



## **Call for Artist Public Art Opportunity in Santa Rosa**

### **REQUEST FOR PROPOSALS**

**APPLICATION DEADLINE: March 15, 2011**

Applications must be received by the Police Department or postmarked no later than 5:00 pm on the due date. Faxed applications will not be accepted.

**Submit completed applications to:**

Public Art Opportunity  
Santa Rosa Police Department  
Graffiti Abatement Program  
965 Sonoma Ave  
Santa Rosa, CA 95404

### **ELIGIBILITY**

This commission is open to practicing artists residing in Sonoma County. Artists with a background in murals are encouraged to apply.

### **DESCRIPTION OF PROJECT OPPORTUNITY**

The Gateways Graffiti Program is seeking two artists to design and implement two murals (one per artist). The murals will be located on the fences at 915 and 973 Aston Avenue in Santa Rosa, California. The fence at 915 Aston Avenue is approximately 114 linear feet including smaller side fences. The fence at 973 Aston Avenue is approximately 111 linear feet including one side fence. Please refer to the attached photographs for more specific dimensions. All measurements are not exact and artists are encouraged to visit the mural sites independently. The murals should create a distinctive visual landmark that creates a positive reflection of the neighborhood. The construction should have a minimal impact on the environment through the use of materials that do not pollute the air during construction or application. The art should be permanent and lasting through the use of panels and the application of a graffiti resistant coating. The goal of these murals is to create a sense of pride in the neighborhood's visual landscape and deter graffiti through the use of art.

### **PROJECT BUDGET**

The maximum project budget is \$5,000 per mural and should be inclusive of all artist fees and all expenses related to design development, painting supplies, panels, graffiti resistant coating, transportation and installation of the artwork, insurance, and all other project related expenses.

### **BACKGROUND**

The City's Gateways Redevelopment Project seeks to reduce graffiti and blight in the project boundaries. The project sites were identified because of chronic issues with gang graffiti, as well as

the owners' interest in using art as a means to deter graffiti. Aston Avenue also receives a large amount of traffic due to its close proximity to the Sonoma County Fairgrounds. These murals have the opportunity to be seen by thousands of motorists and pedestrians every year.

### **ESTIMATED COMPETITION TIMELINE (subject to change)**

March 15	Application deadline
March 29	Notification of artists picked by Selection Panel
April 4	Selection Panel makes final recommendation to Art in Public Places
April 11	Artists given money to begin project
April-June	Fabrication and installation of Art
June (TBD)	Mural unveiling

### **ARTIST SELECTION PROCESS**

Public participation is an important component of all aspects of this civic-based project. For the Graffiti Abatement Program, this will include the active participation of the community in the artist selection process.

Applications will be reviewed and voted on by an Artist Selection Panel consisting of arts professionals, representatives from the City of Santa Rosa's Graffiti Abatement Program, Mayor's Gang Prevention Task Force, Neighborhood Revitalization Program, the landowners, neighborhood organizations, and community members. The Selection Panel will identify and recommend two artists based on the project criteria outlined in the next section. Those sketches will then be submitted to the Arts in Public Places Committee for review and approval. Once approved, each artist will be assigned one of the fences and both will be invited to meet with the panel to discuss any issues and make sure all questions are answered before beginning the project. Each artist will prepare his/her mural on panels and will arrange to install those panels at a time and date agreed upon with the Selection Panel.

The Selection Panel also reserves the right to decline any or all applications and to reissue the RFP for additional artist candidates.

### **ARTIST SELECTION CONSIDERATIONS**

Two applicants will be selected based on:

- Artistic excellence and originality as evidenced by representations of past work in photos provided and other supporting material.
- Experience with projects of similar scope and scale, or the resources to procure 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.
- Feasibility of proposed project.

### **SCOPE OF WORK**

The scope of work for this project will generally include the following:

- Finalizing proposal concepts to accurately convey the work's artistic intent, design, colors, materials, costs, and production time. Artists will be expected to provide colored sketches to scale that will accurately represent the final mural.
- Meeting with the Art Selection Panel, staff, and community representatives as needed to

- develop work appropriate for project context
- Installing and documenting the artwork at the site. The actual painting will be done at another site secured by the artists with the community invited to attend the installation of the mural panels.
  - Attending design team and community meetings and events to provide updates on the status of the artwork's progress.

### **APPLICATION REQUIREMENTS**

Please submit the following materials as described below, all of which are required to constitute a complete application. Regrettably, the Graffiti Abatement Program cannot be responsible for lost, missing or damaged materials. Incomplete or late applications may not be accepted.

1. One completed application form (attached).
2. Ten color photo prints (4"x 6") of previous artwork numbered and fully labeled. The labels should include the medium used and where it is displayed (if applicable). Please select photos of artwork that demonstrate your qualifications for this project. These can include paintings, sketches, and drawings that are not on public display. Applicants applying as a team may submit ten photos for each team member.
3. One (1) sketch of proposed mural design, scaled and in color and no larger than 22" x 28". If you would like to submit different sketches for each fence, please specify which sketch applies to which fence. Otherwise, the one sketch submitted will need to be appropriate for either fence.
4. A self-addressed, correctly sized and stamped envelope for the return of any materials you request us to return to you. Otherwise we will retain all materials.

*Submit thirteen (13) complete, two-sided, collated and stapled sets of the following written materials. Each set should contain one of each of the following, in the order given. Please do not bind materials and do not submit in plastic sleeves, folders or binders.*

5. Artist statement of intent (1 page maximum), conceptual approach for design of and materials for the project, and a summary of relevant past experience.
6. Resume(s): two (2) pages maximum.
7. Copies of relevant reviews, articles, etc.: three (3) pages maximum.

For more information contact Georgia Pedgrift at 543-3552 or [gpedit@srcity.org](mailto:gpedit@srcity.org).

**Call for Artist**

# Public Art Opportunity in Santa Rosa

*Postmark Deadline 5:00pm, March 15, 2011*

Artist's Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_ Telephone #2 \_\_\_\_\_

Names and E-mail or telephone numbers of additional team members, if applicable:

Name \_\_\_\_\_ E-mail or Phone \_\_\_\_\_

Name \_\_\_\_\_ E-mail or Phone \_\_\_\_\_

To ensure that your application is complete, please check off the following items as enclosed:

\_\_\_\_\_ Project Application Form

\_\_\_\_\_ Mural sketch

\_\_\_\_\_ 10 labeled photos for each team member (if applicable)

\_\_\_\_\_ Artist's statement of intent and proposed concept approach for this project (1 page, 13 copies)

\_\_\_\_\_ Resume (2 pages maximum, 13 copies)

\_\_\_\_\_ Copies of relevant reviews, essays, etc. (3 pages maximum, 13 copies)

Submit to: Graffiti Abatement Program, Santa Rosa Police Department, 965 Sonoma Avenue, Santa Rosa, CA 95404.

For inquires call Georgia Pedgrift at (707) 543-3552 or [gpedgrift@srcity.org](mailto:gpedgrift@srcity.org).

**Aston Avenue Mural Sites**  
*915 Aston Avenue*



**Main fence facing Aston Ave (approx. 86'4" long)**



**West facing portion (approx. 3'4" long)**



**East facing portion (approx. 24'8")**

*973 Aston Avenue*



**Main fence facing Aston Ave (approx. 86'4")**



**West facing portion (approx. 24'6")**