backdrop of the site and overall design of the building façade. It should be designed to be a timeless piece influenced by nature through material choice, textures, and chosen color palette.
- It is important that this project represent the values of **Community, Connectivity** and **Context**. Artists are asked to consider the East Falls neighborhood, nearby residents, travelers, proximity to the river, and recreation, looking for opportunities for the Art Project to encourage or be a focal point of these connections.
- Under the specific conditions of this public commission, the artist(s) should take into consideration the public engagement requirement and expect a rigorous review of their plans to engage the public and the community through their Art Project and proposal.
- Due to the public nature of this artwork and the specific requirements of this commission, the artist(s) are encouraged to consider the durability and likely maintenance of their artworks as an important factor in the process of their design and the committee's selection.

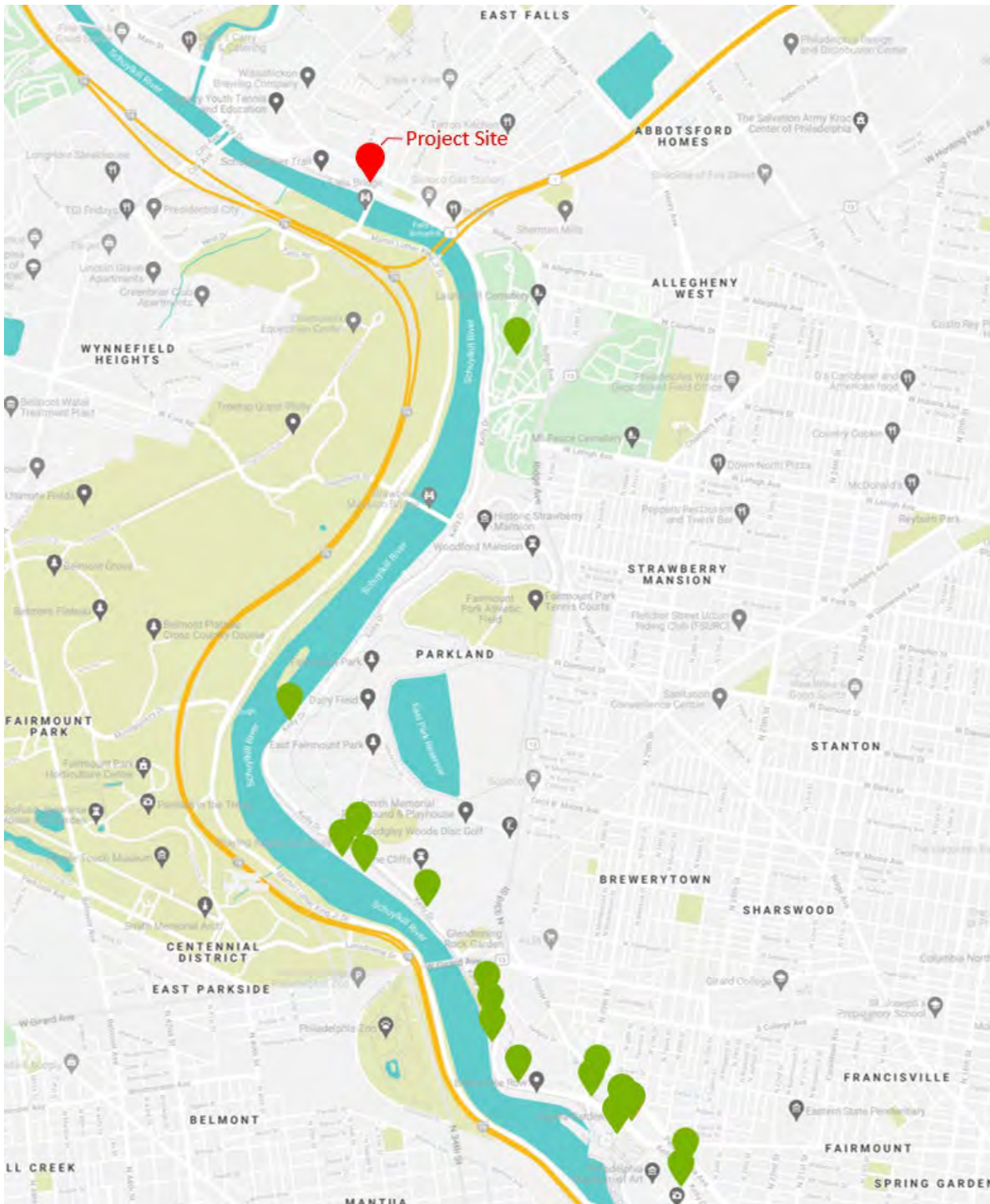
- There will be an approximately twenty-five foot (25') landscaped buffer which extends from the southwest corner of the project to the southeast corner terrace and manages surface water runoff from the terrace. A significant portion of this landscaped buffer falls within the 100-year floodplain; the nature of locating art in an environmentally sensitive area should be considered.

Applicants should have a strong focus on community engagement and cultural sensitivity of the location when considering this Art Project. To facilitate the proposed Art Project's integration into the Property and building, collaboration with the architect and landscape architect is also welcome. More information will be provided for selected finalists at a Pre-Proposal Meeting.

