



## **REQUEST FOR QUALIFICATIONS** **CALL FOR ARTISTS**

### *Imagine Art – Old Courthouse Square*

#### **APPLICATION DEADLINE: January 6, 2020**

Applications must be received by the City of Santa Rosa no later than 5:00pm on the due date.

#### **Submit completed applications to:**

Mail: City of Santa Rosa Public Art Program    OR    Email: [tthompson@srcity.org](mailto:tthompson@srcity.org)  
Attn: Tara Thompson  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404

#### **ELIGIBILITY**

This commission is open to practicing, professional artists residing in the United States.

#### **DESCRIPTION OF PROJECT OPPORTUNITY: *IMAGINE ART – OLD COURTHOUSE SQUARE***

This public art opportunity is for an artist or team of artists to design, fabricate and install site-specific public art at the terminus of Mendocino Avenue at the north end of Old Courthouse Square in Downtown Santa Rosa, CA.

The goal of this completed project is to provide the entire Santa Rosa community with a prominent artistic symbol that reflects the uniquely Santa Rosa values of innovation and cultural inclusivity. This art installation should inspire people living in, and visiting, our city to reflect on what is special about our community and encourage them to gather downtown to experience it first-hand.

The artist or artist team selected for this project will create a dynamic public art installation that contributes to a vital, thriving space to connect with each other and with the space. The public art should be forward-thinking and expresses the innovation, diversity, and engagement of the community. The public art should help create a sense of place for Old Courthouse Square.

The selected artist(s) will have access to responses to a community survey to assess initial aspirations for the public art.

#### **PROJECT LOCATION**

Old Courthouse Square is a central public plaza in the heart of downtown Santa Rosa. The approved Old Courthouse Square Master Plan identifies an area along 4th Street, at the terminus of Mendocino Avenue, to be dedicated to public art. The square is seen by many as the heart of the downtown and even of the city and is regularly used for a variety of special events and community gatherings. The public art installation should take into account the existing and proposed amenities at the square, including landscaping, hardscape, lighting and public art.

The “canvas” for this project can include any portion identified in the attached site diagram, including all surfaces, existing or to be newly constructed as a part of this project. Projects that are interactive and engage visitors are encouraged.

Old Courthouse Square gets its name from the first courthouse on the site, dedicated by General Vallejo in 1884. The 1906 earthquake destroyed that building and much of Santa Rosa. Another courthouse was built on the site in 1908 and served as the county courthouse for another 58 years before being demolished in 1966. From 1967 to 2016, the square was bisected by a major thoroughfare connecting Santa Rosa Avenue and Mendocino Avenue.

Old Courthouse Square was reunified in 2017. Granite slabs that served as the steps of the 1908 courthouse were saved and incorporated to form the frame around the lawn which is representative of the footprint of the original courthouse on the square. Reclaiming this public square in the center of downtown Santa Rosa was a statement by the community of its value on the importance of a communal, public gathering space. It also offers a chance to make a statement about how art plays a specific role in reflecting a community’s identity and in inspiring its aspirations for the future.

Santa Rosa is the largest city in Sonoma County with an estimated population of 177,586. The city operates as the county seat and serves a wider county population of 500,000.

#### **PROJECT BUDGET**

The total available funding for the project is \$280,000 (all inclusive – design and construction) allocated as follows:

|                                                                                             |            |
|---------------------------------------------------------------------------------------------|------------|
| Artist Fee (15%)                                                                            | \$ 42,000  |
| Fabrication & Installation (80%)                                                            | \$224,000  |
| Contingency (5%)                                                                            | \$ 14,000* |
| <i>*Any remaining contingency at the completion of the project will revert to the City.</i> |            |

This amount is inclusive of all costs associated with this public art project including, but not limited to, artist fees, other consultants’ and subcontractors’ fees, insurance, engineering, permits, materials, fabrication, transportation, installation (including any site modification beyond City responsibility), artwork plaque and post installation documentation.

