

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060



ARTS COMMISSION

Regular Meeting

April 10, 2024

6:00 P.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS (809 CENTER STREET, SANTA CRUZ)

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the City Clerk's Department at (831) 420-5030 at least five days in advance so that we can arrange for such assistance, or email cityclerk@cityofsantacruz.com. The Cal-Relay system number: 1-800-735-2922.

Written correspondence and telephone calls received after 5:00 p.m. on the day immediately prior to an Arts Commission meeting may not have time to reach Commissioners, nor be read by them prior to consideration of an item. Please make any communication to Commissioners regarding meeting items prior to 5:00 p.m. on the day immediately preceding a meeting.

APPEALS: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk.

Other - Appeals must be received by the City Clerk within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

Agenda and Agenda Packet Materials: The Arts Commission agenda and the complete agenda packet containing public records, which are not exempt from disclosure pursuant to the California Public Records Act, are available for review on the City's website: <https://www.cityofsantacruz.com/government/city-departments/economic-development/city-arts/arts-commission> and at the Economic Development Office located at 337 Locust Street, Santa Cruz, California, during normal business hours.

Agenda Materials Submitted after Publication of the Agenda Packet: Pursuant to Government Code §54957.5, public records related to an open session agenda item submitted after distribution of the agenda packet are available at the same time they are distributed or made available to the legislative body on the City's website at: <https://www.cityofsantacruz.com/government/city-departments/economic-development/city-arts/arts-commission> and are also available for public inspection at 337 Locust Street, Santa Cruz.

Need more information? Contact Economic Development at 831-420-5150.

Call to Order

Roll Call

Announcements

Statements of Disqualification - No action may be taken.

Oral Communication - Audience comments not related to a General Business item.

Approval of Minutes

1. Approval of March 13th, 2024 Minutes

Motion to approve as submitted.

General Business

2. Coastal Watershed Council Artist in Residence Project Artwork Approval

Presentation by The Jams: Augie WK & Jessica Carmen

Motion to approve The Jams project artwork for Riverwalk Banners and 3rd Street Levee Wall.

3. Commission Appointment to Riverfront Artist RFQ Review Panel

Motion to appoint Arts Commissioner to the Riverfront Artist RFQ Review Panel

Informational Presentations

4. City Arts Design Recovery Pilot Grant Program Update

Presentation by Kathryn Mintz: Development Manager

5. Budget and Workplan Update

Presentation by Kathryn Mintz: Development Manager

Information Items from Staff - No action may be taken.

Adjournment

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060



ARTS COMMISSION

Regular Meeting

Action Minutes

March 13, 2024

Revised: Item 3 moved to end of General Business

**6:00 P.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL
CHAMBERS (809 CENTER STREET, SANTA CRUZ)**

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Need more information? Contact Economic Development at 831-420-5150.

Call to Order - Chairperson Birnbaum called the meeting to order at 6:04pm.

Roll Call -

Present: Commissioners Escobedo-Guzman, Cover, Miranda, Contreras, Patterson and Chairperson Birnbaum

Absent: Commissioner McGowen

Announcements

Commissioner Miranda announced Sesnon Gallery Event, the book launch of “The Movies of Racial Childhoods: Screening Self-Self sovereignty in Asian/America” on Thursday March 21st at the Mary Porter Sesnon Art Gallery from 5:00pm - 7:00pm. The Author, Dean Celine, will be in conversation with Commissioner Miranda at the event.

Commissioner Cover announced the River Studio at the Tannery will be celebrating Earth Month with two major events. One is a river exhibit with poetry on first Friday April 5th. The second event will be an upcycling festival with art projects on Sunday April 21st.

Commissioner Escobedo-Guzman announced that she has started a new position, as the Administration and Program Coordinator at Senderos.

Statements of Disqualification - None.

Oral Communication - None.

Presentations - None.

Approval of Minutes

1. Approval of February 21, 2024 Minutes

Motion carried unanimously to approve the February 21, 2024 Minutes as submitted.

Ayes: Commissioner Escobedo-Guzman, Cover, Contreras, Patterson, Miranda, and Chairperson Birnbaum

Noes: None.

Absent: Commissioner McGowen

Disqualified: None.

General Business

2. Arts Commission Election of Officers

Motion carried unanimously to approve the election of Valeria Miranda as Arts Commission Chairperson

Ayes: Commissioner Escobedo-Guzman, Cover, Contreras, Patterson, Miranda, and Chairperson Birnbaum

Noes: None.

Absent: Commissioner McGowen

Disqualified: None.

Motion carried unanimously to approve the election of Nikki Patterson as Arts Commission Vice-Chairperson

Ayes: Commissioner Escobedo-Guzman, Cover, Contreras, Patterson, Birnbaum, and Chairperson Miranda

Noes: None.

Absent: Commissioner McGowen

Disqualified: None.

4. Commission Appointment to Colligan Theater RFP Review Committee

Motion carried unanimously to appoint Commissioner Cover to the Colligan Theater RFP Review Committee and appoint Vice Chairperson Patterson as an alternate.

Ayes: Commissioner Escobedo-Guzman, Cover, Contreras, Patterson, Miranda, and Chairperson Birnbaum

Noes: None.

Absent: Commissioner McGowen

Disqualified: None.

5. Fiscal year 2025 Budget Preview and Workplan Update with Timelines

Presentation by Kathryn Mintz, Development Manager, City Arts

No action may be taken.

3. Arts Advocacy Issues 2024 Revised 3/13/24 moved to last item in General Business

No action taken.

Information Items from Staff - No action may be taken.

Adjournment - Commissioner Birnbaum moved, seconded by Commissioner Cover to adjourn. By Consensus the Arts Commission Adjourned at 7:06 p.m.

The next regularly scheduled meeting will be held on April 10th, 2024 at 6:00 p.m. in the Council Chambers, located at 809 Center Street.

ARTS COMMISSION AGENDA REPORT

AGENDA OF: April 10, 2024

FROM: Kathryn Mintz, Development Manager
Development Manager City Arts Programs

SUBJECT: Coastal Watershed Council Artist in Residence Project Artwork Approval

RECOMMENDATION: Motion to approve CWC/The Jams project artwork for Riverwalk Banners and 3rd Street Levee Wall.

Background:

With funding from the California Arts Council Creative Corps, a consortium of six counties collaborated to create the Central Coast Creative Corps. The goal of the State program is to uplift the creative workforce and improve community health outcomes. The California Arts Council identified the following four priority areas.

1. Public health awareness to stop the spread of COVID -19.
2. Raise public awareness related to water and energy conservation, climate mitigation, and emergency preparedness, relief, and recovery.
3. Promote civic engagement, including election participation.
4. Advance social justice.

Selected Community Partners received \$140,000 to engage an artist/s for one year from September 2023 to August 2024. \$100,000 goes directly to the artist for their work; \$20,000 is for program supplies and materials; and \$20,000 to the Community Partner for administrative costs. Arts Council Santa Cruz County was the lead agency in the Central Coast Creative Corps for our county. Four Community Partners received grants, two of them are in the City of Santa Cruz. Housing Matters hired Abi Mustapha as their artist in residence. Coastal Watershed Council hired [The Jams](#) (Augie WK and Jessica Carmen).

