



# Public Art – Southeast Quadrant, Centre Square

## Request for Proposals

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November 22, 2022  
Version 1.0

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# 1 Announcement

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## REQUEST FOR PROPOSALS (RFP)

### City of Easton Public Art in Centre Square

The City of Easton, located in Northampton County, Pennsylvania, is accepting proposals in the interest of commissioning public artwork in the southeast quadrant of the City's iconic Centre Square. The subject space for the artwork is to be located at 10 Centre Square, in the newly developed plaza area within the aforementioned quadrant ("Project Area"). Please refer to the map below.

#### **Important Dates:**

All proposers may attend an optional pre-proposal virtual conference to be held on Wednesday, **November 30, 2022 at 2:00 p.m.** Interested proposers may attend this meeting via Zoom. Zoom Conference information will be provided upon request. Attendance at this meeting is not mandatory. Please email [artfp@easton-pa.gov](mailto:artfp@easton-pa.gov) for conference details.

Questions regarding the proposal shall be submitted in writing to the individual referenced below. All questions will be sent out as an addendum to the email address provided by prospective proposers.

Proposals must be received electronically via email no later than **December 23, 2022** at 1:00 p.m., at which time the bids shall be reviewed for an approximate period of 60 days.

#### **RFP Management:**

Any questions related to this RFP should be submitted via email to [artfp@easton-gov](mailto:artfp@easton-gov).

NOTE: In this document the term "proposer" shall mean the person or firm making a proposal based on this RFP. The term "proposer" and the term "firm" is used interchangeably. Also, the term "you" or "your" shall refer to the proposer.

## 2 Background

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The City of Easton, PA is seeking a qualified artist or artistic team to create public artwork that will be installed at the heart of the City of Easton, in the southeast quadrant of its historic Centre Square. Easton's Centre Square attracts approximately one million visitors annually.

Located in the "Circle" in Downtown Easton where Third and Northampton Streets intersect, Centre Square, locally known as the traffic hub and center of civic activity, contains an open plot with a 75-foot-high monument with various components. The memorial recognizes Easton-area veterans killed during the American Civil War. Center Square was originally known as the "Great Square"; it was designed by William Parsons, who laid out Easton's streets, first surveyed in 1750, and made reality in 1752.

The aforementioned monument was unveiled on May 10, 1900. The bugler statue on the top of the memorial is reputedly sculpted after drummer Francis Reed, Company H, 96th Pennsylvania Regiment. At the base, a fountain surrounds the monument that was added decades later. Since 1951, annually the monument is transformed into Easton's Peace Candle, and an associated City celebration of the holiday season is held the day after Thanksgiving. The monument traditionally remains a celebration of peace until shortly after New Year's Day.

The County-owned Soldiers and Sailors Monument honors the four major branches of the Union Army during the Civil War – the infantry, artillery, cavalry, and Union navy. Facing the monument on all four sides are small plaques remembering other key events in Easton's history, including the French & Indian War peace treaties. There is also a small modern memorial to local firefighters and service providers as well as a specifically designed plaque by Joseph LaDuca and Virginia Abbott which was unveiled in the circle in May 2000 to commemorate the 100th anniversary of the Soldiers and Sailors Monument.

Surrounding the Circle are four quadrants that sit on each side of the intersections of Northampton and Third Streets. These quadrants provide the foundation for Easton's central business district and are lined with some of the City's most recognizable businesses. The subject area, the southeast quadrant, is the home of a number of long-standing restaurants and commercial properties and will be the home of a forthcoming 50-room boutique hotel.

The City desires for the public art installation to be site-specific, of moderate-scale, and a representative sculptural art piece that exemplifies the City's history, culture, cultural-diversity and ongoing renaissance. It should have a positive and uplifting message and have a direct connection to Easton and its history, culture, landscape, and prominence while avoiding controversial topics. The artwork should invite visitors into the area and encourage interaction. Educational or innovative cultural and historical representations of the past, present, and future of the neighborhood are welcome. Incorporation of natural, sustainable, and/or recycled materials is encouraged.