#### **ESTIMATED COMPETITION TIMELINE (subject to change)**

|             |                                                                      |
|-------------|----------------------------------------------------------------------|
| Jan 6, 2020 | Deadline to submit qualifications                                    |
| Jan 21      | Finalists notified                                                   |
| Feb 3       | Project orientation for finalists                                    |
| Mar 30      | Deadline to submit artwork proposal                                  |
| Apr TBD     | Public display of artwork proposals & other engagement opportunities |
| May 4       | Selection panel recommendation to Art in Public Places Committee     |
| May – June  | Finalize Artist Services Agreement with selected artist              |
| Sept 2021   | Completion and installation                                          |

#### **ARTIST SELECTION PROCESS**

Applications will be prescreened by the Arts Coordinator and then presented to the Selection Panel. The Selection Panel will identify and recommend three finalist artists based on the project criteria. Art in

Public Places Committee (“APPC”) members will have access to review all applications during this time. The finalists will be invited to submit a specific proposal for which they will be paid an honorarium. All finalists will be expected to attend an orientation to learn more about the project site and materials prior to developing a specific proposal for the project. Using the project criteria, one artist will be selected to complete the project.

The APPC will approve the final artist recommended by the Selection Panel, and the final artwork design. The Art in Public Places Committee also reserves the right to decline any or all applications, or artist(s) recommended by the selection panel, and to reissue the RFQ for additional artist candidates.

### **SELECTION CONSIDERATIONS**

For Artist Qualifications:

- Artistic excellence, originality and innovation as evidenced by representations of past work in photos provided.
- Appropriateness of the artist’s medium and style for this project.
- Experience developing artworks for public, outdoor environments.
- Experience, success and/or interest in creating public artworks in collaboration with an active stakeholder group, including community outreach.
- Experience with projects of similar scope and scale, or comparable professional experience to handle the requirements of working in the public sector.
- Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline.

For Artwork Proposals:

- Artistic excellence, originality and innovation as evidenced by quality of proposal for this project.
- Appropriateness of the artist’s proposed medium, style, and project concepts.
- Demonstrated understanding and incorporation of the stated goals of the project.
- Proposed artwork should be suitable for permanent outdoor placement, and address durability, maintenance and public safety concerns.
- Proposed artwork should be an effective balance of size and scope of design and choice of materials, to ensure that the finished installation is of sufficient prominence to capture the positive attention of the public.
- Proposal includes description of how collaboration with active stakeholder group, including community outreach, might occur.
- Demonstrated sensitivity to address the potential impact of the project on public citizens.
- Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline.
- References.

### **SCOPE OF WORK**

For finalists invited to submit proposals, the scope of work will include:

- Providing conceptual drawings, models, and/or animation of proposed design showing proposed form, scale and materials. Artist shall provide presentation-quality visual material of the proposal for review by the Selection Panel and participate in presentations as requested by the City.
- Providing written descriptions of proposed design and plan for implementation, including any planned community engagement.

- Providing proposed project budget inclusive of all costs associated with this public art project including, but not limited to, artist fees, other consultants' and subcontractors' fees, insurance, engineering, permits, materials, fabrication, transportation, installation (including any site modification beyond City responsibility), artwork plaque and post installation documentation.

For the selected artist, additional scope of work will include:

- Providing final drawings, models, and/or animation and written descriptions relating to the artwork as directed by the City showing the details and location of the Artwork, including form, scale, proposed materials, structural considerations including structural load, power requirements, lighting types, surface integrity, permanence, and protection against theft and vandalism.
- Providing detailed project budget including itemized costs for materials including applicable sales tax; off-site fabrication costs including to scale mock up, software development and engineering, material analysis and research; costs of labor for assistants; artist's design fee and time for coordination, fabrication, supervision and installation which may not exceed 15% of the total artwork budget; itemized General Contractor and subcontractor costs; permits or other fees; insurance; studio and operation expense, if applicable; lighting for the artwork; travel costs; transportation of artwork to site; storage costs both before and during installation, if applicable; itemized installation costs, including labor and equipment; and project contingency.
- Meeting with Art in Public Places Committee, staff and community representatives as needed.
- Fabricating, installing and documenting the artwork at the site within approved budget and timeframe.
- Complying with terms, conditions and insurance requirements as required by Artist Services Agreement.

### **APPLICATION REQUIREMENTS**

Please submit the following materials as described below. The Public Art Program is not responsible for lost, missing or damaged materials. Incomplete or late applications will not be accepted. Submissions may also be emailed.