Discussion:

In February, CWC, The Jams shared information on their work to date and a portfolio of Artist in Residence projects with City Arts staff. Together we reviewed the projects to identify which may need City approvals and/or permits. Subsequently the Arts Manager reached out to other City staff to follow-up on certain questions. Some of the projects impact multiple departments and even outside agencies. Several of the projects may require temporary encroachment permits for the period of installation and others require more complex agreements as mandated by regulatory agencies. A recent version of the project portfolio is attached. The artwork destined for City property requires the review and approval of the Arts Commission. The project artwork before the Commission at this meeting will be the art concepts for the Riverwalk Banners and the 3rd Street Levee Wall. At a future date, CWC/The Jams may return with an art proposal for the Mike Fox Park.

Equity, Inclusivity, and Environmental Justice

The Coastal Watershed Council is well known for outreach, collaboration, and support to the neighborhoods along the San Lorenzo River. Their work is fundamental to the well-being of those communities and is grounded in the values of equity and environmental justice. The work of the Artists in Residence takes their impact to a new level and may well provide a model for future efforts of this nature.

Fiscal Impact: The City Arts will budget will support the purchase of the banner brackets which is estimated to cost less than \$1,500 and will be reusable for continuing the Riverwalk Banner program in the future.

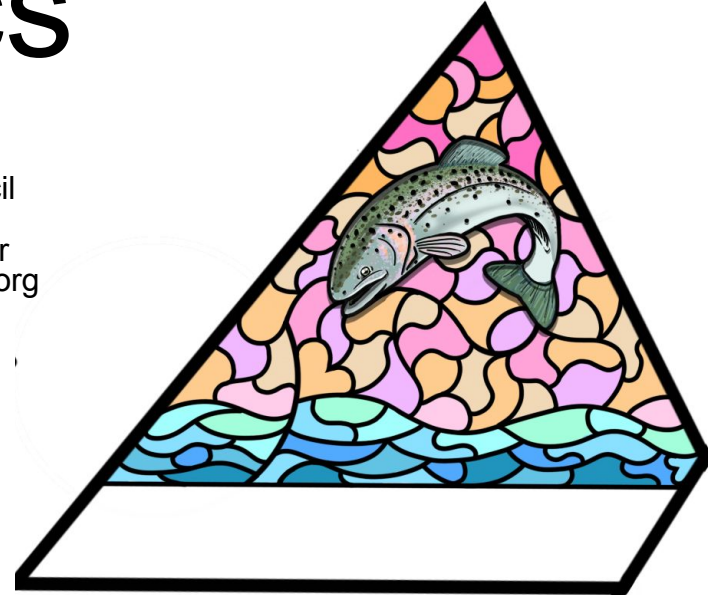
Att
Final CWC AIR Project Logistics

Artists-In-Residence Project Logistics

The Jams
Augie WK & Jessica Carmen,
Artists
thejamsbrand@gmail.com

&

Coastal Watershed Council
Erin Loury,
Communications Manager
eloury@coastal-watershed.org



The Jams Logistics

- [The Jams](#) consists of Jessica Carmen and Augie WK (right), who have over 10 years experience painting a variety of mural types
- Insurance: \$1 million general liability, \$5k per personal injury
 - COIs can be provided to include City of Santa Cruz, Community Bridges and private buildings within 1 business day
- Both are MEWPs (Aerial Platforms) OSHA Certified
- [Artists in Residence](#) for [Coastal Watershed Council](#) via a grant from [Central Coast Creative Corps](#)
 - Materials fund was provided and will be used for the included projects
 - Focus of artwork will be on San Lorenzo River, climate change, resiliency in the face of flooding, cultural aspects of Beach Flats and Lower Ocean neighborhoods and bringing people to the River
- Waivers and contracts available for private and public properties (samples available upon request)



LEFT: "Coming Up For Air," Marinovich Park, 2021 RIGHT: The Jams, Jessica Carmen & Augie WK



LEFT:
"Dancers"
Tannery Arts
Center, 2023

Nueva Vista - “Walkway Mural”

- **Location:** 711 E Cliff Dr, Santa Cruz, CA 95060 (**Privately Owned**)
- **Point of Contact:** Ray Cancino, *CEO, Community Bridges* and Meredith Cook, *Program Coordinator, Nueva Vista*
- **Permission:** Initial design being taken to Board Of Directors prior to giving written permission
- **Chosen For:** Community’s #1 choice for mural placement to create adornment so that Nueva Vista reflects values of community it serves and celebrates the San Lorenzo River
- **Possible Needs:** Contract with property owner/management (including VARA/CAPA Waiver)
- **Mural Process & Details:**
 - Community Mural (in walkway between parking areas)
 - [Killz 2 Primer](#)
 - Wall Patches if necessary with [Patch 101](#)
 - Projected at night with solar powered generator and projector
 - Up to 6-8 community members assisting per day
 - Paint with 2 coats of [Behr Marquee exterior paint](#),,
 - Two 3-step step stools; 2” brushes, possible disposable N95 masks and reusable paint aprons
 - Brushes to be taken to The Jams’ studio for cleaning, trash removal by The Jams
 - Final details and line work to be done by The Jams with detail brushes
 - Text box with information about the Mural to be added under window in photo
 - [Mural Guard](#) sealant





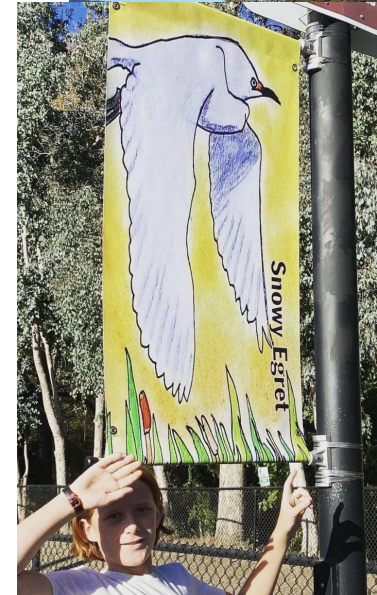
Nueva Vista - “Sidewalk Mural”

- **Location:** 711 E Cliff Dr, Santa Cruz, CA 95060 (**Privately Owned**)
- **Point of Contact:** Ray Cancino, *CEO, Community Bridges* and Meredith Cook, *Program Coordinator, Nueva Vista*
- **Permission:** Initial design being taken to Board Of Directors prior to giving written permission
- **Chosen For:** Community's #1 choice for mural placement to create adornment so that Nueva Vista reflects values of community it serves and celebrates the San Lorenzo River
- **Possible Needs:** Temporary Encroachment permit, Contract with property owner/management (including VARA/CAPA Waiver)
- **Mural Process & Details:**
 - Stencil Mural (street facing decorative mural)
 - Stencils created during teen workshop, led by Jessica Carmen, at Beach Flats Nueva Vista location
 - Stencils to be taped onto wall with blue painter's tape and water-based spray paint used in multiple colors
 - 3-step step stools, nitrile gloves, N95 masks
 - [Mural Guard](#) sealant
 - To be done alongside “Walkway Mural”



