
ARTS HUNTSVILLE

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REQUEST FOR
QUALIFICATIONS

**CITYCENTRE
PUBLIC ART PROJECT**



Issued: January 11, 2019

RCP Companies, The Community Foundation of Greater Huntsville, Redstone Federal Credit Union, the City of Huntsville and Arts Huntsville are seeking Statements of Qualifications from artists interested in creating artwork to be sited in Huntsville’s Big Spring Park, adjacent CityCentre at Big Spring development, and a new pocket park in the City’s downtown arts and entertainment district. The CityCentre Public Art Project has a total budget and artist award of \$530,000 to include design, fabrication and installation of the work. **Qualifications are due February 15,**



PROJECT DESCRIPTION

The CityCentre Public Art Project is a collaboration between the developer, RCP Companies, The Community Foundation of Greater Huntsville, Redstone Federal Credit Union, the City of Huntsville and Arts Huntsville. Arts Huntsville is managing the project and the artwork will be owned by the City of Huntsville.

Three sites have been identified for the artworks: a renovated plaza area in the City’s iconic Big Spring Park and a plaza area in the interior of RCP Companies’ new CityCentre mixed-use development, and a pocket park adjacent to Redstone Federal Credit Union’s new branch located along Downtown Huntsville’s developing greenway system. The park plaza is approximately 30’ by 60’. The CityCentre plaza is a triangular area approximately 60’ by 60’. The triangular pocket park is approximately .10 acre with an opportunity to site the artwork in the southern portion of the space adjacent to the intersection of Pelham Avenue and Joseph E. Lowery Boulevard. (Preliminary plans for Pelham Park are currently in development and will be available for review and discussion during April 2019 artist site visit in Huntsville.)

The artworks can be sited anywhere within each of the available sites so long as it does not interfere with pedestrian or vehicular traffic (see attached site plan for the general zones acceptable for installation).

SERVE AS A VISUAL LINK **CREATE COLLABORATIVE SPACES** **HAVE A STRONG VISUAL PRESENCE** **EXHIBIT AN INNOVATIVE, MEMORABLE AESTHETIC** **CELEBRATE OUR COMMUNITY'S CORE VALUES** **SERVE AS A CELEBRATION OF COMMUNITY GIVING AND PHILANTHROPY**

The selected artist or artistic team may engage a landscape architect to coordinate the siting of the work, and to ensure that the surrounding landscape and hardscape are in visual harmony with the work.

With this public art installation, it is the goal of RCP Properties, The Community Foundation of Greater Huntsville, Redstone Federal Credit Union, the City of Huntsville and Arts Huntsville to achieve the following:

- **SERVE AS A VISUAL LINK** between Big Spring Park, the CityCentre development, and the pocket park adjacent to Redstone Federal Credit Union and the City of Huntsville's developing downtown greenway system, encouraging pedestrians to readily travel between all sites and circulate through downtown Huntsville's central business district.
- **CREATE COLLABORATIVE SPACES** at the sites that provide social moments to be enjoyed by people meeting, gathering, dining and just passing through.
- **HAVE A STRONG VISUAL PRESENCE** both day and night, engaging pedestrians as well as being visible by passing vehicles.
- **EXHIBIT AN INNOVATIVE, MEMORABLE AESTHETIC** representative of Huntsville that will draw residents and visitors to the site.
- **CELEBRATE OUR COMMUNITY'S CORE VALUES** and philanthropy embodied through The Community Foundation of Greater Huntsville.
- **SERVE AS A CELEBRATION OF COMMUNITY GIVING AND PHILANTHROPY** in Big Spring Park and provide a vehicle for the Community Foundation to recognize major donors today and in future years.



BIG SPRING PARK - HUNTSVILLE, AL

PHOTOGRAPH COURTESY JEFF WHITE

PROJECT BACKGROUND

ABOUT BIG SPRING PARK

Huntsville's big spring lured settlers to North Alabama over 200 years ago, and since that time the community has celebrated the green space around its natural water source. The city grew up around the big spring and preserved the park space for its citizens and visitors in the heart of its downtown.

