

NOMA BUSINESS IMPROVEMENT DISTRICT  
NOMA ARTSCAPES: TRANSFORMING PUBLIC SPACES  
*REQUEST FOR QUALIFICATIONS*

**OVERVIEW**

**Deadline:** Applications must be received by **March 16, 2009 at 6:00pm EST**

**Budget: \$100,000**

The **NoMa (north of Massachusetts Avenue) Business Improvement District** (BID) is seeking an individual artist and/or design team to design, fabricate and install permanent artworks in the public realm space of the newly constructed Capitol Plaza Building. The overarching goal of this project is to beautify and enhance the vibrancy of the streetscape, while creating a landmark that contributes to the sense of place and quality of life in this rapidly developing urban neighborhood. Capitol Plaza is located at 1200 First Street NE, at the corner of 1<sup>st</sup> Street and M Street NE, Washington D.C. The site is highly visible and accessible to pedestrians and motorists due to its location just one block from the New York Avenue Metro Station as well as Route 50/New York Avenue. The building, owned by an affiliate of the Polinger Company, was designed by renowned architect Shalom Baranes. The Selection Committee will consider a wide range of media, including sculpture, mosaic, sidewalk insets, street furniture, planters, landscaping, lighting and painting treatments. Applicants can submit qualifications individually or as teams, and include artists, landscape architects, architects, lighting designers, engineers, and other design professionals.

The NoMa BID is managing and funding the project with matching funds provided by the **D.C. Commission on the Arts and Humanities'** (DCCA) Public Art Building Communities Program. DCCA is supported in part by the **National Endowment for the Arts**.

**About the NoMa BID**

Construction is underway, all over NoMa, as the area quickly transforms from an abandoned industrial warehouse district to a transit-oriented, mixed-use neighborhood, just north of the U.S. Capitol. Through a special tax assessment collected from property owners in this 35-block area, the BID is helping to make NoMa safe, clean, and vibrant for businesses, residents, and visitors. Since the opening of the New York Avenue Metro Station in 2004, NoMa has undergone tremendous growth and change. National and local development firms are bringing world class architecture and cutting edge sustainability to their plans for more than 20 million square feet of office, residential, retail, and hotel space to be built over the next ten to fifteen years. As reported by *DC Modern Luxury*, "The burgeoning new NoMa neighborhood north of Massachusetts Avenue, N.E. is steadily turning a post-industrial mix of concrete expanses and vacant land into an eco-chic oasis." Capitol Plaza at 1<sup>st</sup> and M Street is located at the heart of this emerging neighborhood. For more information about NoMa and the RFQ, please visit [www.nomabid.org](http://www.nomabid.org)

**SITE** (please visit [project website](#) to view images and maps)

- The public realm space at Capitol Plaza at 1200 First Street NE along First and M Streets NE
- Site can include the plaza at NW corner of 1<sup>st</sup> and M, &/or sidewalks and paved areas, as well as planting strips
- The public space is under the jurisdiction of the District Department of Transportation; the BID will assist with permitting process.
- The flag pole that is currently located at the southern portion of site can be removed
- First Street NE is designated as NoMa's primary retail and commercial corridor as well as a grand and green boulevard

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**SELECTION PROCESS**

Qualifications will be reviewed by a Selection Committee comprising local arts, culture, design, business and civic leaders. The Selection Committee will meet on March 24, 2009, to review slides submitted by applicants and select up to (3) three Semi-Finalists. A \$1,500 honorarium will be awarded to Semi-Finalists to create a site-specific proposal, including a scale model and digital renderings or sketches, an itemized budget, project timeline, project narrative, and ideas for engaging the NoMa Community. The Semi-Finalists will also be invited to a project site briefing and tour in April, during which they will receive more specific site and project information. The Selection Committee will reconvene in late May to interview Semi-Finalists, who will present to the Committee their proposals and conceptual designs. The Selection Committee will then recommend (1) one Finalist for the project. The finalist whose design is approved will then enter into an agreement with the NoMa BID for fabrication and installation of the artwork.

