



PETALUMA PUBLIC ART COMMITTEE

RELEASE DATE: DECEMBER 2014



PUBLIC ART OPPORTUNITY CALL FOR ARTISTS / REQUEST FOR QUALIFICATIONS (RFQ) WATER STREET RIVERFRONT CITY OF PETALUMA, CALIFORNIA



GENERAL INFORMATION

The City of Petaluma Public Art Committee (PPAC) is seeking qualifications from artists or artist teams for the commission and installation of a site-specific, original, outdoor art piece for the riverfront area in downtown Petaluma. The budget for the project is \$120,000 to \$150,000. The budget is all-inclusive and must cover design fees, travel expenses, all materials and fabrication costs, lighting, insurance costs, site-preparation costs, traffic control costs, engineering expenses, shipping and transportation to the site, installation, any applicable permit fees and taxes, any other expenses related to the design, fabrication, installation, and documentation of the public art component of this project.

The deadline for submission is February 2, 2015, 5:00 p.m. (PST).

PROJECT INTENT AND LOCATION

The mission of the City of Petaluma's public art program is to enhance the appearance and cultural richness of the City by incorporating works of art into public places. Specifically, this includes the acquisition and placement of public art on public property, as outlined in the General Plan, Public Art Master Plan, the enabling legislation of the Petaluma Public Art Committee (PPAC), and Chapter 18 of the Implementing Zoning Ordinance (IZO).

The City's public art fund is generated through payment of the required 1% public art in-lieu fee for non-residential projects with construction costs greater than \$500,000. As outlined in IZO Section 18.190, use of monies held in the public art fund are limited to:

- Cost of installing public art on public property, including the cost of commissioning or otherwise acquiring and providing and preparing sites for public art
- The cost of public art lighting
- The cost of public art identifying plaques
- The cost of maintaining public art
- The cost of supporting publicly accessible art exhibits
- The cost of documenting the City's public art program and promotion of the program through education, publicity and outreach
- The cost of conserving the City's public art collection
- The cost of planning and administering the City's public art program

In keeping with these criteria, the Petaluma Public Art Committee has developed this Request for Qualifications (RFQ) and subsequent Request for Proposals (RFP) to commission and install public art in the Waterfront Plaza area near the western terminus of the Balshaw Bridge. The primary area of focus is from Washington Street to the Balshaw Bridge, extending from the railroad tracks to the far top of bank and including Western Avenue from Water Street to Petaluma Boulevard North. This is a pedestrian area along the riverfront in Petaluma's downtown commercial district, most of which is on the National Register of Historic Places. It is in the heart of the City near the

site of Petaluma’s first trading post and is bordered by a mosaic of businesses that have secondary access to the river. This is a highly visible location in the public right-of-way and the project offers the opportunity for the artist’s work to be integrated into a key historic district along the City’s riverfront.



FOCUS AREA
Waterfront Plaza Area - Petaluma, CA

Please see this URL for a set of location photographs on Flickr: <http://bit.ly/1mwbiZz>. The photographs show the site from many angles and times of day.

The intent of the project is to add a signature art installation along the Water Street corridor that enhances a sense of place associated with the riverfront area. A successful piece will integrate with existing landscape and structures, consider the area as whole, and take into account the history of the area and its cultural importance to the City of Petaluma. The piece should be inviting to pedestrian traffic from the downtown area and viewable day or night.



ELIGIBILITY

This opportunity is open to all artists and artist teams over the age of 18. The artist/team that is awarded the contract will be required to comply with the City of Petaluma's insurance and liability requirements.

APPLICATION DEADLINE

Applications are due no later than **Monday, February 2, 2015, 5:00 p.m PST**. Applications must be received by mail/hand delivery (with all hard copy material duplicated on CD) AND delivered electronically to a sharefile folder to be provided to each applicant. No exceptions. Refer to application procedures below for specific submittal requirements.

RFQ SELECTION PROCESS AND CRITERIA

After the submission deadline, the PPAC, Petaluma art representatives, and at least one stakeholder with ties to the waterfront area will screen submissions and select up to five finalists to receive a subsequent Request for Proposals (RFP) for the project. The selection committee will use the following criteria to select finalists:

- Submittal of all required application materials as outlined in this RFQ
- Artistic Merit as evidenced by submitted materials
- Experience creating artworks in the public spaces
- Experience working with architects, landscape architects, planners, engineers, etc. in designing for projects with complex and technical parameters
- Evidence of track record/ability of the artist or artist team to successfully work with a projected timeline and budget
- Demonstrated interest in and understanding of the project
- Written and visual communication skills
- Availability and ability to work for the term of the project

HOW TO APPLY

A complete submission must include all the information and materials described below:

1. Letter/Statement of Interest. Describe in one page your interest in the project and preliminary ideas for how you would approach this project. Submitting a specific proposal is not required at this time and will not be reviewed by the selection committee. Please include your name and contact information, including address, phone number, email and web site.



