



Request for Proposal: Asphalt Art Project 2021

Friendship Community Group

Project Summary

Friendship Community Group (FCG) is seeking an artist or artist collective to paint street art at the intersection of Roup, Fairmount and Harriet beside Baum Grove in the Friendship neighborhood of Pittsburgh. The artist will engage the community on design elements and organize volunteers to paint the street. The project is a traffic calming project with goals of improving the intersection safety for both pedestrians and vehicles.

RFP applications are due April 12, 2021, the project will be designed in May and June with installation in July and August. The budget is \$15,000 for the artist. Paint and supplies will be provided by the FCG; subject to agreement with the artist. All artists and artist collectives with experience in murals or similar projects are invited to apply; preference will be given to applicants from the following Pittsburgh neighborhoods: Friendship, Garfield, East Liberty and Bloomfield.

The project is supported by Bloomberg Philanthropies' Asphalt Art Initiative and the City of Pittsburgh Department of Mobility and Infrastructure (DOMI).

Project Description

This Request for Proposal (RFP) is issued by the Friendship Community Group (FCG) and is seeking proposals by an artist or artist collective to paint curb extensions and two pedestrian plazas at the intersection of Roup Avenue, Fairmount Street and Harriet Street (the Intersection) in the Friendship neighborhood of the City of Pittsburgh, PA (the Project). These areas are shown on the attached site plan, and labeled as Plaza A (3,095 sq. ft) and B (2,150 sq. ft) and curb extensions D (257 sq. ft), and C (304 sq. ft).

The Project attempts to radically improve the safety and beauty of the Intersection, and will geometrically alter the Intersection through the creative use of asphalt art, bollards and concrete planters. The new configuration of this Intersection will allow for four (4) canvases for artists to display their creativity through the painting of asphalt. The four canvases will be supplemented by new traffic control devices including, crosswalks, concrete or other planters, new stop signs.

The City will install crosswalks, stop signs, and concrete planters, bollards or other traffic delineators. The concrete planters, bollards, flex posts, or other delineators may

be considered part of the artistic canvas. The size, shape, and placement of these will be determined by the DOMI design.

The artist will work in cooperation with FCG, the City of Pittsburgh's Department of Mobility and Infrastructure (DOMI), the City Art Commission and other City entities as needed.

FCG will host two community meetings. At the first, the selected artist will engage the community to develop an artistic design that reflects the community goals. A follow up meeting, termed a Development Activities Meeting per City regulations, will allow the artist to present the final design before it goes to the City Art Commission.

The project must be approved by the Art Commission. The artist or artist collective will present to the Art Commission and make iterations if necessary. There will likely be additional meetings with the City to ensure project compliance with all applicable regulations and develop an installation plan.

The final installation will be done in one or two days at the most. The installation will be a community event. We anticipate up to 30 volunteer neighbors to help paint on the installation day or days.

Project Goals

This project seeks to improve our public space, calm traffic and add public art to a community gathering center. Therefore the goals are multifaceted. Using the large asphalt intersection, the project will enable vehicles to pass through safely and slowly but also create gathering spaces and safe access through the intersection for pedestrians of all abilities and ages.

The art should reflect the neighborhood and the community identity. Neighbors have identified the following words to describe the community: Friendship, Unity, Hope, Nature, and Harmony. We seek to create a sense of ownership in the project through the artistic design, the design process, community engagement meetings, and assisting with the installation.

The adjacent Baum Grove parklet is community owned and a popular gathering space. The project will expand the parklet into the intersection by making use of the pedestrian plazas. It will expand the sense of place at the Baum Grove Parklet.

Intersection safety for all modes of travel is an important component of this project. Specifically the project's success will be measured by: slowing vehicles, increasing

traffic law compliance (stopping at stop signs), and improving the perception of safety for pedestrians.

The art design will combine with new traffic patterns, bollards, and intersection paint to achieve our goals of community building and street safety.

Installing this artwork will be in conjunction with a community building event with neighborhood volunteers assisting in the event.

Site Description and History

The project site will become an extension of Baum Grove parklet. Baum Grove is a community park owned by the Friendship Community Group. The parklet is popular with both active and passive uses. With free wifi, people often visit or rest at the tables and walk their dog. It is the site for numerous community gatherings including the annual Folk and Flower Festival. The park and five-way intersection is a major entrance to the neighborhood, popular with pedestrians, vehicles, bicycles and people of all ages and abilities. The asphalt art areas will expand the park into the intersection.