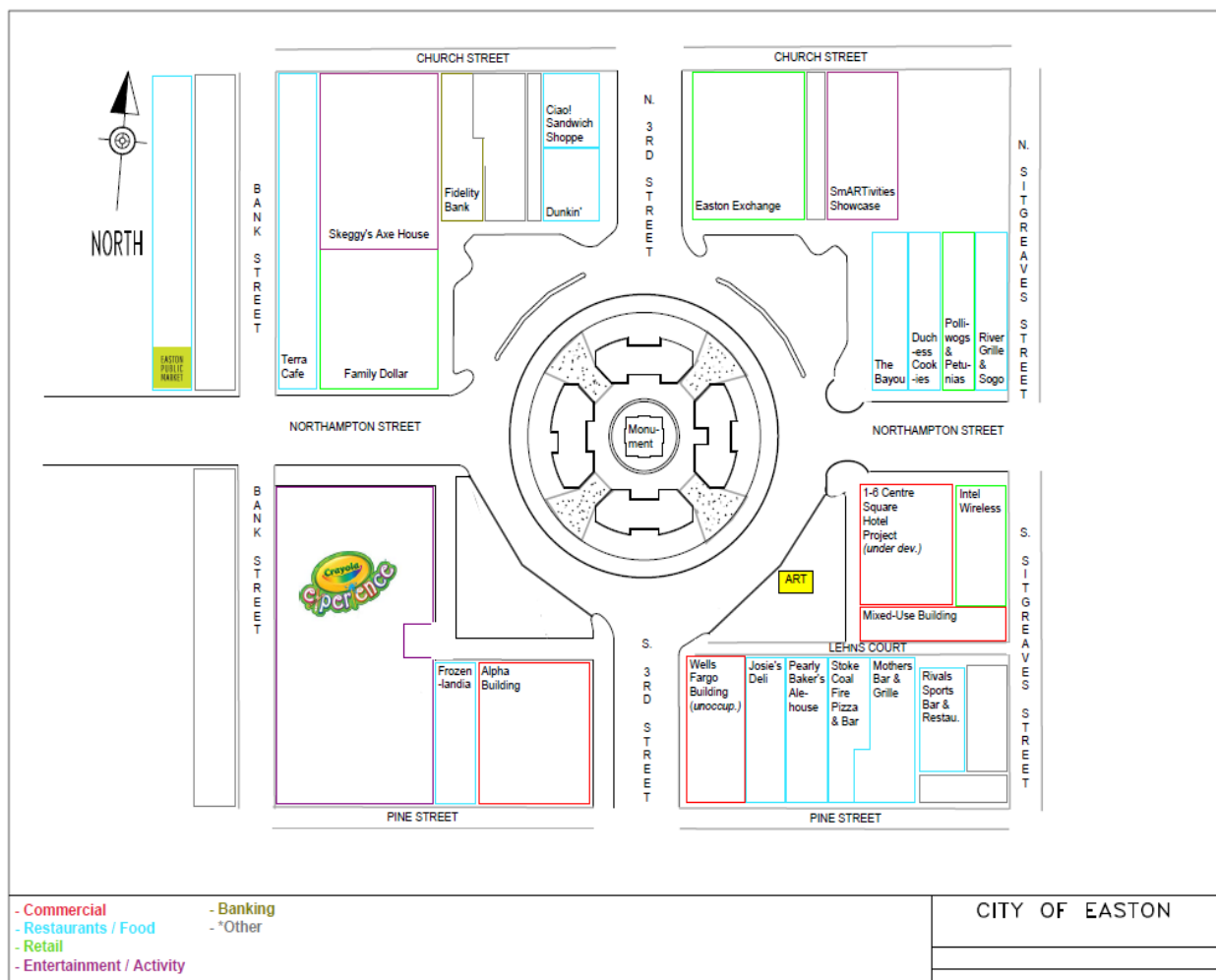
The City may utilize an ad-hoc committee of citizens, community leaders, and City officials to provide input as to community preferences for the artwork. In addition, this committee may interview final candidates and serve a significant role in determining the engaged artist. The final decision on the selection of the successful artist will ultimately be made by City Council.