**Eligibility**

Individual artists and/or design teams are invited to submit qualifications. Applicants may include artists, landscape architects, architects, lighting designers, engineers, and other design professionals. However, applicants must have the necessary expertise and experience to design and install permanent artworks in the public realm of an urban environment. The panel will consider a wide range of media, scale, and the relationship of proposal to Capitol Plaza, the public realm, and broader neighborhood.

**Design Considerations**

- Contribute positively to the visual character and texture of NoMa by creating a distinctive and precedent-setting work
- Create a landmark and/or emblem that becomes a neighborhood identifier
- Integrate artistry with streetscape
- Consider incorporating functional and interactive elements, such as seating and lighting
- Consider pedestrian pathways and movement, weather exposure, and potential for vandalism

**Selection Criteria** - the Selection Committee will consider the following criteria in reviewing applications:

- *Demonstrated excellence* and relevance of past work in conceptual, aesthetic and technical terms
- *Capability* of applicant, in terms of professional qualifications and certifications, to fulfill the technical requirements of project
- *Ability to manage* schedules, communications and budgets as evidenced by previous projects and/or supported by professional references
- *Prior experience* working with community stakeholders, businesses and government entities

**BUDGET& ARTIST RESPONSIBILITIES**

The total contract to be awarded to an artist &/or design team for this project is \$100,000. This contract amount is inclusive of all costs associated with the project including, but not limited to, artist/design fees, other consultation fees such as structural engineering, insurance, materials, fabrication, transportation and installation, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses, and any other costs. Installations and materials should be highly durable and low-maintenance. Semi-finalists are encouraged to consult with a professional conservator prior to the submission of a final proposal.

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**Request for Qualifications: Application Instructions**

(Design proposals are NOT accepted at this stage)

Please carefully review the application requirements, below. The Selection Committee reserves the right to disqualify incomplete applications.

1. A cover letter (no more than one page) describing:
  - a) A brief introduction to applicant and/or project team
  - b) Your interest in the project and how it relates to your practice
  
2. Information on professional and other qualifications that address the following:
  - a) Name, address and telephone number of the main contact/project lead
  - b) If applicable, a description of your collaborative team, each team member and his/her role on the project
  - c) A CV/resume for project lead, and if applicable, team member(s), listing all professional certifications
  - d) Three(3) professional references for project lead, and if applicable, team member(s)
  
3. Up to eight (8) JPG images of related, representational work saved to a disk, and a corresponding image list (doc) with title, medium, dimensions, brief description, date of work, commissioning entity and budget.
  - a) Images must be no more than 1920 pixels on the longest side and "high quality" JPG file format at 300 dpi
  - b) Do not submit TIFFs, PDFs, Word or any other non-JPG formats
  - c) Files must be titled with a number indicating the viewing order, followed by the artist's last name.
  - d) Use "0" in front of single digit numbers, and use only numbers and letters. (Example: 01Smith; 01Smith).
  - e) Mac users must include ".jpg" at the end of each image title
  
4. Please mail your application for arrival no later than 6:00 p.m., EST, March 16, to the address, below.
  - a) Application materials should be sent in hard copy (2 sets) and digital files copied onto a CD or DVD (2 disks)
  - b) Submissions transmitted by email will not be accepted
  - c) Application will not be returned

Mail Applications to:

Dana Chieco  
Planning & Program Manager  
NoMa Business Improvement District  
131 M Street NE, Suite 105  
Washington DC 20002

Questions? Please contact Dana Chieco by email [dchieco@nomabid.org](mailto:dchieco@nomabid.org)

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**Project Timeline** (*dates subject to change*)

March 16, 2009, 6:00pm EST

- RFQ deadline
- Applications must be received by 6:00pm EST

March 24, 2009

- Selection Committee Meeting

April 2009

- Selection of up to 3 Semi-Finalists
- Site tour and briefing with Semi-Finalists

May/June 2009

- Site specific proposals due
- Presentation to Selection Committee and interviews with Semi-Finalists
- Selection of Finalist

June 2009 – 2010 (to be determined)

- Fabrication & Installation
- Community Workshop(s) & Exhibit
- Dedication Ceremony