

Request for Qualifications

4300 Ridge Avenue Public Art
November 18, 2019

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Statement of Purpose

PHDC and the Philadelphia Redevelopment Authority (“PRA”), and CRP/GO Ridge Flats Owner, LLC are pleased to offer this opportunity for a public art project (the “Project”) to be located at 4300-4312 and 4314-4326 Ridge Avenue to be developed by CRP/GO Ridge Flats Owner, LLC. This opportunity is part of PRA’s Percent for 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. Up to six (6) applicants (“finalists”) will be selected from the pool of applicants to this Request for Qualifications (“RFQ”) and will subsequently be invited to submit a proposal in response to an upcoming project Request for Proposals (“RFP”).

Relationship of PRA to PHDC

In July 2019 PRA and the Philadelphia Land Bank merged with PHDC—combining staffs and making PHDC the public-facing brand. Although the PRA still exists, its work is carried out by the staff of PHDC.

The PRA’s Percent for Art Program

The PRA 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 redevelopment 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 us to think about our surroundings in new and exciting ways. Each art project may be more than a single or isolated work; the public space in its entirety may be considered in order to make the greatest contribution to the urban fabric, the streetscape, and the places that citizens populate.

Application Process

Submissions will be accepted in either of the following:

1. Online Submission – via PHDC's website (<http://www.phdcphila.org/>); or
2. Hard Copy Submission – Submit 3 original copies of your application and one electronic copy on a USB Flash Drive to PHDC 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 Statement of Qualifications via registered mail to:

Percent for Art Program
PHDC
1234 Market Street, 16th Floor
Philadelphia, PA 19107

Submission Deadline

Applicants must submit their application no later than January 6, 2020 at 3:00 PM; absolutely no application 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. The PRA, 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

Submissions will be disqualified if:

- 1. They are submitted after the specified deadline;
- 2. They are submitted by some means other than the two formats listed above. For electronic submissions, the PHDC website portal is the only means that will be accepted. Submissions sent via email, Dropbox or other electronic venues will be disqualified;
- 3. If the Proposal package is incomplete.

Questions

All questions and requests for additional information should be directed in writing to RFP@PHDC.phila.gov with "4300 Ridge Avenue Public Art RFQ" in the subject line. Questions will only be accepted until December 9, 2019. Questions and/or requests for additional information and PHDC's responses to them will be posted on the PHDC website. Please do not call PHDC, the PRA, or CRP/GO Ridge Flats Owner, LLC with your questions.

Schedule

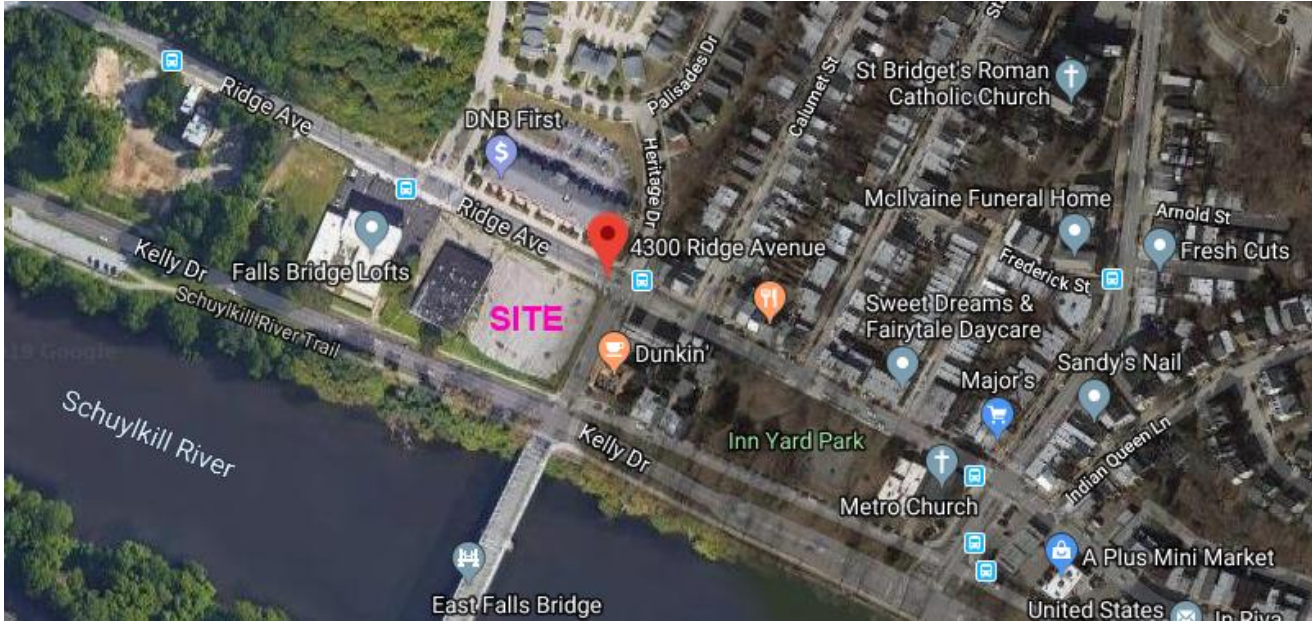
The timeline for this opportunity is as follows. PHDC reserves the right, in its sole discretion, to alter this schedule as it deems necessary or appropriate.

