

**Request for Qualifications/RFQ
West Crowther Avenue SR-57 Underpass Abutments Murals
City of Placentia, California**



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Links:

A - [Caltrans PDMP - Chapter 29 Transportation Art](#)

B - [Caltrans TA Copyright Assignment](#)

I. INTRODUCTION

The City of Placentia is pleased to announce a Request for Qualifications/RFQ to commission an artist or artist team to design and install large-scale street art murals for both sides of the West Crowther Avenue SR-57 underpass abutments within the City’s Transit Oriented Development (TOD)/Packinghouse District.

The commission is open to all types of design approaches, including street art and bold, abstract, and modern art. The City is hoping the new murals create a destination location that attracts foot traffic into the District and social media interest. Mural Proposals that translate well from various viewing angles will receive preference. Proposals must include each of the four (4) primary viewpoints (looking north and south and East and West on the inside walls of the underpass).

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Launched by Governor Newsom as part of his California Comeback Plan, Clean California invests \$1.1 billion for state and local governments to clean up trash and debris statewide, beautify community gateways and public areas along highways, streets and roads and provide good jobs to thousands of Californians, including California-based artists.

BACKGROUND*

**Information from City of Placentia website*

Archaeological research has identified Placentia as having been land that is culturally significant to the Gabrieleno Band of Mission Indians - Kizh Nation.

Placentia's modern history began in 1837 when the governor of Mexico granted the Rancho San Juan Cajon De Santa Ana to Juan Ontiveros. This land grant included the area that today comprises Placentia, Anaheim, Brea, and Fullerton.

Its first pioneer was Daniel Kraemer, who purchased 3900 acres in 1865. Three years later, William McFadden and his wife, Sarah Jane, acquired 100 additional acres in the area. Many other settlers arrived in the following years. Residents built churches and schools as the community slowly developed.

The school district's original name was the Cajon School District. In 1878, at the suggestion of Sarah Jane McFadden, the name was changed to the Placentia School District. Placentia is derived from a Latin word meaning "pleasant place to live." The city name came from that change.

Placentia was placed on the map in 1910 when A.S. Bradford persuaded the Santa Fe Railroad to re-route their track through this area, thus shortening the rail distance to Los Angeles. A station was built and packing houses were established for the town's growing citrus industry. Mr. Bradford and Richard Melrose laid out the main streets of the town and, in his honor, Bradford Avenue and Melrose Avenue retain their names today.

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Placentia's climate and rich land attracted an ever-growing number of new residents. The area was well suited for raising citrus fruit, walnuts, avocados, and grapes. Placentia became the center of Valencia Orange Growing and Packing, and its 500 citizens voted to incorporate the City in 1926. Oil has also played a part in Placentia's history. In 1919 The Union Oil Co. discovered oil on C.C. Chapman's land northeast of the City, leading to Placentia's first population boom.

In 1960, Placentia's population had reached only 5,000; however, a phenomenal growth period was just beginning. By 1970, the population had increased five-fold to nearly 25,000. In 1971, Placentia was honored with the prestigious "All America City" Award, given out annually by the National Civic League to ten cities in the United States. Today, Placentia is still a fast-growing community with more than 51,000 residents, beautiful suburban homes, good schools, stately churches, and wholesome recreation.

Did you know, we are not the only "Placentia" in the world? A check of the world atlas reveals a Placentia in Newfoundland, Canada. Placencia Peninsula is a geographical feature and small beach resort town on the coast of Stann Creek District, Belize. Carthaginian Commander Hannibal (247- c.183 BC), his army, and their warrior elephants camped in Placentia (Italian: Piacenza) in Northern Italy before crossing the Alps.

Placentia is no stranger to Public Art murals. Beginning with efforts to restore the Atwood mural, the 260-foot-long mural painted by Manuel Hernandez-Trujillo during the late 1970s in Parque De Los Niños adjacent to the BNSF railroad tracks, is already a head-turner for Metrolink train travelers riding between Los Angeles and Riverside. Public Art plays a vital role in the City's revitalization of Placentia's

Old Town/downtown area. The City has restored critical features of this area's past. These efforts are intended to create a new destination by reviving and improving Old Town's unique identity and character for residents, visitors, and the business community.

