



DUKE HEIGHTS

DUKE Heights Business Improvement Area

Request for Proposal/Call to Artists Phase 1 – Scope of Work

Mural Public Art Project Sheppard Avenue West at the CN – GO Train Overpass

DATE ISSUED:

Thursday, April 8, 2021

CLOSING DATE AND TIME:

Proposals must be received prior to:

Friday, April 30, 2021 at 4:00pm (local Toronto time)

PROPOSALS MUST BE SUBMITTED VIA EMAIL TO:

Lia Martelluzzi, Executive Director

lia@dukeheights.ca

and

Laura Ispas, Office Manager

laura@dukeheights.ca



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FORM 1 – Agreement to Participate and Consent form

Section 1 – OVERVIEW

1.1 Duke Heights BIA – Introduction and Mandate

The name Duke Heights comes from the first two letters of Dufferin St. and Keele St., and its location, at the northernmost and highest part of the City of Toronto.

The DUKE Heights Business Improvement Area, created in 2014, is Ontario’s second largest BIA in terms of surface area, and is home to over 2,500 businesses, employing over 30,000 people and more than 120,000 visitors per weekday (numbers pre-Covid).

Nestled between Downsview Park and York University, the area has great potential and is home to a wide mix of innovative businesses: large manufacturers, food producers, retail, restaurants, auto shops, sport arenas, medical facilities, offices and professional services, businesses that offer educational, recreational and vocational classes, entertainment and sports centers etc. With the TTC, GO transit, the future Finch West LRT and various highways surrounding the BIA, the community is greatly positioned for strategic and planned growth. Further information about the DHBIA is found at www.dukeheights.ca

The BIA’s primary objective is to create a thriving, competitive and safe neighbourhood that attracts new businesses, shoppers, diners etc.

Our main mandate is:

- To improve the business area for the benefit of our business members.
- To promote the potential of the area.
- To provide support to businesses in the area.
- To become a centre for commerce and a hub of activity for the region.
- To improve infrastructure and security, cleanliness and the public realm of the area.
- To initiate and oversee community improvements such as beautifying the streetscape, creating a sense of place, instilling civic pride in the neighbourhood and promoting the area’s unique features.
- To inject new resources that tap into the potential of the area.



1.2 Process and Budget – Brief Intro

The DUKE Heights BIA is issuing this **Request for Proposal/Call to Artists** as a two-stage competition:

Phase 1 - Scope of Work: The artist is to submit an **Agreement to Participate**, explaining their understanding and vision of the theme; previous projects; references; no concept design is to be submitted at this stage. *(Please refer to Paragraph 3.1)*

Phase 2 - Terms of Reference: Three selected finalists will be selected from all applicants and will be invited to submit **Conceptual Designs**. The top finalist will be awarded the contract, while the next two applicants will be awarded \$2,000.00 each for their work in Phase 2 submission. *(Please refer to Paragraph 3.2)*

Budget: The overall budget for the mural project is for up to \$65,000, but points are awarded for keeping the budget lower. *(Please refer to Paragraph 2.7)*

Section 2 – SCOPE OF WORK

2.1 General Scope of Work. Context. Community Benefits

The DUKE Heights BIA is looking to initiate the second mural art project in the area, as part of a series of proposed and still to be developed enhancements to the right-of-way. These improvements are key to our strategy for revitalizing the area and creating long-term effects. The first mural was successfully commissioned and welcomed in our community in 2017 and is located at the CN Rail Line Underpass at Finch Ave. West.

2021: Year of the Public Art

Part of a 10-year strategy plan to enhance the City’s commitment to public art, 2021 was declared a year of celebration of art and community. “Public Art is a tool for community development, civic engagement, and urban design, and has created significant opportunities for artists to advance their professional practice through high-profile public commissions” (Toronto Public Art Strategy). The mural on Sheppard Ave W. will leverage the City-wide initiatives for the Year of Public Art.

Continuous Development in the Area

The Downsview Park redevelopment will reshape the south neighboring land into a vibrant, sustainable, and complete community.

Community Engagement

The project will create opportunities for meaningful partnerships, community engagement and connections. The artist will be encouraged to create mentorship opportunities for young emerging artists/arts students.