Event	Date
Notice of RFQ Opportunity Posted	11/18/2019
Questions and/or Requests for Additional Information Due three (3) weeks prior to RFQ Due Date	12/09/2019
RFQ Response Due	1/6/2020

Development Project and Art

The development, 4300 Ridge Avenue, will be a new, mixed-use building at Ridge & Calumet Streets, and extending south to Kelly Drive. The site is at the edge of Fairmount Park, one of the largest urban parks in the United States. The development, which will sit at the foot of the historic Falls Bridge along Kelly Drive and the Schuylkill River, will be a mixed-use development with 142 residential units and approximately

10,000 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. Kelly Drive has a scenic recreation path that is very popular with runners, cyclists and walkers. Construction is projected to begin in February 2020 and to be completed by November 2021.



Project Site location

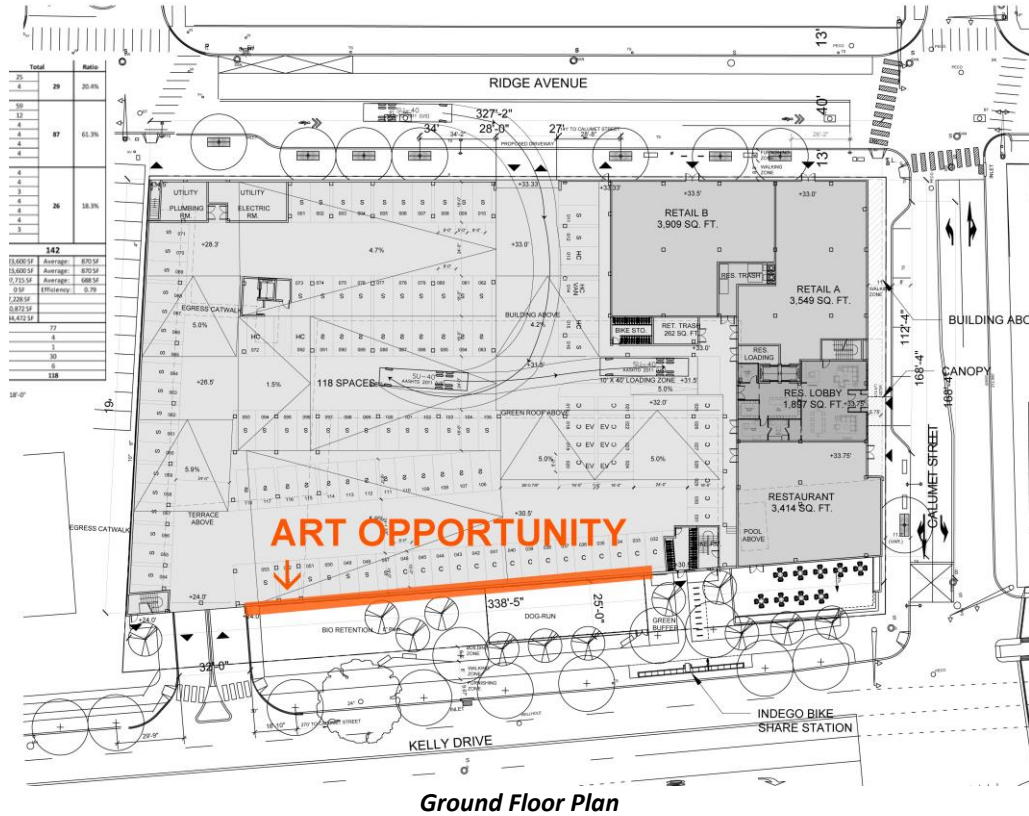
Art Opportunity

The Project must be an original work of art that will be located along Kelly Drive where the entrance to the parking garage is located. The art will be immediately proximate to and visible from the recreation trail. Between the vehicular traffic of Kelly Drive and the bike/pedestrian traffic of the trail, this art opportunity will be highly visible to all who interact with the site. This artwork will be installed on a fence or screen wall along the Kelly Drive façade, designed primarily to enclose the parking. The area of the screen which could be used for art will be approximately 154' long. The height varies as the ground plane drops. The height needs to be confirmed with the architect, but on average it will be approximately 9'-0." As the Project will be highly visible to both vehicular traffic and recreation trail users, this art opportunity has the potential to greatly enhance the experience of the natural amenities surrounding the site.

