

City of San Jose – Spartan/Keyes Neighborhood Project

REQUEST FOR PROPOSALS - **REISSUE**

DEADLINE: September 14, 2010, 5:00 p.m. Pacific Daylight Time

The application is in three elements. Each element requires a different submission process. See Application Process and Requirements section for details.

Key Dates:

Additional Site Visits: (details on how to RSVP for the site visit are below)

Tuesday, August 31, 2010, 12:00 – 1:00 p.m.

Tuesday, August 31, 2010, 5:00 – 6:00 p.m.

Extended Application Deadline:

Tuesday, September 14, 2010, 5:00 p.m.

INTRODUCTION

The City of San Jose is seeking concept proposals for design of an artwork that is to be located on the tank of an historic water tower that is on private property near the corner of Martha and S. 5th Streets.

The artwork may be, but is not limited to, two-dimensional treatments including a painted mural, and/or possible lighting or lighting effects. The artist will be commissioned to complete installation-ready design development of the final selected concept proposal. Due to the location of the artwork, the City will contract with qualified professional to fabricate and install the artwork in consultation with the artist.

Proposed designs cannot permanently alter the water tower or tank.



BACKGROUND AND DESCRIPTION

The City of San Jose is working with the Spartan Keyes neighborhood in San Jose to create a community art project to be located on a privately owned water tower. The City worked in collaboration with the community and local stakeholders to identify key goals for the art project.

The community is seeking an artwork that:

- Helps build a sense of place and unity by providing a visual focal point for the neighborhood;
- Amplifies and celebrates key aspects of the neighborhood/community including its artistic character;
- Has a visually dramatic presence when viewed from the adjacent freeway and other locations.

The Spartan Keyes neighborhood is part of the City of San Jose's Strong Neighborhood Initiative (SNI), a comprehensive program through which neighborhoods, in partnership with the City, take leadership in identifying, prioritizing and implementing a vision and goals for their neighborhood. This is done in part through development of and ongoing work on a Neighborhood Improvement Plan (NIP).

The NIP vision statement reflects themes that unify the disparate residential areas of Spartan Keyes into a safer, more livable, and truly unique neighborhood. Key elements to the achievement of this vision include: preserving and enhancing the character of established residential areas, encouraging pedestrian circulation, enhancing the local business district, developing community-oriented open space, and promoting art. This public art project is in direct response to the neighborhood's vision and priority goals.

This project will be a long-term temporary artwork that will be installed for up to ten years and/or may be removed at the discretion of the property owner.

NEIGHBORHOOD PROFILE

The Spartan Keyes Neighborhood is located approximately one mile southeast of downtown San José. Spartan Keyes is a vibrant, diverse neighborhood; it is predominately Hispanic/Latino, and home to many artists; a significant segment of its population is under the age of 18 years.

The neighborhood is primarily residential with a mix of single-family homes, multi-unit residences, artists' studios and live-work spaces, as well as numerous commercial and light industrial businesses. Less than half of the housing units are owner-occupied. Many of the homes were built during the early 1900's; historic architecture throughout the neighborhood and old growth trees underscores its unique character. The American Can Company located at Martha Street between S. 3rd and S. 5th Streets was a central element during the area's historic agriculture industry; now a mixed-use facility that includes light industrial as well as artist studios, it has been granted historic landmark status by the City.

Key facilities in the area include San José State University's (SJSU) Spartan Stadium, several SJSU athletic fields, and the SJSU Foundry. The latter, along with Bestor Art Park and the relatively new Art Ark Common House Gallery underscore the artistic character of the neighborhood. Coyote Creek runs through the Story Road Landfill site in the northwest portion of the Spartan Keyes neighborhood.

Several streets in the Spartan Keyes neighborhood function as major cross-town routes; the neighborhood is also immediately adjacent to Highway 280. While these thoroughfares are very convenient, the community would like to offset the sense that their neighborhood is a passage way to other destinations.

SITE VISITS

Two site visits have been scheduled to answer questions about the project and the site, as follows:

Wednesday, August 4, 2010, 5:00 – 6:00 p.m.

Thursday, August 5, 2010, 12:00 – 1:00 p.m.

Tuesday, August 31, 2010, 12:00 – 1:00 p.m.

