



city of san luis obispo

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

**PUBLIC ART**

Higuera Street Fountain  
Specification No. 90891

Budget: **\$125,000**  
Deadline to submit: **3:00pm on January 5, 2009**

The Art in Public Places Program of the City of San Luis Obispo, California is seeking an artist or team of artists to design, fabricate and install an artwork or artworks at the Higuera Street Fountain, located at the intersection of Higuera and Mash Streets. At total of **\$125,000** is available to the artist or artists commissioned for this piece.

Interested artists are invited to submit qualifications no later than **3:00pm on January 5, 2009**. Qualifications shall be submitted to the City of San Luis Obispo, Department of Finance and Information and Technology, 990 Palm Street, San Luis Obispo, CA 93401. **Applications received after said time will not be considered.**

Applications submitted in response to this RFQ will be reviewed by a panel selection process (a jury consisting of artists, art professionals, neighbors, and community representatives). The jury will review all complete, eligible applications received by the deadline. Upon evaluating the qualifications provided in the applications, the jury will shortlist three to five artists to be invited to an interview and discussion of project concepts. Those artists selected will each receive a \$500.00 honorarium for the development of specific concepts (up to three concepts per artist/team).

A **Site walk-thru** will be offered so that artists may become familiar with the Mid-Higuera Street site context and visual setting, street layout, and functions of the Higuera Street Fountain. This will be an opportunity to ask any questions regarding this RFQ. This non-mandatory walk-thru will be held on **Friday, December 5, 2008 at 10:00am** at the intersection of Higuera and Marsh (parking is limited).

The RFQ package may be obtained for free on the City's website: [www.slocity.org](http://www.slocity.org) under Bids & Proposals, by emailing your request to [sbates@slocity.org](mailto:sbates@slocity.org), or by faxing your request to (805) 781-7292. Please include your name, street address, phone, fax, and email address, along with the name and specification number of the RFQ that you are requesting.

Additional information may be obtained by contacting Shannon Bates, Public Art Coordinator, at (805) 781-7296 or [sbates@slocity.org](mailto:sbates@slocity.org) .

**PUBLIC ART**  
Higuera Street Fountain

## **PROJECT OVERVIEW**

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### **BACKGROUND**

The City of San Luis Obispo serves as the commercial, governmental and cultural hub of California's Central Coast. One of California's oldest communities, it began with the founding of Mission San Luis Obispo de Tolosa in 1772 by Father Junípero Serra as the fifth mission in the California chain of 21 missions. The mission was named after Saint Louis, a 13th Century Bishop of Toulouse, France. (San Luis Obispo is Spanish for "St. Louis, the Bishop".) It was first incorporated in 1856 as a General Law City, and became a Charter City in 1876.

The City's ideal weather and natural beauty provide numerous opportunities for outdoor recreation at nearby City and State parks, open spaces, lakes, beaches and wilderness areas. In order to ensure that this setting remains healthy, vibrant, and a community asset forever, many policies and programs are in place that are carried out by staff throughout the City. In 1995, to bring greater guidance and a more proactive approach to the City's resource protection efforts, the Natural Resources Protection Program was created. The fundamental purpose of the program is to conserve, enhance, and restore important community natural resources, and to date, has preserved over 4,000 acres of open space that surrounds the City.

Another key feature contributing to the City's great quality of life is our delightful downtown. The heart of downtown is Mission Plaza. With its wonderful creek side setting and beautifully restored mission (that continues to serve as a parish church to this day), Mission Plaza is the community's cultural and social center. This historic plaza is complemented by a bustling downtown offering great shopping, outdoor and indoor dining, night life, and its famous Thursday Night Farmers' Market, where you can buy locally grown fresh produce and enjoy an outdoor BBQ and local entertainment. This unique blend of history, culture, commerce and entertainment make San Luis Obispo's downtown one of the most attractive, interesting and economically vibrant downtowns in America.

