

# REQUEST FOR PROPOSALS

## WEST BEACH ART PROGRAM

AS PART OF THE

### WEST BEACH PEDESTRIAN IMPROVEMENT PROJECT

## Call Summary

The City of Santa Barbara Redevelopment Agency (RDA) in conjunction with the City of Santa Barbara Arts Advisory Committee and Visual Art in Public Places Committee (VAPP) are requesting proposals for public art elements to be included as part of the RDA-funded West Beach Pedestrian Improvement Project (Project). Selected artists will be commissioned by the RDA and will work closely with the Project design consultant, The Conceptual Motion Company (TCMC), to meet overall Project goals, budgets and timelines.

The RDA is soliciting conceptual sketches that show the proposed work in context, along with artist qualifications. Proposals should respond to the specifications listed herein and include: design, development through the review process, preparation and production of art, and supervision of installation during Project construction. We invite all artists, individuals as well as creative teams, to apply to the West Beach Art Program. Those who reside within Santa Barbara, Ventura and San Luis Obispo Counties are strongly encouraged to participate.

Interested artists are invited to submit proposals by no later than **4:30 p.m. on Tuesday December 2, 2008**. Proposals shall be submitted to the City of Santa Barbara Redevelopment Agency, 600 Garden Street, Santa Barbara, California, 93101. Public art proposals will be selected through a panel review process.

**Mandatory**, pre-qualifying informational walk-through meetings will be offered so that artists may become familiar with the Project and meet members of City staff and the Project design team. Layout, design, functions and scope of the various proposed art elements and sites will be reviewed. These meetings will be an opportunity to ask questions regarding this request for proposals. **In order to submit a proposal, one of these meetings must be attended by the artist or member of design team.** Prequalification meeting info:

Maritime Museum Conference Room

Tuesday November 4, 2008 4:00 p.m.

or

Saturday November 8, 2008 10:30 a.m.

Proposal packages may be obtained from the Art Commission's website: [www.sbartscommission.org](http://www.sbartscommission.org), or by emailing your request to [ferri@co.santa-barbara.ca.us](mailto:ferri@co.santa-barbara.ca.us). Please include your name, street address, phone, fax, and email address, along with the name of the RFP that you are requesting.

Additional information may be obtained by contacting Jeannette Candau, Redevelopment Specialist, at (805) 564-5461 or Rita Ferri, Visual Arts Coordinator, at (805) 568-3994.

City of Santa Barbara Redevelopment Agency

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## Description of Work

### **Background**

West Beach is in the heart of the Santa Barbara Waterfront and links the unique attractions of Stearns Wharf and the Santa Barbara Harbor. In addition to the expansive beach setting, a diverse mix of recreational, cultural, and commercial interests are based in this area. Through study and community input, a need to improve pedestrian safety, “way finding” and overall experience of this area was identified. The Project is designed to address these needs by 1) activating and enlivening the pedestrian experience by providing new visual points of interest 2) improving pedestrian crossings and pathways and 3) enhancing the existing landscape and hardscape. West Beach is one of the City’s most visible assets, and public art with engaging history and storytelling has always been seen as a key component of these enhancements.

### **Overview**

All public art commissions will include: design, development through the review process, preparation and production of art, supervision of installation during Project construction, and development of a maintenance plan and schedule. Art is an integral component of this Project. **The artists’ ability to work collaboratively and adhere to design review and construction timelines is imperative.** Art design development will be coordinated with the larger Project by the Project consultant The Conceptual Motion Company. Art will be installed by the Project contractor, with artist supervision when appropriate, according to the contractor’s schedule. At this time, construction is scheduled for April through September 2009. The entire Project team will work together to efficiently coordinate work and schedules. To assure success of the entire Project, artists must meet installation timelines as they are identified.

The location of Program elements, defined more fully below, is along the approximately one half mile long West Cabrillo Boulevard promenade, and links Stearns Wharf to the Harbor area (Attachment 1: West Beach Site Plan). Four plazas will be created along the promenade and contain art elements that are integrated as part of the hardscape and adjacent seawall, or as stand-alone pieces.

The RDA reserves the right and full discretion to refuse any and all submissions, change funding determinations or not pursue the Program or any part thereof. All materials commissioned and produced as part of this Program, whether copyrighted or not, including but not limited to title to intellectual property rights, will become and remain the sole property of the RDA. Contracted artists and/or design team(s) will be required to relinquish ownership rights of the art and all related work. They will be required to sign a license agreement granting copyright license and all right, title, and interest to the RDA and its successors. The license agreement shall also contain an express waiver of the provisions set forth in California Civil Code section 987.