Tuesday, August 31, 2010, 5:00 – 6:00 p.m.

The site visit is optional but recommended. Due to time limitations, we cannot offer alternative times.

RSVP for one of the site visit sessions by e-mailing publicart@sanjoseca.gov or by calling (408) 793-4342. Email is preferred. When you RSVP please state which site visit you wish to attend, and include your name, phone number and e-mail. The site visit will begin at the corner of Martha and S. 5th Street at the designated time. **PLEASE NOTE: As this is a private property, it is not appropriate to enter the property without permission or to make inquiries about the project to the tenants or residents at the site.**

BUDGET:

Design: Up to \$10,000 depending on the complexity of the project.

Fabrication/Installation: Up to \$60,000. The fabrication and installation of the artwork will be completed by professionals due to the unusual location for the artwork. The fabrication and installation will be managed by the City of San Jose – Office of Cultural Affairs. This part of the budget will not be paid to the artist, but is included to provide an understanding about the scope of the project.

PROJECT SCHEDULE & TIMELINE:

This project is on a fast-track for completion. The selected artist is expected to be available throughout the project to complete the design stage and work in consultation with the fabricators. It is expected that the design be completed by December 6, 2010 and the selected artist will be available for the December 21, 2010 meeting of the Public Art Committee. It is expected that the artwork will be fabricated and installed by January 31, 2011. Dates are subject to change.

ARTIST ELIGIBILITY

This call for proposals is open to artists who live and/or work in Santa Clara County. Submittal shall include a proof of residency-or-work relationship.

Artists must be eligible to work in the United States and have a valid U.S. Social Security or Tax Identification Number by the application deadline.

This project is on a fast-track for completion. The selected artist is expected to be available throughout the project to complete the design stage and work in consultation with the fabricators.

Artists who are currently under contract with the City of San Jose Public Art Program are not eligible to apply.

ARTIST SELECTION CRITERIA

- Aesthetic merit of past projects
- Appropriateness of work as it relates to demonstrated project goals and setting
- Experience, success and/or interest in creating artworks particularly in a public setting
- Demonstrated experience creating artwork in collaborative situations

ARTIST SELECTION

Selection will take place in following phases:

Community input: Dates to be scheduled during early late September; dates to be posted. Eligible concept submittals will be displayed for community comment at the Spartan Keyes Neighborhood Center. Community input will be centered on how concept proposals address the goals for the project.

Spartan Keyes Public Art Core Team (PACT) reviews and recommends a concept on or before October 18, 2010: The PACT will review the proposals and community comments and will make the recommendation of an artist concept design proposal to the City's Public Art Committee.

Public Art Committee (PAC) Review of Concept Recommendation: The City's PAC will review the PACT's recommendation for approval at its meeting on October 19, 2010.

Dates are subject to change.

COLLABORATIVE PROCESS

The City of San Jose Art Public Art Program employs a rigorous stakeholder outreach and participation efforts in developing its projects. Prior to selecting an artist, stakeholders are consulted to define a broad vision to be achieved with the artwork. Artists are then selected by a Public Art Core Team (PACT) that includes visual arts professionals, project stakeholders and a representative of the landowner who may also have a further role in the development of a project.

The Public Art Committee of the City of San Jose Arts Commission is responsible for reviewing and approving artists' proposals and design development. Members of the general public are invited to offer their comments in the context of those meetings.

CONTRACTS

It is essential to familiarize yourself with the City of San Jose's design agreement:

<http://www.sanjoseculture.org/downloads/designagreement.pdf> as you must be willing to enter into this contract as written at the time of your selection for the project. If you have questions, concerns or need for clarification of any aspect of these agreements, please get in contact with us prior to agreeing to be considered for this project.

APPLICATION PROCESS AND REQUIREMENTS

APPLICATION DEADLINE

This application has three elements. The deadline for all three elements is **Tuesday, September 14, 2010 at 5:00 p.m. Pacific Time.**

1. **Concept proposal submittal**, which is a hard copy: must be received at the address listed below by the deadline listed above.
2. **Background materials** must be must be received as a complete application in bayVAN. Please note this is an electronically monitored deadline and cannot be extended.
3. **Proof of County Residency:** Proof of Residency in Santa Clara County: this can be e-mailed or mailed but must be received by the deadline listed above.