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The City hopes to achieve a similar effect with the proposed murals at the entrance to the City's TOD/Packinghouse District. The District is transforming former abandoned and industrial properties into new mixed-use luxury residential and entertainment uses along with a dedicated affordable housing project. At future build-out the new District will provide over 1,000 new housing units and over 1,500 new residents along with new commercial retail businesses. The murals should make a definitive statement located at the gateway to the District.

II. SCOPE OF WORK

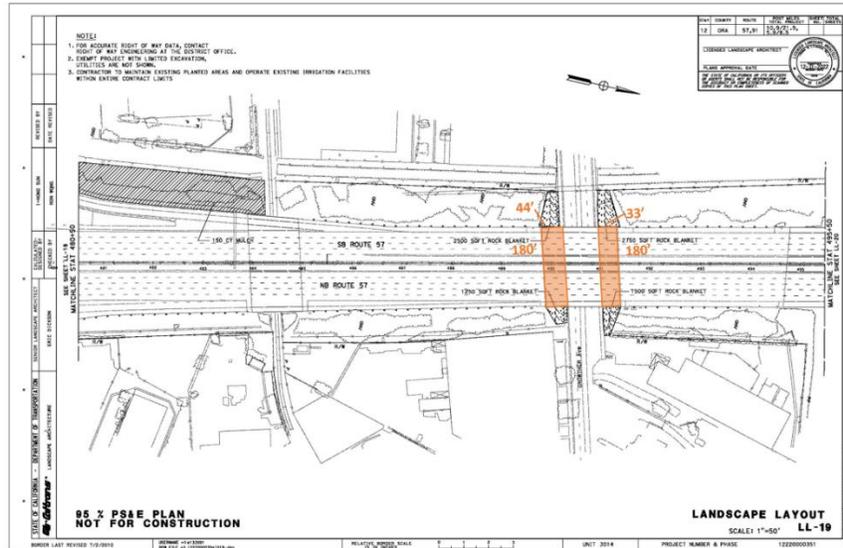
The City of Placentia together with Caltrans, is currently seeking to commission an artist or artist team to produce and install large-scale murals for both sides of The West Crowther Avenue SR-57 underpass abutments. The painting space on each mural wall is - 44' x 180' on the South side wall, and 33' x 180' on the North side wall. The materials, design, and palette must stand up to local weather and be amenable to ongoing maintenance.

The location directly adjacent to West Crowther Avenue is a major residential and industrial/commercial thoroughfare bookended by SAM's Club and Home Depot to the West and light manufacturing, wholesale companies and new luxury apartments to the East. A new Metrolink train station is also planned for this area in the next several years. The area is heavily trafficked, and the location of the proposed murals sit at the entrance to the City's TOD/Packinghouse District which presents a unique opportunity to showcase Placentia's new District, residents, and commitment to the arts.

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Budget

The selected artist or artist team for the West Crowther Avenue SR-57 underpass abutments project will receive a maximum commission of up to \$100,000. Short listed artist/teams for this project will receive \$1,000 to prepare a final proposal for review.

Project budgets must cover all costs associated with the design, and installation of the public mural project as well as any City of Placentia, Caltrans meetings, public programming, associated with the artwork, and all related incidental expenses.

Eligibility

This opportunity is open to artists residing in Southern California identified as Ventura, Los Angeles, San Bernardino, Orange, Riverside, San Diego, and Imperial

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Counties, working in any site appropriate media, and who have prior experience working on projects of this budget and scale.

The City of Placentia is a strong proponent of inclusiveness of race, gender, sexual orientation, disabilities, and socioeconomic background in all aspects of the community.

Mural Theme/Style

Embody aspects of Placentia's TOD/Packinghouse District identity as it relates to street art.