### **Purpose**

Through investment in public art created for display along the West Beach promenade, the RDA seeks to increase the appeal and interest of West Beach by bringing art into the pedestrian environment and life of the area; to enrich the lives of residents and visitors of West Beach as

well as the community as a whole; to illustrate and engage the public in key stories related to the history of the Santa Barbara Waterfront.

## **Goals**

- The West Beach Public Art Program is to be engaging. The Santa Barbara Waterfront is accessed by many thousands of people each year. The intent of the Program is that residents and visitors alike will stop, engage and spend time at the site. Therefore, **the art should be viewed as contributing to the sense of place, rather than being simply an object in that place**
- The Art Program is to be an attractive addition to and express the rich history of the West Beach area
- The Project has the support of the Maritime Museum and successful commissions will utilize those resources to better inform the historic and storytelling component of the art, and integrate historic information into the finished product
- The Project includes a landscape component and a built/fabricated component including multiple art elements. All components must work together as a cohesive design compatible with the surroundings

## **Art Elements**

All material and design must be durable, low maintenance, resistant to the harsh marine environment, graffiti and other vandalism, and in all ways conform to American Disability Act (ADA) accessibility standards. (For ADA guidelines please reference: <http://www.access-board.gov/adaag/html/adaag.htm>). Selected artists will be required to complete and submit a Maintenance and Materials Plan.

The RDA is looking for proposals inspired by, and descriptive of, the History of the Santa Barbara Waterfront. Designs should respond to the thematic topic of each location (listed below), as well as the overall Waterfront theme. The design must incorporate a historic/storytelling aspect of the relevant topic. This project has the support of the Santa Barbara Maritime Museum whose expertise will be consulted throughout design development. Applicants are encouraged to utilize the museum resources in the development of their proposal and should contact Abbey Chamberlain at the Maritime Museum, 962-8404 x111, for further information.

Proposals are encouraged, but are not required, to include multiple elements. For example, a proposal may include the treatment for hardscape and seawall at all four plazas. The RDA also reserves the right to except, or negotiate for, any portion of a proposal as submitted. As stated in *Requested Information* below, a concept drawing of each element is required.

The following Program elements are proposed as part of the Project:

### **Hardscape and Seawall**

As part of the Project, the entire West Cabrillo promenade (the south-side sidewalk within the Project Area) will be replaced with new gray concrete sidewalk. At intersections along the promenade, the existing seawall will be replaced with a new, reconfigured seawall that frames a newly created plaza with ADA access to the multi-use beach path. The hardscape scoring design within the plazas will be a diagonal pattern as illustrated in the attached drawings.

Proposed hardscape and seawall art should be within the plaza area as identified by the dashed line in the RFP Attachments 2-5. Each plaza has a different spatial extent, as described below, and budget allocations have been appropriated accordingly. Pending final design approval by the HLC, proposed seawall treatments should accommodate a height not greater than 24". All sidewalk materials should integrate with the hardscape at grade and not protrude from the surface. Hardscape art must conform to construction expansion joints. The installation must not provide a slip, trip, or fall hazard and in every other way be ADA compliant.

The area defined for each plaza hardscape and seawall should be considered as an extent, or canvas, upon which to work. The art should accent, but not fill, the entire area. The installed art, on the sea wall in particular, should be subtle, enhancing the public space and in keeping with the natural setting. Both the street- and ocean-side of the new seawall may be used.

### **Drinking Fountain**

A new drinking fountain will be installed along the Sea Landing walk near the boat launch area. The drinking fountain must be serviceable by the City plumber, securely attach to the ground and appropriate drainage, and comply with ADA standards. The art treatment may integrate up to a 4' radius of hardscape around the fountain base.

### **Benches**

In place of two existing benches, two new art benches will be installed adjacent to the Cabrillo promenade between Los Baños and the Wading Pool. Proposals may be for one or two unique benches. Design should assure that the finished product can be securely fastened to the ground. Moreover, the piece(s) should be a stand-alone feature that could be delivered to the site and installed with minimal additional work.

### **Flagpole Banners**

As part of the Project, a series of flagpoles are proposed within the Waterfront parking lot along Cabrillo and along the pedestrian path between the wading pool and Marina 4 to highlight the pedestrian pathway between Cabrillo Boulevard and the harbor. The flags flown here will be managed through a separate program. This request is for non-cloth banners that securely attach to the flagpoles and provide a year-round enhancement. These banners shall be designed in a manner to accommodate a flag and be made of metal or other long lasting material that can withstand the marine environment at least as well.

