

1501 Cherry Street
Philadelphia, PA 19102-1403
Tel: 215.564.6004
Fax: 215.564.1865



December 27, 2023

Via E-mail

Rebuild Project: **Piccoli Playground**
 1501 East Bristol Street, Philadelphia, PA 19124

Project User: **Community Ventures**

Re: Conceptual Construction Approval from the Art Commission

To the Art Commission Members:

Community Ventures, the project user for the Rebuild Piccoli Playground project referenced above, is submitting this letter for your consideration to review the design of the Piccoli Playground Project during the scheduled Art Commission Meeting on January 10, 2024. This letter is preceding the presentation package which will be submitted on January 03, 2024.

The Piccoli Playground, an existing site with playground, site amenities and a small building which has multi-purpose rooms for activities. Piccoli Playground was selected by the City of Philadelphia's Rebuild initiative to receive improvements. The facility is located the Juniata Park neighborhood of Philadelphia. It is bordered on the north by E. Cayuga Street to the east by O street, to the south by E. Bristol Street and to the west by Castor Avenue. The construction budget for the project is \$1,000,000 including \$220,000 in state grants for landscape improvements.

Piccoli Playground sits on an approximately 5.4-acre site that includes a 1,650 SF building that shows much deterioration. The single-story brick masonry building is slab on grade and was completed in 1955. The site has a range of outdoor features, including a playground, tot lot, swimming pool, spray ground, picnic area, hockey, basketball, and tennis courts, an unprogrammed asphalt area, and a mixed-use field used for baseball, softball, football, and soccer. Within the past eight years the site has received new playground equipment and safety surface.

The Piccoli Playground project was previously presented to the Art Commission in February 2022 as primarily a building renovation project with modest landscape improvements. However, through the community's advocacy and engagement the scope of the project has changed. The project will now focus on landscape improvements while additional funding for a new building is identified.

The planned landscape improvements will focus on updating the existing sports courts to meet the desires and needs of current playground community. The improvements will add more basketball courts, a volleyball, a multi-sport court (volleyball/soccer mini pitch), a painted bike track and painted game area. The improvements will also remove asphalt from a currently unprogrammed area and convert it into a gathering and picnic area.

Through the Rebuild process, the project includes an allocation for a Percent for Arts intervention. Community Ventures and the Percent for Arts facilitator have been in communication throughout the design and engagement process to date.

For all communication regarding decisions by the commission and questions, please contact:

Linda To
Development Project Manager
Community Ventures
1501 Cherry Street
Philadelphia, PA 19102
215.564.6004 ext 103
lto@community-ventures.org

In addition, please include Andrea Haynes, the project manager/landscape architect, for all communications which include questions about the project:

Andrea Haynes
Project Manager/Landscape Architect
Studio Sustena
215.247.8784
ahaynes@studio-sustena.com

We look forward to discussing and receiving your feedback.

Please let us know if you have any questions in the meantime.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda L. To". The signature is fluid and cursive, with the first name "Linda" being more prominent than the last name "To".

Linda L. To
Development Project Manager



PICCOLI PLAYGROUND

ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 10, 2024



November 18, 2022

Beige Berryman
The Philadelphia Art Commission
One Parkway, 1515 Arch Street, 13th Floor
Philadelphia, PA 19102



Re: Letter of Intent for Percent for Art at Piccoli Playground

Dear Beige:

The Office of Arts, Culture and the Creative Economy (OACCE) would like to inform the Philadelphia Art Commission of our intent to provide a future Percent for Art opportunity at Piccoli Playground in collaboration with our partners at Rebuild and Community Ventures. Piccoli Playground is a Rebuild site at 1501 E Bristol St in the Juniata Park / Feltonville neighborhood in North Philadelphia, consisting of a major interior building renovation and site improvements, such as an outdoor multigeneration play space and new landscaped areas. Due to the City's volume of current Percent for Art projects that are underway, the timeline for this future Percent for Art project is still being determined with OACCE and Rebuild. As such, planning activities for the public artwork may not begin prior to December 2023. Below is an overview of our understanding and anticipated approach for this public art project:

- The Piccoli Playground Percent for Art opportunity will create a beautiful and enduring work of public art that is permanent, site-specific, and reflects the culture, values, and diversity of the Juniata Park / Feltonville community in North Philadelphia. The Art budget will be at least 1% of the total project budget in keeping with the City's Percent for Art guidelines.
- A Piccoli Percent for Art Committee will be formed to advise the selection of the artist and the art proposal, and will include representatives from: the Piccoli Design team, community members that utilize the Piccoli Playground; public art artists; residents of the Juniata Park / Feltonville community; representatives from City Council District 7 Office, Parks and Recreation, Rebuild and OACCE.
- The Artist will be selected through a two-part competition, consisting of a Call for Artist Phase 1 where artists submit qualifications, and a subsequent Phase 2 where 3 to 5 semi-finalists will be selected by the Committee to move forward with providing proposals. Community involvement will be a critical component, and artist teams will be encouraged to work with the public to align their proposal with the desires and feedback from the community. Community engagement will occur in virtual and/or in-person meetings with community members, and through online public surveys.
- OACCE will provide oversight for the Percent for Art process from concept to installation and will work with the artist and project team to ensure the technical details for the artwork are coordinated with the site. Once a Finalist is selected and the artwork has been developed, OACCE will initiate a separate review process with the Philadelphia Art Commission for approving the artwork.

We look forward to working with the project team and all community stakeholders to realize a beautiful public artwork that will be an enduring contribution to the Juniata Park / Feltonville community and the City's renowned collection of public art. Should you require any additional information please do not hesitate to call me at 215.686.4596.

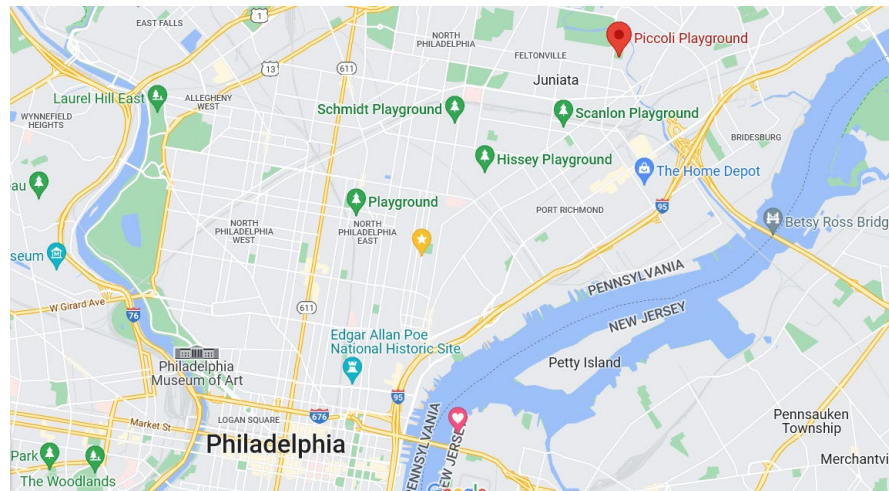
Sincerely,

Marguerite Anglin, RA, NOMA
Public Art Director
Office of Arts, Culture and the Creative Economy

116 City Hall • Philadelphia, PA 19107 • www.creativephl.org • 215.686.4596

Due to the City's volume of current Percent for Art projects that are underway, the timeline for this future Percent for Art project is still being determined with OACCE and Rebuild. As such, planning activities for the public artwork may not begin prior to December 2023.

The Piccoli Playground Percent for Art opportunity will create a beautiful and enduring work of public art that is permanent, site-specific, and reflects the culture, values, and diversity of the Juniata Park / Feltonville community in North Philadelphia. The Art budget will be at least 1% of the total project budget in keeping with the City's Percent for Art guidelines



SITE LOCATION

PICCOLI PLAYGROUND

ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024

August 2022 – Focus Group 01: Understanding needs and desires of Juniata Park community

Feedback: Building Upgrade - roof, mechanical systems and more activity rooms. Outdoor Upgrades – seating areas, skateboard or bike track area, basketball court, spray ground, shaded areas, and safety.

October 2022 – Focus Group 02: Feed back from community representatives on proposed building and landscape

Feedback: Overall building renovation and landscape design is acceptable, but community members demanded transparency on funding allocations and desire for new building.