### **PROJECT DESCRIPTION**

In August of 1967, the San Luis Obispo Monday Club (a non-profit civic organization with a long history of community service) began discussions regarding the club's participation in a City beautification project and in October 1967 the club agreed to spearhead the project to create a fountain at the entrance to the City (Marsh and Higuera Streets intersection). The fountain later became the Monday Club's civic project for the year. With \$900, preliminary plans, some donated plants and lots of donated labor (over 200 off duty hours donated by City of SLO firefighters) the Monday Club, in collaboration with the City of San Luis Obispo successfully completed the fountain beautification project.

The location of the fountain merits special attention for several reasons. First, it is located in a "gateway corridor" (between two major freeway interchanges, both major entries to San Luis Obispo). Second, Higuera Street serves as the principal commercial street connecting Downtown to the City's next largest retail area on Madonna Road. The fountain is located

near a section of Higuera Street that once served as the historic “El Camino Real” (the main route through town, prior to the freeway). Lastly, the fountain is part of the historic “Mid-Higuera Street Enhancement Area”, an area with diverse land uses and architecture, and once an important hub of the City’s narrow-gauge railroad. The City hopes to stimulate reinvestment and redevelopment in this area with mixed-uses and public improvements. In addition, San Luis Obispo Creek winds through the area, providing opportunities for views, habitat enhancement, and recreation.

Located on a main artery to San Luis Obispo’s notable Downtown, the fountain is viewed by locals and tourists alike. The City of San Luis Obispo is looking for a wide range of ideas for public art with emphasis on, but not limited to, refurbishing the fountain and planter area to enhance a key City gateway. The artwork should create a sense of place and reflect the environment, history and/or architectural features of nearby historic buildings. It is the intent of the City that this public art project treat this key location comprehensively while maintaining a working water feature at this location. The artwork should reflect, inspire and delight the public from both near and distant views. In this way, the artwork will build on the area’s unique character and sense of place.

## **PLACEMENT**

The Higuera Street fountain is located in a landscaped median at the intersection of Higuera and Marsh Streets. Artists should consider the visual impact of the work on the neighboring businesses and visibility from pedestrian and vehicle traffic. See *Exhibit C* of this RFQ for the designated area for public art. It is recommended that artists review the City’s Mid-Higuera Street Enhancement Plan to determine how the artwork can complement the area and tie in with planned public improvements.

## **MEDIA AND MATERIALS**

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Artists who work in all media and whose artworks are representative of all schools and styles will be considered. The outdoor artwork must be constructed of materials appropriate for a water feature and San Luis Obispo’s climate. The materials used for the public art shall be low maintenance, durable and fade resistant keeping in mind public safety. Selected artist or team of artists will be required to complete and submit a Maintenance Record.

## **ARTIST ELIGIBILITY**

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The competition is open to artists (or teams with one designated lead artist) who have the vision and skills required to complete the project to the highest standards of innovation and technical expertise. While specific experience is not explicitly required it should be noted that the Higuera Street Fountain renovation project requires an artist with skills and experience commensurate with the responsibility of successfully completing a major outdoor public artwork with a substantial budget. Artists should carefully read the

description of the project and decide if the project is suitable to their interest, capabilities and experience.

## **BUDGET**

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A total of **\$125,000** is available for artwork design, fabrication and installation. The budgeted amount is all-inclusive and must cover every cost incurred by the artist in the course of designing, fabricating and installing the artwork (including lighting).

## **SELECTION PROCESS AND CRITERIA**

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Applications submitted in response to this RFQ will be reviewed by a selection committee (jury) consisting of: San Luis Obispo County Arts Council member(s), local artist(s), interested community members, a City planner and a neighbor(s). The jury will review all complete, eligible applications received by the deadline. Upon evaluating the qualifications provided in the applications, the jury will shortlist three to five artists to be invited to an interview and discussion of project concepts. Those artists selected will each receive a \$500.00 honorarium for the development of specific concepts (up to three concepts per artist/team). If no proposal is determined to be appropriate, the Art Selection Committee and/or the Council may decide to reopen the selection process.