## ***Site Specifications: Location, Topic, Budget, Elements and Scope***

### **Chapala Street Plaza (Attachment 2)**

Topic: History of Environmentalism in Santa Barbara

Elements:

#### **Plaza Hardscape and Adjacent Seawall**

Funding Range: \$31,300 to \$39,100

- Area for installation: *Approximately* 134'x 32' area of grey, scored concrete and 58' of adjacent proposed seawall centered on plaza

### **Ambassador Park Plaza (Attachment 3)**

Topic: Chumash History in the Santa Barbara Area

Elements:

#### **Plaza Hardscape and Adjacent Seawall**

Funding Range: \$20,400 to \$25,500

- Area for installation: *Approximately* 92' x 30' area of grey, scored concrete and 58' of adjacent proposed seawall centered on plaza

### **Bath Street Plaza and Sea Landing Walk (Attachment 4)**

Topic: Santa Barbara's Working Harbor

Elements:

#### **Plaza Hardscape**

Funding Range: \$16,000 to \$20,000

- Area for installation: *Approximately* 120' x 18' area of grey, scored concrete

#### **Drinking Fountain**

Funding Range: \$6,000 to \$15,000

- Location: Sea Landing walk near boat ramp crossing

### **Los Baños Plaza and Marina Walk Extension (Attachment 5)**

Topic: History of Los Baños

Elements:

#### **Plaza Hardscape and Wading Pool Walkway**

Funding Range: \$32,000 to \$40,000

- Area for installation: Approximately 4,600 square feet of grey, scored concrete

#### **Benches (2)**

Funding Range per bench: \$8000 to \$12,000

- Location: Wading Pool Walkway entry at Cabrillo

#### **Flagpole Banners (13)**

Funding Range: \$6,500 to \$13,000

- Location: From the Waterfront parking lot at Bath St., along Cabrillo Blvd., the Wading Pool Walkway, and the Marina Walk extension to Marina 4

## **RFP Submission Requirements**

### ***Deadline and Submission Address***

**December 2, 2008 at 4:30 p.m. is the deadline for all applicants.** Postmarks will not be accepted. Applications must be delivered to the following address:

Jeannette Candau  
Redevelopment Specialist  
City of Santa Barbara Redevelopment Agency  
630 Garden Street  
Santa Barbara, CA 93101

## ***Application Content***

Each application must include:

- ✓ A current resume for each artist/design team member including current contact information. Include experience with outdoor settings, public places, meeting deadlines, working with contractors and trades people, and dealing with government agencies and review boards. Resumes should not exceed three pages
- ✓ A list of past clients and professional affiliations from which we might solicit comment, or a file of such comments
- ✓ A written statement, which addresses the element(s) for work and the artist's concept or approach. This statement should also include:
  - Approach to the development of work and how it relates to the site, project as a whole, and topical themes
  - Workflow capacity and ability to complete work within the proposed timeline
  - How the artist's experience will compliment this Project
- ✓ Intended materials to be used, their durability and longevity qualities with respect to their public space and marine environment location
- ✓ Conceptual sketch of art and how it relates to the site. This may include a Photoshop or CAD composite graphic. At least one graphic rendering per design element of the proposed art, up to 11"x17" and folded to 8.5"x11"
- ✓ Proposed budget and timeline for the work, to include concept and design development, fabrication, and installation consulting/supervision. Insurance, transportation and other costs listed separately, with a total budget indicated (see Exhibit A: Budget Worksheet for an example). If a cost savings would be incurred through commissioning of multiple elements the difference should be clearly indicated on a summary budget.
- ✓ Up to 12 digital images of relevant, current and past work. Images must be numbered according to a printed image list and in .jpg or .pdf format. Images must be submitted on a PC compatible CD-ROM and formatted to print at 8.5" x 11" at 300 dpi. Name files with the artist name and number per image list (e.g.; smith\_1.jpg, smith\_2.jpg, etc).
- ✓ An annotated image list identifying images by number and listing media, size (HxDxW), title, date, and a brief description of the artwork if necessary. If design or architectural images, state all pertinent information necessary to understand the context.
- ✓ A self-addressed, stamped envelope with sufficient postage for materials return. Do not staple or bind any of the written materials. Every effort will be made to ensure the safe handling of materials submitted. However, the Santa Barbara Redevelopment Agency will not be responsible for any loss or damage.