- Must embody high aesthetic quality, including consideration of content, uniqueness and relevance to its location.
- Be contemporary, innovative, engaging, placemaking, and conducive to social media interest.
- Elevate the viewer's awareness of Placentia by stimulating curiosity, inspiration, reflection, opinion or feeling.
- All artistic styles, abstract or representational, modern, bold, and street art are encouraged.
- Work should be appropriate for this public place and complimentary to the selected location.
- Work should be enjoyed by all generations and by a diverse community including residents, businesses, families, visitors and commuters.
- Submissions of artwork that are overtly sexual, political or religious in nature will not be considered by the review panel.

Structural Requirements

- Permanent installation in durable media.
- Artwork must be comprised of durable and safe materials that can withstand long-term exposure in an outdoor environment, be resistant to vandalism, and be mindful of maintenance requirements.
- Specific product types and brands, such as primer, paint, sealer or other materials will require approval by Caltrans prior to installation.

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- Finished artwork will require a permanent anti-graffiti coating of a type and brand approved in advance by Caltrans prior to application.
- Finished dimensions appropriate to site. Mural dimensions: 44' x 180' on the South side wall, and 33' x 180' on the North side wall

Additional Requirements

- Designs are to be the original work of the artist(s).
- Artwork must be the work of artists or artist teams who can demonstrate experience with past works, especially with large-scale public art projects.
- Selected artists will be invited to present and discuss their entry before City, City Council, and Caltrans
- The selected artist(s) shall be responsible for creation and installation of work, in compliance with City timeline and specifications.
- The selected artist(s) and the City Placentia will execute a contract specifying terms, price and schedule for completion.
- Any and all work within the Caltrans Right of Way shall comply with Caltrans Specific Project Development Procedure as described in Caltrans Project Development Procedures Manual - Chapter 29 - SECTION 9 Transportation Art, which includes but is not limited to design approval and transfer of copyright ownership from the artist to Caltrans.

Guidelines and Contract Terms

- Artist applicants must review Caltrans Transportation Art Guidelines on (See links below) and ensure that design submissions conform to all artwork requirements.
- Applicants must read and acknowledge acceptance of the terms of the public art contract (See links below) prior to responding to this RFP

Note: The terms of the contract are non-negotiable and failure to accept the terms of the contract will result in disqualification from the project at the proposal phase. Moreover:

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- Selected artists will be required to waive their rights of integrity to commissioned artwork as pertains to its removal or repair as set forth in the California Art Preservation Act and the Visual Artists Rights Act.
- All artwork materials must have a minimum lifespan of twenty-five (25) years as specified in the Public Art License Agreement, and artists or artist teams must be prepared, if selected, to provide a maintenance plan for the work as part of the final submission.

III. SUBMISSIONS

All submissions must be made online using the CaFÉ (Call for Entry) platform. [Visit this URL](#) for details and to submit qualifications. **There is no application fee.**

A complete application must include:

1. **CONTACT INFORMATION** Including full name, business name (if applicable), mailing address, telephone, and email. Teams must identify one artist to be the primary contact for the team, as well as contact information for each artist on the team.
2. **LETTER OF INTEREST/LOI:** PDF 1-page max: Indicate why you are interested and how you see your art practice aligning with the project requirements, noting the creative approach you would pursue should you be selected to create a proposal.
3. **CURRICULUM VITAE OR PROFESSIONAL RESUME** in a PDF format only, 4 pages max. Artist Teams: please submit one for each person on the primary.
4. **TWO LETTERS OF RECOMMENDATION** from previous commissioning agencies or clients of projects with similar budget and scope.
5. **ARTWORKS OR PAST PROJECTS:** six to ten (10) image files; JPG format only, 72 DPI min, 5 MB max per file. Submit images of completed artwork; teams are encouraged to include projects created by the team. Each of the image files must include the title of the image, year, size, materials, and brief description. For any commissioned project(s), also include the client, budget, and location.

