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# PUBLIC ART OPPORTUNITY

Request for Qualifications No. 590-13  
Arlington County, Virginia

Western Gateway Public Art Project  
Columbia Pike and South Jefferson Street



### **REQUEST FOR QUALIFICATION NO. 590-13**

QUALIFICATIONS CAN BE SUBMITTED AT [WWW.ARLINGTON.SLIDEROOM.COM](http://WWW.ARLINGTON.SLIDEROOM.COM) UNTIL 5:00 P.M. EST ON THE 30<sup>TH</sup> DAY OF JANUARY, 2013 FOR:

#### **PUBLIC ART OPPORTUNITY FOR WESTERN GATEWAY PUBLIC ART PROJECT – COLUMBIA PIKE AND SOUTH JEFFERSON STREET**

##### **GENERAL INFORMATION**

Arlington County, Virginia is accepting qualifications from artists or artist teams interested in a public art opportunity at the County's western border near Columbia Pike and S. Jefferson Street. The selected artist/team will design, fabricate, and install a work of art or design enhancement that can be enjoyed by people using all modes of transportation and that has the potential to become a landmark or identifier for Columbia Pike. While designing the artwork/design enhancement, the selected artist must take into consideration improvements planned for Columbia Pike's streetscape, including infrastructure, transit, and open space, and create a work of art/design enhancement that can exist successfully within current, interim, and planned conditions. The selected artist will also develop and implement a community engagement plan, which may include a temporary project or other activities. Ultimately, this entire project is intended to set a high bar of excellence for future transit-related public art projects planned for Columbia Pike.

##### **PROJECT BACKGROUND INFORMATION**

Arlington County is a 26-square mile county within the Washington, DC metropolitan area. Originally part of the 10-mile square federal city as surveyed in 1791 and separated from the rest of the city by the Potomac River, the southwest quadrant of the city was retro-ceded to Virginia in 1846 and renamed Arlington County in 1920. Arlington is comprised of thriving urban villages and strives to be a world-class urban community with a focus on smart growth. Arlington is also home to Ronald Reagan Washington National Airport, the Pentagon, the Iwo Jima Memorial, and Arlington National Cemetery.

Columbia Pike is a busy corridor with local businesses, diverse neighborhoods, and everyday amenities, known for its economic and cultural diversity. This linear thoroughfare stretches for more than 3 miles across South Arlington from Arlington Cemetery and Fort Meyer in the east to Fairfax County at Arlington's western border. It is home to more than a quarter of the County's residents and a quarter of Arlington's families.

The epicenter of the Pike is commonly considered to be the blocks surrounding the intersection of Columbia Pike and Walter Reed Drive, home to many Salvadoran and Thai restaurants, the Arlington Cinema 'n' Drafthouse and the 24-hour Bob & Edith's Diner. Local institutions include a [Sunday farmers'](#)

[market](#), the annual Columbia Pike Blues Fest, [the Columbia Pike Library](#), the [Columbia Pike Revitalization Organization](#), the [Arlington Mill Community Center](#), the [Walter Reed Community Center](#), and others.

Guided by a community vision crafted through a years-long intensive planning effort, new public and private development along the Pike is revitalizing this important, growing corridor. As it has with other corridors, Arlington County is applying the principles of Smart Growth - Arlington's signature planning approach that clusters mixed-use development near transit options - to Columbia Pike, an area expected to gain 2.2 million square feet of commercial development, 7000 jobs, 3500 homes, and 7300 residents between now and 2040. A major part of this effort includes planning to handle the increase to traffic that will come with this growth. The new Pike will have robust transit options – the centerpiece of which will be a modern streetcar line, endorsed as the locally preferred alternative by the County Board in 2012, following an alternatives analysis and environmental assessment required as part of the federal funding process. Arlington is developing this 4.9 mile streetcar line in partnership with Fairfax County. It will run from Pentagon City Metro station in the east to Skyline Plaza in the west and will connect at Pentagon City to another streetcar line planned for Crystal City and Potomac Yard.