Riverwalk Banners

- **Location:** Santa Cruz Riverwalk (near CWC office located at 107 Dakota), Santa Cruz, CA, 95060 (**Publicly Owned**)
- **Point of Contact:** City of Santa Cruz Economic Development, Public Works and Parks and Recreation Depts.
- **Permission:** Approval process through Santa Cruz City Arts Commission
- **Chosen For:** Activation of Santa Cruz Riverwalk near Downtown Development, San Lorenzo Park and Coastal Watershed Council [River Habitat Enhancement](#). Potential for more banner placement for future use by City or other orgs.
- **Possible Needs:** Public Works Installation procedures (self install vs City), Banner Hardware requirements, Contract with City (including VARA/CAPA Waiver)
- **Banners Process:**
 - Minimum 10 Banners (2 art designs per banner, 20 designs total)
 - [Possible Locations for Banners along Santa Cruz Riverwalk](#)
 - Size of Banners: 2'x4'
 - Printing done with eSigns, 4 day turnaround on orders up to 50 banners
 - [Banner Hardware](#) we propose or can match City's preferred hardware
 - Longevity: 5 years before UV/weather damage
 - Banner Art Workshop with Coastal Watershed Council [Watershed Rangers](#) led by [Linda Cover](#), assisted by Jessica Carmen, held at partnering school sites (Bayview and Gault Elementary) between Feb 28th to March 28th
 - *Process for art:*
 - Name of artist, name of animal, draw a frame (pencil)
 - Sketch of animal (pencil)
 - Sketch of habitat, add detail (footprints, twigs in the bird nest) (pencil)
 - Outline final shapes (Sharpie/pen)
 - Add color (watershed pencils, pastel, water colors)
 - (Digitized by Linda Cover and Jessica Carmen for printing)



*Note: Example Banner is located at the Tannery Arts Center

Watershed Rangers Banner Art Workshops: Gault & Bayview

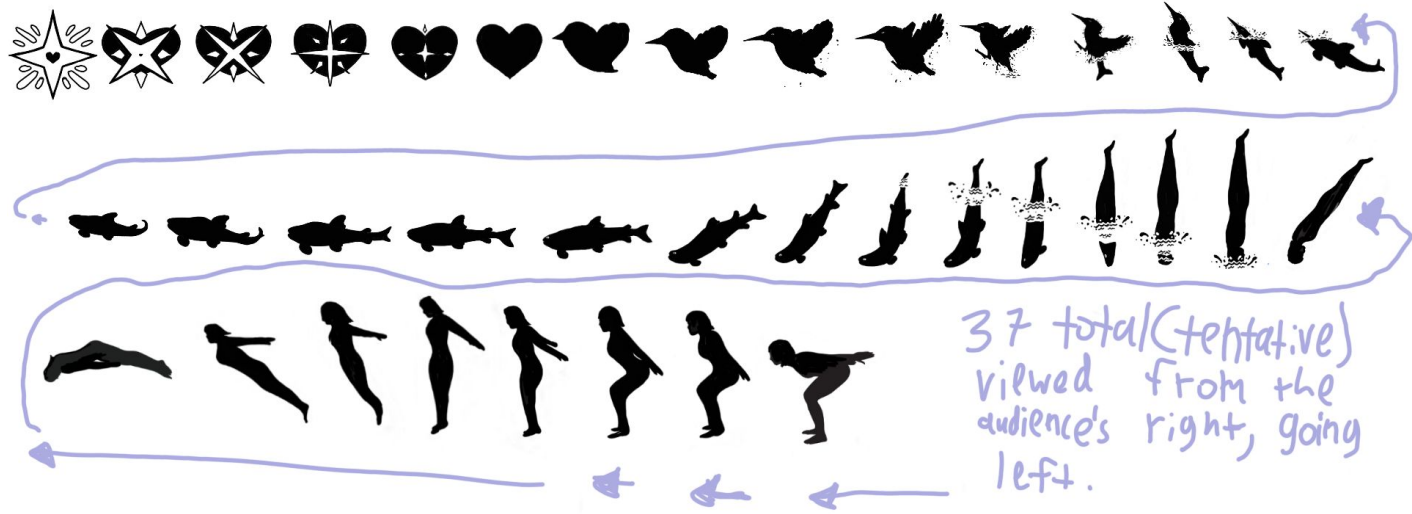


3rd Street

- **Location:** 3rd Street Levee Wall (corner of Riverside Avenue), Santa Cruz, CA, 95060) (**Publicly Owned**)
- **Point of Contact:** City of Santa Cruz & City Public Works
- **Permission:** Approval process through Santa Cruz City Arts Commission
- **Chosen For:** Community's #2 choice for mural placemaking to show tourists that Beach Flats community is welcoming but needs to be cared for (re: trash hotspot)
- **Possible Needs:** Temporary Encroachment Permit, Contract with City (including VARA/CAPA Waiver)
- **Mural Process & Details:**
 - The Jams, Augie WK and Jessica Carmen will be muralists
 - Design to be completed with feedback from CWC staff and Beach Flats community input
 - [Killz 2 Primer](#)
 - Wall Patches if necessary with [Patch 101](#)
 - Combination of A-frame ladder, 3-step stepstool, 2-step stepstool
 - Canvas/tarp to avoid paint spillage on ground
 - Combination of [Montana Gold Spray Paint](#) and [Behr Marquee exterior paint](#)
 - Brushes, rollers, etc to be taken to The Jams' studio for cleaning, trash removal by The Jams
 - [Mural Guard](#) sealant



WATER IS LIFE





2.12

Riverwalk Plaza Dumpster Enclosure

- **Location:** Riverwalk Plaza (near 92 River St, Santa Cruz, CA, 95060) (**Privately Owned**)
- **Point of Contact:** Property Manager, Michael Halby
- **Permission:** Written permission from property owner
- **Chosen For:** Location near Santa Cruz Riverwalk where we witnessed a majority of people enter the Riverwalk for their morning commutes (Also heavy loitering and waste area per property management)
- **Possible Needs:** Contract with property owner/management (including VARA/CAPA Waiver)
- **Mural Process & Details:**
 - The Jams, Augie WK and Jessica Carmen will be muralists
 - Design to be completed with feedback from CWC staff and Beach Flats community input
 - Possible Community Mural
 - Killz 2 Primer
 - Wall Patches if necessary with Patch 101
 - Combination of 3-step stepstool, 2-step stepstool
 - Canvas/tarp to avoid paint spillage on ground
 - Combination of Montana Gold Spray Paint and Behr Marquee exterior paint
 - Brushes, rollers, etc to be taken to The Jams' studio for cleaning, trash removal by The Jams
 - Mural Guard sealant



Potential New Site: Mike Fox Park (Skate Park)

- **Location:** Mike Fox Park, 225 San Lorenzo Blvd, Santa Cruz, CA 95060 (Publicly Owned)
- **Point of Contact:** City of Santa Cruz & City Public Works
- **Permission:** Approval process through Santa Cruz City Arts Commission
- **Chosen For:** Proximity to San Lorenzo River and site of international qualifier for skateboarding competition
- **Possible Needs:** Temporary Encroachment Permit, Contract with City (including VARA/CAPA Waiver)
- **Mural Process & Details:**
 - The Jams, Augie WK and Jessica Carmen will be muralists
 - Design to be completed with feedback from CWC staff and Beach Flats community input
 - [Killz 2 Primer](#)
 - Patches if necessary with [Patch 101](#)
 - Combination of 3-step stepstool, 2-step stepstool
 - Canvas/tarp to avoid paint spillage on ground
 - Combination of [Montana Gold Spray Paint](#) and [Behr Marquee exterior paint](#)
 - Brushes, rollers, etc to be taken to The Jams' studio for cleaning, trash removal by The Jams
 - [Mural Guard](#) sealant



