

Request for Qualifications

Project: Parsons Avenue Streetscape Public Art Project

Art Budget: \$100,000

Deadline: Extended to June 8, 2014, Midnight, EST

Project Summary

The City of Columbus Public Art Program of the Department of Development (Development), Planning Division seeks to commission a professional visual artist or artist team to join the Parsons Avenue Streetscape Project. The role of the artist/artist team is twofold:

- 1) To join the project design team where the function and design of the project will be developed; and
- 2) To create a site specific artwork or artworks, discrete to, or integrated into, the new Parson's Avenue streetscape. The project will focus on Parson's Avenue from Broad Street to Franklin Avenue.

The City of Columbus requests qualifications from professional visual artists, who live or work in the State of Ohio. An Artist Advisory Panel seated by the Columbus Art Commission (CAC) will select up to three finalists to interview with a secondary Artist Selection Panel that will include the project design team. One artist/artist team finalist and one alternate will be selected and recommended to the CAC for their consideration of the commission.

The total budget available for this project is \$100,000

The submission deadline is EXTENDED TO June 8, 2014, Midnight, EST.

Project Background

The Parsons Avenue Streetscape is a project of the Columbus Department of Public Service. The project area is an approximately 725 feet long section of Parsons Avenue located between Broad Street and Franklin Avenue. It is located outside of the Ohio Department of Transportation's (ODOT) I-70/71 project. Located within the boundaries of the Near East Area Commission (NEAC), this portion of Parsons Avenue is also part of the Olde Towne East Civic Association (OTENA). With the completion of the ODOT project, this stretch of Parsons Avenue will transition from an important vehicular north-south connector to a more neighborhood-oriented, pedestrian friendly street.

Parsons Avenue

Parsons Avenue has long been an important street connecting the south side of Columbus to downtown. It has ebbed and waned over the years as an important commercial corridor, experiencing renewed attention in recent years and an increase in neighborhood-based business. This section of the street has long been an active hub of commercial activity with a succession of restaurants, galleries, small businesses and office uses.

Public Art Intent and Goals

Art and design in the public realm is integral and vital to the life of our city. The goal of the Columbus Public Art Program is to enhance the public realm by fostering the presence of art in public places and buildings that together, enhances our quality of life. The public art goals of the Parson's Avenue Streetscape Project are to:

1. Engage an artist/artist team as a full participant on the project design team to integrate their ideas into the overall project and to create a site specific art installation, whether integrated or discrete;
2. Help create a visually interesting, people-centered street environment that will increase foot traffic and support business activity in the area;
3. Consider the surrounding neighborhoods and diverse community served by the businesses in the project area; and
4. Engage in neighborhood discussions to learn resident and business owner aspirations for the project area.

Interested artist/artist teams must want to conduct their artistic practice in a public environment. This will require a willingness to listen and to explore the memories and views of others, and an ability to share ideas and inspirations, verbally and visually, within and outside of the design team. Successful artist/artist teams will work in partnership with the design team. Likewise, the engineers, landscape architects/architects and other members of the design team will be required to show the same willingness and cooperation.

Budget

The total award for this artist contract is \$100,000, inclusive of design team participation, community discussions, design, fabrication and installation, including permitting fees, travel, shipping expenses, insurance and other project related costs. The artist/artist team awarded the commission will be required to register with the City of Columbus Vendor Services (<http://vendorservices.columbus.gov/e-proc/default.asp>) and establish contract compliance with the Equal Business Opportunity Commission (EBOC.)

Design Fee

The design fee for this commission will be ten percent (10%) of the total art budget or \$10,000. The fee will be paid as follows:

- A total of \$7,500 will be paid during the conceptual through schematic design phase:

- \$750 will be paid upon the execution of the artist contract;
- \$2,250 will be paid upon completion of the Conceptual Design Development Phase;
- \$2,250 will be paid upon completion of the Design Development Phase; and
- \$2,250 will be paid upon the completion of the Final Construction Documents/Plans.
- The final installment of the fee is \$2,500 and will be paid at the start of the Fabrication Phase

Art Fabrication and Installation

Ninety percent (90%) or \$90,000 of the total art budget will be paid in installments during the Art Fabrication and Installation Phase, as executed in the contract Scope of Services section

Artwork Opportunity

The artist/artist team will fully participate on the project design team in order to integrate their ideas into the overall project and to create a site specific – integrated or discrete -- art installation.

Artist Eligibility

The project is open to professional visual artist/artist teams who live or work in the State of Ohio and can show they have successfully completed installations/exhibitions with budgets of at least \$10,000.

