



# The Parker

**Call to Artists**

**Request for Qualifications**

**\$38,000 Percent for Art Opportunity**

**Deadline: Thursday, August 24, 2023**



## TABLE OF CONTENTS

<b>The Basics</b> .....	<b>2</b>
<b>The Property</b> .....	<b>3</b>
<b>The Art Opportunity</b> .....	<b>4</b>
<b>The Art Project Schedule</b> .....	<b>5</b>
<b>What you Need to Apply</b> .....	<b>6</b>
<b>The Criteria</b> .....	<b>7</b>
<b>Artist Commissioning Process</b> .....	<b>8</b>
<b>Questions</b> .....	<b>8</b>
<b>Declarations and Other Information</b> .....	<b>9</b>

## The Basics

### Project Overview

Philadelphia Housing Development Corporation (“PHDC”) and the development team of Benchmark Real Estate Partners (the “Developer”) announce a two (2) stage process for the commission of public artwork (the “Art Project”) at the Parker development to be located at 13<sup>th</sup> and Bainbridge Streets (the “Property”). The Property is being developed in coordination with the Philadelphia Redevelopment Authority (the “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 **thirty-eight thousand dollars (\$38,000)**.

### Process Overview

This Call for Artists: Request for Qualifications is Part 1 of a two (2) part Public Art Selection Process for the Parker. 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 five-hundred-dollar (\$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”).

## The Property

The Parker will be a new four-story, 45-unit, multi-family development at the corner of 13<sup>th</sup> and Bainbridge Streets in the Hawthorne neighborhood of South Philadelphia. The proposal includes on-site affordable housing, with thirty percent (30%) of the apartments reserved for residents earning below sixty percent (60%) area median income ("AMI"). The Developer is dedicated to the process of providing on-site public art as an amenity to residents and the community alike.



*Image 1: Rendering of proposed art location from 13<sup>th</sup> Street looking toward Kater Street*

## The Art Opportunity

PHDC and the Developer seek to commission a high quality, original, and site-specific artwork that includes a surface treatment and/or complimentary furniture to invite respite. The location of the artwork will be the exterior alcove space at the corner of 13<sup>th</sup> and Kater Streets, which is highly visible from South Street. Note that the text and color shown in the rendering are for illustrative purposes only and will be tailored to the selected artist's proposal. More detailed information, as well as a site visit, will be provided at the Request for Proposals stage.

The themes for this art project should be responsive to community input. The development project is named for Keven Parker, the late owner of Miss Tootsie's restaurant which existed for decades on the 1300 block of South Street – a short distance from the site. Artists are encouraged to propose work that evokes his legacy as an African American entrepreneur, restauranter, and civic leader. Artists are encouraged to propose working with community residents on this project. The selected artist(s) will work with Art Program staff and the Developer to explore topics that resonate with local stakeholders.

The total budget for the Art Project shall not exceed **thirty-eight thousand dollars (\$38,000)**. 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.



Image 2: Communal Micro Park Details

## 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.

### Proposed Timeline:

<b>Part One – Request for Qualifications</b>		<b>Open</b>
<b>MILESTONE</b>	<b>DATE</b>	
Notice of Opportunity	Tuesday, June 27, 2023	
Informational Meeting (Optional)	Friday, July 7, 2023, at 11:00 am	
Questions Due	Monday, July 17, 2023, by 3:00 pm	
Questions and Responses Posted	Wednesday, July 19, 2023	
<b>Qualifications Due</b>	<b>Thursday, August 24, 2023, by 3:00 pm</b>	
Notification	Fall 2023	

<b>Part Two – Request for Proposals</b>		<b>By Invitation Only</b>
<b>MILESTONE</b>	<b>DATE</b>	
Pre-proposal Meeting (mandatory)	Tuesday, September 12, 2023, at 11:00 am	
Questions / Requests for Information	Thursday, September 14, 2023, by 3:00 pm	
Questions and Responses Shared	Monday, September 18, 2023	
<b>Proposal Submission Deadline</b>	<b>Tuesday, October 24, 2023, by 3:00 pm</b>	
Presentations to Committee	Thursday, November 2, 2023 (morning)	
Notification	December 2023	
Contract Finalization	Winter 2023/2024	
Research, Engagement, Fabrication	Spring 2024	
Anticipated Installation	Summer/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 **Thursday, August 24, 2023**, (08/24/2023) at 3:00 PM; absolutely no responses 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 any means other than the formats listed above;
3. The Response package is incomplete.

#### *General Response Guidelines for Applicants*

- 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).
- **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 ten (10) images of recent work. Even if the Applicant team includes more than one (1) individual, please still submit no more than ten (10) 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).

## The Criteria

### Eligibility

This opportunity is open to all artists regardless of their geographic location. Artists should have experience working in Philadelphia and a strong familiarity with South Philadelphia. PHDC 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 selected to undertake the Art Project will be selected based on creativity, artistic merit, technical proficiency, and the proposal's relationship to the Property and neighborhood. 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.

## 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.
- 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.

Each finalist will receive a five hundred-dollar (\$500) honorarium in return for completing and presenting their proposal to the Review Panel. It is anticipated that these presentations will take place virtually. The final selection will be at the discretion of PHDC and the Developer.

## Questions

### Q&A Session

PHDC and the development team will hold an optional Q&A session for interested artists on **Friday, July 7, 2023 at 11:00 am** (07/07/2023). This session will be held virtually via the Zoom platform:

- Meeting ID: 859 1146 1572
- Passcode: 715039
- Join Zoom Meeting on your computer:
  - <https://us02web.zoom.us/j/85911461572?pwd=amdjTkZSN1phMzBwWjcyOitwdlhhdz09>
- Join the meeting by phone: +1 309 205 3325

### Written Q&A

All questions and requests for additional information should be directed in writing to **art@phdc.phila.gov** with **"The Parker 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 Monday, July 17, 2023** (07/17/2023).



## About the Art Program

**Philadelphia 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 (1<sup>st</sup>) 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 staff 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 that: (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, without limitation, 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;

### Indemnification

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.

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.**