Public Realm Beautification

DHBIA is committed to steward opportunities for public realm beautification and improvement projects in the area. The BIA recommends the Sheppard Avenue West Underpass as an ideal site for improvement because of its location on a major arterial road, its large surface area, and the lack of public art in the area.

Placemaking

The underpass is currently tagged with graffiti. The proposed mural will remove, counteract, and replace graffiti vandalism with vibrant artwork, making the street more welcoming, safe and appealing to pedestrians, cyclists, and motorists.

The completed commission will be part of the daily experience for commuters, residents and workers and will be experienced by a vast audience.

Above all, it is expected to:

- Engage the community at large in the urban and employment neighborhood.
- Serve as a memorable and welcoming landmark.
- Serve as a source of pride for the community.

2.2 Project Site Description

The mural site is located at the rail underpass (Structure ID#321) at Sheppard Avenue West and the GO Barrie line, located between Chesswood Drive and Bakersfield Street.

The bridge is located in Ward 6 – York Centre and is north of the Downsview Park Subway Station and Downsview Park GO Station.

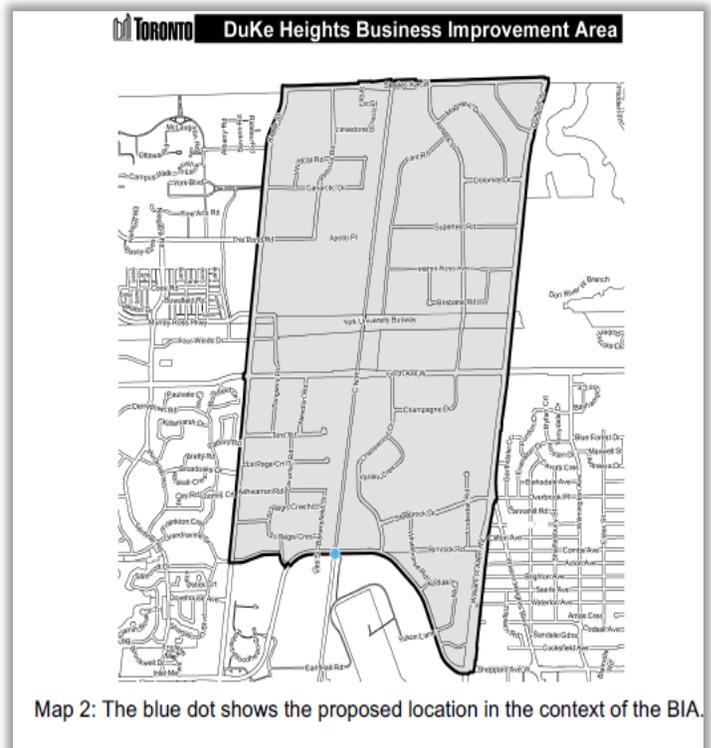
The TTC bus routes 84, 101, 106, 107, 108 and 984A pass under the bridge.

The location is highly visible to public transit users and drivers. The proposed mural site is located in the vicinity of several services, amenities and public spaces including the new developments at Downsview Park, Downsview Aerospace Innovation and Research Hub, Chesswood Arena, Toronto Animal Services, Montecassino Hotel, Service Ontario, retailers, diners, and other businesses.

The site identified for the mural art project includes two walls at the crossing of the Barrie rail corridor with Sheppard Ave W. The walls are on the south and north side respectively.

The walls, made of cement, are generally in good repair, with some minor areas in need of attention (Image 1-2). There is a plaque on the north side wall commemorating the date of the bridge (Image 3). Graffiti and tagging is most visible on the northern wall with evidence of attempted removals (Image 4-6). Combined, the walls are approximately 300 square meters of surface, but the proponent is responsible for taking exact measures of the walls and developing cost estimates. (Please note all pictures were taken in the spring of 2020)

Sidewalks run parallel to the underpass walls located on north and south sides of Sheppard Avenue West. Adjacent to the bridge, on north and south sides are grassy areas and fencing. There are currently no trees in the immediate vicinity of the walls. The buildings on the north side of Sheppard Avenue West are setback and have no interaction with the pedestrian realm. Buildings present a continuous wall of brick and cement.