February 2023 – Community Event 01: Community vote on proposed landscape furnishings, plantings and themes

Feedback: Concern over adult equipment - intergeneration play is not wanted. Community members reiterated their desire for a new building

November 2023 – Focus Group 03

Feedback: Proposed scope and program is approved by group.

December 2023 – Community Event 02: Community vote on design

Focus: Discussion of new proposed scope

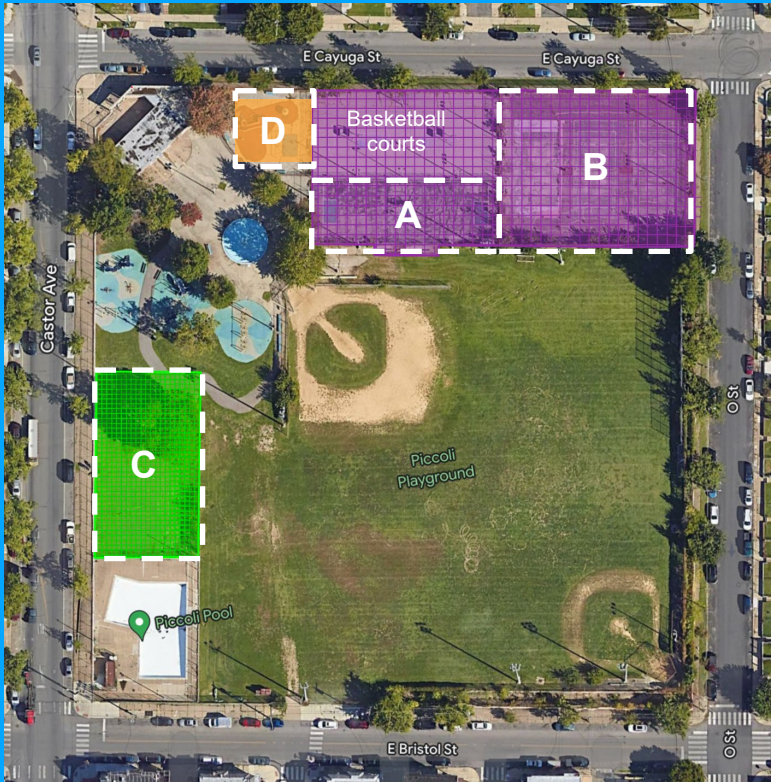


What We Heard.

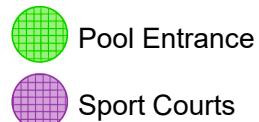


- SAFETY
- BIKE TRACK
- GATHERING SPACES
- BASKETBALL COURTS
- VOLLEYBALL COURTS

Existing Sports Courts & Pool Entry



- A – existing field hockey court
- B – existing tennis courts
- C – existing asphalt
- D – existing tot lot