A canal flows from the original big spring on the east side of the park to the lagoon in the main park, and continues through to additional fountains on the west side that end in Huntsville's Pinhook Creek. The park underwent a major renovation in 2016-17, which created new walkways around the lagoon and more open space, but retained the park's natural elegance.

Throughout the year, Big Spring Park plays host to numerous events, including the Panoply Arts Festival, Concerts in the Park, Skating in the Park, the Tinsel Trail, Paddle the Canal and more. Children love the friendly ducks, geese and koi that call the big spring home. As residents and visitors visit Big Spring International Park, they also enjoy its famous red bridge and cherry trees from Japan that were gifts to the city.

THIS PROJECT IS A PARTNERSHIP OF FOUR CIVIC LEADERS SITUATED IN HUNTSVILLE'S DOWNTOWN CORE:



ABOUT CITYCENTRE

RCP Companies' CityCentre at Big Spring represents an exciting opportunity to improve the urban landscape of Huntsville's central business district by delivering a mixed-use, urban "experience center." RCP is developing a unique destination to strengthen Huntsville's urban core and complement the growing number of primary downtown amenities, such as Big Spring Park, Von Braun Center, Huntsville Museum of Art and other nearby attractions. The site is at the epicenter of downtown Huntsville and positioned to make important connections that will improve pedestrian movement and enhance already vibrant local activity. Within CityCentre, RCP is committed to showcasing public art that is comfortable, unique and unites people.

The development programming includes two phases totaling approximately \$100 million. Phase I includes a boutique hotel (100 keys), 31,000 sf of retail space, 53,000 sf of loft and office space, and 200 apartment units totaling an investment of approximately \$70 million. Phase II includes an urban hotel and 50,000+ sf of mixed commercial/office loft product totaling an approximately \$30 million investment. A portion of CityCentre's site will consist of public space.

Williams Avenue (directly in front) of CityCentre will be narrowed to engage Big Spring Park and increase open space so that events, such as outdoor festivals, concerts and other family activities, are directly connected to the development and pedestrian mobility is generally improved in this part of the central business district. The tenant mix will be targeted to provide round-the-clock activity and services to the neighborhood and outstanding design elements such as generous outdoor spaces and rooftop terraces overlooking the Park.



ABOUT THE COMMUNITY FOUNDATION OF GREATER HUNTSVILLE

The Community Foundation of Greater Huntsville improves the quality of life in our community through philanthropy.

Shortly after the start of the new century, a small group of community leaders saw a need in the Huntsville/Madison County region – a need for stable, permanent, financial support that would promote charitable giving and increase the capacity of local nonprofits to meet the growing region’s critical community needs. An advisory board was formed to explore the idea further and to attract the necessary funding to turn the Community Foundation from concept to reality. Local benefactors stepped forward to provide a generous donation to launch this new Community Foundation, which was incorporated in October of 2008 and received its tax-exempt status from the Internal Revenue Service on September 3, 2009.

Now, nine years later, the Community Foundation has already raised over \$28,000,000 of charitable assets and has distributed, on behalf of its donors, over \$13,000,000 in grant funding to nonprofit organizations. Although its donors can donate to any 501(c)(3) organization in the United States, many have chosen to invest their grant dollars locally, with over 70% of all grants remaining in the Greater Huntsville region to meet community needs.

The Community Foundation’s core values include a love of community and the Huntsville metro region, a commitment to generosity and “giving back,” compassion, inclusiveness, innovation, stability and permanence. The Foundation’s areas of interest and impact include basic needs, health and wellness, education, lifestyle, neighborhoods and community, economy and the environment. Our Vision is to be a catalyst for making our great community even better.



