

OCEAN STREET GATEWAY BEAUTIFICATION

CALL TO ARTISTS



Public Art Opportunity

The Ocean Street Beautification Project will construct new signature gateway improvements at the Ocean Street and Highway 17 entrance to Santa Cruz. The project is expected to include sustainable landscape features, public art, iconic gateway signage, as well as potential lighting and pedestrian improvements. This work is part of a citywide effort to improve the Ocean Street corridor.

ARTISTS NEEDED

The City is seeking up to five (5) artists to create site-specific public art concepts for the Ocean Street Gateway Beautification Project at the intersection of Highway 17 and Ocean Street in Santa Cruz, Santa Cruz County, CA. Artists selected for the concept design phase will be paid a **stipend of up to \$5,000** and will be eligible to compete for a construction phase contract to fabricate and install artwork with the final gateway improvements.

PROPOSALS DUE
OCTOBER 31ST

<https://wkf.ms/3EjQfWT>

Contact Info

David McCormic

831.420.5156

economicdevelopment@santacruzca.gov



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CALL TO ARTISTS

BACKGROUND

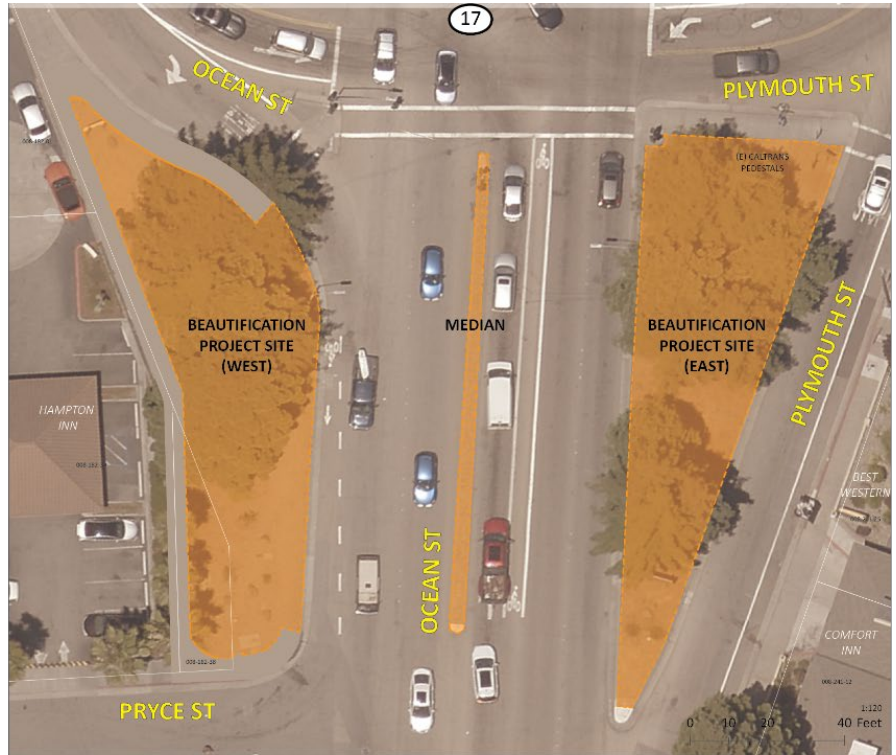
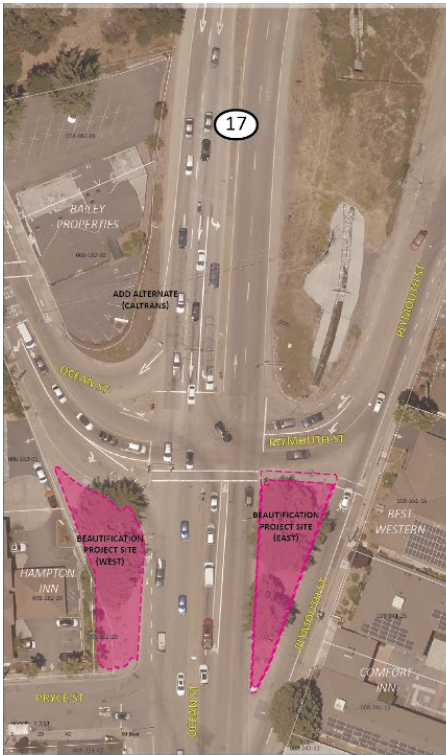
RHAA Landscape Architecture has been selected as lead designer for the gateway improvements. The Project Team has engaged the community about their concerns and preferences on potential design styles, features, and themes. The themes with the widest appeal appear to be nature, ecology/ sustainability and recreation/fun.

Through this Call to Artists, creatives are invited to submit initial proposals describing how the artist or artist team will explore these or other themes as public art and/or iconic gateway signage on the Project Site. Selected artists will work with RHAA Landscape Architects to develop several conceptual site plans that integrate art and landscape features. Concept plan and renderings will then be used for public feedback to help in select art and production artists for a future construction phase of the final gateway improvements and art.