Basketball & Tennis Courts



Existing Conditions

PICCOLI PLAYGROUND

ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024

Existing Pool Entrance & Tot Lot



Existing Conditions

PICCOLI PLAYGROUND
ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024

Existing Tree Pits



Existing Conditions

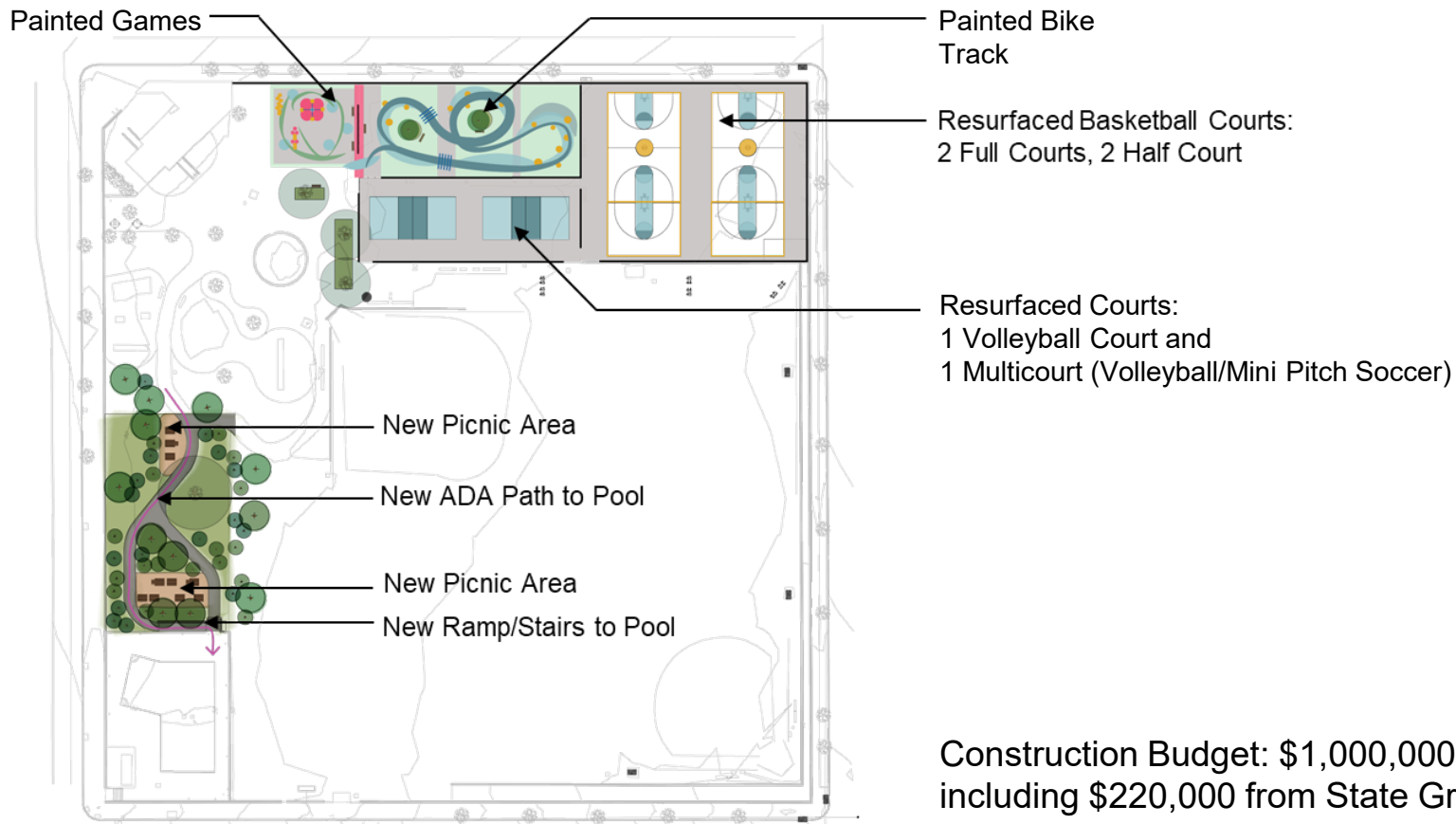
PICCOLI PLAYGROUND
ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024