ABOUT REDSTONE FEDERAL CREDIT UNION

Redstone Federal Credit Union® is a not-for profit financial cooperative founded in 1951 when 11 original members each placed \$5 into a shoe box. The founding members from Huntsville’s Redstone Arsenal envisioned a different type of financial institution—one that transforms lives and strengthens communities. More than 65 years later, their vision serves as the foundation for the Credit Union today. With over 400,000 members all over the world and more than \$5 billion in assets, Redstone is now one of the 25 largest federal credit unions in the country. While Redstone Federal has grown considerably over the years, the Credit Union’s unwavering commitment to its members has allowed it to stay grounded in what matters most. Today, a \$5 deposit is still all that’s required to join Redstone.

Redstone Federal Credit Union is one of the largest sponsors of civic, educational, and charitable non-profit organizations in the Tennessee Valley. Each year, Redstone supports more than 280 organizations in seven counties. The Credit Union’s pledge to give back takes many different forms, from sponsoring a Relay for Life team to building a playground for local children with special needs.

Redstone employees are passionate about making a difference in the cities and towns they serve. On their days off, they choose to volunteer with dozens of organizations that enrich their communities. In 2015, Redstone employees volunteered more than 3,000 hours of their time to charitable causes. They also donated \$172,000 to support the United Way of Madison County. The dedication of Redstone employees is a testament to the Credit Union’s collective belief in the importance of connecting with its communities.

ABOUT THE CITY OF HUNTSVILLE

Since its founding by John Hunt beside a big spring in 1805, Huntsville has grown across nearby hills and along the Tennessee River. Through the decades, the community added textile mills and later munitions factories to become a major city that included NASA's Marshall Space Flight Center and the United States Army Aviation and Missile Command nearby at the Redstone Arsenal.



Today, Huntsville, Alabama is one of the most recognized cities in the Southeast. In 2018, Huntsville was selected by Toyota-Mazda as the site for its new, joint \$1.6 billion manufacturing facility, and Facebook is creating a new \$750 million data center in this North Alabama tech center. Additional technology, space, and defense industries also have a major presence here with the Army's Redstone Arsenal, NASA's Marshall Space Flight Center, and Cummings Research Park. Home to additional Fortune 500 companies, Huntsville offers a broad base of manufacturing, retail and service industries.

Huntsville's quality of life is second to none – with a variety of educational, recreational, and cultural opportunities. Support of local arts and culture (including implementation of Huntsville's Public Art Master Plan) is one of six core principles in the City of Huntsville's comprehensive master plan, The Big Picture. The community successfully combines the rich heritage of Southern hospitality with innovative high-tech ventures and cultural diversity. As a result, in 2018 US News & World Report named Huntsville the #7 Best Place to Live in the Country, and Livability.com ranks Huntsville #1 in 2018 as the best place in the nation to pursue a STEM career due to the community's "rich space race history, amazing job opportunities and a quirky, creative culture."

ABOUT ARTS HUNTSVILLE

Arts Huntsville stimulates and supports community creativity and engagement by advancing the arts, entertainment and culture to enrich quality of life, education and economic development in the greater Huntsville metropolitan region. Arts Huntsville's programs and services directly impact area residents and visitors, and both children and adults benefit from the organization's four core programs:



- Arts Community Support & Promotions
- Arts Education
- Public Art
- Community Events, including the Panoply Arts Festival, Concerts in the Park, and Monte Sano Art Festival.

Today, Arts Huntsville supports and promotes more than 220 member arts organizations, arts and entertainment businesses, cultural organizations and individual artists located throughout the Huntsville metro area. Its vision is to position Huntsville as the premier mid-sized city for the arts, entertainment and culture in the Southeastern United States.

WHO MAY APPLY

Professional artists (or artistic teams) working in any and all media, both those who reside in the Greater Huntsville metropolitan area and those who live and work elsewhere, are encouraged to submit proposals.