## 2.1 The City of Easton

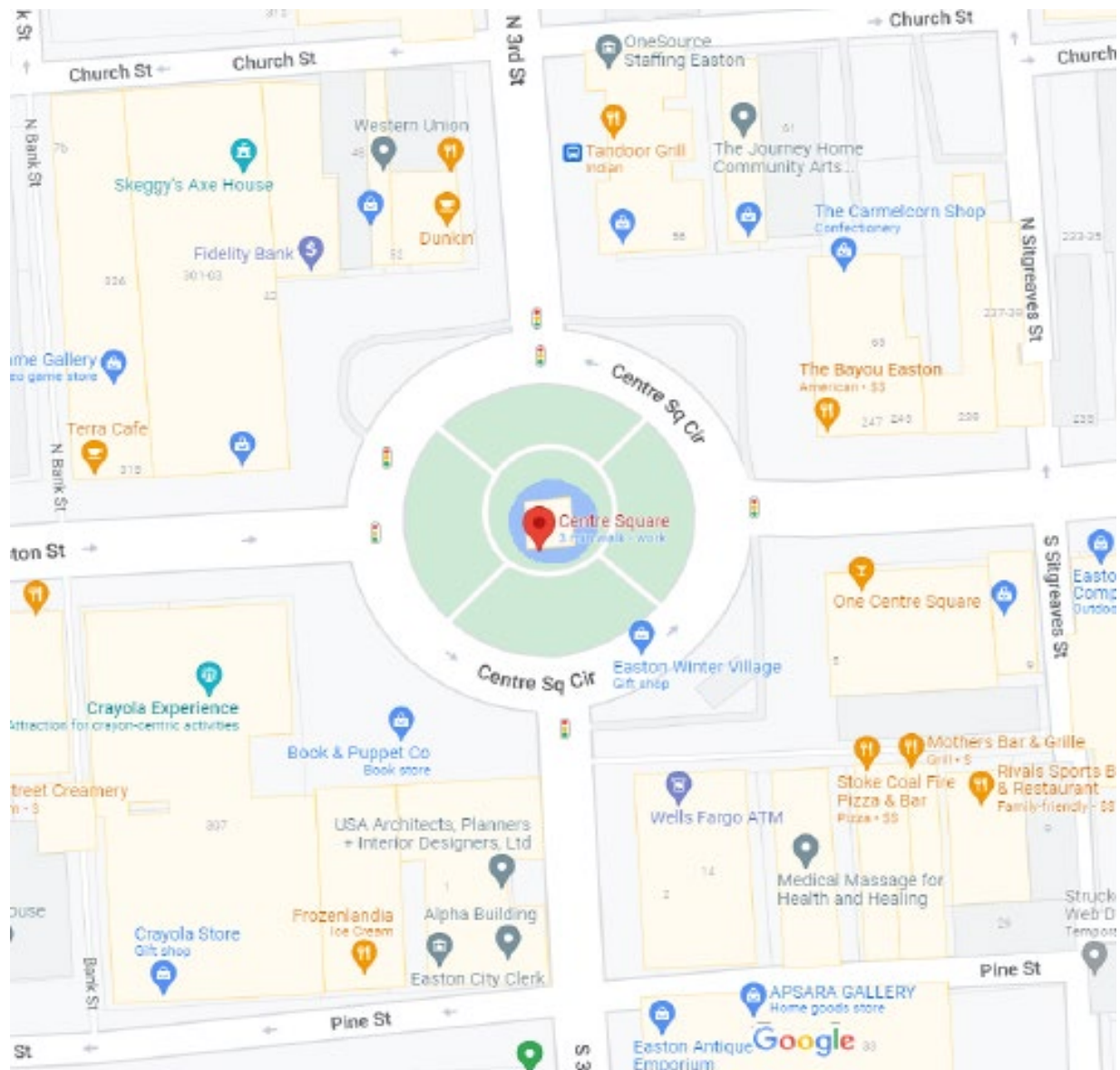
The City of Easton is located in the Lehigh Valley region of eastern Pennsylvania, approximately 60 miles north of Philadelphia and 70 miles west of New York City. Easton is home to Lafayette College and the Crayola Experience among other nationally recognized entities. The City has a heritage steeped in history. On July 8<sup>th</sup>, 1776, Easton was one of three cities where the original Declaration of Independence was read aloud in public. Among many other historic locations, the home of George Taylor, a signer of the Declaration of Independence, is a landmark in the city. In recent years, the City has been enjoying a renaissance that has been cultivated largely by tourism, fueled by the Crayola Experience, the National Canal Museum, the State Theatre for the Arts, and the City's thriving restaurant district. Looking to the future, the City is expecting continued growth with an additional \$200,000,000 in private development set to occur over the next 24 months.