The Friendship Community Group is the neighborhood community association representing the residents of the Friendship neighborhood of the City of Pittsburgh, PA and works to ensure quality of life for all residents in Friendship, our home. FCG's mission is supported by our goals:

- Strengthen the connective tissue of Friendship by encouraging neighbors' engagement with each other and with the neighborhood as a whole;
- Enhance the natural beauty, safety, and public health of Friendship;
- Preserve Friendship's architectural heritage and the aesthetic integrity of residential properties;
- Support a progressive and engaged approach to promoting a thriving multicultural business and arts community along Friendship's borders.

History of Baum Grove

What is now Baum Grove was part of the original Baum farm, centered on the Baum farmhouse on the present-day 300 block of Roup Avenue between Harriet Street and Friendship Avenue. Around 1900, an impressive colonial revival style house was constructed across Harriet Street from the historic Baum homestead, on the triangle-shaped property that is now Baum Grove.

In 1988, Baum Boulevard Dodge purchased the home and land at 400 Roup intending to use it for an employee and customer parking lot. The house was razed, alarming near neighbors, and some folks not so near, about commercial encroachment into the

neighborhood. Concerned community members banded together to form Friendship Preservation Group; they protested the demolition of the house and advocated for retaining the site's residential zoning. While neighbors could not prevent demolition of the house, they prevailed in keeping the residential zoning. Eventually, unable to use the property as it had anticipated, the auto dealership transferred ownership to Friendship Development Associates, FPG's sister organization created to develop affordable, high-quality residential and commercial spaces in the area.

For the first few years of community ownership, the property was referred to as the "green space at 400 Roup." When it was pointed out that "Baum Grove" was the historic name of the larger area, that name was promptly adopted. The site continues to be owned and cared for by community volunteers.

Since receiving the Asphalt Art grant award, the community has engaged in work to prepare the asphalt art's canvas. A series of community meetings in the fall set the requirements to redesign the intersection. The approved design by the City reflects the community goals. Community engagement is essential for the project's success.

Bloomberg Philanthropies' Asphalt Art Initiative www.Asphaltart.org

The Asphalt Art Initiative grant program is designed to fund visual art interventions on roadways, pedestrian spaces, and public infrastructure in U.S. cities with the goal of improving street and pedestrian safety, revitalizing and activating underutilized public space, and promoting collaboration and civic engagement in local communities. The Asphalt Art Guide <https://asphaltart.bloomberg.org/guide> is available for reference.

Project Budget

The artist(s) will receive a lump sum total for the Project. The fee includes: artist fee, project management, installation, insurance, time and travel for all community and city government meetings, and other materials necessary for the artist design and installation, such as stencils, routing, and grids. Other day-of installation materials including primer, paint, brushes, tape, etc. will be paid for and provided by Friendship Community Group.

Compensation will be issued in two payments: the first after the design is approved and legal agreements with the artists are fully executed and the second payment when installation is complete.

The FCG is working to provide additional guidance on paint selection and other City requirements. Prospective applicants may inquire about the status of these negotiations and other guidance. The project fee does not include standard city intersection pavement markings (sidewalk lines, stop lines), bollards, planters.

Artist Eligibility

Any artist or team of artists interested in creating two-dimensional asphalt art, to be completed by summer 2021, may submit a proposal. Artist(s) may submit a proposal for one or all of the areas identified for the art.

Applicants must have experience with community engagement, large scale murals or similar projects. Preference will be given to artists who reside or have a studio space located in the neighborhoods of Friendship, Garfield, Bloomfield or East Liberty in the City of Pittsburgh.

Concepts are open to the choice of the artist. Imagery may be abstract or representational. Painterly techniques, digital art, photography, or other means of representation are equally welcome in the renderings and will be evaluated on their own merit. The site is in a residential neighborhood adjacent to a commercial corridor, and any concepts should be appropriate for all ages and may not contain any adult imagery or profanity and must be politically neutral.

The Friendship Community Group does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for our members, volunteers, facility users, subcontractors, and vendors.

Selection Process

A selection committee (Selection Committee) made up of Baum Grove Safety committee members and near neighbors will select a dedicated and qualified artist, or artist collective that demonstrates artistic excellence, effective community engagement and proven ability to complete a large project on time.

Applicants will be selected based on their ability to meet our stated goals and eligibility criteria. The selected artist or artist collective will meet with project leaders from FCG and the City and make sure we can complete the project during the Spring and Summer 2021.

Timeframe

Applications due	April 12, 2021
Artist Selected	April 20, 2021
Community Meetings	May and June, 2021
Art Commission	June, 2021
Installation	July or August 2021

Artist Application

Applications should include the following items:

- Letter of Interest - including how you will approach the project and relevant experience, not more than 2 pages
- Resume(s)
- Relevant projects - share images, reviews, dimensions, costs, materials and location of at least 4 relevant projects
- References - at least 3
- Application agreement signed - see attachment
- Draft design sketch - optional

Submit completed applications to:

BaumGroveSafety@Friendship-pgh.org

Or

408 South Pacific Avenue Pittsburgh, PA 15224.

We prefer digital applications, but will accept printed applications.