Map 2: The blue dot shows the proposed location in the context of the BIA.

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On the south side of Sheppard Avenue West, only grass and fencing is visible at the pedestrian level. Hydro poles run north-south at the above track level.



Image 1- Looking NE at the Bridge



Image 2 - Looking NW at the Bridge

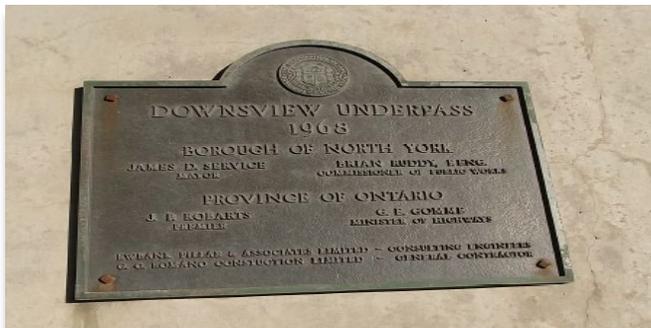


Image 3: A plaque located on the northern side of underpass.



Image 4: Tagging graffiti on the northern side of the underpass.



Image 5: Graffiti tagging that has been partially removed.



Image 6: Minor site maintenance for wall preparation will be required.

2.3 Vision Concept

The mural should be an invitation to a *Journey in Time*. The concept we are envisioning for the proposed mural should reflect the neighborhood identity and be geared around a few major themes:

- Celebrate and acknowledge the lands that were once part of Wendat, Haudenosaunee and Mississauga territories, and now home to many diverse First Nations, Inuit and Métis peoples.
- Reflect Downsview's aviation legacy, from Havilland to Bombardier, from the military base and airport to the aerospace innovation hub.
- Promote Duke Heights' employment land, industrious nature, entrepreneurial spirit and the vibrancy and vitality of the business community.
- Celebrate Downsview Park natural heritage, urban wilderness, nature trails and urban agriculture.
- Reveal transformations, resiliency, sustainability, connectivity, new beginnings and healthy community growth.

2.4 Project Design

The Commissioned artist will create detailed draft drawings based on the project submission for the DUKE Heights BIA. The artists will define project parameters, timetables, costs, any permitting or design elements and other matters as required. The draft plan is to be submitted to DHBIA for BIA Board of Directors' approval, based on the Jury's recommendation, before commencement of the project.

2.5 Project Development

Develop and carry out a mural project. This includes the development of the mural project and any permitting and or planning around the project, as well as collaboration, BIA staff, stakeholders, and mentees (if any). The successful candidate is responsible for the carrying out of the mural project but will not be responsible for other elements that may be added to the project, such as led light installations. If possible, they can make suggestions and/or provide cohesive drawings of the plan to include these additions, in collaboration with the BIA Staff.

2.6 Project Unveiling

The mural will be unveiled in collaboration with our media partners at a public event that will invite local members, City officials and other dignitaries, members of the community (dependent on Covid-19 restrictions in place at the time)

While the DHBIA will coordinate the event, the Artist is responsible to attend the event and help coordinate the profiling of the event for the DHBIA.

2.7 Budget

The budgeted amount for the mural component of the project is \$43,000 all inclusive (artist fees, labour cost, project materials, logistics).

The estimated budgeted amounts for the non-mural elements of the project are \$22,000 all inclusive (concept art honorariums, mentees honorariums-if any, commemorative plaques, contingency and 5 year maintenance).

2.8 Project Schedule

DATE	MILESTONE
April 2021	Call for Artists (RFP) – Stage 1
May 2021	Finalists Competition Phase – Stage 2
June 2021	Purchase Order Awarded to Artists Preliminary meetings Community Engagement Coordinate mentorships (if any) Approval of Final draft of Project
July/August, 2021	Mural painting
August/September, 2021	Unveiling event

The successful proponent will begin work one (1) week after issuance of a purchase order, unless otherwise agreed upon by the BIA.

This schedule is tentative and is subject to change and appropriate written notice of any changes will be provided where feasible.