All monuments and public art commissioned by PHDC must align with the values of inclusiveness, integrity, and respect for the diversity of Philadelphia's citizenry, visitors, and history.



**Aerial view of Project Site.** Primary opportunity for art placement is in the landscaped buffer highlighted in green; however, artist should consider placement anywhere on site within property lines.



*This project at 4300 Ridge Avenue is an opportunity to extend the well-known trail of historic sculptural monuments that line Kelly Drive originating from the Philadelphia Art Museum and extending along Kelly Drive and Schuylkill River to the Project Site. Project site noted in red with notable Kelly Drive outdoor sculptures indicated by green markers (<https://www.associationforpublicart.org/tours/along-kelly-drive/>).*



*Exterior rendering of 4300 Ridge Avenue (View of corner at Kelly Drive & Calumet Street)*



***Views from corner of Kelly Drive & Calumet Street. Note that these views are not representative of exterior building facade and are strictly draft designs for planning purposes only. They are only meant to provide perspective and concept of scale.***





**Views from Kelly Drive.** Note that these views are not representative of exterior building facade and are strictly draft designs for planning purposes only. They are only meant to provide perspective and concept of scale.



**View from adjacent retail patio.** Note view is not representative of exterior building facade and is strictly draft design for planning purposes only. It is only meant to provide perspective and concept of scale.



**View from sidewalk on Kelly Drive.** Note view is not representative of exterior building facade and is strictly draft design for planning purposes only. It is only meant to provide perspective and concept of scale.

## Art Budget

The total budget for the Art Project shall not exceed **\$342,000** ("Art Budget"). The Art Budget must include all costs related to the art, including but not limited to community engagement, design, costs related to permitting and/or other public entitlements, fabrication, delivery, insurance, artist fees, travel, presentations, and subcontractors if appropriate. The Art Program Policy requires that **\$18,000** of the art budget be committed to public education activities, with the goal of providing venues for residents to engage with the art and artist(s).

## Community Engagement and Public Education

PHDC requires that each Art Program project include specific activities to engage and provide arts-based education to the communities where Art Program projects are located. Works of Art created under the Art Program are expected to have meaningful community engagement and responsiveness to community values and concerns. Artists will be evaluated in-part on their experience, understanding, and capacity to carry out meaningful community engagement.

## Response Submission Requirements

Applicants must submit the following information to PHDC in response to this RFQ. Please note that these materials will not be returned to the artist.

1. Submit the following as a **SINGLE** Word or PDF document (**Title your document** as last name\_first name\_Info; for example: Smith\_Jane\_Info)
  - **Artist Info:** Name, Address, Phone, Email, Website, Race (optional), how you heard about the call (optional)
  - **Statement of Interest:** This brief cover letter may include related experience, artistic ambitions, and/or a description of your vision for the site; you may include proposed images, if applicable (One text page maximum, including images)
  - **Resume:** not to exceed two (2) pages per artist, that includes name, phone number, mailing address and email address as well as a description of the artist's body of work and background. If the Applicant includes more than one individual, please submit a resume for each member of the team.
  - **Image Identification Sheet:** These must correspond to the numbers of your submitted images. **List your images as:** Title. Year. Materials. Dimensions. Location (if applicable). Project Budget (if applicable).
1. Six (6) images of recent work. Even if the Applicant team includes more than one individual, please still only submit six (6) images total.
  - Images should be labeled as last name, first name, and number; for example: Smith\_Jane\_01
  - Images should be saved as JPEG format at a resolution of at least 150 dpi and no larger than 1.5 MB per image

General application guidelines:

- Submit what you believe is your strongest work, in the context of this commission opportunity
- Submit your work samples in the order you would like them to be reviewed
- For images with details: show the overall image first, followed by detail images
- Do not send additional catalogs, reviews, promotional items, or original artworks; they will not be reviewed
- Incomplete or ineligible submissions will not be reviewed; it is the applicant's responsibility to verify the completeness of their application

## Application Process

Submissions will be accepted in either of the following:

1. Online Submission – via PHDC's website (<http://www.phdcphila.org/>); or
2. Email Submission -- to [art@phdc.phila.gov](mailto:art@phdc.phila.gov) via a file-sharing program such as Dropbox (<https://www.dropbox.com/>) or Hightail (<https://www.hightail.com/>)

### Submission Deadline

Applicants must submit their response no later than **September 30, 2021** (9/30/21) at 4:00 PM; absolutely no response will be accepted after that time.

### Related Parties

An Applicant, whether an individual or business entity, may submit only one Statement of Qualifications in response to this RFQ. Individuals that are related to each other or business entities that are legally related to each other or to a common entity may not submit separate applications. PHDC, in its sole and absolute discretion, retains the right to reject any Statement of Qualifications where:

1. Applicants or principals of Applicants are substantially similar or substantially related parties; or
2. The PHDC has determined that the Applicant has violated these conditions or the spirit of these conditions.