Soquel Bridge **“Project Wall Suspended”**

- **Location:** Soquel Bridge Stanchion (near Coastal Watershed Council office at 107 Dakota Ave, Santa Cruz, CA, 95060) (**Publicly Owned**)
- **Point of Contact:** City of Santa Cruz & City Public Works
- **Permission:** Approval process through Santa Cruz City Arts Commission
- **Chosen For:** Activation of Santa Cruz Riverwalk near Downtown Development, San Lorenzo River Park and Coastal Watershed Council [River Habitat Enhancement](#) as well as field trip point for [Watershed Rangers](#)
- **Possible Needs:** Permits? Contract with City (including VARA/CAPA Waiver)
- **Mural Process & Details:**
 - The Jams, Augie WK and Jessica Carmen will be muralists
 - No community assistance due to liability/safety issues
 - Design to be completed with feedback from CWC staff and Beach Flats community input
 - [Killz 2 Primer](#)
 - Wall Patches if necessary with [Patch 101](#)
 - Combination of scaffolding and/or Ladders with stabilizers
 - Canvas/tarp to avoid paint spillage on ground
 - Combination of [Montana Gold Spray Paint](#) and [Behr Marquee exterior paint](#)
 - Brushes, rollers, etc to be taken to The Jams' studio for cleaning, trash removal by The Jams
 - [Mural Guard](#) sealant



**Note: Mural would be on stanchion on sandy bank*

Blue Wall **“Project Wall Suspended”**

- **Location:** 127 Buena Vista Drive (E Cliff Dr facing retainer wall), Santa Cruz, CA 95060 (**Privately Owned**)
- **Point of Contact:** TBD/City Public Works
- **Permission:** Attempting to get in contact with owner, need written permission
- **Chosen for:** High visibility, location overseeing San Lorenzo River, Beach Flats and Lower Ocean
- **Possible Needs:** Traffic Control, Temporary Encroachment Permit, Contract with property owner (including VARA/CAPA Waiver)



- **Mural Process & Details:**
 - The Jams, Augie WK and Jessica Carmen, will be muralists
 - No community assistance due to liability/safety issues
 - Design to be completed with feedback from CWC staff and Beach Flats community input
 - [Killz 2 Primer](#)
 - Wall Patches if necessary with [Patch 101](#)
 - Combination of scaffolding and/or Ladders with stabilizers
 - Canvas/tarp to avoid paint spillage on ground
 - Combination of [Montana Gold Spray Paint](#) and [Behr Marquee exterior paint](#)
 - Brushes, rollers, etc to be taken to The Jams' studio for cleaning, trash removal by The Jams
 - [Mural Guard](#) sealant

ARTS COMMISSION AGENDA REPORT

AGENDA OF: April 10, 2024

FROM: Kathryn Mintz, Development Manager
Development Manager City Arts Programs

SUBJECT: Commission Appointment to Riverfront Artist RFQ Review Panel

RECOMMENDATION: Motion to appoint Arts Commissioner to the Riverfront Artist RFQ Review Panel

Background:

At the February 9, 2022 Arts Commission Meeting, Lincoln Property Company (LPC) and their public art consultants NOW Art LLC made a presentation regarding their Riverfront mixed use/residential development project at 418-508 Front Street. That presentation is attached to this agenda report. The project, as approved by the City Council, includes two murals on exterior faces of the construction. Per the conditions of the development permit approval, the Review Panel for the artwork selection will include the City Economic Development & Housing Director, a City Arts Commissioner, and a member of the Downtown Association. More information about the project is available on the [City website](#).

Discussion:

LPC has named this development project RiverRow. NOW Art has posted an [Artist Request for Qualifications](#) on their website and social media for the project artwork. It is being disseminated by NOW Art through social media and shared with local arts organizations and on the City social media. An informational meeting for artists interested in submitting their qualifications is scheduled via Zoom on Wednesday, April 24th from noon to 1:00 pm.

A copy of the River Row Artist instructions from the NOW Art website is attached to this agenda report. The RiverRow RFQ sketches out a timeline for Evaluation Panel Review in the June-July timeframe. Given that the Evaluation Panel formation and review work seems to be scheduled for summer months, it is thought best to plan ahead to identify a Commissioner who may be available to participate in that period.

Health in All Policies Considerations

The pillars of the City Health in All Policies HiAP are equity, public health, and sustainability. As advocates for Equity, Inclusivity, and Environmental Justice, Arts Commission representation on the Evaluation Panel for this project will add additional advocates to support these values.

Fiscal Impact: None.

Att:

LPCW_SantaCruz_Riverfront AC Presentation 2.9.22

RIVERFRONT | SANTA CRUZ

418-508 FRONT STREET | SANTA CRUZ, CA

PREPARED FOR:
SANTA CRUZ ARTS COMMISSION

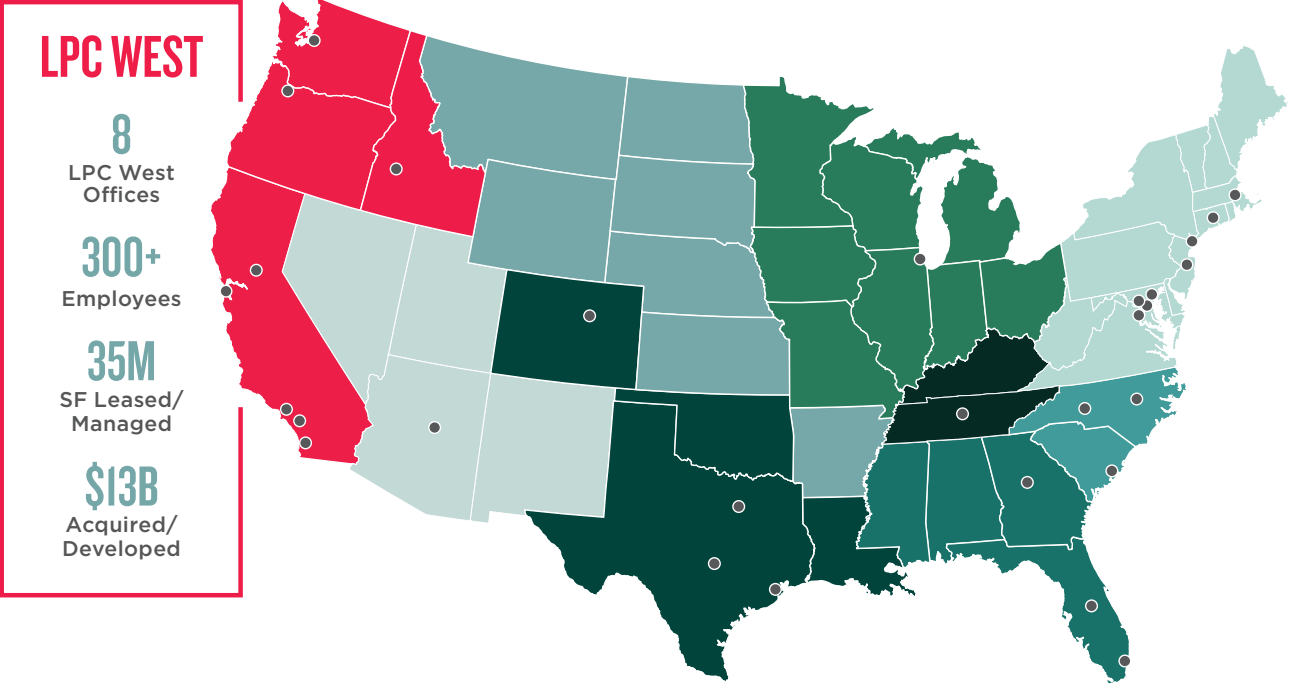


LPCWEST
LINCOLN PROPERTY COMPANY

WEDNESDAY, FEBRUARY 9, 2022

LINCOLN PROPERTY COMPANY | NATIONAL PRESENCE, LOCAL FOCUS

55+ Years of Experience	7,175 MF Units Developed	433M SF Leased/Managed	160M SF Acquired/Developed	TOP 10 Managers & Developers
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OUR FULL-SERVICE PLATFORM



OWNER & FINANCIAL SERVICES:

- Acquisitions & Investments
- Accounting & Reporting
- Asset Management
- Property Management
- Leasing & Marketing



DEVELOPMENT SERVICES:

- Development Management
- Entitlements
- Core & Shell Construction
- Infrastructure & Master Planning
- Community Engagement



INTERIORS & INNOVATION:

- Occupier Advisory Services
- Project & Move Management
- Sustainability & Wellness
- Technology & Innovation
- ESG Strategy & Solutions

LPC | PUBLIC ARTS EXPERIENCE

LPC WEST & NOW ART collaborate to enhance the sense of community at our projects, and **transform everyday routines into inspiring experiences with dynamic works of art**—attracting tenants, residents, and guests.

10

PUBLIC ARTS PROGRAMS IN PROGRESS

18

MURALS COMPLETED TO DATE

15K

SQ. FT. OF ARTWORK COMPLETED

AWARD-WINNING PUBLIC ARTS PROGRAM

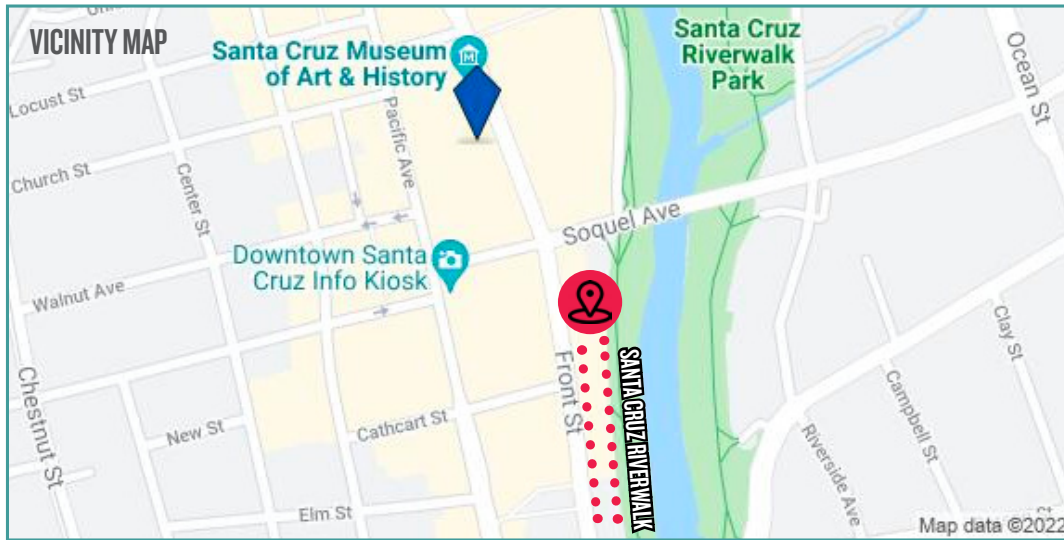
LPC WEST & THE CITY OF TUSTIN WERE HONORED FOR **“OUTSTANDING ACHIEVEMENT IN PUBLIC ART”** FOR THREE MULTI-STORY MURALS AT OUR MIXED-USE DEVELOPMENT—FLIGHT AT TUSTIN LEGACY (2021).



FLIGHT's Winning artists include Shag (Josh Agle), Bunnie Reiss, and John Park.



RIVERFRONT | LOCATION



 **PROJECT SITE**
418-508 FRONT STREET
SANTA CRUZ, CA 95060



PROJECT | HIGHLIGHTS

RIVERFRONT APTS.