## **Selection Process**

### ***Professional Services Agreement***

Artists selected for the Program will be required to complete an Agreement for Transfer of Right and Copyright License and enter into a professional services agreement with the RDA prior to commencing the work. No selection shall be deemed final until all agreements and certificates have been properly executed and signed by the artist and the RDA. The terms of the agreement will include, but are not limited to, insurance requirements established by the City. All contractors are required to have Workers' Compensation coverage (or a written statement declaring they have no employees), General Liability limit of \$1,000,000 naming the City as

additional insured (a separate additional Insured Endorsement document is required) and provide for a 30-day notice of cancellation, and Automobile Liability limit of \$1,000,000 naming the City as additional insured and provide 30-day notice of cancellation. If the contractor does not have automobile insurance, the General Liability policy must include non-owned and hired autos. Additionally, the artist or design team is required to obtain a City of Santa Barbara business license.

### ***Selection Panel***

The *selection panel* selects the artists to commission and advises designs through the development and review process. The panel is comprised of: RDA project manager, Arts Commission Executive Director, Arts Commission Visual Arts Coordinator, Arts Advisory Committee representative, Visual Art in Public Places representative, Historic Landmarks Commissioner, and Park & Recreation Commissioner. A historian from the Maritime Museum will consult, review and advise as requested by the RDA.

### ***Artist Eligibility***

Applications must be complete. The applicant must attend a scheduled prequalification meeting on site. The selection panel welcomes proposals from all artists and design teams and strongly encourages participation from residents of Santa Barbara, Ventura, and San Luis Obispo Counties. The City of Santa Barbara is an equal opportunity employer.

### ***Prequalification Meeting and RFP***

**In order to be considered for this Program the artist or a member of a design team must attend a mandatory prequalification meeting.** Proposals from interested artists will be reviewed by the selection panel. This submission must be in accord with the *Description of Work* and *Requested Information* sections above. Prequalification meeting info:

Maritime Museum Conference Room  
Tuesday November 4, 2008 4:00 p.m.  
or  
Saturday November 8, 2008 10:30 a.m.

### ***Interviews***

Based on the proposals submitted, the selection panel will identify a short list of artists to be interviewed. While it is not anticipated, the selection committee may ask for a second round of proposals or reopen the RFP stage, if necessary, before making its final decision.

### ***Selection***

Based on design sketches and the interviews, artists and/or design team(s) will be chosen by the selection panel and commissioned by the RDA to complete the design concept and review process, fabricate the art, and participate as necessary in completion of the art within the larger Project. Selection will be based on artistic craftsmanship, execution of the artwork goals and other specifications listed above including the Project goal of improved way-finding, appropriateness of materials proposed, artist familiarity with public art projects of this sort, artist

ability to adhere to the Project timeline, confidence of the selection committee in the artist, and cohesiveness of the art with the area and other elements of the Project.

### ***Development and Approval of Design***

The Arts Advisory Committee and VAPP, in consultation with the selection panel, will have final authority as to design approval. Due to the Project's location in the El Pueblo Viejo District, in addition to the Arts Advisory Committee/VAPP and RDA internal review procedure, the Historical Landmarks Commission will review, and comment upon relevant aspects of art design. Review by other boards might be required and will be identified as the design develops. Relevant guidelines are available upon request.

## **Anticipated Timelines**

### ***Selection Schedule***

- 11/04/08 or 11/08/08 Mandatory On-Site Meetings
- 12/02/08 Submittals Due
- 12/04/08 Shortlist selection
- 12/11/08 Interviews and final selection of artists

