

CALL TO ARTISTS PUBLIC ART PROJECT

for STREETSCAPE & SIDEWALK ENHANCEMENTS FOR THE CITY OF WATSONVILLE

CONCEPT SITE PLAN

The Main Street project goal is to support the revitalization of the Downtown. The new design will build on the previous street improvements to create a comfortable, universally accessible, sustainable place that attracts more people to visit, shop, and spend time in the Downtown.

DESIGN CRITERIA

The proposed streetscape artwork will be used to enhance the first phase Main Street improvements and build a contemporary identity that compliments the varied Downtown architecture.

The street crosswalks can be a pattern or mural art feature that spans the complete width of each street crossing—there could be up to eight: Main & 1st, Main & 2nd/Maple, and Main & Peck intersections. The proposals may be a singular solution for all crosswalk zones or patterns may vary within the project.

Within the new concrete paving, the design concept is to introduce an accent or highlight medallion within the sidewalk scoreline grid. Size, material and color of paving highlight are part of the artists scope as well as possibility of an image or relief pattern. The highlight feature may be extended into existing sidewalk zones and into future phases of improvements.

All finishes must provide a safe walking surface, durable for its intended public space use. The City will coordinate with Artist for compliance with slip resistant surface standards.

PROJECT TIMELINE

- **June 8, 2015:** Proposals must be received by 4pm. Mail, hand deliver, or email applications will be accepted.
- **June 10, 2015:** Proposals will be reviewed and finalist(s) selected.
- **June 17, 2015:** Finalist(s) interviewed.
- **July 1, 2015:** City Council review of artist selection.
- **August – November 2015:** Coordination with City, General Contractor, and Installation.

BUDGET

Tentatively \$15,000 to include design costs, samples, fabrication, coordination, and installation.

ELIGIBILITY

This project is open to all experienced professional artists who are Santa Cruz County residents. The selected artist must provide proof of general liability insurance coverage.

APPLICATION PROCESS

The application materials must include:

- **A current resume** detailing professional artistic accomplishments and at least two references who can speak to your past work and qualifications.
- **Up to sixteen images** of recent relevant work. These images must be submitted on a CD, saved in PDF or JPG format. Maximum image size should be no more than 300 dpi and no larger than 1024 x 768 pixel resolution. Each file should be named with artist surname and image number to correspond with annotated image list (see below).
- **An annotated, typewritten list of the images** should include the following information: image number, media, size, title, date, cost and brief description of the art work if necessary.
- **A preliminary written proposal**, not to exceed one typewritten page, which addresses the artist's specific approach to this project, **as well as conceptual drawings of the proposed project**. All materials should be on white, single-sided, un-stapled, and un-bound 8-1/2" x 11" paper. **Nothing over 8-1/2" x 11" can be accepted for this phase of the process**. If you expect the panel to view color within your materials, you should include ten copies of the color portions, as we do not have color photocopy capability.
- **A self-addressed, stamped envelope** with sufficient postage for return of the application materials.