SUBMITTAL OF QUALIFICATIONS

All applications for this project are being accepted through CaFÉ™ (www.callforentry.org). No hard copy submissions will be accepted. The applicant will be asked to submit twelve (12) digital images of art (see below for more information), a brief statement of interest, resume and references. There is no application fee to apply or to use the CaFÉ™ online application system. Applications must be submitted through CaFÉ™ to be considered.

Submittals via CaFÉ™ must contain the following information:

- **Statement of Interest:** In 350 words or less (2500 character maximum), briefly describe your interest in the CityCentre opportunity and how this project relates to your past work. Address your ability to meet the anticipated timeline and how you approach site-specific artwork. If applying as an artistic team, your statement should reflect the team's work as a whole and interest in the project.
- **Resume:** Include a current resume/CV via CaFÉ™ that outlines your professional accomplishments as an artist. In the case of applicants applying as a team, please submit a single resume with 1 page per team member.
- **Work Samples:** Applicants must submit 12 total work samples to be eligible for consideration. Artists whose work primarily includes time-based media may submit up to 6 of the 12 samples as audio or video files, with a run time of 2 minutes per submission.
 - › **Digital Images:** Applicants may submit up to 12 digital work samples of previously completed artworks (which would include all of their total available work samples for submission) through the CaFÉ™ system.
 - › **Audio/Video:** Applicants may submit up to 6 of their 12 required work samples as audio or video files through the CaFÉ™ system and include links to the work uploaded online, such as through YouTube or Vimeo.
- **References:** A list of at least three professional references that have a solid knowledge of your work and working methods, including addresses, email and telephone, must be submitted via CaFÉ™.
- **Optional Support Materials:** Applicants may include up to three selections of support materials such as reviews, news articles and other related information via the CaFÉ™ system.

Instruction on how to format image to CaFÉ™ specifications can be found at www.callforentry.org/imaging_tips.phtml. Assistance in using the CaFÉ™ system is available during regular business hours by calling (303) 629-1166 or (888) 562-7232, or via e-mail at cafe@westaf.org.

RFQ DEADLINE: FEBRUARY 15

ANTICIPATED TIMELINE

January 11, 2019: RFQ Release Date

February 15, 2019: Deadlines for receipt of submittal via CaFÉ™ system.

February 27, 2019: Committee reviews qualifications. Finalists selected.

April 3-5, 2019: Finalist site visit. Finalists begin work on concept proposals.

June 6, 2019: Finalists present concept proposals to Committee.

Mid-June 2019: Artist award.

Late June 2019: Finalize contract with selected artist.

July 2019 – July 2020: Fabrication.

August 2020: Installation.

BUDGET

The artist award is \$530,000, and includes all costs associated with the public art project including, but not limited to, artist design fee, structural and electrical engineering, landscape design, insurance, materials, fabrication, transportation, installation, building or site modifications, travel to and from the site, per diem expenses, project documentation, contingency, and any other costs related to the project. Any expenses that exceeds the contracted amount will be the artist's responsibility.

Selected semi-finalists will be invited to propose artwork based on the project criteria. Up to four semi-finalist artists or artistic teams will receive \$3,000 as an honorarium to create and present a design proposal. Out-of-town artists (or a member of the artistic team) will be reimbursed for travel to attend both the site visit and proposal presentation in Huntsville, and lodging will be provided.

SCOPE OF SERVICES

The anticipated services to be performed shall consist of, but not necessarily be limited to, the following:

- Developing and securing approval for a concept for the project.
- Developing final design and construction documents stemming from the originally approved concept proposal. These documents may include stamped drawings, a detailed narrative description of the artwork, a description of materials and fabrication techniques, a comprehensive budget, and a project and funding schedule. These materials will be reviewed and approved by Arts Huntsville staff, relevant City Departments and the architectural team before the artist may proceed with fabrication.
- Performing all services and furnishing all of the supplies, materials, and/or equipment necessary for the fabrication and installation of the approved design. This performance must be in accordance with the mutually agreed-upon project schedule.
- Arranging for the transportation and installation of the artwork in consultation with Arts Huntsville, the City of Huntsville and the contractor/construction manager for CityCentre.
- Working cooperatively and maintaining effective communication with all parties involved in the project.
- Attending all necessary design, construction, and installation coordination meetings.
- Attending events, as requested, to celebrate, educate and inform the public about the project.
- Delivering a fully documented maintenance manual for the artwork upon completion of the project.