Criteria used to select artists will be:

- Understanding of the work required by the City
- Evaluation of artistic excellence
- Appropriateness of scale, form, material, content and design relative to the site
- Relationship to the social, cultural and/or historical identity of the site
- Appropriateness of proposed materials in regards to structural and surface integrity, public safety and weathering and its protection against theft and vandalism
- Appropriateness of proposed method of installation of artwork, and the safety and structural factor involved in installation
- Ease of maintenance
- Evaluation of proposed budget and the artist's ability to successfully complete the project within the proposed budget
- Experience in working on comparable projects

The City reserves the right to refuse all entries. Selected artwork must meet the City of San Luis Obispo Public Art Guidelines and receive final approval by the City Council.

## **PROPOSED TIMELINE AND AWARD SCHEDULE**

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|--|-----------------------------|
| • <b>RFQ Release</b>   | November 14, 2008           |
| • <b>Site Walk-thru</b><br><i>at the intersection of Marsh/Higuera streets</i> | December 5, 2008 at 10:00am |
| • <b>Application Deadline</b>  | January 5, 2009 by 3:00pm   |

- **Notification of Finalists (no later than)** February 16, 2009
- **Interviews of Finalists (week of)** March 23, 2009
- **Artist selection announced (week of)** April 6, 2009
- **Architectural Review Commission** June 2009  
*Determination of whether chosen artwork meets the City's Public Art Guidelines*
- **City Council** August 2009  
*Award of Contract*
- **Installation of Artwork** February 2009

**\*The proposed timeline is subject to change**

## **APPLICATION PROCEDURE**

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**Artists or artist teams wishing to be considered for this RFQ must submit the following materials:**

✓ **RFQ Application Checklist (Original and 7 copies)**

Completed RFQ application checklist listing name, contact information of artist/artist team and all information requested. (*Exhibit A*)

✓ **A Professional Résumé (Original and 7 copies)**

Each applicant shall submit a professional résumé including information regarding past public art commissions, design team experience, exhibitions and installations, awards, grants and education (up to two pages). Teams must submit a separate résumé for each member of the team. **Handwritten materials will not be reviewed.**

✓ **Submittal of References (Original and 7 copies)**

Each applicant shall submit the names of two references on the form provided in the RFQ package. (*Exhibit B*) Do not send letters of recommendation. Please ensure information for references is **current**; inaccurate information may delay the selection process. Teams must submit separate references for each member of the team.

✓ **Artist's Statement (Original and 7 copies)**

A brief, typed (1 page maximum) narrative addressing the following areas:

1. Artists approach the project – vision and intent
2. Artists philosophy on public art, and how their work would be appropriate for the Marsh Street Fountain.
3. How the Artist's experience will compliment this project.
4. Artist's intended materials to be used, their durability and longevity qualities.

✓ **Digital Images of Prior Work (One CD)**

Ten images of past work that represent no more than five public art projects (relevant

artworks may also be submitted if public art experience is limited). 10 image maximum is per application, not per team member. Please submit JPEG files with a minimum 300 dpi resolution. Each image must be labeled with the artists name and title of the piece. The CD must be enclosed in a hard case and labeled with the artist's name.

✓ **Annotated Image List (Original and 7 copies)**

An image list corresponding to the submitted digital images. Each image description should include; photo number, title, date of completion, media, dimensions, location, project budget/purchase price, commissioning agency, and collaborators or design professionals, if applicable and a brief description of the artwork. The list must be labeled with the artist's name.

✓ **Self-addressed Stamped Envelope (optional)**

8 ½ x 11 manila envelope with adequate postage if application and/or CD is to be returned. Materials will not be returned without a SASE.

✓ **DO NOT SUBMIT PROPOSALS, DRAWINGS, MODELS, MEDIUM SAMPLES, ORIGINAL WORKS OF ART, BOOKS, CATALOGUES, OR ANY OTHER MATERIALS IN LIEU OF, OR IN ADDITION TO, THE REQUIREMENTS LISTED ABOVE. UNSOLICITED MATERIALS WILL NOT BE REVIEWED BY THE JURY AND WILL NOT BE RETURNED.**

**Materials must be:**

- 8 collated packets (1 original plus 7 copies), paper clipped as necessary but not bound
- single sided copies on white bond paper
- three hole punched
- labeled with artist's name and e-mail address/phone number

**SUBMISSION ADDRESS AND DEADLINE**

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Artists may submit ONLY one (1) application for this project.