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IV. EVALUATION CRITERIA

Following the RFP application deadline, the City of Placentia will convene a selection panel of City and Caltrans staff, community representatives, and arts

professionals, to review the applications. The committee will select 3 finalists, who will be commissioned to develop final design proposals. Finalists will present their design proposals to the selection committee which will select a finalist artist/artist team for each project.

Applicants will be scored by the selection panel to determine the finalists using the following criteria listed below and scored up to 100 points.

Criterion 1: Technical and Aesthetic Quality of Past Work (50% - Max 50 Points)

The applicant's past works and creative practice as expressed through their images, Letter of Interest and resume/CV demonstrate a high level of aesthetic quality and technical execution. The concepts reflect originality and evoke a response.

Criterion 2: Suitability For this Project (50% - Max 50 Points)

The applicant's images, Letter of Interest, resume/CV demonstrate the applicant's suitability for the artwork requirements and priorities outlined by the Theme/Style.

Finalists will present their design proposals to the selection committee which will select a finalist artist/artist team for the project.

Once the selected artist/team/project is selected, the Placentia City Council will give the final approval of the selection. The selected artist/team will be contacted regarding next steps, including an agreement with the City Placentia and Caltrans (see Sample Agreement). Selected artist/team should be prepared to accept all the terms in the attached Sample Agreement and execute it in that form. Selected artist/team will also be required to maintain insurance requirements as noted in the Sample Agreement.

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The City of Placentia reserves the right to reject any or all applications, proposals, applications, or projects, and to modify or terminate the application process or the selection process for any reason and without prior notice.

SCHEDULE

May 1, 2022 - Request for Proposals information available

May 11, 2022 at 5 pm – [Virtual Information Session for Applicants](#)

June 1, 2022, 11:59 PM - Deadline for Submissions

June 15, 2022 – Selection of Finalists

June 24, 2022 - Virtual Information Session for artists finalists

July 22, 2022 – Finalists presentations to judging panel

July 29, 2022 – Selection & Award of Public Art Commission

November 30, 2022 – Deadline for selected artist/team to complete artwork and have it ready for installation.

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V. GENERAL CONDITIONS

Artists submitting qualifications are advised to become familiar with all conditions, instructions, and specifications of this call for submissions, including the Sample Agreement (see Links). By submitting qualifications, Artist(s) represents and warrants that they have thoroughly examined and are familiar with work required under this call for submissions, that Artist(s) has conducted such additional investigation as it deems necessary and convenient, that Artist(s) is capable of providing the services requested by the City in a manner that meets the City's objectives and specifications as outlined in this call for applications, and that Artist(s) has reviewed and inspected all materials submitted in response to this call for applications. Once the Artist(s) has been selected, a failure to have read the conditions, instructions, and specifications herein shall not be cause to alter the agreement or for Artist(s) to request additional compensation.

Yes

No

For more information Contact

Please address questions in writing only to:

Nicholas Thurkettle, Program Coordinator, Arts Orange County
nthurkettle@artsoc.org

Answers to all questions will be added to the FAQs posted online

REQUIRED INFORMATION

Caltrans PDMP - Chapter 29 Transportation Art

- A. <https://dot.ca.gov/programs/design/lap-landscape-architecture-and-community-livability/lap-liv-j-transportation-art/lap-liv-j-transportation-art-guidelines-for-la>

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Project Development Procedures Manual - Chapter 29 - SECTION 9 Transportation Art

- B. <https://dot.ca.gov/programs/design/lap-landscape-architecture-and-community-livability/lap-liv-j-transportation-art/lap-liv-j-transportation-art-guidelines-for-la>

Caltrans TA Copyright Assignment

- C. <https://dot.ca.gov/-/media/dot-media/programs/design/documents/2sent---formatted---assignment-and-transfer-of-copyright-and-waiver-of-moral-rights-in-artwork.pdf>

SITE RESOURCES

<https://www.placentia.org/178/History-of-Placentia>

<http://hosting.pmgrp.net/placentia/winter2022/#p=1>