Existing Lighting

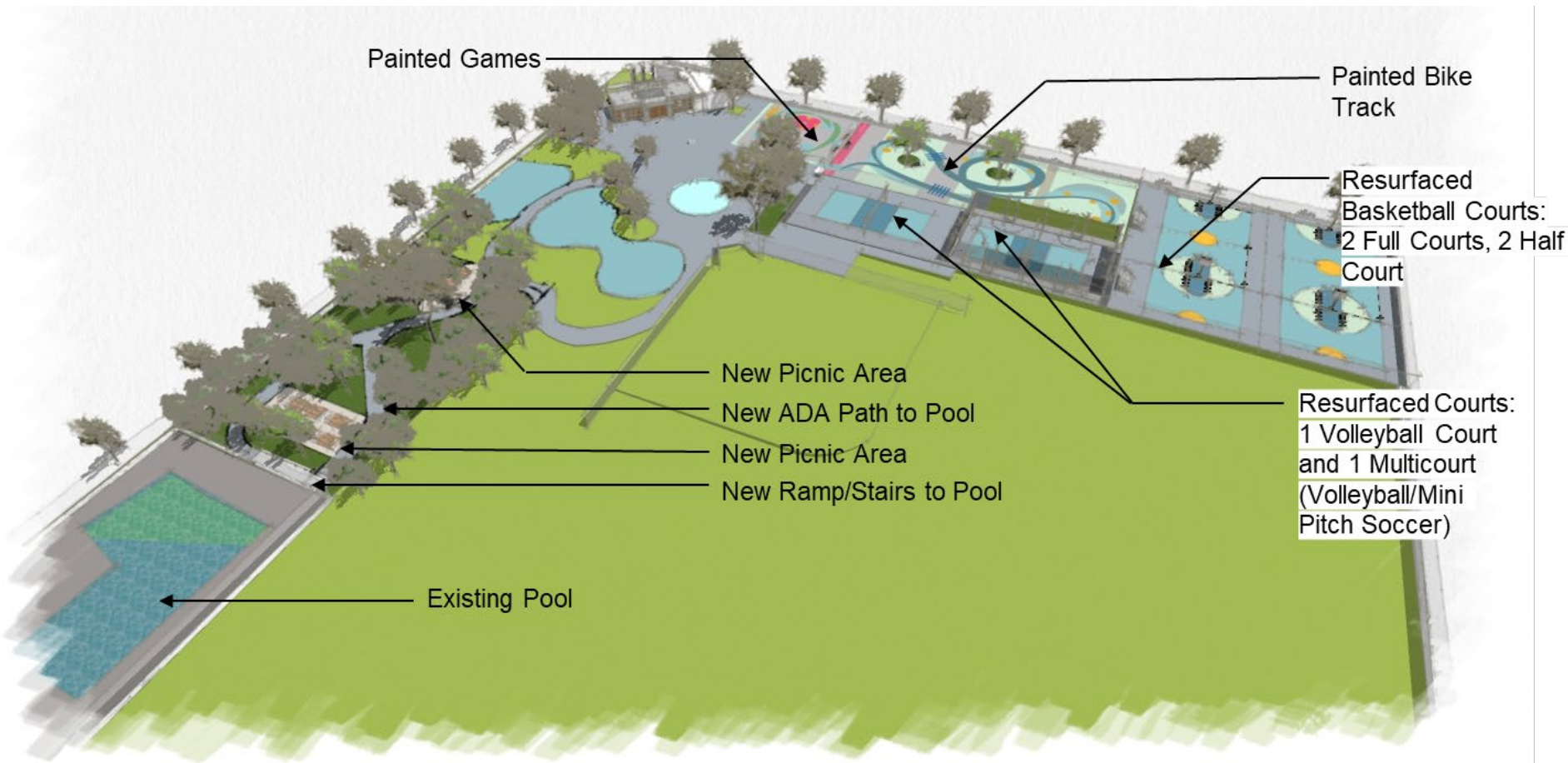


Existing Conditions

PICCOLI PLAYGROUND
ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024



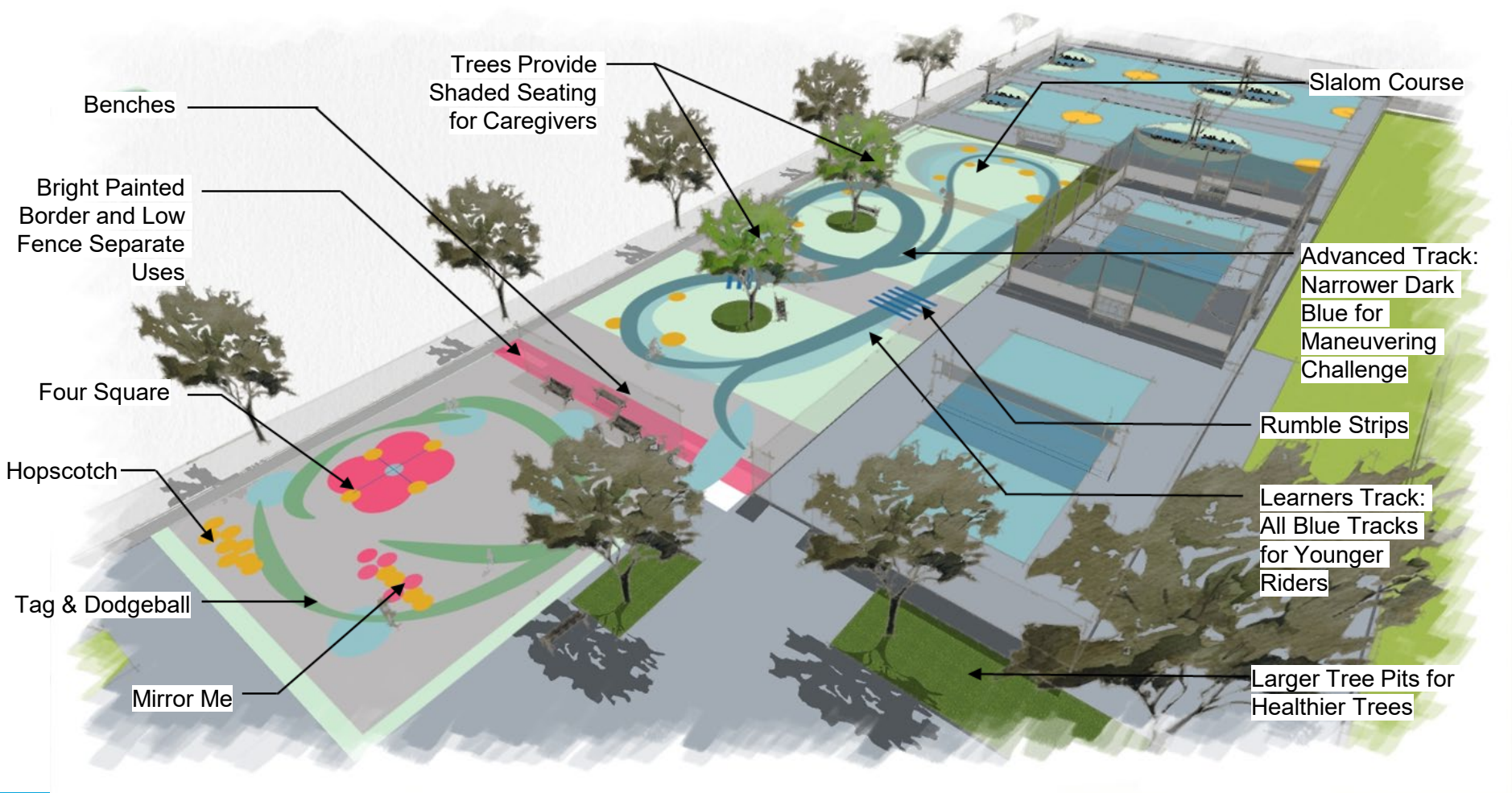
