



REQUEST FOR QUALIFICATIONS CALL FOR ARTISTS

Fifth Street Parking Garage

APPLICATION DEADLINE: March 15, 2021

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

HOW TO APPLY

Go online to <https://srcity.submittable.com/submit>. Select the icon for 'Fifth Street Parking Garage' and complete the Submittable online form.

Once submitted, a follow-up email will notify the applicant that their application has been successfully received via the email provided in the online form. Please contact David Ward, City of Santa Rosa Public Art Project Manager at dward@srcity.org or at (707) 543-4669 with any questions or concerns about the submission process.

ELIGIBILITY

This commission is open to practicing, professional artists residing in Northern California. Sonoma County artists are encouraged to apply.

DESCRIPTION OF PROJECT OPPORTUNITY

This public art opportunity is for an artist or team of artists to design and execute a site-specific public art for the southwest exterior wall (facing Orchard Street and Fifth Street) of the Fifth Street Parking Garage in downtown Santa Rosa.

The goal of this completed project is to draw positive attention to and increase the visibility of the Fifth Street Garage, which even regular visitors to the downtown often do not know exists. The art will distinguish the garage from nearby structures, serve as a wayfinding element through identification and draw people to the site. The artwork will improve the aesthetics of the garage as seen from the street and by pedestrians.

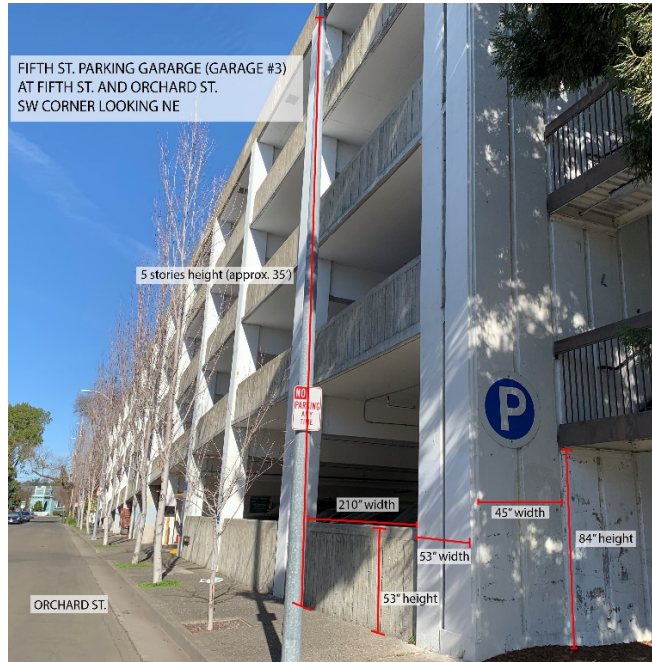
The "canvas" for this project is to be contained within the exterior wall space (pictured below) with an approximate maximum dimension of 901 square feet, of which 670 square feet is concrete surfaces and 231 square feet is open to the parking on each floor. 2D materials, such as painted murals or other flat applications are encouraged, however, 3D materials including light-based installations will be considered with proper engineering and mounting/installation. The public artwork should consider the existing landscaping and hardscape, lighting, and viewer's perspective.

PROJECT LOCATION

The Fifth Street Parking Garage is located at 735 Fifth Street on the north side of Fifth between Beaver Street and Orchard Street in downtown Santa Rosa, and sometimes referred to as "Parking Garage 3". There are two points of vehicle access into the garage on Beaver and Orchard Streets and pedestrian

access on Fifth Street. This opportunity has identified an exterior, southwest facing wall to be the site of the public art.

Built in 1982, the Fifth Street Garage serves the northeast section of downtown Santa Rosa. The garage has five floors dedicated to parking and contains a total of 708 vehicle spaces. 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.



**Dimensions should be considered approximate; artists are encouraged to make precise measurements*

PROJECT BUDGET

The total available funding for the project is \$20,000 (all inclusive – design and construction) allocated as follows:

Artist Fee (20%)	\$ 4,000
Fabrication & Installation (70%)	\$ 14,000
Contingency (10%)	\$ 2,000*
<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.

Note that the project budget does not include a traveling stipend or compensation. Costs related to travel will be at the personal expense to applicants during all phases of the project. Consideration for qualifying artists and/or proposals will not be affected due to place of residence if all criteria of submission are met.

ESTIMATED COMPETITION TIMELINE (subject to change)

March 15, 2021	Deadline to submit qualifications
April 5	Finalists notified
April 14	Project orientation for finalists
May 26	Deadline to submit proposals
June 1-14	Public display and other engagement opportunities
July 5	Selection Panel makes final recommendation to Art in Public Places Committee
By February 2022	Installation and completion

ARTIST SELECTION PROCESS

Applications will be prescreened by staff and then presented to the Selection Panel. The Selection Panel will identify three finalist artists based on the project criteria. The finalists will be invited to submit a specific proposal for which they will be paid an honorarium of \$500. 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 or artist team will be selected to complete the project.

The Art in Public Places Committee (APPC) will approve the final artist recommended by the Selection Panel. The APPC 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 images provided.
- Appropriateness of the artist’s medium and style for this project.
- 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.
- 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 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; 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 APPC, 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 to <https://srcity.submittable.com/submit>. Submissions must be completed via Submittable. There is no application fee to apply or to use the Submittable online application system. All required information and materials must be included or the application will be removed from consideration. The Submittable online application form will request:

1. Completed application form, including three professional, work-related references related to public art commissions.
2. Up to ten (10) digital photos of previous artwork; a minimum of five (5) is required. 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.
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.

For more information contact the Public Art Project Manager at (707) 543-4669 or dward@srcity.org.