3. PROPOSAL EVALUATION AND SELECTION PROCESS

The DUKE Heights BIA is issuing this **Request for Proposal/Call to Artists** as a two-stage competition:

3.1 Selection Process and Selection Criteria – Phase 1

- The artist is to submit an **Agreement to Participate** before the closing date and time: **Friday, April 30, 2021 at 4:00pm (local Toronto time).**
- All proposals will be evaluated based on the artist’s understanding and vision of the theme, creativity of approach (written concept and qualifications), experience, qualifications, resources and previous work. All submissions will be evaluated by a Jury /an Assessment Committee, consisting of Duke Heights BIA Board Directors, prospective partners, and Duke Heights BIA Staff. The Committee will review and evaluate the qualifications from all artists in accordance with the selection criteria and will select a maximum of 3 artists to move forward to the Phase 2.
- **Elements needed for application for Phase 1:**
 - Agreement to Participate (Please refer to Form 1)
 - Letter of Interest– expressing the reason for your interest in the project and a general direction for your approach to the site (1 page max.)
 - Experience and Qualifications (5 pages max.) (Curriculum Vitae)
 - Examples of similar work (6 pages max.)
 - Two professional references (contact info.)
 - Proposed staff and resources (2 pages max.)
 - Work plan and deliverables (2 pages max.)
- No concept design is to be submitted at this stage.
- Each proponent will be evaluated on the following basis:

- Training or experience as an artist in projects of comparable nature, size and scope; key staff
- Aesthetic evaluation of previous projects, original thinker
- Understanding the overall project: location, vision, theme and potential for placemaking
- Detailed workplan, timelines and major deliverables
- Mentorship receptiveness to work with youth mentee(s)

3.2 Selection Process and Selection Criteria – Phase 2

- Three shortlisted artists will be given **Terms of Reference** for refining their proposals, submitting the Conceptual Design, preparing a detailed Budget and submitting a Community Engagement Plan.
- The Terms of Reference will outline all processes required for the finalists to prepare their completed proposal.
- The finalists will be invited to individually present their concepts to the Jury.
- Phase 2 Honorarium: The winner of this stage will be awarded the contract for the project. All finalists will be paid a \$2,000 fee (plus HST), provided they have submitted a complete and compliant concept proposal. The \$2,000 fee paid to the winning proponent will be considered part of the overall contract award and be considered a pre-payment.
- **Elements needed for application for Phase 2:**
 - Conceptual Approach: A written description of the concept to be developed within the mural (2 pages max.)
 - Community Consultation and Engagement Plan: A written description (2 pages max.) The Community Consultation and Engagement Plan should include knowledge of the surrounding communities and a strategy on how the community will be engaged.
 - Materials and Equipment: A written description of materials and methods to be used in the execution of the project including site analysis and preparation (analysis will flag any potential areas of concern for future maintenance). Specifications of such materials should be provided. Paints must comply with Province of Ontario Environmental regulations (no isocyanates, low VOC) and ease of repair and restoration must be considered. Durability is a major consideration. Description of the equipment needed on site to execute the work.
 - Team composition: Named members of your team.
 - Insurance: Confirmation of WSIB and other insurance coverage. Proof of Fall Protection Training for any workers performing work at heights.
 - Work Plan: Should include detailed information on weather/temperature or other issues that may impact the schedule (2 pages max.)
 - Concept Drawings and Renderings illustrating the full extent of the artwork (with dimensions noted) and one detailed view illustrating a key component of the artwork.
 - Budget breakdown showing at a minimum: artist design fee, labour costs, materials and equipment costs, logistics, insurance cost.
 - Schedule breakdown of all activities, including community consultation, through creation of the final design, execution of the work and project close out.
 - Warranty terms and conditions: minimum 5 years on materials and execution