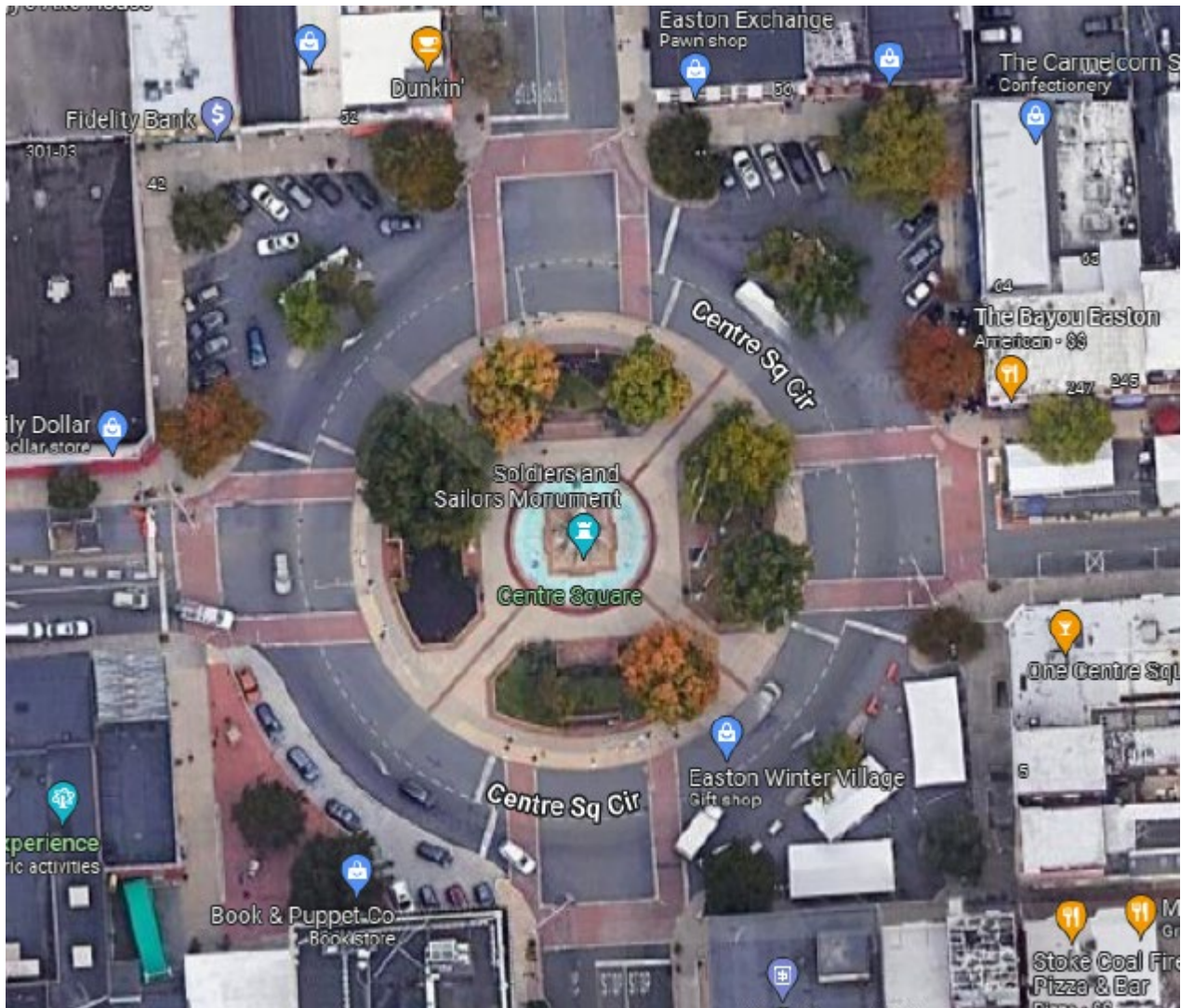
## 2.2 Centre Square, Southeast Quadrant Map

### Centre Square - Easton, PA



- The artwork will be located in the yellow highlighted area in the southeast quadrant.