SELECTION CRITERIA

The artist/artistic team for the CityCentre commission will be selected through an open call process. A selection panel with representatives from the project partners will review the applications, consider the sites for the artwork and the project goals, and shortlist up to four semi-finalists to attend site visits in Huntsville. The panel will reconvene to review the semi-finalists proposals and award the commission. Semi-finalists and the project finalist will be selected by demonstrating the following:

- Artistic excellence, originality and ability to project a consistent body of work, as evidenced by representation of past work in images and other supporting materials
- Appropriateness of artist's/team's approach and style to the project's creative placemaking goals and sites for the artwork
- Technical feasibility of the proposed project
- Timelessness of the artwork, including its durability, maintenance requirements, permanence of materials, safety, accessibility and protection against vandalism
- Experience of the artist/artistic team on major projects with diverse stakeholders and design and engineering professionals and consultants
- Availability of the artist/artistic team to work within project time frame
- Ability of artist/artistic team to effectively communicate and collaborate with design professionals, engineers, community leaders and city officials

The panel reserves the right to make no selection from the submitted application or semi-finalists' proposals. Arts Huntsville, together with the project partners, has the right to issue additional solicitations for Qualifications and reserves the right to withdraw this call at any time.

NONDISCRIMINATION

Arts Huntsville and its project partners do not discriminate against any qualified individual on the basis of race, religion, color, creed, national origin, marital status, sexual orientation, gender identity or expression, genetic bias, disability, citizenship, veteran status, or other category protected by applicable state or federal law.