3.3. Proposal Evaluation Table Phase 1

EVALUATION CRITERIA - Phase 1	POINTS AVAILABLE	POINTS AWARDED
Phase 1.1 Compliance with Mandatory Submission Requirements	Pass/Fail	
Phase 1.2 Technical evaluation		
A. Proponent Profile <ul style="list-style-type: none"> • Profile and summary of history of artist 	10	
B. Experience and Qualifications of Proponents <ul style="list-style-type: none"> • Proponent's experience in projects of comparable nature, size and scope • Reference check and feedback • Proponent's experience in the production of similar projects • Aesthetic evaluation of previous projects, original thinker 	40	
C. Proposed Staff Team and Resources <ul style="list-style-type: none"> • Duties and responsibilities of key staff in this project • Mentoring opportunities within the project 	25	
D. Work Plan and Deliverables <ul style="list-style-type: none"> • Understanding of overall project and vision • Proposed methodology and approach to managing work • Detailed work plan and timeline, identifying and detailing major deliverables 	25	
Total (A+B+C+D)	100	
Maximum 3 proponents, each acquiring a minimum of 75 points will qualify for the Phase 2.		

3.4. Proposal Evaluation Table - Phase 2

EVALUATION CRITERIA - Phase 2 Only 3 chosen proponents will be evaluated	POINTS AVAILABLE	POINTS AWARDED
Phase 2.1 Compliance with Mandatory Submission Requirements	Pass/Fail	
Phase 2.2 Technical evaluation		
A. Experience and Qualifications of Proponents <ul style="list-style-type: none"> • Proponent's experience in the projects of comparable nature, size and scope 	25	
B. Proposed Staff Team and Resources <ul style="list-style-type: none"> • Team composition; Staff experience • Duties and responsibilities of key staff to this project 	10	
C. Concept and Deliverables <ul style="list-style-type: none"> • Concept approach • Community consultation plan • Materials and equipment plan • Work plan • Concept drawings and art proposal • Detailed work plan and timeline, identifying and detailing major deliverables 	50	
D. Budget: <ul style="list-style-type: none"> • Lowest priced proposal receives 15 points and the remaining Proposals are assigned points based on the following formula: "<i>lowest price divided by proponent's price submission) x 100</i>" 	15	
Total (A+B+C+D)	100	

Section 4 – PROPOSAL SUBMISSION REQUIREMENTS

4.1 Proposal Documentation and Delivery

The documentation for the current Proposal Phase 1 - Scope of Work must be submitted via email no later than the Closing Date (**Friday, April 30, 2021 at 4:00pm (local Toronto time)**) to the following DHBIA Contacts:

Lia Martelluzzi, Executive Director

lia@dukeheights.ca

and

Laura Ispas, Office Manager

laura@dukeheights.ca

4.2 Proposal Content Description

The submission must be made in one or two files in .PDF format and must contain the following:

1. A signed Agreement to Participate, indicating that you are interested in submitting your credentials for consideration and agree to abide by the rules for the competition (Form 1)
2. The Proposal containing:
 - Letter of Interest – expressing the reason for your interest in this project and a general direction for your approach and vision (1 page max.)
 - A current Curriculum Vitae, that outlines your Experience and Qualifications (5 pages max.)
 - Up to 6 images of past similar commissioned work for projects of comparable nature, size and scope, with a brief description of each including location of work, budget and materials (6 pages max.)
 - Names and contact information for two professional references
 - Proposed Staff and Resources (2 pages max)
 - Work Plan and Deliverables (2 pages max.)

4.3 Disqualifications

The following outlines grounds for disqualification:

- Candidates may not lobby City or DUKE Heights BIA staff nor the competition advisors for advancement.
- Candidates may not offer ideas for artwork designs nor existing works for consideration for purchase under any circumstances. Doing so will result in disqualification from further consideration.
- Candidates may not offer or give any gratuity to any Board Member, Jury Member or DHBIA Staff in connection with or arising from this RFP, whether for the purpose of securing an Agreement, seeking favourable treatment in respect to the RFP or influencing the performance of the Agreement
- Submissions that do not contain a signed Agreement to Participate will not be considered.
- Proposals that arrive after the deadline will not be accepted.

4.4 Communications

All questions should be sent in writing before Tuesday, April 27th at 4:00 pm.

Email your inquires and final submissions to: lia@dukeheights.ca and laura@dukeheights.ca

4.5 Addenda

If it becomes necessary to revise any part of this RFP, the revisions will be submitted electronically by Addendum sent to the recipients of the initial RFP, the contact provided by the Proponent for communication regarding this RFP, as well as will be posted on the Duke Heights BIA website under the section “Work with Us”.