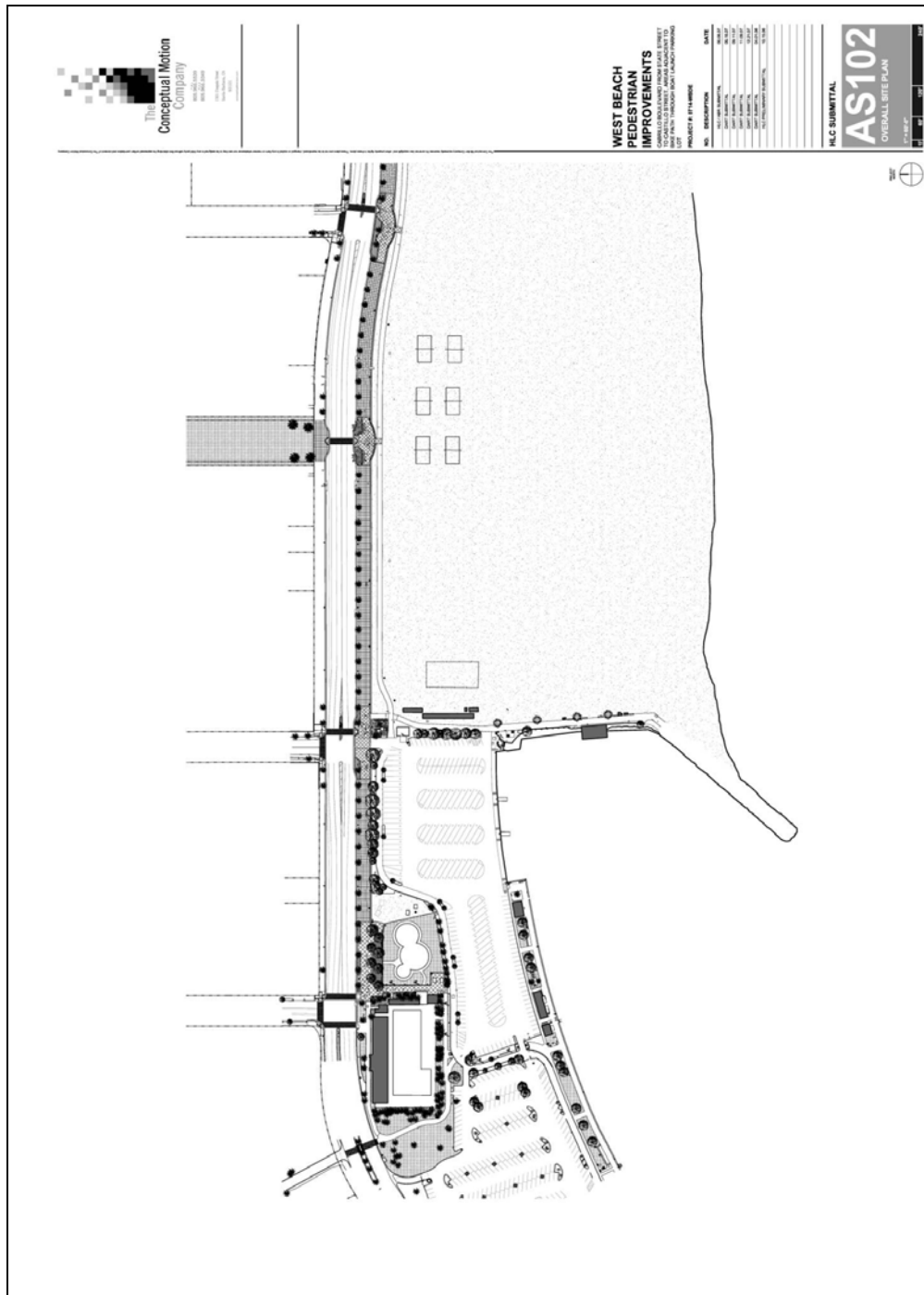
### ***Design development and Construction Schedule***

- 2/10/09 Artists present integrated site drawing to selection panel
- 3/04/09 HLC review
- 3/10/09 Artists present final drawing to selection panel
- 3/19/09 Arts Advisory for Final Review
- 2/27/09 to 4/22/09 Art fabrication period
- 4/22/09 to 9/1/09 Construction and installation of art. Installation date will vary by element and is TBD by the General Contractor.
- 10/1/09 Ribbon Cutting on or about, exact date TBD