#### **ESTABLISHMENT OF COLUMBIA TURN PIKE**

Columbia Pike was developed as one of three turn pikes established by an act of Congress in 1810 to make roads to the District of Columbia. Poor roads had left the federal city isolated and hard to reach; these three new turn pikes – Capitol to Baltimore; Capitol to Montgomery Courthouse; and Capitol to the Southwest (Columbia Pike) – allowed the District of Columbia to be integrated into a larger national and local economic market and for the city to become a profitable urban center. Columbia Pike became an important thoroughfare connecting the District of Columbia with the nation's west and southwest. The statute "An act to incorporate a company for making certain turnpike roads in the District of Columbia," required that the Columbia Pike be "One road from the western extremity of the causeway leading from Alexander's island to the boundary line of the District of Columbia, and the most direct and practicable route towards the Little River turnpike road, in the state of Virginia." It was to be "Not less than sixty-six feet in breadth, in such routes, tracts, or courses for the same respectively as in the best of their judgment will combine shortness of distance with the most convenient ground, and the smallest expense of money..." and could be made of "stone, gravel, or other hard substance of sufficient depth of thickness to secure a solid and firm road, with a surface as smooth as the materials will admit, and so nearly level, that it shall in no case rise or fall more than an angle of four degrees with a horizontal line, and the said road shall thereafter be kept in good and perfect repair."

The Columbia Turnpike Company was authorized to "to appoint such and so many toll-gatherers as they shall deem necessary to collect and receive of and from all and every person and persons using the said road or roads." Tolls varied depending on type of vehicle, animal, and cargo, and were collected by the Columbia Turnpike Company until the sum was sufficient to reimburse the District

of Columbia for the cost of building the road. Then travel on the road became free. Columbia Pike cost approximately \$40,000 to construct between 1812 and 1815. Source: The History of an Early Turnpike by John Paul Liebertz, Arlington County Historic Preservation Office, April 1, 2010

### **CURRENT INITIATIVES ON THE PIKE**

- Columbia Pike’s [Form Based Code](#) adopted by the County Board regulates land development on the Pike through building form to shape public space with a mix of uses.
- The County is building a new [Arlington Mill Community Center](#), which will include a public art installation currently under development.
- Various improvements are being made to the Pike’s infrastructure through the [Columbia Pike Multimodal Project](#), including undergrounding utilities, improving streetscapes, realigning intersections, replacing the Washington Boulevard Bridge, improving bus service, and building nearly two dozen Superstops with ample seating, real time information, and better light for transit riders.
- The County Board adopted the [Columbia Pike Neighborhoods Area Plan](#) in July, 2012, the second phase of planning along the Pike to focus on residential areas not covered in the 2005 [Columbia Pike Initiative – a Revitalization Plan](#) that focused on commercial nodes.

### **PUBLIC ART ON COLUMBIA PIKE**

Columbia Pike is one of four corridors called out in Arlington County’s Public Art Master Plan as priority locations for public art projects due to their high density and high visibility. The 2004 [Public Art Master Plan](#) states, “Along Columbia Pike, which represents a true cross-section of Arlington, public art can emerge in concert with plans for new development, street improvements, public spaces, parking and transit. The focus should be on the creation of a new public realm.”

Public art projects recommended for Columbia Pike are linked to a range of County and private development projects - such as streetscape improvements, the Arlington Mill Community Center, and the development of four Civic Squares called for in the Form Based Code - as well as to special initiatives sponsored by Arlington Public Art. Artist Richard Deutsch was a member of the design team for Penrose Square and created a two- part sculpture [Echo](#) for the square. Plans are underway for incorporating public art into the Arlington Mill Community Center and adjacent square, as well.

Columbia Pike’s future transit system provides the greatest opportunity for public art projects along the Pike. The streetcar will enter and exit Arlington County at the intersection of Columbia Pike and S. Jefferson St. Public art created for this site will set the tone for future transit-related projects.

## **WESTERN GATEWAY PUBLIC ART OPPORTUNITY PROJECT DETAILS**

### **ARTIST SCOPE OF WORK**

The artist or team selected for this project will be responsible for developing and implementing a work of art/design enhancement for the area surrounding the entrance to Arlington County at Columbia Pike and South Jefferson Street. This intersection is one of ten official County gateways identified in a wayfinding study developed for the County by Gensler. Public art will *not* be used to mark all ten of these sites; marking strategies change depending on the character of the location. This intersection will become an increasingly prominent gateway to Arlington, as new transit is expected to enter and exit the County from S. Jefferson Street. Because of this, and in conjunction with significant improvements being made to the streetscape, Arlington County has elected to commission a work of public art/design enhancement for this area.

The selected artist or team will develop a concept and a final design and fabricate and install the work in coordination with street improvements occurring near the site to reduce costs and minimize disruption to the site. The selected artist will also be expected to develop a community engagement plan and create a record of their community engagement process. A temporary or interim project could be part of the engagement strategy.