The BIA reserves the right to revise this RFP up to the Closing Deadline. When an Addendum is issued, the Closing Date for submitting Proposals may be revised by the BIA if, in its opinion, the BIA determines more time is necessary to enable Proponents to revise their Proposals. The BIA will make reasonable efforts to issue the final Addendum (if any) no later than five (5) days prior to the Closing Date.

4.6 Post-Submission Adjustments and Withdrawal of Proposals

No unilateral adjustments by Proponents to submitted Proposals will be permitted.

A Proponent may withdraw its Proposal at any time prior to the Closing Date by notifying the BIA contacts designated in this RFP via email, with appropriate identification.

A Proponent who has withdrawn a Proposal may submit a new Proposal, but only in accordance with the terms of this RFP and before the Closing Date.

After the Closing Date, each submitted Proposal shall be irrevocable and binding on Proponents for a period of 45 days.

4.7 Conflicts of Interest

The Proponent must disclose in its Proposal to the BIA, any potential conflict of interest that might compromise the performance of the work. If such a conflict of interest does exist, the BIA may, at its discretion, refuse to consider the Proposal.

The Proponent must also disclose whether it is aware of any BIA employee, Director of the BIA Board or Jury member thereof having a financial interest in the Proponent and the nature of that interest. If such an interest exists or arises during the evaluation process or the negotiation of the Agreement, the BIA may, at its discretion, refuse to consider the Proposal or withhold the awarding of any Agreement to the Proponent until the matter is resolved to the BIA’s sole satisfaction.

If, during the Proposal evaluation process or the negotiation of the Agreement, the Proponent is retained by another client giving rise to a potential conflict of interest, then the Proponent will so inform the BIA. If the BIA requests, then the Proponent will refuse the new assignment or will take such steps as are necessary to remove the conflict of interest concerned.

Proponents are cautioned that the acceptance of their Proposal may preclude them from participating as a Proponent in subsequent projects where a conflict of interest may arise. The Successful Proponent for this project may participate in subsequent/other BIA projects provided the Successful Proponent has satisfied pre-qualification requirements of the BIA, if any, and in the opinion of the BIA, no conflict of interest would adversely affect the performance and successful completion of the Agreement.

FORM 1 – Agreement to Participate

**RFP/Call to Artists
Mural Public Art Project: Sheppard Ave. W at the CN – GO Train Overpass**

CLOSING DATE: Friday, April 30, 2021, 4:00 PM – local Toronto time

AGREEMENT TO PARTICIPATE

I/We, the undersigned artist(s), hereby declare that I/we have read and understand the RFP/Call for Artists and that I/ we are willing to submit our credentials for consideration for Phase 1 – Scope of Work for the DUKE Heights Mural Public Art Project: Sheppard Ave. W at the CN – GO Train Overpass

I/We, the undersigned artist(s), hereby declare that have carefully examined the documents and have a clear and comprehensive knowledge of the requirements and have submitted all relevant data. Should the submission of my/our proposal not result in an invitation to submit a proposal for Phase 2 or in the commission award, I/we shall not hold personally liable any Member of the BIA Board or Jury, any of the DHBIA employees or the City of Toronto.

I/We stipulate and agree that under no circumstances, I/we or our representatives, may lobby employees of the BIA, members of the Jury or BIA Board, or engage others to lobby on our behalf for a commission.

I/We understand that all decisions made by the BIA, its advisors and the Jury are final.

I/We understand that failure to follow these terms and conditions will result in disqualification.

I/We have read the DUKE Heights BIA RFP/Call to Artists
Mural Public Art Project: Sheppard Ave. W at the CN – GO Train Overpass
and agree to participate according to the terms and conditions set out therein.

SUBMITTED BY:

PROPONENT'S FULL LEGAL NAME: _____

ADDRESS: _____

TEL. NO.: _____ **EMAIL:** _____

PRINTED NAME OF SIGNING OFFICER: _____

DATE: _____

(SIGNATURE OF AUTHORIZED SIGNING OFFICER)

THIS FORM MUST BE SIGNED AND SUBMITTED WITH YOUR PROPOSAL OR YOUR PROPOSAL WILL BE DECLARED DISQUALIFIED.