Applications are due April 12, 2021.

Applicants are invited to ask questions before submitting an application. Please contact Sara DeLucia or Jennifer Haven at BaumGroveSafety@Friendship-pgh.org.

Policies and Rights

The artist, FCG and City will adhere to all current best practices related to COVID-19. FCG will follow all local, state and federal guidelines. At present the Community meetings are only via zoom. We hope this will change over the summer but will adapt the project plans as needed to keep all parties safe.

The Artist will retain the ownership of design ideas submitted with this application until a selection has been made and a memorandum of understanding is signed between the artist, FCG, and the City. At the time a contract is awarded, the ownership of the design and the artwork produced, in this case the public art project, will become the property of FCG. Upon completion of the project, the FCG will donate the art to the City of Pittsburgh. Financial compensation and insurance for completion of the mural will be made in accordance with the agreed upon contract between the artist and FCG.

The FCG shall have rights to refresh the art as necessary due to weather, erosion, or other forces, without the permission of the artist. The FCG shall have rights to the design for use in media or merchandise to promote the FCG, community events, or related content.

Design Guidelines

The following design guidelines must be taken into consideration to comply with traffic and safety regulations:

- The artistic elements must be installed within the space/square footage area of the bump outs designated in the attached Site Plan.
- A 6-inch border of untreated street surface shall remain without artistic elements.
- White, yellow, or red should not be used in a way that could be confused with other standard traffic control devices or pavement markings.
- Artwork in the bumpout should not contain octagons, triangles, or other shapes that may be confused with standard traffic control devices.
- Artwork shall not contain logos, text, or advertising.
- The application material and method shall provide a non-slip surface for pedestrians.
- The material for the artistic design shall be non-reflective.
- All material specifications and designs will be approved by DOMI prior to installation. The materials used must comply with DOMI traffic and safety standards.
- The proposal design must have Art Commission approval prior to installation.

This type of implementation generally has a life span of 3 years, depending on material used, location, and street traffic.

The selected artist/ artist collective will carry insurance during the entire project. Insurance requirements are detailed in the appendix.

Cleanup at project completion is the responsibility of the artist including disposal of all materials.

Attachments

- Intersection traffic plan
- Site plan with painting area labels
- Application Agreement
- Insurance Requirements

Application Agreement

Applicant(s):
Phone:
Email:
Address:
Studio Address (if different):
Social Media handles:

As an applicant for the opportunity to complete this public art project for Friendship Community Group, I certify that all works submitted by me and represented as my work are the product of my creation and no other. I further certify that all statements made in this application are true to the best of my knowledge.

I understand that Friendship Community Group may make duplicates of my images and application materials for the purpose of the consideration of my application, and the promotional materials concerning the project.

I understand that any liability for loss or damage to my application or images is not the responsibility of Friendship Community Group or the application selection committee.

Signature

Date

Insurance Requirements

- a. At all times during the Term of this Agreement, Artist agrees to carry, at its own expense, at least the following types and amounts of insurance coverage:

Commercial General Liability

\$1,000,000	Each Occurrence
\$2,000,000	General Aggregate
\$1,000,000	Products and Completed Operations
\$1,000,000	Personal and Advertising Injury
\$ 100,000	Fire Damage (any one fire)
\$ 10,000	Medical Expense (any one person)

Automobile Liability

\$1,000,000 Combined Single Limit for Bodily Injury and Property Damage per Accident. Coverage to include hired car and non-owned automobiles.

or

Personal auto liability as per Pennsylvania law if Artist is sole proprietor.

Workers' Compensation (not required if Artist is sole proprietor)

Statutory

Employer's Liability (not required if Artist is sole proprietor)

\$1,000,000	Each Accident
\$1,000,000	Disease – Policy Limit
\$1,000,000	Disease – Each Employee

- b. All insurance policies required under this Agreement shall (i) be issued by insurance companies reasonably acceptable to FCG, (ii) provide that such insurance be primary insurance and any similar insurance in the name of and/or for the benefit of FCG shall be excess and non-contributory, and (iii) name "Friendship Community Group and its officers and agents and the City of Pittsburgh" as additional insureds to the extent permitted by law.

- c. Prior to the commencement of Services, Artist shall provide FCG with copies of the certificates of insurance and policy endorsements for all insurance coverage required hereunder. Satisfaction of these insurance requirements shall not be construed in any manner as waiving, restricting or limiting the liability of either party for any obligations imposed under this Agreement (including but not limited to, any provisions requiring a party hereto to indemnify, defend and hold the other harmless under this Agreement).