Construction Budget: \$1,000,000
including \$220,000 from State Grant



Renderings

PICCOLI PLAYGROUND

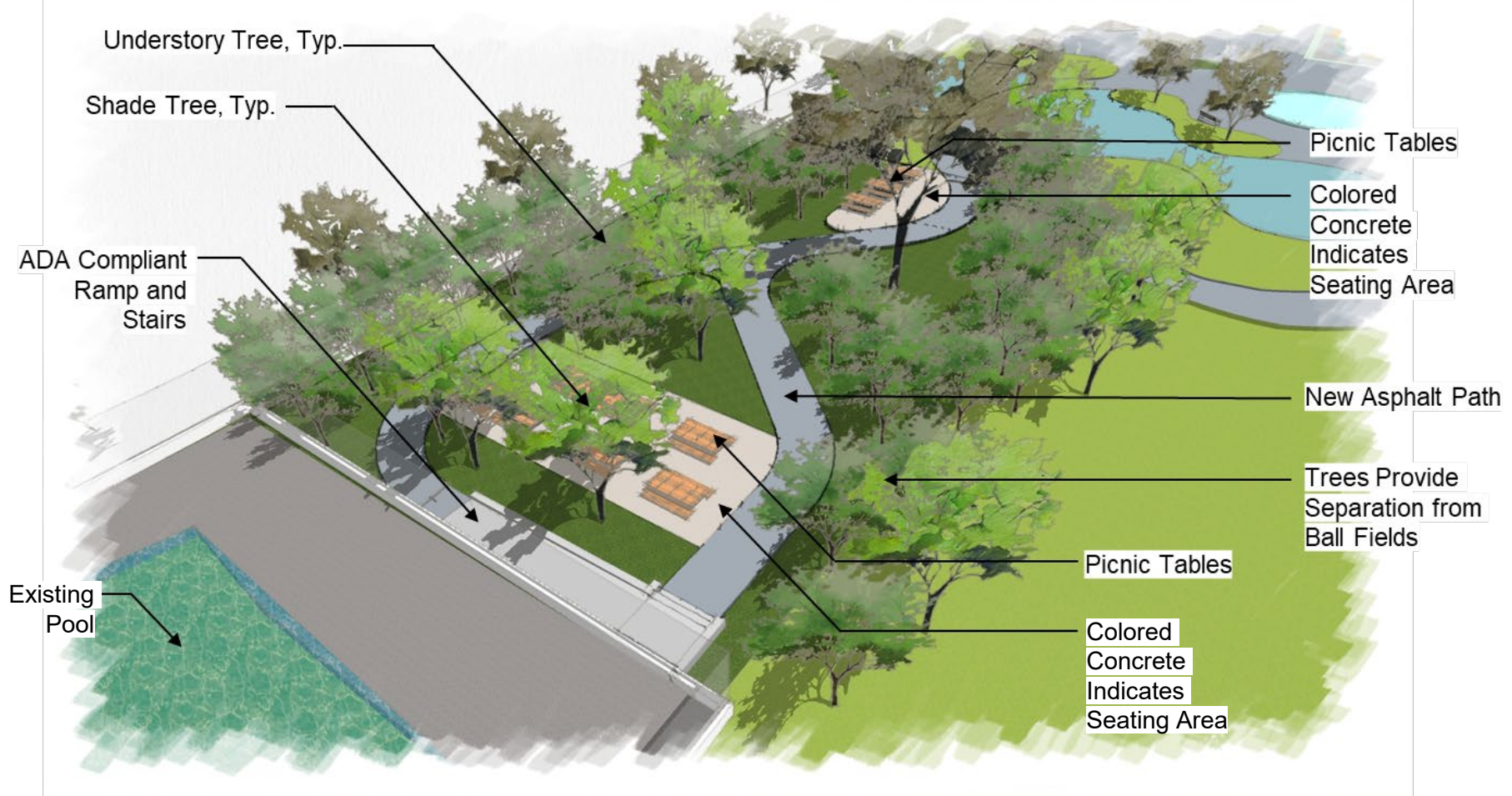
ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024