2. Current Resume. If submitted as a team, please identify the team leader and include resumes for each team member, with each resume being no longer than three pages. Resume should reflect artist experience designing, fabricating and installing artwork in outdoor public settings. Resume should include information regarding past public art commissions, design team experience, exhibitions, awards, grants, and education.
3. Images of Past Work. Artists/teams must submit up to ten images of relevant work samples. Please submit pdf or jpeg files with a minimum 72 DPI resolution. Every image file must be titled first with the number or the image in the order to be viewed, followed by the artist's last name [for example: 01_Smith; 02_Smith]. Number must correspond to an annotated image list. Images should also be labeled with the title of the piece, the medium, the dates and the dimension of the art. Artists applying as a team may only include examples of existing collaborative work.
4. Three professional references. References should have an intimate knowledge of your work and working methods in public settings. Please include name, affiliated organization (if appropriate) address, phone number and email address for each individual. Please indicate relationship to each reference.

Five (5) copies of the proposal must be submitted by hand or mail (with all hard copy material duplicated on CD) AND electronically. Handwritten materials will not be reviewed. Hard copy and electronic application materials must be received by February 2, 2015, 5:00 p.m. PST.

Submission by mail or hand delivering, address application packets to:

Petaluma Public Art Committee
City of Petaluma, Planning Division
11 English Street
Petaluma, Ca 94952

Electronic submittal: email Jacqueline Vance at jvance@ci.petaluma.ca.us to express your interest in submitting a proposal, along with your name and contact information (no later than **Monday, January 26, 2015, 5:00 p.m. PST**). Afterwards, you will be provided a unique web address where you may electronically upload your application materials.



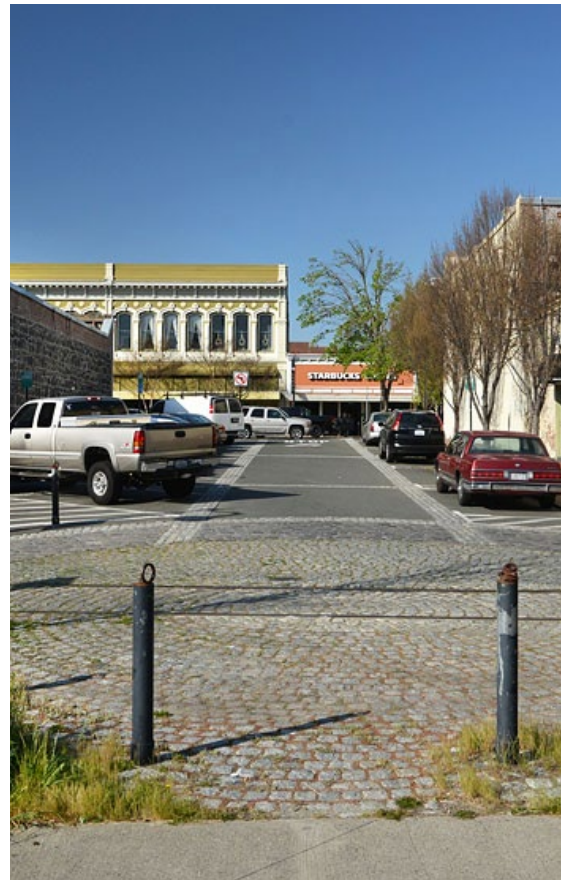
REQUEST FOR PROPOSALS (RFP) AND AWARD

Up to five finalists will be selected receive the subsequent RFP and invited to develop formal concept proposals as a result of the RFQ process. Each finalist will be offered a \$1,000 stipend to cover costs associated with the preparation of their proposal.

One artist will be commissioned to realize their work based on the formal concept proposal.

An all-inclusive award amount of \$120,000 to \$150,000 for the artwork is projected. This budget includes artist fees, design fees, travel expenses, all materials and fabrication cost, lighting, insurance costs, site-preparation costs, traffic control costs, engineering expenses, shipping and transportation to the site, installation, any applicable permit fees and taxes, any other expenses related to the design including fabrication and installation.

The selected artist will receive a contract for design services, fabrication and installation services. The artwork and all rights to it shall be owned by the City.



WORKING SCHEDULE

RFQ Release	December 2014
RFQ Application Deadline	February 2, 2015, 5 p.m. PST
RFP Release	Spring 2015
RFP Deadline and Contract Reward	60 days from the date of the RFP release
Design Development and Approval	Summer - Fall 2015
Fabrication and Installation	Winter 2015 - Spring 2016
Completion	Summer 2016

ADDITIONAL INFORMATION

If you have any questions or need any additional information, please contact Elizabeth Jonckheer, Public Art Committee Staff Liaison, at (707) 778-4317 or ejonckheer@ci.petaluma.ca.us.

- The City of Petaluma is not obligated to select a finalist from the submitted RFQs.
- Artist submitting qualifications will receive written notification of the results of the selection process.
- Submitting an application does not constitute and expressed or implied contract.
- Application materials will not be returned