LOCATION: SANTA CRUZ, CA



TYPE: MIXED-USE/RESIDENTIAL

175

MULTI-FAMILY
UNITS

11,500

SQ. FT. OF
RETAIL

2,765

SQ. FT. OF
MURALS



PROJECT TIMING

2Q 22

ANTICIPATED
CONSTRUCTION
START

3Q 24

ESTIMATED
COMPLETION



PROJECT | CONSULTANTS


LPCWEST
LINCOLN PROPERTY COMPANY
LEAD DEVELOPER

OMAR RAWI
ORAWI@LPC.COM
310.903.2596

BRANDON WANG
BWANG@LPC.COM
415.823.2696

JOSE BUSTAMANTE
JBUSTAMANTE@LPC.COM
415.872.7300


PROJECT ARCHITECT


ART CONSULTANT

CARMEN ZELLA
CARMEN@NOWARTLA.ORG
310.406.5055

 **The Guzzardo Partnership**
LANDSCAPE ARCHITECT


LAND USE CONSULTANT

OWEN LAWLOR
OWEN@LAWLORLANDUSE.COM
831.212.8594

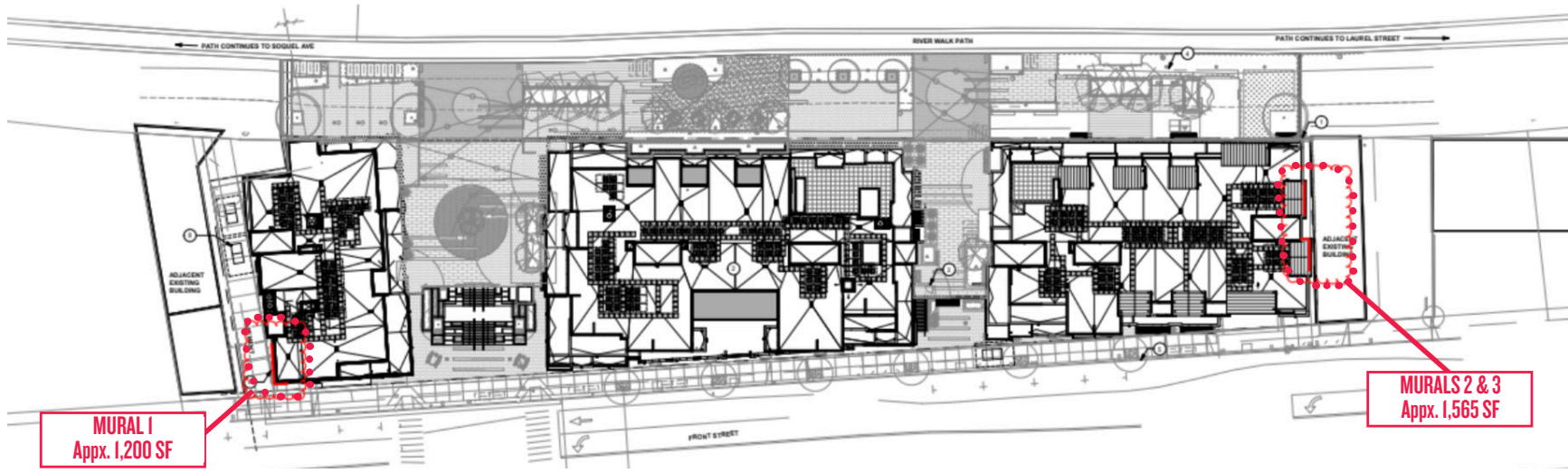
**EXPERT CONSULTANTS TO GUIDE THE PROJECT
EVERY STEP OF THE WAY**

▶ PRIMARY CONTACTS

PROJECT | MURAL LOCATIONS

MURAL LOCATIONS ARE VISIBLE FROM THE RIVER WALK PATH AND ONCOMING TRAFFIC FROM FRONT STREET—FRAMING THE SITE'S IDENTITY FROM AFAR.

PROPOSED MURAL LOCATIONS



PROJECT | MURAL LOCATIONS

MURAL #1



ZONE 1 - RENDERED ELEVATION - WEST 4
1/8" = 1'-0"



ZONE 1 - RENDERED ELEVATION - SOUTH 2
1/8" = 1'-0"



PROJECT | MURAL LOCATIONS

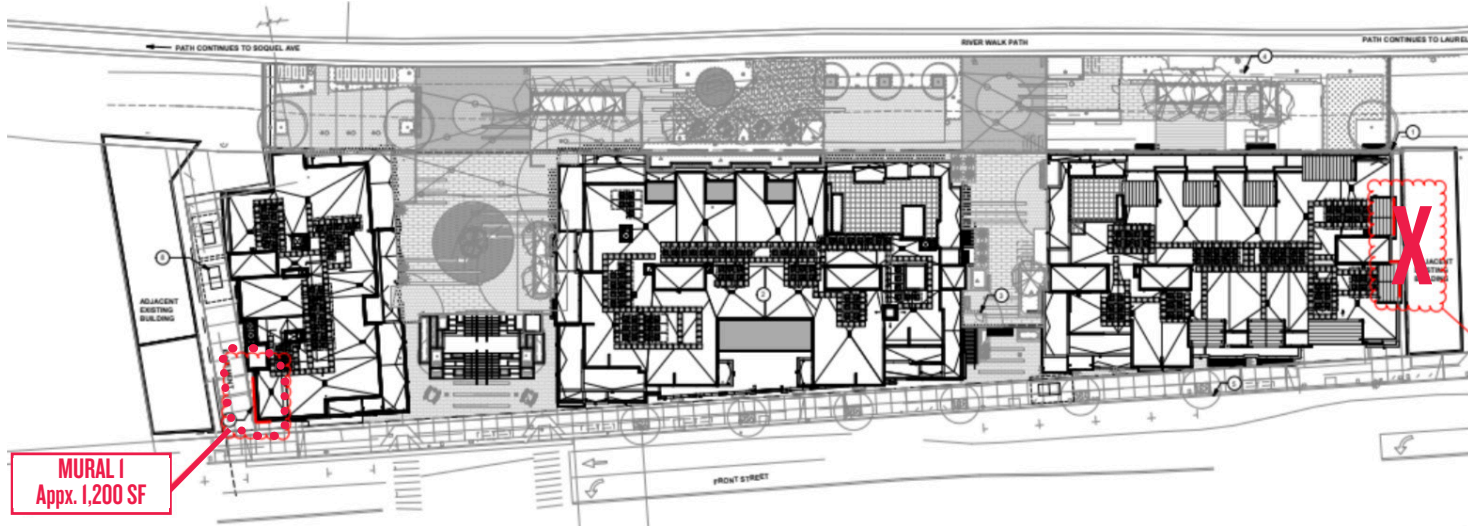
MURALS #2 AND #3



PROJECT | ALTERNATE ENHANCED MURAL APPROACH

DUE TO FUTURE DEVELOPMENT ADJACENT TO MURALS 2 AND 3, WE WOULD LIKE TO EXPLORE A SINGLE, ENHANCED MURAL LOCATION.

PROPOSED MURAL LOCATION



Q&A / DISCUSSION



LPCWEST
LINCOLN PROPERTY COMPANY

PUBLIC ART PROGRAM | SELECTION PROCESS

LPC WEST & NOW ART recognize the value of a Public Art Program integrated holistically into the Riverfront Development. We are **committed to identifying and implementing works of art that are a perfect fit for the Santa Cruz community**, and align well with the vision and goals of the Riverfront project.

PUBLIC ART PROGRAM PROCESS

NOW ART ASSISTS BY:

- Curating site-specific designs
- Managing compliance and permitting processes
- Procuring and producing works of art for each site

▶ PROJECT GOALS

- **Create harmony in the environment**
- **Provide movement from day into evening**
- **Balance contemporary and timeless styles**
- **Evoke public curiosity and imagination**
- **Select a Local Artist**

▶ KEYS TO SUCCESS

- Seek input from diverse stakeholder groups
- Leverage all avenues for robust artist outreach
- Select community, developer and NOW Art panelists and review board
- Establish clear criteria to evaluate submissions and ensure success
- Work with artist(s) to implement the selection(s)



LPCWEST

LINCOLN PROPERTY COMPANY

WWW.LPCWEST.COM

SAN DIEGO

600 B. Street
Suite 2210
San Diego, CA 92101

ORANGE COUNTY

4041 Macarthur Boulevard
Suite 250
Newport Beach, CA 92660

LOS ANGELES (REGIONAL HQ)

915 Wilshire Boulevard
Suite 2050
Los Angeles, CA 90017

SAN FRANCISCO

332 Pine Street
Suite 500
San Francisco, CA 94104

SACRAMENTO

2500 Venture Oaks Way
Suite 220
Sacramento, CA 95833

PORTLAND

1211 SW Fifth Avenue
Suite 700
Portland, OR 97204

SEATTLE

500 Yale Avenue North
Suite 300
Seattle, WA 98109

BOISE

176 S. Capitol Blvd.
Boise, ID 83702

THANK YOU!



RIVER ROW ARTIST Instructions

INTRODUCTION

Lincoln Property Company (“LPC”) is seeking an Artist or Artist Team to design a permanent, site-specific mural artwork and provide installation consultation for the RiverRow multifamily project in Santa Cruz, California.