Renderings

PICCOLI PLAYGROUND

ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024



Renderings

PICCOLI PLAYGROUND

ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024

QUESTIONS/COMMENTS

PICCOLI PLAYGROUND

ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024

THANK YOU!

PICCOLI PLAYGROUND

ART COMMISSION | CONCEPTUAL REVIEW | JANUARY 2024

January 3, 2024

Alex Smith
The Philadelphia Art Commission
One Parkway, 1515 Arch Street, 13th Floor
Philadelphia, PA 19102

Re: Letter of Intent for Percent for Art at Piccoli Playground

Dear Alex:

The Office of Arts, Culture and the Creative Economy (OACCE) would like to inform the Philadelphia Art Commission of our intent to provide a future Percent for Art opportunity at Piccoli Playground in collaboration with our partners at Rebuild and Community Ventures. Piccoli Playground is a Rebuild site at 1501 E Bristol St in the Juniata Park / Feltonville neighborhood in North Philadelphia consisting of site improvements such as an outdoor play space, picnic area, resurfaced athletic courts and new landscaped areas. Below is an overview of our understanding and anticipated approach for this public art project:

- The Piccoli Playground Percent for Art opportunity will create a beautiful and enduring work of public art that is permanent, site-specific, and reflects the culture, values, and diversity of the Juniata Park / Feltonville community in North Philadelphia. The Art budget will be at least 1% of the total project budget in keeping with the City's Percent for Art guidelines. Due to the City's current Percent for Art projects that are underway, the timeline for the future public art project is still being determined with OACCE and Rebuild and is considered a Category 2 project (see attached Percent for Art/Rebuild Memo).
- A Piccoli Percent for Art Committee will be formed to advise the selection of the artist and the art proposal and will include representatives from: the Piccoli Design team, community members that utilize the Piccoli Playground; public art artists; residents of the Juniata Park / Feltonville community; representatives from City Council District 7 Office, Parks and Recreation, Rebuild and OACCE.
- The Artist will be selected through a two-part competition, consisting of a Call for Artist Phase 1 where artists submit qualifications, and a subsequent Phase 2 where 3 to 4 semi-finalists will be selected by the Committee to move forward with providing proposals. Community involvement will be a critical component, and artist teams will be encouraged to work with the public to align their proposal with the desires and feedback from the community. Community engagement will occur in virtual and/or in-person meetings with community members, and through online public surveys.
- OACCE will provide oversight for the Percent for Art process from concept to installation and will work with the artist and project team to ensure the technical details for the artwork are coordinated with the site. Once a Finalist is selected and the artwork has been developed, OACCE will initiate a separate review process with the Philadelphia Art Commission for approving the artwork.