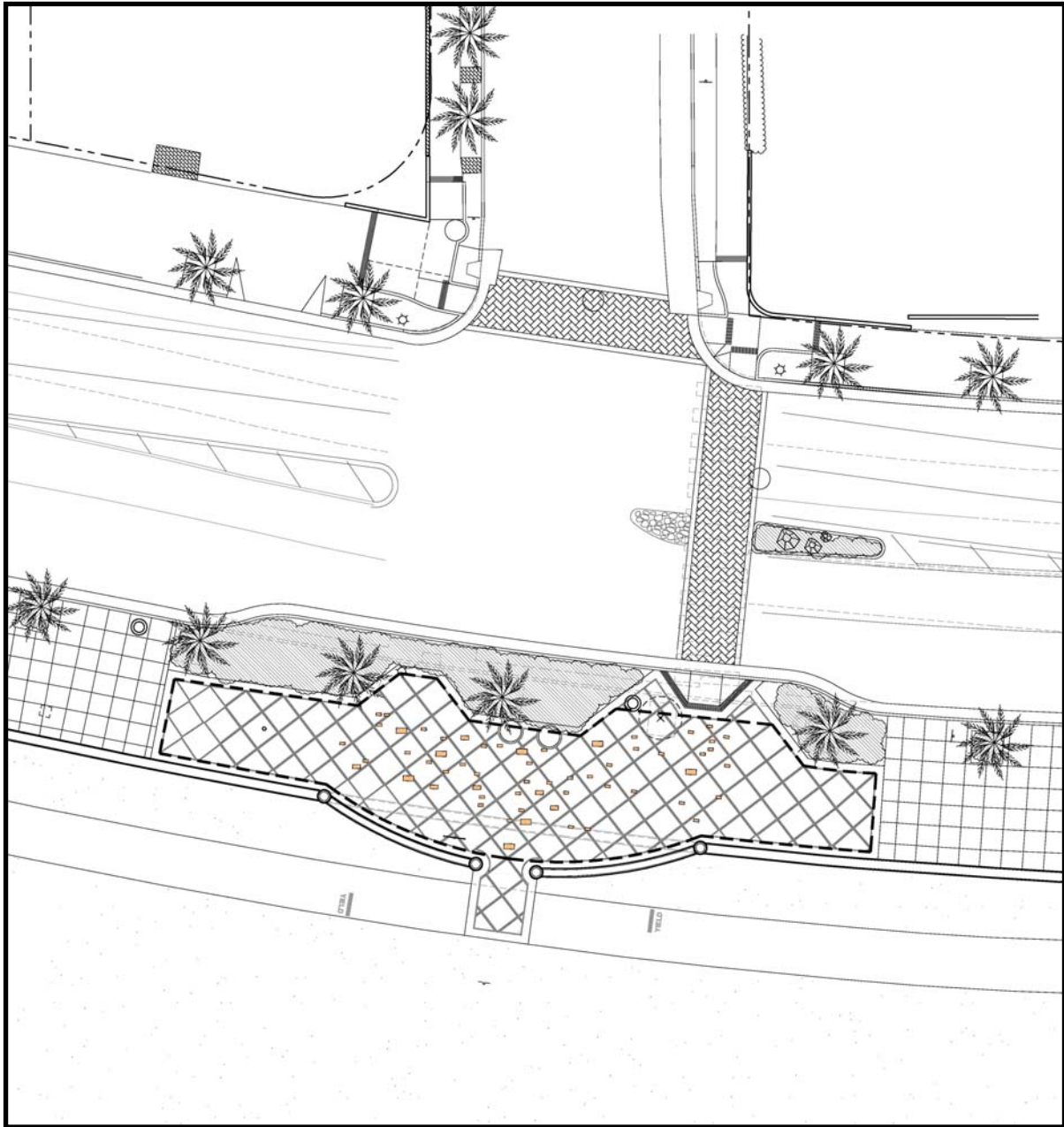
### ***Payment Schedule***

- 1<sup>st</sup> Payment Issued ½ of total award will be issued upon approval of final plans and materials by the Arts Advisory Committee and VAPP
- 2<sup>nd</sup> Payment Issued ¼ of total award will be issued to artists or design team(s) upon fabrication and completion of installation. Any appropriate materials provided to SB Arts Commission staff to document and publicize the project is due at this time
- 3<sup>rd</sup> and Final Payment Issued ¼ of total balance due issued to artists or design team(s) upon meeting all contractual agreements, completion of the work as commissioned and developed planned maintenance instructions to the satisfaction of the County Arts Commission and the RDA

