

Festival Pier

Call to Artists

Request for Qualifications

\$1.1 Million Percent for Art Opportunity

DEADLINE: Tuesday, January 10, 2023



Led by PHDC

Haverford Properties and Jefferson Apartment Group



Rendering 1

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The Basics

Project Overview

Philadelphia Housing Development Corporation (“PHDC”) and the development team of Haverford properties and Jefferson Apartment Group (the “Developer”) announce a two (2) stage process by which we will award and commission public artwork (“Art Project”) at the Riverview development to be located at Festival Pier, at Spring Garden Street and Columbus Boulevard (the “Property”). The Property is being developed in coordination with the Philadelphia Redevelopment Authority (“PRA”), which 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. The Art Budget (“Art Budget”) for the Art Project is **one million, one hundred thousand dollars (\$1,100,000)**.

Process Overview

This Call for Artists: Request for Qualifications is Part 1 of a two (2) part Public Art Selection Process for Festival Pier. In Part 1, up to five (5) finalists will be selected by PHDC based on recommendations from the PHDC Public Art Committee (the “Art Committee”), the Developer, and community members. Finalists will move on to Part 2: Request for Proposals (“RFP”) where they will be invited to develop full proposals. Finalists will receive a three thousand five-hundred-dollar (\$3,500) honorarium in return for completing and presenting their proposal to a review committee who will be comprised of the Art Committee and development project stakeholders (“Review Committee”).



Rendering 2

The Property

Brief History

The Property commonly referred to as Festival Pier is a site well-known to Philadelphians, located at Spring Garden Street and Columbus Boulevard. At roughly five and eight-tenths (5.8) acres, it is the second (2nd) largest publicly owned parcel on the waterfront, after Penn's Landing. In recent history, it has served as everything from a city incinerator to a concert venue. The Property is now undergoing redevelopment, including a significant opportunity for the inclusion of public art.



Rendering 3: Overall rendered site plan

General Description of the Development Project

The development project is a mixed-use project that will transform a prime waterfront site into a vibrant destination with spectacular views of the Delaware River, Ben Franklin Bridge, and the Philadelphia skyline. The development project includes four hundred and seventy (470) multi-family dwelling units with nearly fifty thousand (50,000) square feet of ground floor commercial space, anchored by Sprouts Farmer's Market. The residential units will be allocated between two (2) distinct five (5) and six (6) story structures. In addition to the residential and commercial spaces, the buildings will be surrounded by over four (4) acres of public open space with direct access to the Delaware River Trail and landscaped public park spaces.

Project Partners

The Art Project is led by a collaborative team including the development team with Public Art Consultant Jacque Liu, with support from PHDC. JAG and Haverford Properties were selected as the development team for the Property through a competitive bid process from the Delaware River Waterfront Corporation (DRWC), the City's nonprofit redevelopment partner for the Waterfront. The Art Committee will offer guidance throughout the Art Project under the parameters of the Art Program.

The Art Opportunity

Public Art Environment

PHDC and the Developer seek to commission a high-quality, original, and site-specific permanent public artwork that is integrated with the design of the Property, buildings, and public spaces. A large scale, exterior, interactive Art Project is envisioned for the Property. The use of light or water as a medium, although not required, is of interest to the team. Though the primary location for the artwork is the northeast park area at the terminus of Spring Garden Street on the Property, elements that activate multiple areas are encouraged.

Applicants are encouraged to think about the experience of the Property in full, with the Art Project drawing in visitors, residents, shoppers, and other passersby. The Art Project should be welcoming and promote enjoyment of the over four (4) acres of public open space at the Property.

This Art Project will serve as an anchor to the Property as well as a beacon, meant to be seen from the Property and the river, and potentially from the Benjamin Franklin Bridge above and across the river in New Jersey. This is an opportunity for the Art Project to respond to a dynamic site and contribute to an engaging and inviting public environment.