### Disqualification

Responses will be disqualified if:

1. They are submitted after the specified deadline;
2. They are submitted by some means other than the formats listed above;
3. The Response package is incomplete.

### Questions

All questions and requests for additional information should be directed in writing to [art@phdc.phila.gov](mailto:art@phdc.phila.gov) with "4300 Ridge Avenue Public Art RFQ" in the subject line. **The deadline for questions is August 30, 2021 (8/30/21).** Questions and/or requests for additional information and PHDC's responses to them will be posted on the PHDC website.

**Timeline**

The timeline for this opportunity is as follows. PHDC reserves the right, in its sole discretion, to alter this schedule as it deems necessary or appropriate.

| <b>Event</b>   | <b>Date</b>                 |
|--|-----------------------------|
| Notice of RFQ Opportunity Posted                     | 7/23/2021                   |
| Notice of RFQ Deadline Extension Posted              | 8/17/2021                   |
| Questions and/or Requests for Additional Information | 8/30/2021                   |
| Answers to Questions Posted Week of                  | 9/06/2021                   |
| <b>RFQ Response Deadline</b>                         | <b>9/30/2021 by 4:00 pm</b> |
| Notification of Finalist Shortlist                   | October 2021                |
| Mandatory Pre-Proposal Meeting                       | 10/18/2021*                 |
| RFP Response Presentation to Review Panel            | 12/2/2021*                  |
| Contract Execution                                   | Winter 2022                 |
| Artwork Research & Fabrication                       | Begin Spring 2022           |
| Artwork Installation                                 | Completed by Summer 2023    |

\*tentative date, subject to change

**Eligibility & Selection Criteria**

This opportunity is open to all artists regardless of their geographic location. The Art Program encourages applicant partnerships between emerging and established artists for this opportunity and strongly recommends that minority participation be represented on applicant teams. PHDC and the PRA reserve the right to determine additional eligibility requirements.

Artwork will be selected based on creativity, artistic merit, technical proficiency, and relationship to the site. PHDC and PRA seek to commission artworks that reflect the diversity of Philadelphia’s residents and visitors, its rich cultural landscape, and its multiple histories. Long-term maintenance, durability, and public safety concerns will be major considerations. Artists are required to comply with applicable rules, contracts, and procedures of all governmental boards and agencies of the City of Philadelphia.

Selected finalists must be available to make a presentation to the PHDC’s Public Art Committee, to be held virtually due to COVID-19 restrictions.

## RFP Phase

A Review Panel comprised of the PHDC's Art Committee and project stakeholders will select a short-list of finalists for the Art Project from the respondents to this RFQ. The selection will be based upon the artists' responses to the RFQ and the quality and applicability of past work. The finalists will each receive detailed specifications about the project, drawings, and presentation requirements in the form of an RFP. Finalists will receive a \$1,250 honorarium in return for completing and presenting their proposal to the Review Committee. It is anticipated that these presentations will take place virtually due to the COVID-19 pandemic. The final selection will be at the discretion of PHDC and the developer.

## Scope of Services

Upon acceptance of an Applicant's qualifications in response to this RFQ, the Committee will thereafter invite the Applicant to respond to an RFP, which will have the following requirements:

- Attend a pre-proposal meeting with community representatives, the development team and PHDC to discuss the Art Project.
- Provide a detailed plan for community education component.
- Consider a broad range of ideas for what forms the resulting Art Project might take.
- Prepare a cost estimate for the Art Project. Artist fees, project fees and administrative fees must be broken out.
- Such other requirements as the Committee may impose.

## About PHDC's Percent for Art Program

The City of Philadelphia ("City") was the first city in the United States to adopt programs for acquiring and commissioning works of contemporary public art for new development. The PRA pioneered the Art Program in March 1959, becoming the *first program in the United States* to make the commissioning of public art an integral part of any publicly funded development. The City followed in December of 1959 with its own Percent for Art Ordinance, an obligation for public capital projects distinct from the Authority's program. In July 2019, the PRA and the Philadelphia Land Bank merged with PHDC—combining staffs and making PHDC the public-facing brand. Although the PRA still exists, PHDC officially took over stewardship of the Art Program in November of 2020.

In the first half century since the inception of the Art Program, over three hundred and fifty works of public art have been installed in all areas of the City. The stewards of the Art Program seek to further the pioneering spirit of the Art Program by supporting new and interesting applications for public art that reflect the diversity of the City. The stewards of the Art Program are committed to equitable processes of engagement and artist selection that encourage the full participation of our community.

## 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) PHDC may exercise in its sole discretion the following rights; and (iii) PHDC 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 applications;
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 PHDC, the PRA and the City from any and all losses, injuries, expenses, demands and claims against PHDC, PRA and/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 PHDC 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.

**Neither PHDC, the PRA, nor the Developer are under any obligation whatsoever to any Applicant as a result of this RFQ. The RFQ does not represent any commitment on the part of PHDC, the PRA or the Developer to any Applicant or the Art Program. In no event shall PHDC, the PRA, or the Developer 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: Documents provided in response to this RFQ may be required to be disclosed by applicable law, subpoena, and/or court order.**