# Attachment 1: West Beach Site Plan

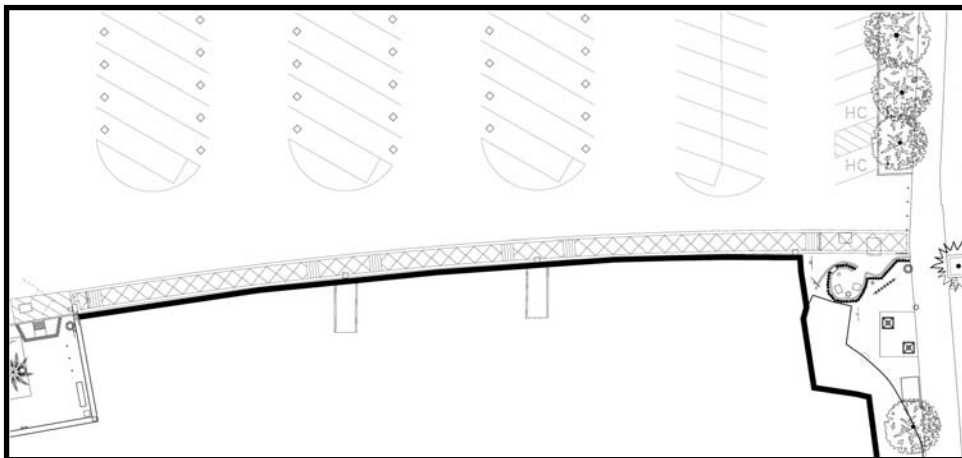
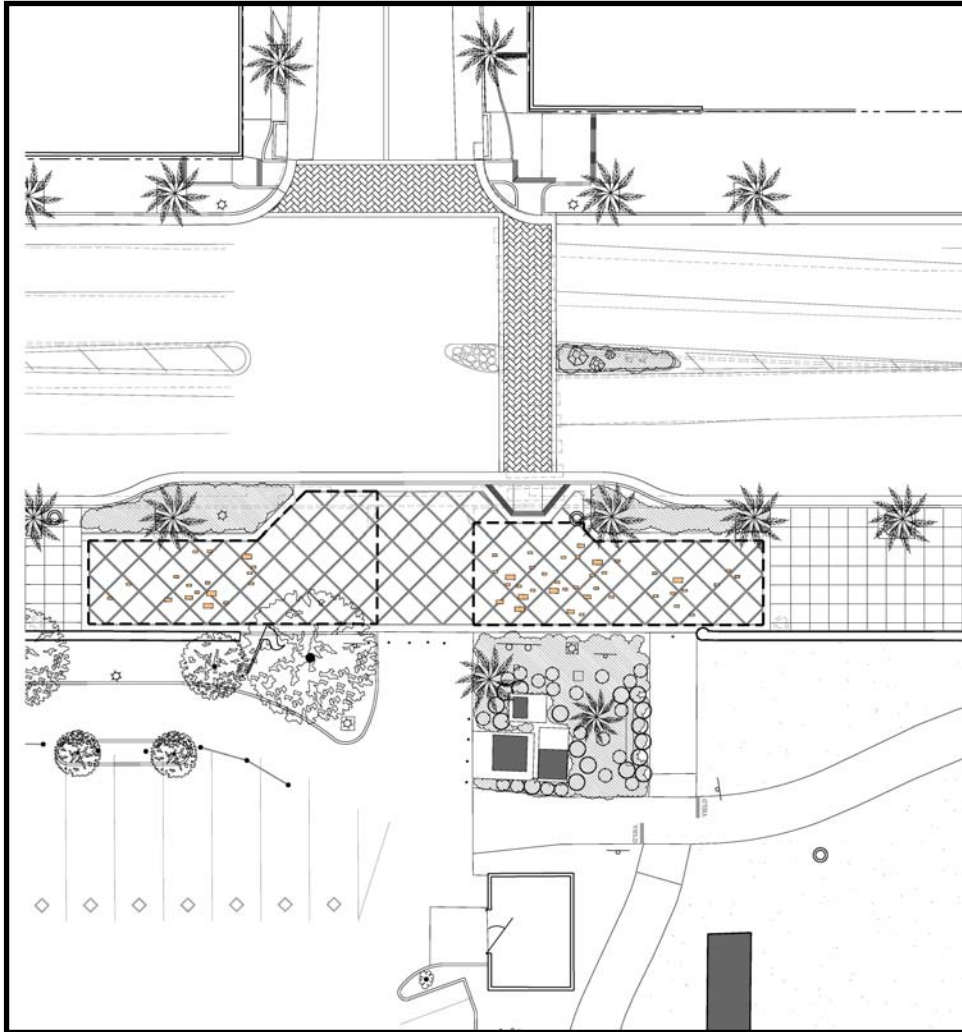