Please see renderings on the following pages, provided by Bernardon, for a better understanding of the Property. More architectural plans and detailed information regarding accessibility of the Property and utility considerations will be made available to artists at the RFP stage.

Applicants should demonstrate community engagement abilities and cultural sensitivity of the area when developing their response. We encourage applicants to form a team prepared to consider the varied cultural, environmental, and historical narratives of the Property when preparing its approach.

The Art Program and DRWC's [Waterfront Arts Plan](#) are both publicly available suggested documents to give further information about educational programming requirements and previous arts-specific community outreach for this neighborhood and the Property. To facilitate the proposed Art Project's integration into the Property and building, collaboration with the architect and landscape architect is expected. More information will be provided for selected finalists at a Pre-Proposal Meeting.

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



Rendering 4

Art Budget

The total budget for the Art Project shall not exceed **one million, one hundred thousand dollars (\$1,100,000)**. 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 five percent (5%) of the Art Budget for this Art Project be committed to public educational programming activities, with the goal of providing venues for residents to engage with the art and artist(s).



Rendering 5



Rendering 6



Rendering 7



Rendering 8



Rendering 9



Rendering 10

Community Engagement and the Educational Programming Component

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

Educational programming may take a variety of forms based on the artist's preferred approach. Artists are encouraged to consider who would be the community for this programming, how you hope to understand this community's values, and how what is being proposed may contribute to this community. Part of this work will be developing an understanding of who the community is for this Art Project and the Property, with consideration given to local constituencies as well as the broader public. Educational programming may relate to multiple aspects of the Property, including but not limited to histories, environmental concerns, demographics, spatial relationships, and past and present uses.

Educational programming is to be conceived of by the Art Project's artist and implemented by the artist, designated member of the artist's team, or an acceptable organization approved by the Art Committee. The educational programming requirement is an opportunity for the artist to actively engage with the public. The goal for the educational programming is to invite members of the community to participate in the Art Project—with a focus on engaging a diverse constituency. By fostering community engagement, the Art Program seeks to enhance neighborhood vitality, support community empowerment, build community capacity, and further a community's awareness of public art.

The educational programming is to take place at or near the Property. Alternative locations may be considered by the Art Committee but must be relevant to the Art Project and beneficial to the surrounding community. Educational programming is to be offered free of charge and is to be publicized throughout the community with the assistance of the Developer.

The Art Project Schedule

Written Description

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.

Tentative Timeline

MILESTONE	DATE
PART ONE: REQUEST FOR QUALIFICATIONS	
	OPEN CALL
Public Notice of Opportunity	Tuesday, November 15, 2022
Preliminary Meeting with Interested Artists	11:00 am Tuesday, November 29, 2022
Q&A Request Deadline	3:00 pm Friday, December 2, 2022
Q&A Responses Shared	Week of December 5, 2022
Response Deadline	3:00 pm Tuesday, January 10, 2023
Notification of Shortlist	February 2023
PART TWO: REQUEST FOR PROPOSALS	
	INVITED SHORTLIST ONLY
Mandatory Pre-Proposal Meeting for Shortlisted Artists	11:00 am Monday, February 27, 2023
Proposal Response Deadline	3:00 pm Friday, March 31, 2023
Artist Presentations to the Review Committee	Thursday, April 13, 2023
Artist Notification	April 2023
Contract Execution	Summer 2023
Artwork Research, Community Engagement, Educational Programming, and Fabrication	Begin Summer 2023
Artwork Installation	Target Date of Fall 2024

What You Need to Apply

Application Process

Responses will be accepted in either of the following:

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

Response Deadline

Applicants must submit their responses no later than **Tuesday, January 10, 2023** (01/10/23) at 3:00 PM; absolutely no response will be accepted after that time.

Related Parties

An Applicant, whether an individual or business entity, may submit only one (1) 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.

General Response Guidelines

- 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 applications will not be reviewed; it is the Applicant's responsibility to verify the completeness of their response.