1. Completed application form (attached), including three professional, work-related references related to public art commissions.
2. Ten (10) digital photos of previous artwork. Artists applying as a team may submit ten photos for each team member. Please do not submit prints or other reproductions of your work. Digital photos should be high quality and may be submitted on a CD, flash drive or through email/website.
3. A photo list for all images included with your application, including title, date, materials, dimensions, location, a brief description of the project, and the art project cost.
4. Artist statement(s): one (1) page maximum.
5. Resume(s): two (2) pages maximum.
6. Letter of interest, including an outline of your qualifications and relevant experience, interest in this project and a general approach to this project: two (2) pages maximum.
7. A self-addressed, correctly sized and stamped envelope for the return of any materials you request us to return to you. (optional)

*Please do not bind the above materials and do not submit in plastic sleeves, folders or binders.*

For more information contact Arts Coordinator at (707) 543-4512 or [tthompson@srcity.org](mailto:tthompson@srcity.org).



## APPLICATION

### Call for Artists:

***Imagine Art – Old Courthouse Square***

***Application Deadline 5:00pm, January 6, 2020***



Artist's Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State \_\_\_\_\_ Zip Code \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_  
Website \_\_\_\_\_

Names and E-mail or telephone numbers of additional team members, if applicable:

Name \_\_\_\_\_ E-mail or Phone \_\_\_\_\_  
Name \_\_\_\_\_ E-mail or Phone \_\_\_\_\_

Three professional, work-related references related to public art commissions:

Agency \_\_\_\_\_ City, State \_\_\_\_\_  
Point of Contact (Name and Title) \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_  
Total Value of Commission \_\_\_\_\_ Year Completed \_\_\_\_\_

Agency \_\_\_\_\_ City, State \_\_\_\_\_  
Point of Contact (Name and Title) \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_  
Total Value of Commission \_\_\_\_\_ Year Completed \_\_\_\_\_

Agency \_\_\_\_\_ City, State \_\_\_\_\_  
Point of Contact (Name and Title) \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_  
Total Value of Commission \_\_\_\_\_ Year Completed \_\_\_\_\_

To ensure that your application is complete, please check off the following items as enclosed:

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- ☐ Ten (10) digital photos of previous artwork. Artists applying as a team may submit ten photos for each team member. Please do not submit prints or other reproductions of your work. Digital photos should be high quality and may be submitted on a CD, flash drive or through email/website.
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Send to:

City of Santa Rosa Public Art Program  
Attn: Tara Thompson  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404 **OR** [tthompson@srcity.org](mailto:tthompson@srcity.org)