## Attachment 2: Chapala Street Plaza

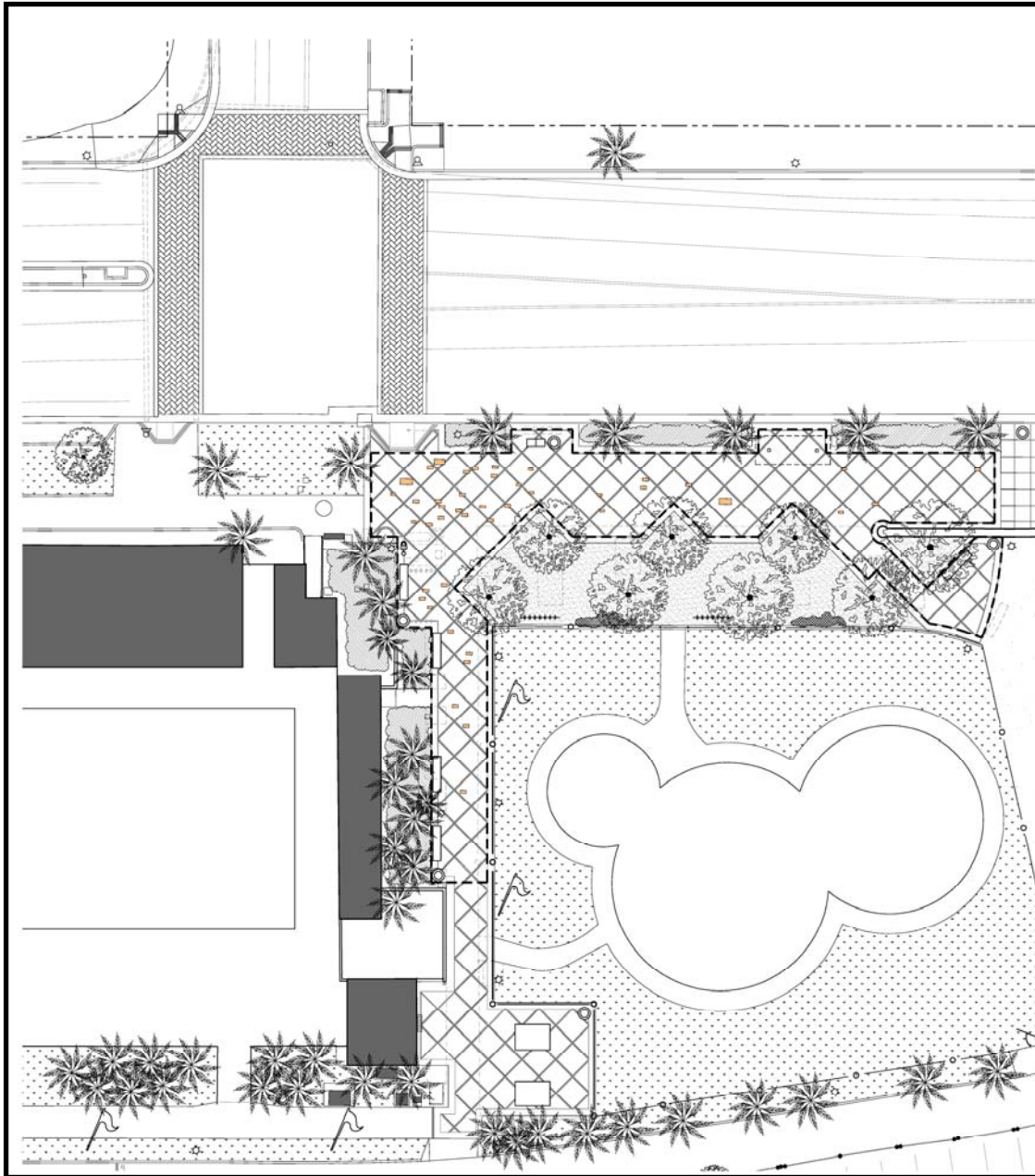




## Attachment 4: Bath Street Plaza and Sea Landing Walk



## Attachment 5: Los Baños Area



## Exhibit A: Budget Worksheet

### PUBLIC ART – SPECIFICATION West Beach Art Program

Please use this as a guide in developing your project budget to insure that all costs are addressed. Budgets should be per art element. If multiple elements are proposed, please include an additional summary budget. Add any other relevant expenses. Include a pricing contingency. You may use this format in your proposal, or develop one more suited to your project.

Artist's Fee	_____
Consultation Fees (engineers, architects, etc.)	_____
Materials and Supplies (itemize if necessary)	_____
Fabrication (subcontractors, if any, fabrication by artist, etc)	_____
Insurance (liability, installation, etc)	_____
Transportation of Artwork	_____
Installation (labor, construction oversight)	_____
Administrative Expenses (telephone, correspondence, studio overhead, etc)	_____
Digital Photographic Documentation	_____
Pricing Contingency (a minimum of 5%)	_____
Other expenses (please describe)	_____
TOTAL BUDGET	_____