We look forward to working with the project team and all community stakeholders to realize a beautiful public artwork that will be an enduring contribution to the Juniata Park / Feltonville community and the City's renowned collection of public art. Should you require any additional information please do not hesitate to call me at 215.686.4596.

Sincerely,



Marguerite Anglin, RA, NOMA
Public Art Director
Office of Arts, Culture and the Creative Economy

Rebuild Percent for Art Strategy

10/28/22

Updated 1/2024



Memorandum

To: Alex Smith, Philadelphia Art Commission (*previously Beige Berryman*)
From: The Office of Arts, Culture and the Creative Economy (OACCE)/ Rebuild
Date: October 28, 2022 (updated 1/3/2024)
Subject: Rebuild Percent for Art Strategy

The Office of Arts, Culture and the Creative Economy (OACCE) administers the City's Percent for Art (PFA) program, which by City Ordinance requires that up to 1% of the budget for an eligible capital construction project is designated to site-specific public art. Percent for Art projects are multi-year efforts which include an open Call to Artist selection process; a robust community engagement process; project management by OACCE working with the artist and project team to ensure the technical details, fabrication and installation of the public art work is fully coordinated with the site constraints; and ultimate approval of the artist and artist's design proposal by the Philadelphia Art Commission.

This memorandum outlines the City's strategy for administering Percent for Art (PFA) projects for Rebuild renovation and construction sites. OACCE and Rebuild leadership have identified the need for this strategy due to the rare volume of capital projects that have triggered the City's Percent for Art ordinance at this time. The intent is to administer Percent for Art funds strategically across Rebuild project sites based on six (6) categories that consider scope, priority, location, timing, and community needs, in keeping with Percent for Art Guidelines. Category 1 refers to eligible PFA projects that are expected to commence planning within the current calendar year (schedules permitting) as determined by Rebuild and OACCE leadership. All other projects are described in the remaining Categories 2-6 below.

Proposed Rebuild Percent for Art (PFA) Categories:

Category 1: Eligible/Active PFA: The Rebuild Project is eligible for PFA per the PFA Guidelines and is either in progress or on OACCE's list to start PFA planning activities within the current calendar year, schedules permitting.

Category 2: Future PFA: The Rebuild Project is eligible for PFA, but due to volume of City public art projects, the PFA planning activities for this project will not start within the current calendar year. Projects in this category will commence as soon as the PFA schedule allows.

Category 3: Pool Funds Due to Inappropriate Timeline: The Rebuild Project is eligible for PFA, but the construction timeline is determined to be inappropriate for a public art project due to construction already being complete or nearing completion at the time of PFA determination. As such, the PFA funds will be pooled and applied to another Rebuild PFA project (per PFA Guidelines Section IV-F), within the same City Council district.

Rebuild Percent for Art Strategy

10/28/22

Updated 1/2024



Category 4: Conservation of Existing PFA: The Rebuild Project is eligible for PFA, but the site already has an existing PFA artwork in need of conservation. Where appropriate, the Rebuild PFA funds for that project will be applied to the conservation of the existing PFA artwork on site (per PFA Guidelines Section XII-B). If PFA project funds remain, they will be applied to another Rebuild PFA project within the same City Council district.

Category 5: To Be Determined (TBD) PFA Project: Rebuild has not started the capital project and the scope of the Rebuild capital project has not been determined. This may become a Future PFA project (Category 2) upon determination of scope.

Category 6: Ineligible for PFA: The Rebuild Project is ineligible for PFA either due to construction cost being under \$1M, or the nature of construction is mostly repair or building systems upgrades (per PFA Guidelines Section III-L).

OACCE will work with Rebuild to communicate the anticipated PFA determination and category to the Philadelphia Art Commission on a per project basis when the renovation/ construction project is submitted for Art Commission Review. OACCE may provide a letter to communicate the Percent for Art intent to the Art Commission. At the appropriate time, OACCE will initiate a future and separate Art Commission review process for approving the artwork separate from the Rebuild construction project.