Evaluation Criteria

The selection of an artist/artist team shall be based on whose qualifications best meets the requirements set forth in this RFQ and shows a strong interest in creating art as part of a team within a public environment. The Artist Advisory Panel will also consider the following evaluation criteria:

- Has the applicant been commissioned for similar types of projects and/or installations of permanent artworks?
- Does the applicant understand the issues, concepts and challenges of making public art?
- Does the applicant have experience working collaboratively with teams, architects, contractors?
- Does the applicant's past work show artistic excellence and relevance, including: design, craftsmanship, execution and ideas, theories, and concepts?
- Does the applicant express an interest in participating on a capital improvement project design team and creating an artwork in a public setting?
- Has the applicant shown the ability to successfully complete a public art project, for example:

- Is the applicant's past work (including conceptual approach, design, craftsmanship and execution of the artwork) outstanding?
- Has the applicant's past work remain relevant, engaging and interesting over a long period of time?
- Is the applicant's past work well-sited --- relative to scale and materials, and the surrounding environment? Does it have a relationship to the site?
- Does the applicant's past work show a consistent exploration of ideas and concepts that are engaging and evolving? Does the artist have a unique and distinctive vision?
- Does the artists past work consider the space and people in the space?
- Is the applicant a professional, working artist? Has he/she studied fine art, have an exhibition record, and been a recipient of visual art related awards? Has the applicant's work been reviewed, critiqued, and acknowledged by the visual art community?
- Does the applicant have the experience, knowledge, education, and expertise to create a public artwork of the scale and scope of this project?
- Does the applicant have the experience to create a work within the established budget and manage a budget of this size?

Selection Process

- 1) The CAC will seat a seven member Artist Advisory Panel to evaluate the submissions. The Panel shall review qualifications (images of past work, resume, letter of interest and references) and select up to three artist/artist teams as project finalists.
- 2) The Finalists will interview with a secondary Artist Selection Panel that will include the project design team (engineers and landscape architects/architects), designated City of Columbus project staff and two members of the Artist Advisory Panel. The Artist Selection Panel will recommend one artist/artist design team finalist and one alternate to the CAC for the project commission.
- 3) The CAC will review the finalist and alternate artist/artist teams for approval.

Artist Advisory Panel

Members shall represent the following:

- Columbus Art Commissioner
- Near East Area Commission Appointment
- Olde Towne East Neighborhood Association Appointment
- Artist Representative
- Artist/Design Representative
- Business Representative
- Department of Public Service Transportation and Pedestrian Committee Appointment

Panel Advisors (nonvoting)

- Department of Public Service Project Staff
- Columbus Art Commission Staff/Planning Division
- Development Department Project Staff

Submission Requirements

All submissions must be received via an online entry found at GoArts, GCAC's online application system (goarts.gcaconline.com). No hand-delivered or mailed submissions will be reviewed. This Call/RFQ requires the following materials to be submitted via GoArts:

1. A one-page letter of interest addressing selection criteria and highlighting particular qualifications for the position and perceptions about the project.
2. Up to four (4) image files: *One image per project*. Artist teams may submit up to seven (7) image files if images are for individual artist projects. Image specification is included in the application.
3. A brief description of each of the submitted images, including project budget.
4. Current resume, not to exceed four pages, including name, address, phone number, e-mail address and website.
5. References, one-page: List three people with whom you have worked on an art project who can describe your participation. Include name, title, address, e-mail and current daytime telephone for each reference.

Additional Rules and Guidelines

1. The City of Columbus may check references to assist in the evaluation of any submission and live/work status in the State of Ohio to verify eligibility.
2. The City of Columbus and GCAC will not be liable in any way for any costs incurred by any artist in the preparation and submission of the RFQ.
3. All submissions are considered public and subject to review upon request.

Technical Submission Questions *about the online submission process (i.e., image upload, etc.) must be submitted by email only to: Ruby Harper, Greater Columbus Arts Council at rharper@gcac.org with Parsons Avenue Streetscape Project in the subject line.*

All Other RFQ Questions

Lori Baudro, AICP, Project Coordinator
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Schedule

April 9, 2014

Approval Parsons Avenue Streetscape Project RFP by Columbus Art Commission

May 5, 2014

Request for Qualifications released

May 2014

Artist Advisory Panel seated

June 8, 2014

Deadline EXTENDED for RFQ submission

June 2014

Artist Advisory Panel to review submissions and select three finalist artist/artist teams

Artist/artist team Interviews with the Artist Selection Panel, including the design team, to select one finalist and one alternate artist/team

June 26, 2014

Columbus Art Commission review of the selected and alternate artist/artist teams (for approval)

July/August 2014

Artist/Artist Team legislation submitted to Columbus City Council for approval

August/September 2014

Artist/Artist Team enter into contract with the Development Department

September 2014

Artist/Artist Team joins project Design Team

Fall 2014 – Summer 2015

Detailed Design Phase

2016

Construction Phase

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