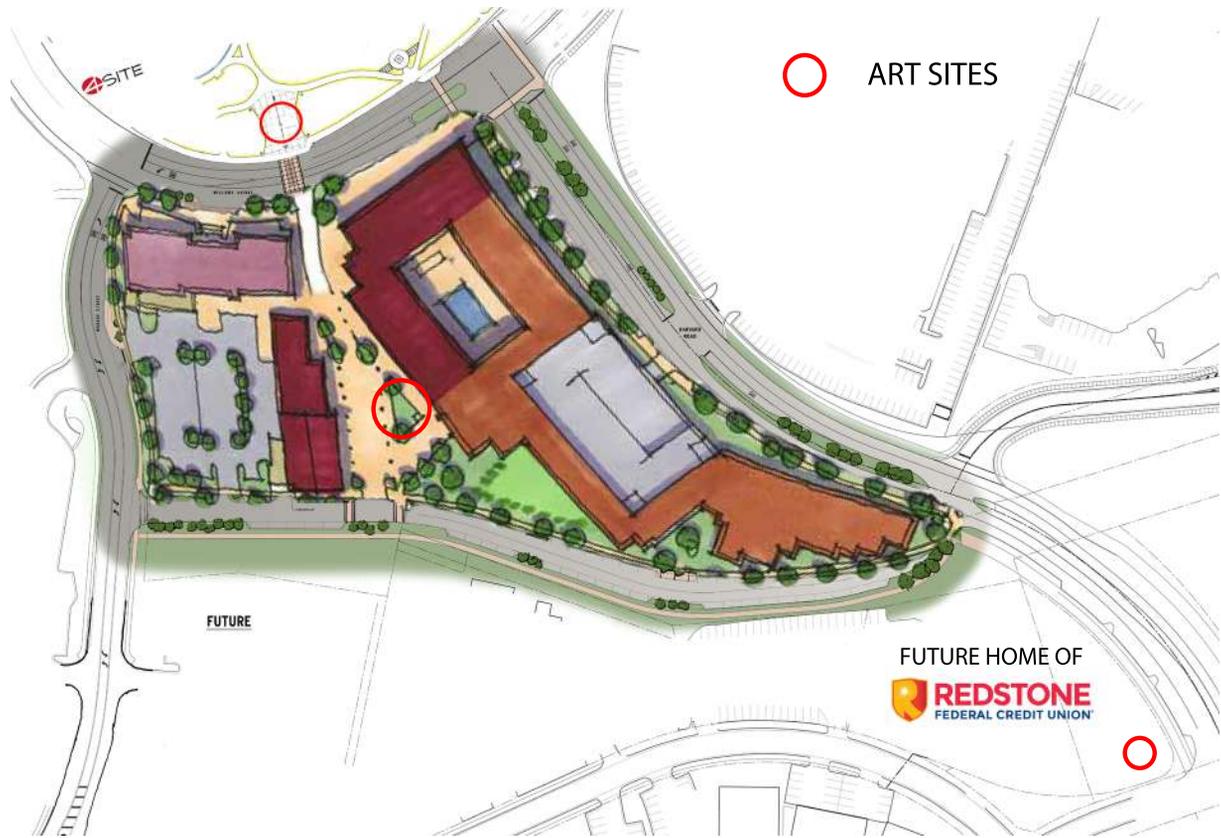
QUESTIONS

Questions must be received by **February 4, 2019**. All questions and/or requests for additional information shall be directed to: Alex Abel-Boozer by email at alexander@artshuntsville.org (please reference project name "CityCentre Project" in the Subject Line).

ATTACHMENTS

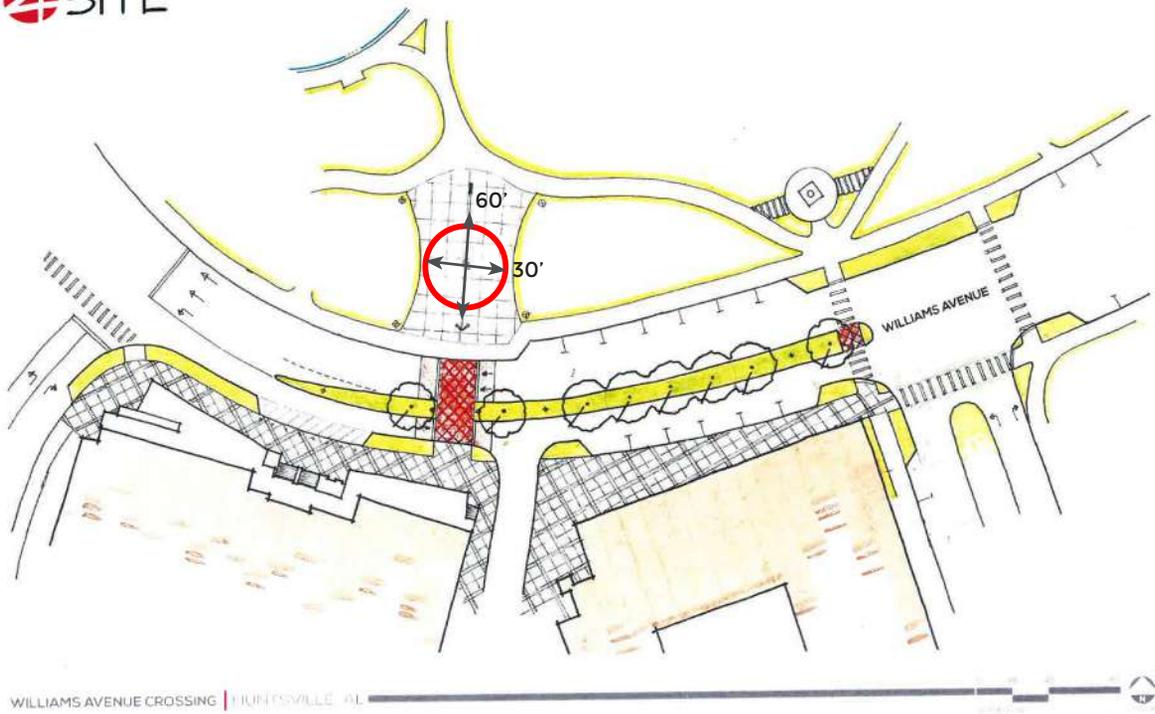
- A. CityCentre Public Art Project Sites Map
- B. Big Spring Park Art Site Detail
- C. CityCentre Development Art Site Detail
- D. Redstone Federal Credit Union Renderings - adjacent to future Pelham Park art site (in development)