See below for detailed description of submittal requirements. Failure to meet the deadline or incomplete submittals will not be eligible for consideration.

APPLICATION PROCESS & REQUIRED APPLICATION MATERIALS

All applicants must submit completed Concept Proposal Submittal, Background Materials Submittal and the Proof of County Residency by the deadline. Failure to meet the deadline or incomplete submittals will not be eligible for consideration.

Only one application per person will be accepted.

The application submission must include the following information and materials, all of which are required to constitute a complete application.

1. Concept Proposal Submittal:

Please prepare your concept proposal presented on the provided 11" x 17" template. To download the template, go to: <http://www.sanjoseculture.org/?pid=4500>.

The concept proposal should show and describe in detail the artwork you would propose for the Water Tower. The Template consists of a Cover Sheet and the Concept Proposal Outline. The Proposal Outline contains three sections:

- A. **Section A:** a 360 degree view of the surface of the water tower tank.
- B. **Section B: Two 'sightline' views:** how your concept will appear on the water tower when viewed from two different locations such as north view and south view.
- C. **Section C: Narrative Description:** (2200 character maximum) The narrative description should neatly typed and clearly describes the nature of your proposal. The description should include the general concept, discuss the aesthetic content/imagery, the materials to create the design, and how the concept relates to the vision and goals of the community.

You may submit only ONE concept proposal. It must be submitted on the template along with the completed Cover Sheet with no other additional sheets or attachments.

Complete the cover sheet; do NOT write your name on the Concept Proposal Outline. Tape the Cover Sheet to the BACK of the Concept Proposal Outline. The Concept Proposal Outline must be printed at 11"x17".

The Concept Proposal Template must be received by the deadline: 5:00 p.m. on Tuesday, September 14, 2010. It may be mailed OR delivered in person to the Office of Cultural Affairs on the 4th Floor in City Hall between the hours of **9:00 a.m. and 5:00 p.m.**

The completed Concept Proposal Template should be submitted to:

San Jose Public Art Program: Spartan Keyes
Office of Cultural Affairs – City Hall
200 E. Santa Clara Street, 4th Floor
San Jose, CA 95113

2. Background Materials

All Background Materials MUST be submitted online through BayVAN at <http://sanjoseculture.bayvan.org/> using the BayVAN online application system. There is no application fee to apply. **For Assistance in using the BayVAN open call system e-mail at info@bayvan.org or call (510) 435-9429.**

The Background Materials must include:

- A. **Statement of Interest:** Submission shall include an Artist Statement of Interest (2000 character maximum) that addresses a general interest in this opportunity.

- B. **Resume:** Submission shall include a current resume that outlines your professional accomplishments as an artist (4000 character maximum).
- C. **Images of Past Work:** Submission shall include visual representations of past artwork that demonstrate your qualifications for this project. In order to be considered for this project, the applicant shall submit up to a total of 5 digital images of previously completed projects (multiple images of individual projects may be submitted).
- D. **Descriptions of Past Work:** Submission shall include a list of the submitted project images with descriptions that clearly explain both the projects and image. Description must include the budget for the project, media, size, location, and commissioning body.
3. **Proof of Residency:**
Application shall include proof-of-residency for your live and/or workspace located in Santa Clara County. A proof-of-residency can be a utility bill, driver's license, rent/lease statement, two pieces of mail dated within the past 30 days, or government issued identification card. An electronic copy of a proof-of-residency must be received by Tuesday, September 14, 2010 p.m. PDT. The Proof of Residency can be scanned/downloaded and then emailed to PublicArt@sanjoseca.gov or mailed in hardcopy to:

San Jose Public Art Program: Spartan Keyes
Office of Cultural Affairs – City Hall
200 E. Santa Clara Street, 4th Floor
San Jose, CA 95113

Notes

- Do not send any materials not specifically requested as part of this application, e.g., videos, catalogues, etc.
- **PLEASE FOLLOW DIRECTIONS** – if your application is not received in the proper format or is incomplete, it will not be considered.

FOR FURTHER INFORMATION

Contact Patricia Walsh if you require assistance via email at patricia.walsh@sanjoseca.gov or call (408) 793 - 4341.