This piece will ultimately be part of a larger network of public art and design enhancements that will be developed in conjunction with transit improvements being made to Columbia Pike. The goal for these projects, as currently envisioned, is to broadly capture Columbia Pike's historic and current importance as a thoroughfare moving people, goods, and ideas through Arlington and to and from Washington, DC. There may be an opportunity for the artist selected for the Columbia Pike & S. Jefferson St. project to develop extensions of their project for other elements of the transit system, such as station stops, vehicles, or online interfaces, in the future, though this is not required or guaranteed. Any thinking along these lines should be reflected in the selected artist's concept plan.

### **SITE CONSIDERATIONS**

The public art/design enhancement for this location is being commissioned in coordination with Arlington County's Columbia Pike [Multimodal Street Improvements](#) project. The goal of the Multimodal project is to create a complete street that achieves an appropriate balance of travel modes and that supports future high-quality, high-frequency transit service. Arlington County defines a complete street as a roadway designed and operated to enable safe, attractive, and comfortable access and travel for all users, including pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities. The Multimodal project will make significant, visible improvements to Columbia Pike by creating left turn lanes/medians; eliminating some right turn lanes and bus pull-outs; widening sidewalks; adding or improving transit shelters, street trees, planting strips, and bike accommodations;

improving drainage; undergrounding overhead utilities; and acquiring additional right-of-way. These improvements are being implemented in sections of a few blocks at a time; installation of this public art project will be coordinated with the streetwork occurring in the section that stretches from South Jefferson Street to South Frederick Street.

Additional changes occurring with future public and private development, including the design and placement of new buildings to conform with required building lines and the Pike's Form Based Code, as well as the development of open spaces, will significantly impact the streetscape. In order to create a permanent work of art/design enhancement that exists successfully within the current, interim, and future streetscape conditions, the selected artist will need to research and understand the changes that are planned and are expected to occur in the next thirty years.

At this point a specific location for the artwork has not been determined. Right-of-way space on both sides of Columbia Pike from S. Jefferson Street to Greenbrier Street, as well as along S. Jefferson Street, is expected to be available. The selected artist will need to visit the site and discuss the feasibility of particular locations with Public Art and Department of Environmental Services staff, and may propose an artwork/design enhancement with one element or multiple components in one or more locations within the available area. Materials selected for the artwork/design enhancement must be durable and require minimal to no maintenance.

### **PUBLIC ART GOALS**

The design concept and the completed work of art/design enhancement shall:

- Make a significant statement that relates to the sense of place associated with Arlington's Columbia Pike and has the potential to become a landmark or identifier for the Pike.
- Enhance the experience of people using all modes of transportation, including pedestrians, transit users, bicyclists, and motorists, passing through or spending time in the threshold of Arlington's Columbia Pike Corridor.
- Have a strong daytime and nighttime presence.
- Take into consideration the changes planned for the streetscape and be able to exist successfully with the current and interim streetscape conditions, as well as the final planned streetscape.
- Set a high bar of excellence for future transit-related public art projects planned for Columbia Pike and engage broadly with the overarching goal envisioned for those

projects, which is to capture Columbia Pike’s historic and modern importance as a thoroughfare moving people, goods, and ideas through Arlington County and to and from Washington, DC.

The selected artist may also consider responding to the thematic aspects of Arlington’s civic identity, as outlined in the [Public Art Master Plan](#) – Federal Arlington, Historic Arlington, and Global Arlington.

### **BUDGET**

Project budget, including artist design fee, materials, fabrication, installation, travel and expenses, is \$200,000.

### **ELIGIBILITY**

Professional artists and design professionals are invited to apply as individuals or teams. Candidates must have collaborative, project team experience working with other artists and design professionals (engineers, architects, urban planners, landscape architects) on large scale projects.

### **SELECTION PROCESS AND CRITERIA**

After the submission deadline, Arlington Public Art staff and a technical committee composed of County staff from the Departments of Environmental Services; Community Planning, Housing, and Development; and Economic Development will screen submissions to establish a qualified candidate pool to be considered for this commission. These pre-qualified artists will be presented to an Art Advisory Panel, which will be convened to make the artist selection and recommend award of contract.