ATTACHMENT A.



CityCentre Public Art Project Sites Map

ATTACHMENT B.

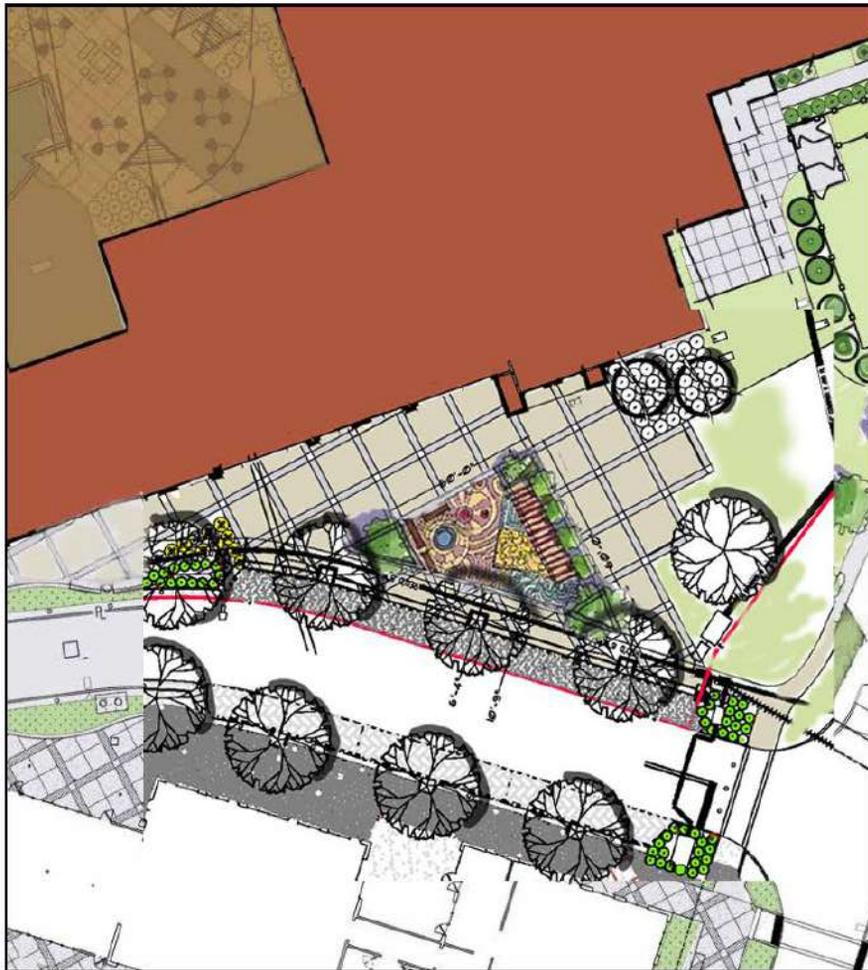


WILLIAMS AVENUE CROSSING | HUNTSVILLE, AL

BIG SPRING PARK ART SITE DETAIL

ATTACHMENT C.

URBAN DESIGN ASSOCIATES



Illustrative Site plan for Art Space site design within City Centre

ART SPACE

ATTACHMENT D.



REDSTONE FEDERAL CREDIT UNION RENDERING



REDSTONE FEDERAL CREDIT UNION RENDERING (NIGHT)