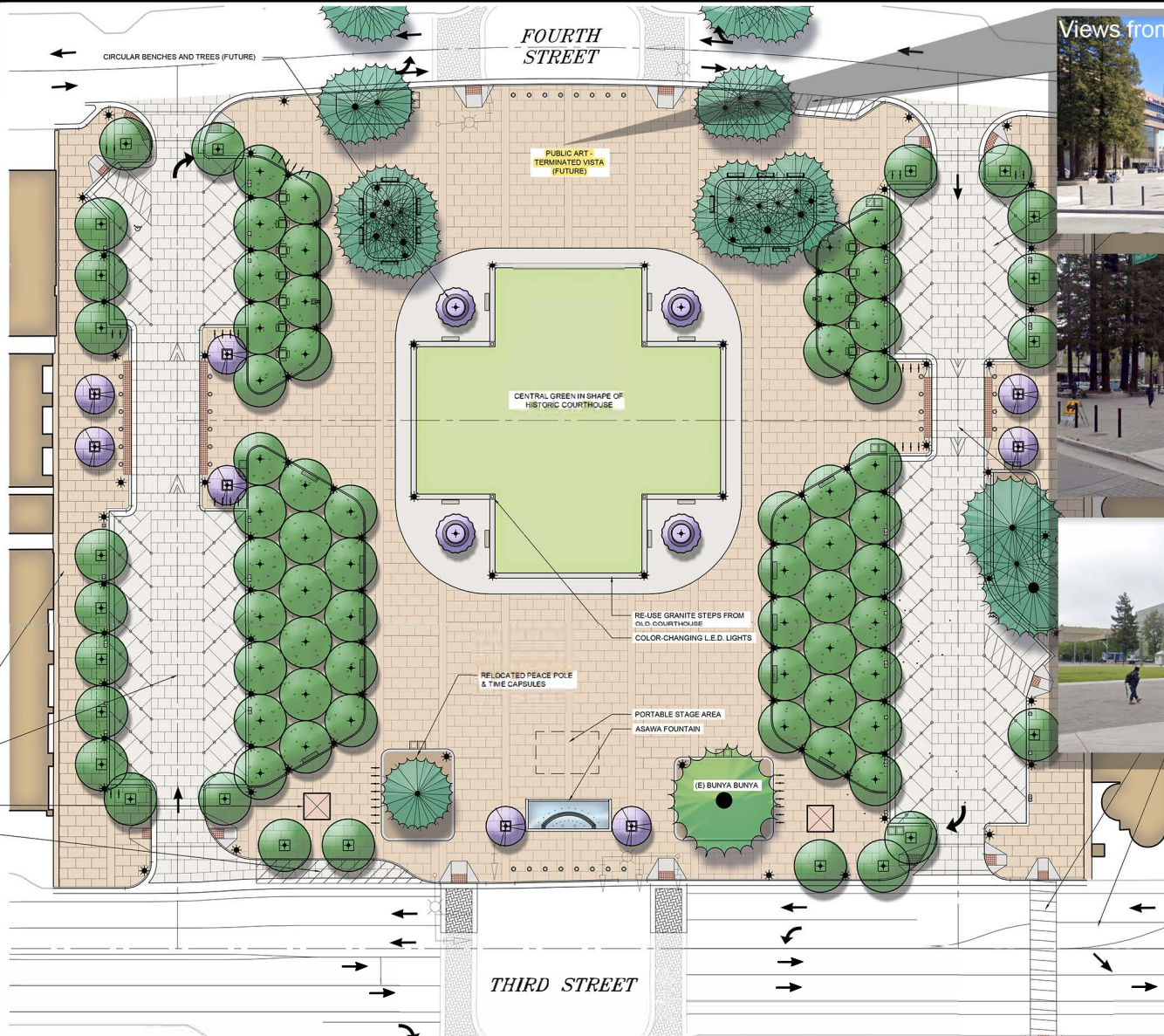
LEGEND

- SIDEWALKS, STREETS, & FLEX ZONE PARKING COLORED CONCRETE
- PLAZA PAVING PERMEABLE PAVERS
- TREE SQUARES AREAS GRANITE
- SQUARE PAVING SCORED CONCRETE
- MULCH PLANTER AROUND (E) TREES
- REINFORCED TURF
- ROADWAY PAVING (3RD AND 4TH)
- (E) TREES TO REMAIN (REDWOODS UNLESS OTHERWISE NOTED)
- FLOWERING ACCENT TREES
- DECIDUOUS PLAZA SHADE TREES
- POLE MOUNTED STREET & AREA LIGHTS
- PARKING METER
- REMOVABLE BOLLARDS
- TRASH AND RECYCLING RECEPTACLE
- HYDRATION STATIONS
- PICNIC TABLES
- BIKE PARKING
- BENCHES
- TREE GRATES
- COLOR-CHANGING LED LIGHTS

\* 20' WIDE SIDEWALK WITH LIGHTING, FURNISHINGS, AND STREET TREES  
EXCHANGE AND HINTON AVENUE TO HAVE COLORED & SCORED CONCRETE PAVING WITH PARKING DELINEATED BY DECORATIVE MARKERS  
INFORMATION KIOSK & EQUIPMENT STORAGE  
DROP-OFF AND LOADING ZONE

NOTE

THE SITE PLAN IS INTENDED TO CONVEY THE GENERAL ARRANGEMENTS, CHARACTER, & FEATURES OF THE SQUARE. EXACT LOCATIONS, LAYOUT, QUANTITIES, & MATERIALS FOR SPECIFIC FEATURES ARE SUBJECT TO REFINEMENT, MODIFICATION, & REARRANGEMENT.



Views from 4th Street



0 20 40  
feet  
1" = 30'

CARLIE MACY



# COURTHOUSE SQUARE REUNIFICATION

## Master Plan



SANTA ROSA, CA

APPROVED JULY 12, 2016