The Art Advisory Panel will use the following criteria to make their selection:

- Artistic merit as evidenced by submitted digital representation of past work.
- Appropriateness of the artist’s medium, style, and previous professional experience as they relate to the goals and opportunities of this project.
- Experience with projects of similar scale and scope, including a demonstrated ability to successfully collaborate with public agencies, engage in a successful public review process, work well with diverse community groups, and plan and carry out successful community engagement activities.
- The ability of the artist to successfully work within the project timeline and budget.

Voting members of the Art Advisory Panel will include representatives of the community, artist/design professionals, and project team members. Additional project team members and Public Art staff may

serve as non-voting members. The Panel's proceedings will be limited to voting and non-voting members of the Panel, in order to ensure confidentiality of the selection process and open discussion of the merits of applicants pursuant to County purchasing procedures.

The Panel will review qualified applicants' submitted materials and develop a ranked list of two to three qualified candidates who will be invited for interviews. Project-specific proposals will not be required at the interview stage, although candidates should be prepared to discuss initial ideas and approaches to the project in broad conceptual terms. It is possible that following the interviews, selected candidates may be paid an honorarium to produce a concept proposal.

Following the interview/proposal stage and reference checks, the Panel will recommend a single artist/team to the Public Art Committee (PAC) of the Arlington Commission for the Arts for selection. Upon the PAC's approval, the selected artist/team will be issued a design contract. The selected artist/team will be required to present a final design proposal and/or maquette to the Art Advisory Panel and the PAC for review and approval, prior to issuance of a contract for fabrication and installation.

#### **HOW TO SUBMIT QUALIFICATIONS:**

Qualifications must be submitted through SlideRoom, an online system for applying to requests for qualifications. There is no charge to artists to use SlideRoom. If you are a first time user, please allow adequate time to learn the system. Qualifications will not be accepted after the deadline. To submit your qualifications for consideration for this project, go to <https://arlington.slideroom.com>. Sign up for a free SlideRoom account and then navigate to Public Art and search for RFQ 590-13.

#### **A COMPLETE SUBMISSION MUST INCLUDE ALL THE INFORMATION AND MATERIALS DESCRIBED BELOW. ALL MATERIALS CAN ONLY BE SUBMITTED THROUGH SLIDEROOM.**

- 1. Statement of Interest.** Describe on one page (5000 characters, including spaces, maximum) your interest in the project and preliminary ideas for how you would approach this project. Submitting a specific proposal is not required at this time and will not be reviewed by the committee.
- 2. Resume.** Maximum of three pages outlining your professional accomplishments. If submitting as a team, please include resumes for each team member, with each resume being no longer than three pages.
- 3. Images of Past Work.** Artists/teams must submit ten images of past work. Please do not include label information in the JPEG image. One image per JPEG is preferred. If you must use multiple images to convey a project's complexity, please include no more than three views per JPEG composite. A team may only include examples of existing collaborative work and only ten images may be submitted to represent an entire team.

4. **Three Professional References**, including name, affiliated organization (if appropriate), email address, phone number, and relationship to each reference.

#### **ANTICIPATED SCHEDULE**

<u>Deadline for questions</u>	<b><u>DECEMBER 19, 2012 AT 5:00PM EST</u></b>
<u>Answers posted by</u>	<b><u>JANUARY 8, 2013 AT 5:00PM EST</u></b>
<u>Deadline for submission of qualifications</u>	<b><u>JANUARY 30, 2013 AT 5:00 PM EST</u></b>
<u>Interviews with selected candidates/Notification of non-selection</u>	<b><u>EARLY MARCH 2013</u></b>
<u>Award of Contract</u>	<b><u>APRIL 2013</u></b>
<u>Design Proposal by selected artist/team</u>	<b><u>JUNE 2013</u></b>
<u>Installation</u>	<b><u>ESTIMATED SUMMER 2014</u></b>

#### **QUESTIONS**

Questions about this RFQ can be submitted to [publicart@arlingtonva.us](mailto:publicart@arlingtonva.us) by 5:00pm EST on December 19, 2012. Answers to all questions received by that deadline will be posted on <http://arlingtonarts.org/cultural-affairs/public-art-in-arlington/public-art-opportunities.aspx> by January 8, 2013.

#### **ADDITIONAL RESOURCES**

For background information on Columbia Pike and the project area, the following are made available:

- Multimodal Street Improvement Project section, plan view, and 50% design are available at <http://www.pikemultimodal.com/> under About This Project> Project Documents
- Video of travelling along Columbia Pike is available at <https://vimeo.com/53590562>
- Photographs of western end of Columbia Pike are available at <http://www.flickr.com/photos/arlingtonpublicart>