## 2.3 Project Budget

The budget for the project is limited and will not exceed \$50,000. The budget is all-inclusive and must cover all expenses associated with the design, fabrication, lighting, artist fee and installation, etc. The City will prepare the site for the artist for the purpose of supporting and facilitating the implementation of the art project.

## 2.4 Project Objectives

The City has identified certain key objectives they expect from the resulting project:

### Project Impact:

- Installation of artwork that celebrates, and is representative of, the City, it's historic Centre Square, its unique culture, and its rich history;
- Site-specific, moderate-scale, and representative sculptural art piece that exemplifies our community and cultural-diversity;

- Artwork that conveys a positive, uplifting message with a direct connection to Easton and its history;
- The art piece should be an attraction in the quadrant and should encourage interaction with visitors to the area.



## **3 Roles and Responsibilities**

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The City of Easton recognizes that the delivery of appropriate artwork will require a strong and cooperative partnership. Through this RFP, The City is hoping to identify an artist who can elaborate on the City's vision as described in the previous section.

While the exact roles and responsibilities of the City and artist are somewhat flexible, in general the City anticipates the roles of the parties to include the following:

### **3.1 City of Easton Responsibilities**

- Work collaboratively with the Artist to refine the design the project.
- Work collaboratively with the Artist to structure a long-term ownership strategy for the artwork.
- Assist the Artist through the City regulatory permitting processes.
- Work to secure potential public funding for the project, if required.

### **3.2 Artist Responsibilities**

- Work collaboratively with the City to refine the design and to develop the desired piece of art.
- Work with the City to develop and implement a mutually beneficial, long-term ownership and maintenance strategy for the Artwork.

## 4 Requirements

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### 4.1 General

- The City reserves the right to reject any or all proposals and to select the proposal that it judges to be in the best interest of the City.
- The contract is subject to the approval of City Council and is effective only upon their approval.
- All proposers are bound by the deadline and location requirements of this RFP as previously stated in the Announcement.
- All proposals shall remain effective subject to City review and approval for a period of one hundred eighty (180) days from the deadline for submitting proposals.
- If only one proposal is received by the City, the City may initiate negotiations with the firm submitting the proposal or seek additional proposals on an informal or formal basis during the one hundred eighty (180) day period that proposals must remain effective.
- The proposer is encouraged to add to, modify or clarify any of the scope of work items it deems appropriate to obtain a high-quality plan at the lowest possible cost. All changes should be listed and explained. However, the scope of work proposed, at minimum, must accomplish the goals and work outlined in this document.

#### 4.1.1 Proposed Schedule

After sealed proposals have been received, the City will request interviews with those respondents identified by the ad-hoc committee as finalists. After the completion of these interviews, the City will make a recommendation to City Council for the preferred artist. This is expected to occur in early 2023.

If approved by Council, the City and the artist will then begin negotiations leading to the execution of a purchase agreement. This negotiation period will offer the City and the artist the required time to complete analyses and due diligence on the project terms and conditions under which the artwork will be commissioned and transferred to the City.

If the Artist and City cannot come to mutually agreeable terms on this agreement, the City may seek to enter into negotiations with one of the other respondents to this RFP or, as outlined above, reject all of the proposals and consider other options.

### 4.2 Deliverables

In addition to the requirements outlined above, the following deliverables will be expected with all submissions:

#### **4.2.1 Overview of Design and Scope of Project**

Please provide your vision for this artwork in narrative form. Given its location and current disposition, describe the future potential impacts the piece will have on the City and any other factors you deem necessary to the City's consideration of your concept plan.

#### **4.2.2 High-Level Renderings**

Please provide your concept plan for the artwork in visual form. Illustrative documents provided should include basic drawings, site plans, and landscaping plans (where appropriate).

#### **4.2.3 Artwork Disposition**

Please provide an overview of options with respect to how the ownership of the artwork will be handled. If possible, please provide examples of other public-private partnerships you have participated in and how the property was handled during in those instances.

#### **4.2.4 Financial**

Please provide an overview of how the project is to be funded by the city, your payment terms, and related expectations.