PROJECT INFORMATION

Artists are encouraged to walk around the project site (shown below) to get a sense of the area, and to identify locations in the project area as potential public artwork installation sites. Selected artists will also work with the landscape design team and participate in a site visit to develop an understanding of the site's geography, history, and identity. Additional project materials are available for review on the City of Santa Cruz website, at the link below:





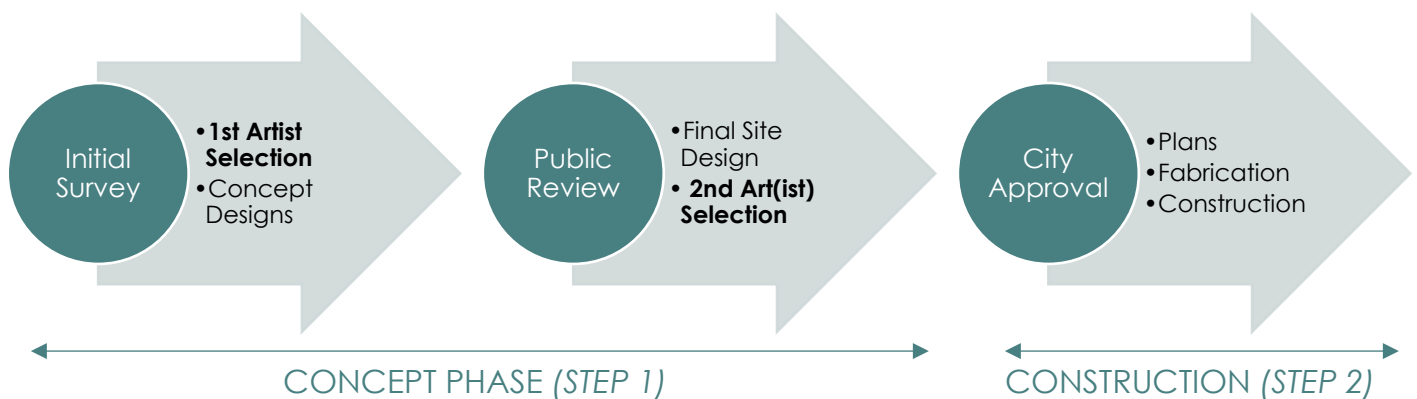
OCEAN STREET GATEWAY BEAUTIFICATION PROJECT SITE



PROJECT WEBSITE: <https://www.cityofsantacruz.com/government/city-departments/economic-development/ocean-street-gateway>

APPLICATION PROCESS

Artist selection for the Ocean Street Gateway will be a two-step process. The intent is to use fair, timely, and open process to invite, evaluate, and select a diverse group of artists, who are most prepared to contribute ideas for the Gateway. The two-step RFP process allows artists to quickly apply at low cost, and for the City of Santa Cruz to onboard up to **five artists** to develop concepts proposals for the community to consider as permanent public art for the Ocean Street Gateway. Informed by public feedback, artists will be evaluated based on these Concept Design Phase (Step 1) proposals and will be eligible for potential selection as production artists in the Construction Phase (Step 2).



All **proposals must be submitted by 4:00PM on October 31, 2023** via the online submittal form at [Submittal Form \(https://wkf.ms/3EjQfWT\)](https://wkf.ms/3EjQfWT). All pages of your application should clearly indicate your name, date, project title, and be in numerical order. Proposals are subject to the Public Records Act and will be provided upon request; identifying information about the artist will be redacted.

The following proposal materials will be requested [online](#). It is recommended that artists draft narrative responses outside the online form, and then cut and paste to the application:

- Contacts with artist's name, address phone, and email address.
 - A current resume of no more than two typed pages detailing professional artistic accomplishments and at least two references who can speak to your qualifications & work. Teams must submit a short resume for each member.
 - A written narrative, which includes each of the following elements:
 - A written proposal, not to exceed two pages, which addresses the artist's specific approach and design concept for this project.
 - Fabrication and installation. Explain your proposed schedule, process, and medium. Describe the anticipated fabrication and installation needs, special equipment or other which would require approval.
 - Equity, Inclusivity, and Environmental Justice (EIEJ) statement - Briefly describe your perspective on what EIEJ in art means to you (one page).
 - Consider any hardships encountered as an artist, such as discrimination (socio-economic, race, gender, etc.), efforts made to overcome, or help empower others, as well as any meaning expressed in professional work.
 - The City Art's Commission Commitment to Equity, Inclusivity, and Environmental Justice can be found by clicking this [link](#).
 - Visual support, which must include each of the following elements:
 - A portfolio of relevant work
 - Imagery depicting the type of work you propose for the project. This may be in the form of conceptual drawings, inspirational imagery, or portfolio pieces that reflect the initial design concept.
- ❖ If needed, artists may submit printed versions of documents above to the address below. Printed applications are due by 4:00PM on October 31st, 2023. A flash drive with digital copies of all documents is requested.