LPC will fund the artwork and manage the process with NOW Art LLC (“Now Art”). A selected panel of local stakeholders will administer the Art selection process, while NOW Art will oversee the artwork development. The artwork resulting from this process will become the property of Lincoln Property Company and RiverRow. The process of production will be marouflage, and the selected Artist will provide the design and paint the composition on canvas provided to them by the fabricator.

This Request for Qualifications (RFQ) describes the project, the required scope of services, the Artist selection process, and the minimum information required in the Statement of Qualifications (hereinafter referred to as the Application). Failure to submit information in accordance with this RFQ's requirements and procedures may be cause for disqualification.

ELIGIBILITY

Any Artist* or Artist Team authorized to work in the United States is eligible to apply, although the goal is to support the local artist community and to encourage local artists to apply.

Teams may include cross-disciplinary members (agencies, designers) but in these scenarios an Artist must serve as the team leader. We encourage Artists who represent diversity in gender, age, socio-economic class, geographic location, religion, sexual orientation, skills and abilities, ethnicity, among other qualities to apply. Individuals with conflicts of interest are not eligible for contract award under this solicitation.

Artists will be given a creative and design production fee for this project. Artists do not need to have prior mural experience to apply, but must be able to produce high-quality large-format painted work at scale.

Artists must have all necessary documentation and permits to work in the United States at the time of submission of Application.

**Throughout this RFQ, the singular term “artist” also means artist teams.*

PROJECT DESCRIPTION

LPC & NOW Art recognize the value of a Public Art Program integrated holistically into the RiverRow project. We are committed to identifying and implementing works of art that are an ideal fit for the Santa Cruz community, and align well with the vision and goals of the RiverRow project. The evaluation criteria is consistent and inclusive for all applicants to have an equal opportunity. Re-Envision Santa Cruz goals are:

- Resiliency
- Robust and diverse local culture
- Open spaces, climate adaptation, and high quality of life

The design goals for the artwork are meant to bring a sense of celebration and creativity to the existing facade as well as provide artists with an opportunity to explore and reframe the walls and exterior of the RiverRow building. The design goals are as follows:

- Create balance and harmony in the environment
- Contemporary with a timelessness and appeal to the general public
- Evoke public curiosity and imagination

The Project site is located in the downtown area of the City of Santa Cruz, located along the northern shore of Monterey Bay, 75 miles south of San Francisco, 30 miles south of San Jose, and 40 miles north of Monterey. The 1.04-acre (45,178-square-foot) Project site is situated along Front Street and adjacent to the San Lorenzo River levee, at 414 Front Street. The Project site also includes 15,500 square feet of City-owned property on the landward side of the San Lorenzo River levee. The Project site is bounded by a parking lot/business just north of Cathcart Street, the Santa Cruz Riverwalk/San Lorenzo River on the east, a commercial building operating as the Santa Cruz Fellowship Hall on the south, and Front Street on the west. The west side of Front Street consists mostly of street level parking with a handful of one-to-three-story commercial buildings . The Santa Cruz Metro Station (transit center) is located across the street from the Project site. The east side of Front Street comprises primarily single-story buildings.

Tree coverage is irregular and varied along both sides of the street. The San Lorenzo River is a prominent natural feature on the east side of Front Street, although it is not visible from Front Street due to the existing river levee. The Riverwalk is a paved, multi-use bicycle and pedestrian path on top of the river levee.

The following websites may provide more information about the RiverRow project (formerly known as RiverFront) and neighborhood:

<https://www.cityofsantacruz.com/government/city-departments/planning-and-community-development/planning-division/active-planning-applications-and-status/significant-project-applications/front-st-riverfront-project>

TIMELINE

Construction is expected to be completed by Q4 of 2025* (*Dates are approximate and subject to change).

May-June 2024

- May 31 deadline: Artists to submit Applications no later than May 31, 2024.
- June 1: The Art Consultant will review all applicants and forward eligible applications to the Panelists to evaluate and score (see criteria below).

July 2024

- Up to 3 of the top selected Artists will be asked to provide a rendering and proposal for the project, and will receive compensation to submit at this stage.
- The finalists will be interviewed and present their proposals to the panelists for final evaluation. Feasibility, logistics, and design will be reviewed by the Art Consultant and Panelists.

August 2024

- Artist will be selected in August 2024, and will be provided with an agreement to review and sign prior to commencing work.

September 2024 - March 2025

- Creative Production - Artwork pre-production and creation (as necessary).

April - August 2025

- Production / Installation of Artwork – North Location of 500 Front Street.
- Production / Installation of Artwork – South Location of 444 Front Street.

October 2025

- RiverRow construction completion

ARTWORK OPPORTUNITY

The Artist selected through the competitive process will create a permanent, site-specific mural artwork that responds to the unique context of the neighborhood. Other considerations for this project include (but are not limited to): the purpose of the park; its relationship to the local urban context; and its importance in creating a livable and walkable community.

The selected Artist is expected to collaborate closely with NOW Art and the fabrication team during the design, fabrication, and installation phases of the project. The selected Artist will be responsible for the design, renderings, revisions, and application / production of the artwork. The Artist will design, fabricate, and transport the artwork for installation on a timeline that meets the installation schedule.

Budget

\$37,500 for artwork design, fabrication, transportation of artwork and consultation during installation of artwork. The budget covers all work related to artist design, production services, and any travel expenses. Materials and installation are managed by NOW Art.

General

The Application should be concise, well organized, and demonstrate the Artist's qualifications and experience applicable to the project. The Evaluation Committee will evaluate the Artists based on the materials submitted in the applications.

SUBMITTAL REQUIREMENTS

Artist should check his / her respective Application for completeness and confirm the Application includes all of the required materials listed below. RFQ Applications will need to provide the following in electronic format:

- Artist Contact information
- Instagram handle or Artist Website
- Artist Resume (1 page)
- 5 Images of past work with an Annotated List that outlines:
 - Title/ Description / Location / Medium / Completion Date
- Letter of Intent outlining the Artists interest in the location**
- Short Description of Artist ideas, sketches, or reference images for proposed ideas
- References (3 max)

***Submissions to be submitted in English.*

Professional Résumé

Submit a current professional résumé in .pdf format. If you are applying as a team, please include your team/studio résumé. If that is not available, please combine the individual résumé (one right after the other) of each team member into one .pdf document.

Images of Past Work and Annotated List

Submit images in .jpg format with a maximum file size of 3 MB.

Provide an annotated image list in .pdf format, which clearly describes each example of past work included in your Application. Annotations for each example of past work must include:

- Title/ Description / Location / Medium / Date installed

Letter of Interest

Submit a maximum one-page written narrative in .pdf format describing your passion for and comprehension of the project as well as a description of your methodology for conceptualizing and creating art. Please do not use this letter as a forum for reiterating information already contained in your résumé. This is your opportunity to convey your understanding of what we're looking for, why you're well-matched for the project, what is distinctly "you" in your approach to creating art, what excites you about this project, and what the panel can't tell about your qualifications and your art just from looking at your résumé and examples of past work. The letter must prominently include the name, address, telephone number, and e-mail address of the Artist.

References

Submit the names, addresses, current telephone numbers and/or email addresses for three authorities on your work. Do not send letters of recommendation. We do call references, so please double-check to ensure that the contact information for your references is correct. If you are applying as a team, please include three team/studio references. If that is not available, please combine three individual references (one right after the other) of each team member into one .pdf document.