All RFQ application materials must be received **no later than 3:00pm on January 5, 2009.** POSTMARKS ARE NOT ACCEPTED. Incomplete or late submittals will not be considered.

Deliver submittals to:

**Higuera Street Fountain Public Art Piece  
City of San Luis Obispo  
Department of Finance and Information Technology  
990 Palm Street, San Luis Obispo, CA 93401**

**The City is not obligated to notify applicants when applications (complete or incomplete) are received.**

## **QUESTIONS?**

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Any questions stemming from the review of this RFQ must be addressed to: Shannon Bates 805.781.7296 or via e-mail: [sbates@slocity.org](mailto:sbates@slocity.org)

Additional copies of this RFQ may be found on the City's website: [www.slocity.org/finance/bids.asp](http://www.slocity.org/finance/bids.asp)

## **LEGAL AND INSURANCE REQUIREMENTS**

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The artist/artist team that is awarded the contract for this project will be required to comply with the City's insurance and liability requirements. Those requirements can be seen at [www.slocity.org/finance/bids.asp](http://www.slocity.org/finance/bids.asp) and will be provided to those artists selected to present proposals.

**Please read the application directions carefully. INCOMPLETE OR LATE APPLICATIONS WILL NOT BE REVIEWED. The deadline for receipt of applications for the projects described herein is January 5, 2009 at 3:00 p.m. Applications received either by mail or hand delivered to the Department of Finance and IT after 3:00 p.m. that afternoon, will not be accepted.**



**Request For Qualifications**  
Higuera Street Fountain  
**Specification # 90981**  
**Application Checklist**  
(PLEASE SUBMIT THIS FORM WITH THE APPLICATION)

**Name:** \_\_\_\_\_ (if team, list lead artist only)

**Address:** \_\_\_\_\_  
Street City State Zip

**Phone:** ( ) \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Entries that do not submit all of the required items will not be reviewed.**  
**Check to confirm a complete application:**

- 1. Application Checklist **(original and 7 copies)**
- 2. A Professional Resume **(original and 7 copies)**
- 3. Submittal of References / Exhibit B **(original and 7 copies)**
- 4. Artists Statement **(original and 7 copies)**
- 5. Digital images of previous work **(1 CD)**
- 6. Annotated Image List **(original and 7 copies)**
- 7. One self-addressed stamped 8 ½ x 11 envelope **(optional)**

**Materials must be:**

- 8 collated packets (1 original plus 7 copies), paper clipped as necessary but not bound
- single sided copies on white bond paper
- three hole punched
- labeled with artist's name and e-mail address/phone number

\*Upon request, the original application will be returned to the artist at the completion of the jury process. One copy of the application will be retained in City files for a period of three years and all other copies of will be destroyed.

**Deadline to submit: 3:00pm on January 5, 2009**

City of San Luis Obispo  
Department of Finance and IT  
990 Palm Street, San Luis Obispo, CA 93401

**PUBLIC ART**  
Higuera Street Fountain

**REFERENCES**

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Describe fully the last two contracts performed by you, which demonstrate your ability to provide the services included with the scope of the specifications. Attach additional pages if required. The City reserves the right to contact each of the references listed for additional information regarding your firm's qualifications.

**Reference #1**

Contact Name	
Telephone Number	
E-mail Address	
Address (Street, City, State, and Zip Code)	
Nature, location and medium of art project installation	
Contract Amount	
Date Completed	
Project Outcome	

**Reference #2**

Contact Name	
Telephone Number	
E-mail Address	
Address (Street, City, State, and Zip Code)	
Nature, location and medium of art project installation	
Contract Amount	
Date Completed	
Project Outcome	

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**Higuera Street Fountain**  
Site of proposed public art piece