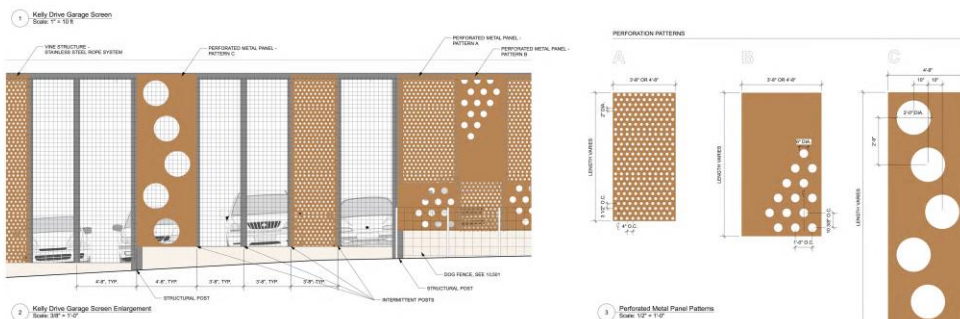
Following are project goals and desires from the development team, which artists should interpret through their preferred artistic medium:

- The development team has expressed a strong desire to commission a work of art that both serves as an extension of the park as well as to be visually connected to the park.
- It is important to the development team that this project represents the values of "community," and "connectivity." This site has been vacant for a long time and it will serve to tie the East Falls neighborhood to the river, add significant new base of residents and businesses, and bring new life to a key and highly visible corner at the gateway to East Falls.

- 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.
- The artist should be prepared to consider ways to engage the public through their art.



Ground Floor Plan



Kelly Drive Façade (Art Project location)

Art Budget

The total budget for the public art project shall not exceed \$290,000 (“Art Budget”). The Art Budget must include all costs related to the art, including but not limited to community engagement, design, fabrication, delivery, insurance, artist fees, travel, presentations, consultants, project management, and if appropriate, funds to address maintenance of the art for up to 10 years. In addition, the Percent for Art Policy requires that five percent (5%) of the Art Budget be committed to public education activities.

Community Engagement and Public Education

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. Works of Art created under PRA’s Percent for 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. In addition, all Percent for Art Projects are required to include five percent (5%) of their Art Budget for public education, with the goal of providing venues for residents to engage with the art and artist(s).

Artist Eligibility

This opportunity is open to all artists regardless of their geographic location. Selected finalists must be available to attend a presentation to the PRA’s Art Committee. Applicants and any member of the Applicant team must be tax compliant with the City of Philadelphia’s Department of Revenue.

RFP Phase

A Review Committee comprised of the PRA’s Art Committee and project stakeholders will select a short-list of finalists for the 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 an honorarium in return for completing and presenting their proposal to the Review Committee. Finalist will be expected to return to Philadelphia in person to present their formal proposal to the Review Committee. The final selection will be at the discretion of PRA and the developer.

Response Submission Requirements

Respondents must submit the following information to PRA in response to this RFQ. See Application Process above for acceptable methods of submitting information. Please note that these materials will not be returned to the artist.

1. A 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.

2. Six (6) images of recent work in JPEG format at a resolution of at least 150 dpi and no larger than 1.5 MB per image. Even if the Applicant team includes more than one individual, please still only submit six (6) images total.
3. A list that describes each of the six (6) images, including the title, date, material, budget and other pertinent information regarding each work.
4. A brief artist statement (not to exceed 500 words) which will be shared with the Review Committee. This statement is the Applicant's opportunity to describe why they are a good fit for this project and how their ideology, creative process, and experience match the public art opportunity.

Evaluation

Responses will be evaluated based on:

- Qualifications, experience, and past works of Applicant.
- Capability to best provide scope of services.
- Alignment of Applicant's response with the specific requirements of the site and Art Project opportunity.

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 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 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.

PHDC, PRA, and CRP/GO Ridge Flats Owner, LLC are 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 to any Applicant or the Program. In no event shall PHDC, the PRA, or CRP/GO Ridge Flats Owner, LLC 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.