#### **4.2.5 Partners and or Sub-Contractors**

Please provide a list of potential partners that you might engage in the development of the artwork. This can include but is not limited to:

- Contractors
- Design Firms

Please provide a brief description of the experience you have with each partner. Also, if partners and subcontractors will not be utilized, please indicate how your firm will approach these areas of the development process.

## **5 Organization and Required Submittals**

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### **5.1 Letter of Transmittal**

This letter should include:

- a statement indicating your understanding of the work to be performed;
- an affirmation of the firm's qualifications for professionally and expertly conducting the work as understood;
- the firm's contact person concerning the proposal and a telephone number where that person can be reached; and,
- a clear statement of the firm's, and/or its principals', business or personal relationship(s) with any City officials or employees of the City and the nature of this (these) relationship(s).

FAILURE TO CLEARLY STATE AND FULLY DISCLOSE ANY OF THE INFORMATION REQUIRED IN THE LETTER OF TRANSMITTAL SHALL BE GROUNDS FOR THE CITY TO REJECT THE FIRM'S PROPOSAL AND WILL BE GROUNDS FOR IMMEDIATE CANCELLATION OF ANY CONTRACT ENTERED INTO BETWEEN THE CITY AND THE FIRM WITHOUT PAYMENT FOR WORK COMPLETED.

### **5.2 Profile of Firm**

Please provide a brief statement indicating the firm's experience in conducting work of the nature sought by this RFP. Marketing materials, developed by the firm, may be submitted as a part of this profile as long as they specifically address the experience of the firm related to the work to be performed. Additionally, this profile should include:

- the location of the firm's office that will provide the proposed services;
- resumes of individual consultants or employees proposed to conduct the work and the specific duties of each consultant or employee relative to the proposed work;
- a brief reference list of other municipalities served by the firm should be provided with telephone numbers and names of contact persons; and
- any other information describing the firm may be included if it relates to its capabilities and expertise in performing comparable work.

### **5.3 Explanation of Work to be Performed**

The proposal must include a detailed description of the procedures and methods you propose to use to complete the work outlined in the proposal. The methods and procedures proposed will receive primary consideration in evaluating your proposal. Examples of similar work performed and associated case studies will be helpful and should be included.

## **5.4 Work Schedule**

A project work schedule should be provided which includes target dates for each major work component including: dates for necessary meetings, dates for completion of draft and final documents and key dates for construction elements (e.g., mobilization, site work, foundation, steel erection, full enclosure, substantial completion, occupancy).

## **5.5 Other Submittals**

Additionally, the appendices to this RFP shall be fully executed and returned with the proposal as follows:

- Nondiscrimination Certification (For proposing firm)
- Non-Collusion Affidavit

## **6 Evaluation Criteria**

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All proposals will be evaluated based on the technical and professional expertise and the experience of the artist and community impact of the proposed project. These factors will be equally weighted in the evaluation process.

### **6.1 Technical Expertise and Experience**

The technical expertise and experience of the artist will be determined by the following factors:

- The overall experience of the artist in conducting similar work that is to be provided to the City - include any past experience with the City
- The expertise and professional level of the individuals proposed to conduct the work for the City
- The clarity and completeness of the proposal and the apparent general understanding of the work to be performed.

### **6.2 Community Impact**

The proposed project should reflect the objectives outlined above in section 2.4.

All, or selected, firms submitting proposals may be invited to give an oral presentation explaining their proposal.

## 7 Appendix A- Non-Discrimination Form

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Nondiscrimination and equal opportunity are the policy of the Commonwealth/[City, et al] in all its decisions program, and activities. The purpose is to achieve the aims of the United States and Pennsylvania Constitutions. Executive Order 1972-1, the Pennsylvania Human Relations Act, Act of October 27, 1955, (P.L. 744), as amended, (43 P.S. § 951, *et. seq.*), and (43 P.S. § 153), by assuring that all persons are accorded equal employment opportunity without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.

During the term of this contract, the Contractor agrees as follows:

(a) Contractor shall not discriminated against any employee, applicant for employment, independent contractor or any other person because of race, color, religious creed, ancestry, national origin, age, sex or handicap. Contractor shall take affirmative action to ensure that applicants are employed, and that employees or agents are treated during employment, without regard to their race, color, religious creed, ancestry, national origin, age, sex or handicap. Such affirmative action shall include, but is not limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training. Contractor shall post in conspicuous places, available to employees, agents, applicants for employment, and other persons, a notice to be provided by the contracting agency setting forth the provision of this nondiscrimination certification.