Response 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. Written materials should be submitted as a SINGLE Word or PDF document (Title your document as last name_first name_Info; for example: Smith_Jane_Info). Visuals should be labeled as last name_first name_number (Smith_Jane_01).

- **Artist Info:** Name, Address, Phone, Email, Website, Race (optional), how you heard about the call (optional). *If submitting as a team, you must designate one primary point of contact for the team.*
- **Statement of Interest:** This brief cover letter may include related experience, artistic ambitions, and/or a description of your preliminary vision for the Property, if applicable (One (1) text page maximum).
- **Educational Programming Statement:** This brief statement should designate the member or members of the team who will be prime facilitators for the educational programming component and describe their experience and capacity to do so. (One (1) text page maximum).
- **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. (Two (2) pages maximum per artist).
- **Images:** Up to fifteen (15) images of recent work. Even if the Applicant team includes more than one (1) individual, please still submit no more than fifteen (15) images total.
 - Images should be saved as JPEG format at a resolution of at least 150 dpi and no larger than 1.5 MB per image.
- **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).
- **Application Checklist** (at conclusion of document) – initial and include.

The Criteria

Eligibility

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 reserves the right to determine additional eligibility requirements.

Selection Criteria

The Applicant or Applicant Team awarded this commission will be selected based on creativity, artistic merit, technical proficiency, capacity to undertake educational programming, and the proposal's relationship to the Property. PHDC seeks 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. Applicants are required to comply with applicable rules, contracts, and procedures of all governmental boards and agencies of the City of Philadelphia (the "City").

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

Note on Collaborations

Applications from teams of artists are strongly encouraged for this opportunity. Teams should speak to the thinking behind the collaboration as well as the individual team member strengths in the Application Statement of Interest.

Artist Commissioning Process

Scope of Services

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

- Attend a virtual Pre-Proposal Meeting with community representatives, the development team and PHDC to discuss the Art Project.
- Provide a detailed plan for community engagement and educational programming.
- 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.
- Present virtually their proposal to a Review Committee.
- Such other requirements as the Review Committee may impose.

RFP Phase

The Review Committee will recommend a short-list of finalists for the Art Project from the respondents to this RFQ to PHDC. 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 development project, drawings, and presentation requirements in the form of an RFP.

Finalists will receive a three thousand five hundred-dollar (\$3,500) honorarium in return for completing and presenting their proposal to the Review Panel. 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.

Still Have Questions?

Q&A Session

PHDC and the development team will hold an optional Q&A session for interested artists on **Tuesday, November 29, 2022, at 11:00 am** (11/29/22). This session will be held virtually via the Zoom platform. Please email art@phdc.phila.gov for instructions.

Written Q&A

All questions and requests for additional information should be directed in writing to art@phdc.phila.gov with **"Festival Pier Public Art RFQ"** in the subject line. Questions and/or requests for additional information and PHDC's responses to them will be posted on the PHDC website.

Deadline for Questions and Requests for Additional Information

The deadline for questions is no later than **3:00 pm Friday, December 2, 2022** (12/02/22).

About the Art Program

The 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 (1st) 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 PRA'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 (350) 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, the 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.

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.

Application Checklist

#	ITEM	APPLICANT INITIALS
1	Artist Info	
2	Statement of Interest	
3	Community Engagement and Educational Programming Statement	
4	Resume (one for each team member)	
5	Images (up to 15 total)	
6	Image Identification Sheet	
7	Application Checklist - Include copy of this Checklist; initial each item to acknowledge	

Acknowledgements:

If selected to participate in Festival Pier PART TWO: Request for Proposals, the applicant or a representative of the applicant **MUST ATTEND** the mandatory pre-proposal meeting scheduled for **11:00 am Monday, February 27, 2023 (02/27/23)**.

Shortlisted artists must be available the morning of **Thursday, April 13, 2023 (04/13/23)**, to present proposals to the Art Committee.

APPLICANT SIGNATURE: _____

APPLICANT NAME: _____

DATE: _____