Application Form

- Applications to be received in electronic format at the following RFQ link:
 - <https://forms.gle/7R1JbN7MYnunA6x67>

Or on the website page:

- <https://nowartpublic.com/artists-portal/>
- Artists must complete the required Application and upload all requested materials. Please be prepared with these materials prior prior to filling out the application
- The RFQ is due no later than 4:00 PM PST local time on Friday, May 31, 2024
- Failure to comply with any requirement of this RFQ, including a failure to provide all of the required Application materials, may result in the rejection of the Submission

Artists are responsible for the submission and Application acceptance before the closing time set forth in this RFQ or as changed by addenda.

Important Note: Submission of the Application into the electronic system may not be instantaneous; it may take time for the Artist's Application to upload and transmit before the Application is accepted. It is the Artist's sole responsibility to ensure their Application is uploaded, transmitted, and arrives in time electronically. NOW Art shall have no responsibility for Applications that do not arrive in a timely manner, no matter what the reason.

SUBMISSION TIPS

Please see the following suggestions for submitting a competitive application:

- Read everything in this RFQ and follow the directions.
- Ask questions before the cut-off date if you are unsure about the directions given.
- Communicate crisply, avoiding off-point or repetitive information.
- Present information in an organized, easy-to-understand style and Format.
- Tailor your Application to be relevant to this specific project.
- Present still images of a quality that do justice to your work.
- Keep the annotations brief.
- Provide a narrative only for that which is not self-evident.
- When you formulate your Application, put yourself in the mindset of a panelist who may review dozens of applications in one day as well as in the mindset of the person who will process all the applications. Make things clear and simple.
- Submit materials that are accurate and up-to-date.
- Put your name clearly on everything you submit.

PRE-SUBMITTAL ACTIVITIES

All questions regarding the RFQ shall be mailed in writing or sent as an email to: info@nowartpublic.com

The purpose of a pre-submittal meeting is to provide an opportunity for Artists to ask questions about this RFQ in preparation for submitting an Application. Attendance at the pre-submittal meeting is optional. A pre-submittal meeting will be held via zoom on **Wednesday, April 24**, from 12pm to 1pm. NOW Art will send links to applicants that request attendance via the Application Form. If you are not provided a link by Monday, April 22, you may send an email request by emailing info@nowartpublic.com with the subject header "Request to attend pre-submittal meeting".

ARTIST SELECTION PROCESS, PANEL AND CRITERIA

A panel appointed by LPC will review and evaluate the Applications utilizing the selection criteria below. The panel will be composed of community members and visual art/design experts. The panel will create a shortlist of approximately three of the most qualified Artists and may interview the shortlisted Artists. It is mandatory that the designated lead Artist take part in the interview. Artists who accept an invitation to interview will be expected to develop proposals and will receive \$1,000 compensation for these proposals. In the interviews, Artists will be expected to discuss past approaches and working methods as well as answer questions relating to working on projects of this nature. Based on these evaluations, the panel will recommend one Artist for the contract award.

Criteria

Criteria used to evaluate Artists will be:

- Artistic excellence, uniqueness of vision and strength of creativity.
- Originality of approaches and methodologies used to convey meaning through art.
- Professional quality of workmanship and mastery of techniques.

- Demonstrated capacities for working in media and with concepts that are appropriate to the project opportunity and site.
- Experience collaborating with members of a design team.
- Experience with community engagement in the development of commissioned work.
- Adequate professional experience to meet the project demands, such as education and training as an artist, exhibition record, previous site- specific commissions, and other related activities indicative of artistic achievement.
- Demonstrated interest in and understanding of the project.
- Strength of professionalism and communication skills.
- If applicable, cohesiveness of team members.
- If applicable, past performance on contracts with the City of San Cruz.

After the interview process and Artist has been selected, that Artist will enter into an agreement with NOW Art and start the design process.

SCHEDULE FOR SELECTION AND AWARD

- Advertise and Issue RFQ: March 25, 2024
- Pre-Submittal Zoom Meeting: April 24, 2024, 12-1pm
- Last Date to Submit Written Questions: Friday, May 24, 2024
- Application Due Date: Friday, May 31, 2024

- Shortlist Determination: June, 2024
- Artist Interviews: July, 2024
- Selection and Notification: August, 2024
- Contract Negotiation Complete: September, 2024

RIGHTS PERTINENT TO THIS RFQ

NOW Art and LPC reserve the right to reject, in whole or in part, any responses to this RFQ that do not meet the selection criteria.

NOW Art and LPC reserve the right to cancel this RFQ, in whole or in part, at any time without prior notice and makes no representation that any agreement will be awarded to any Artist.

Additionally, NOW Art and LPC expressly reserve the right to postpone opening responses to this RFQ for its own convenience, and/or to waive minor informalities or irregularities in the responses received.

NOW Art and LPC reserve the right to revise this RFQ by addendum.

NOW Art and LPC accept no financial responsibility for any costs incurred by Artists.

NOW Art and LPC reserve the right to propose minor modifications to the scope of services during the contract negotiation phase between NOW Art and LPC and the contract awardee.

NOW Art and LPC are not responsible for the loss or damage of any materials submitted.

FORMAL APPROVAL

The Artist understands that issuance of this RFQ does not commit the NOW Art and LPC to award a contract, or to pay any costs incurred in the preparation of a response to this RFQ. The Artist shall note that the execution of any contract pursuant to this RFQ is contingent on approval by the Mayor (or his designee), or the City Council.

CONFIDENTIAL RFQ

NOW Art and LPC will not share the details of individual responses to this RFQ with competing Artists during the selection process. After the selection process ends and final approval of the contract, all submittals become public information (except portions otherwise deemed confidential).

NEWS RELEASES

The Artist agrees that, if selected, NOW Art and LPC will review and approve all news releases pertaining to this RFQ and/or subsequent agreement(s).

EXAMINATION OF RFQ

The Artist understands that the information provided herein is intended solely to assist the Artist in preparation of a submission. By submitting a response to this RFQ, the Artist represents that the Artist has thoroughly examined and become familiar with the scope of services required in the RFQ and is capable of performing quality services and to achieve the objectives of the City.

USE OF INFORMATION

Contact information for each Artist may be entered into a database and used to advertise future calls for Artists issued by NOW Art. In general, the contents of the database are intended for use in sharing opportunities for Artists.

EQUAL OPPORTUNITY CONTRACTING PROGRAM

NOW Art and LPC endeavor to do business with Artists sharing the commitment to equal opportunity and will not do business with any Artist that discriminates on the basis of race, religion, color, ancestry, age, gender, sexual orientation, disability, medical condition or place of birth.

INSURANCE REQUIREMENTS

Any Artist selected may be asked to obtain, at the Artist's sole cost and expense, all insurance required. Since the artist will not be installing the artwork on the building, the need for insurance may be limited or not needed at all. Insurance required may include but is not limited to Comprehensive General

Liability, Automobile Liability and Worker's Compensation coverage in accordance with the laws of the State of California. LPC may require entities be named as additional insured on all insurance policies except Worker's Compensation coverage.