(b) Contractor shall, in advertisements or requests for employment placed by it or on its behalf, state all qualified applicants will receive consideration for employment without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.

(c) Contractor shall send each labor union or workers' representative with whom it has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or worker's representative of its commitment to this nondiscrimination certification. Similar notice shall be sent to every other source of recruitment regularly utilized by bidder.

(d) It shall be no defense to a finding of noncompliance with this nondiscrimination certification that contractor has delegated some of its employment practices to any union, training program, or other source of recruitment which prevents it from meeting its obligations. However, if the evidence indicates that the contractor was not on notice of the third-party discrimination or made a good faith effort to correct it, such factor shall be considered in mitigation in determining appropriate sanctions.

(e) Where the practices of a union or of any training program or other source of recruitment will result in the exclusion of minority group persons, so that contractor will be unable to meet its obligations under this nondiscrimination certification, contractor shall then employ and fill vacancies through other nondiscriminatory employment procedures.

(f) Contractor shall comply with all state and federal laws prohibiting discrimination in hiring or employment opportunities. In the event of contractor's noncompliance with the nondiscrimination certification or with any such laws, this contract may be terminated or suspended, in whole or part, and contractor may be declared temporarily ineligible for further City of Easton contracts, and other sanctions may be imposed and remedies invoked.

(g) Contractor shall furnish all necessary employment documents and records to, and permit access to its books, records, and accounts by the City of Easton for purposes of investigation to ascertain compliance with the provisions of this certification. If contractor does not possess documents or records reflection the necessary information requested, it shall furnish such information on reporting forms supplied by the City of Easton.

(h) Contractor shall actively recruit minority and women subcontractors or subcontractors with substantial minority representation among their employees.

(i) Contractor shall include the provisions of this nondiscrimination certification in every subcontract, so that such provisions will be binding upon each subcontractor.

(j) Contractor's obligations under this clause are limited to the contractor's facilities within Pennsylvania, or where the contract is for purchase of goods manufactured outside of Pennsylvania, the facilities at which such goods are actually produced.

DATE: \_\_\_\_\_

\_\_\_\_\_  
(NAME OF CONTRACTOR)

BY \_\_\_\_\_

TITLE \_\_\_\_\_



## 8 Appendix B- Non-Collusion Affidavit

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State of: \_\_\_\_\_ Contract: \_\_\_\_\_

County of: \_\_\_\_\_

I state that I am \_\_\_\_\_ of \_\_\_\_\_ and that  
(Title) (Name of Firm)

I am authorized to make this AFFIDAVIT on behalf of my firm, and its owners, directors, and officers. I am the person responsible in my firm for the price(s) and the amount of this bid.

I state that:

1. The price(s) and amount of this bid have been arrived at independently and without consultation, communication or agreement with any other contractor, bidder or potential bidder.
2. Neither the price(s) nor the amount of the bid, and neither the approximate price(s) nor approximate amount of this bid, have been disclosed to any other firm or person who is a bidder or potential bidder, and they will not be disclosed before the bid opening.
3. No attempt has been made or will be made to induce any firm or person to refrain from bidding on this contract, or to submit a bid higher than this bid, or to submit any intentionally high or noncompetitive bid or other form of complementary bid.
4. The bid of my firm is made in good faith and not pursuant to any agreement or discussion with or inducement from, any firm or person to submit a complementary or other non-competitive.
5. \_\_\_\_\_, it's affiliated, subsidiaries, officers, directors and  
(Name of Firm)

employees are not currently under investigation by any governmental agency and have not in the last four years been convicted or found liability of any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidder on any public contract except as follows:

I state that \_\_\_\_\_ understands and acknowledges that the  
(Name of Firm)

above Representatives are material and important, and will be relied on by the City of Easton in awarding the contract(s) for which this bid is submitted. I understand and my firm understands that any misstatement in this Affidavit is and shall be treated as fraudulent concealment from the City of Easton of the true facts relating to the submission of bids for this contract.

\_\_\_\_\_  
(Name and Title)

Sworn to a Subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public My Commission Expires: \_\_\_\_\_.