

REQUEST FOR PROPOSAL

Midtown Parking Deck - Façade Art

Seymour Street Redevelopment Project

Montclair, New Jersey

Deadline for Submission:

JULY 15, 2019

**PMP Art LLC
Art Consulting
174 Montclair Avenue
Montclair, NJ 07042**

**REQUEST FOR PROPOSAL (“RFP”)
FOR THE
MIDTOWN PARKING DECK – FAÇADE ART
MONTCLAIR, NEW JERSEY**

I Overview and Purpose

BSREP II Wellmont Midtown Garage LLC (“Developer”), a joint venture of Brookfield Properties, Ironstate Development, and Pinnacle Companies, will be constructing the Midtown Parking Deck (“Deck”) in Montclair, New Jersey as part of the Seymour Street Redevelopment Project. The Developer seeks a qualified artist with specific and proven expertise and experience to design, fabricate and install art components onto the façade of the Deck.

II Background Information, Project and Budget

Montclair, New Jersey has long been identified as an arts community beginning in the 1880’s with resident George Inness, the renowned Hudson River School painter, and many of his contemporaries. Today, Montclair is home to a significant number of arts organizations – the Montclair Art Museum, Jazz House Kids, Montclair Film, Montclair State University’s Kasser Theatre and George Segal Gallery, Wellmont Theater, to name a few – and an even larger number of residents engaged in all aspects of the creative economy.

The project in question under this RFP is a mixed-use residential and commercial development that has been conceived under the Seymour Street Redevelopment Plan. As described in the Plan itself, “The Township of Montclair’s vision for the Seymour Street Redevelopment Plan is to create a regional arts and entertainment destination that builds on the rejuvenated Wellmont Theater and the existing arts assets in the Montclair community.” In that spirit, the Developer intends to construct 200 apartments, 30,000 square feet of retail area, 10,000 square feet of arts space, and 32,000 square feet of office space. This commercial and residential space will be housed in two new buildings to be constructed along Bloomfield Avenue and Seymour Street on either side of the vibrant Wellmont Theater. A thoughtfully designed public plaza will convert 15,000 square feet of Seymour Street into an outdoor event and gathering space that ties together the residential, commercial, and theater elements envisioned in the redevelopment

plan. The Deck itself, intended to serve visitors to the new development and Montclair at large, will be built nearby on Glenridge Avenue between Bloomfield Avenue and North Willow Street.

The vision for this project is to create a defining public art installation for the Seymour Street Arts District. The façade art contemplated with this RFP will be the capstone of a multi-faceted design that will also incorporate a public sculpture, pavement and wall murals, and a multi-story projection element. Together these art components will build upon the recognition of Montclair as a rich, vibrant and diverse arts community with both an historical past and an exciting present and future.

Please see the attached exhibits for a key map and design imagery.

III Scope of Work and Submission Procedure

This RFP seeks those with creative solutions to enhance the façade of the Deck with a design that will be visually captivating both day and night. A successful design will help convert what would otherwise be an imposing precast concrete structure into an attractive beacon for visitors to the Arts District.

The façade art at the Deck will be panel-mounted to the precast façade of the parking structure. Specific parameters are as follows:

- a) East Elevation (Tower) – Three panels; each 6 feet high by 18 feet, 6 inches wide
- b) North and West Elevations (Middle of Façade) – Continuous band of panels; approximately 4 feet high and 290 feet in total length. Height varies; please see attached architectural elevations
- c) All Areas – Panels should be designed to project minimally from the façade

For additional context, including renderings and architectural elevations, please see the attached sheets.

The complete budget for this project is \$75,000, which includes design, fabrication, delivery, installation, artist fee, travel and other direct costs.

1. Artist shall submit designs for the art components on the façade of the Deck
2. Artist shall work with the architect and Developer to address issues, if any, regarding the final design, materials and specifications.
3. Artist shall fabricate the final, approved designs
4. Artist shall oversee installation of all fabricated art components.
5. Artist shall attend (in person or via teleconference) meetings with the architect, Developer, or the Township of Montclair as necessary or required.

IV Eligibility and Selection Criteria

This public art opportunity is open to established, professional artists living in the United States. Proposals will be evaluated based upon the design, the artist's professional qualifications, proven artistic merit of prior relevant work, experience fabricating and installing permanent artwork suitable for the outdoor environment, and experience working with architects, contractors and municipalities.

V Selection Process

The Art Selection Panel will review all submissions and select three (3) proposals which will be presented to the Township of Montclair's Township Council for selection of the final proposal.

VI Submission Requirements

Artists may apply individually or as a team. Artists must prepare and submit the following :

1. Proposed designs for all art components on the façade of the Deck.
2. Letter of Interest: Maximum 1000 words outlining your interest in this project, experience working on comparable projects and a maximum 500 word statement of your conceptual approach to this project.

3. Professional resume: Maximum two pages to include artist training, professional experience in fabrication, installation and use of selected materials. If submitting as a team, submit a resume for each team member.
4. Images: Maximum of ten (10) images of prior outdoor public art projects. Please include title, date of completion/installation, media, dimensions, location, final cost and brief description of work.
5. Professional References: List of three (3) prior permanent public art project references with contact information (name, title, organization, mailing address, phone number, email address), name and location of the artwork and a brief description of the relationship.

SUBMIT PROPOSALS TO:

PUBLICARTIST.ORG

DEADLINE: JULY 15, 2019

For questions regarding submission on publicartist.org, please contact them directly at 210-701-0775.

If you have any questions or need addition information, please contact Phoebe Pollinger, PMP Art LLC, at 973-420-1717 (text preferred) or email info@pmpart.com.