City of Santa Cruz
Economic Development & Housing
337 Locust Street
Santa Cruz, CA 95060

PROJECT BUDGET

The budget is split into two phases; 1) an initial Concept Phase stipend of up to \$5,000 for selected artists to work with RHAA on concept imagery of potential public art; and, 2) the future Construction Phase budget for production of any final art pieces selected for the final Ocean Street Gateway. Final art selection will be informed by future public engagement.

CONCEPT PHASE STIPEND: \$5,000

Artists or art teams selected to participate in the concept design phase of the Project will receive a stipend of up to \$5,000 to cover all costs associated with site investigation, preparation of public art concept(s), and team collaboration.

CONSTRUCTION PHASE BUDGET: \$150,000-200,000

Selected artists should envision a work, which could feasibly be delivered within the proposed Total Art Budget.

The estimated art budget includes all project costs, such as final design; materials; travel; insurance; fabrication;

ESTIMATED PROJECT TIMELINE

Although every effort will be made to follow the timeline, the schedule is contingent upon meetings with the selection panel, Arts Commission, and City Council reviews.

- September 1, 2023 – Release of the Call to Artists
- October 31, 2023 - Proposals must be received before 4:00PM on the due date. Proposals received after the deadline will not be accepted.
- November 1-7, 2023 - Public Art Selection Panel (Panel) will review proposals, ask clarifying questions, and rate candidates.
- November 7-15, 2022 - Panel interviews finalists, as needed, and selects artists to continue in the process.
- November 30, 2023 – Execution of contracts and onboarding with Project Team.
- December 2023 - March 2024 – Completion of concept plans for artwork and landscape.
- April 2024 – Public outreach and selection of final concept plan and artwork.
- May 2024 – Design development & construction planning.
- Winter 2024 – Spring 2025 – Construction and art production/installation.

CRITERIA

The proposed site-specific artwork should create an engaging and welcoming experience for those entering the City of Santa Cruz. In addition to being relevant to the Santa Cruz area, the artwork must satisfy reasonable standards of permanence and safety, meet all relevant codes required for public places, avoid hiding places, and offer reasonable proof of soundness against theft, vandalism, loitering or excessive maintenance and repair.

Proposals may suggest concepts that will enhance one or more of the elements already planned for the intersection (e.g. pathways or bus stops), landscape design, fencing, or the existing redwoods; alternatively, artists may also choose to create a free-standing piece(s) to be installed in one or more of the areas identified on the project maps on the Parks website; see [link](#) under Project Information. To activate the space, artist(s) are encouraged, but are not required, to incorporate gateway welcome signage and/or lighting in their design.

Selection criteria include submission of requested materials, artistic merit of concept proposal and sketch or imagery, the applicant's professional qualifications; proven ability to undertake projects of a similar scope or experienced mentorship that is; artistic merit as evidenced by the submitted materials; equity; local artist preference, willingness and demonstrated ability to work with a team.

ELIGIBILITY

The project is open to all experienced professional artists and mentees. The City of Santa Cruz has a local preference policy for city and Santa Cruz County residents, which will factor into the artist selection process. Experienced artists who may be new to the field of public art or landscape scale media are encouraged to apply in partnership with public artists or engineering mentors. The selected artist(s) will be required to provide proof of general liability insurance coverage prior to execution of any contracts; see the contract examples on the project website for details.

RESERVATIONS

The City reserves the right to select up to five (5) artists or art teams to proceed to the next phase of design; or to reject any or all applicants, extend this call, or reissue a revised call to artists; or to modify this call to artists to ensure a fair selection process. Submission of an application represents the applicant's authorization for the City to review, use, and modify all application materials for public information, project, and related promotional purposes, subject to citation.

SELECTION PANEL

All submissions will be reviewed by a selection panel of stakeholders in the project. The panel is expected to include city staff from Economic Development, Parks and Recreation, and Public Works, as well as representatives of the Ocean St. business community and neighbors, Arts Commission, as others as appropriate. The panel may reach out to any or all applicants for additional information or clarifying questions.

SCORING RUBRIC

The Selection Panel is anticipated to evaluate proposals based upon the following scoring criteria:

TOPIC	DESCRIPTION	POINTS AVAILABLE
Completeness	Base score for clarity and completeness of application.	10
Public Art Experience	Overall experience in large art installations, including any commissions awarded.	10
Relevant Portfolio + Topical Experience	Examples of similar artwork or work with themes proposed for the project.	15
Proposal Narrative	Creativity and appeal of proposed art concept/themes, or approach described by artist.	20
Materials	Durability, aesthetic, and creative use of materials.	10
Aesthetic Appeal	Visual creativity of the proposed artwork, inspiration imagery, or planned artist approach.	15
Equity	Thoughtfulness of artist's statement on equity, inclusivity, & environmental justice.	10
Mentor/Mentee Bonus	Bonus points for teams or commitment to partner/mentor.	10
TOTAL POINTS		100
Local Preference Multiplier <i>(cumulative)</i>	+ 2% Santa Cruz City based business or studio + 4% Santa Cruz County resident <hr/> + 6% Total available bonus	