

**Request for Qualifications/RFQ
Placentia Gateway Public Art Project
SR-57/Orangethorpe Gateway Sculpture
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 seeks Southern California-based artists or artist teams to create and install a large-scale three-dimensional Gateway Monument comprised of one or more sculptures, for the Southbound on and off-ramps from Orangethorpe Avenue onto the SR-57 in Placentia California. This project is part of a State Highway Beautification Project, sponsored by the California Department of Transportation and the Clean California Program. Arts Orange County has been retained to administer the call for artists and the selection process.

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.

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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.

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.

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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 over 51,000 residents, beautiful suburban homes, good schools, stately churches, and wholesome recreation.

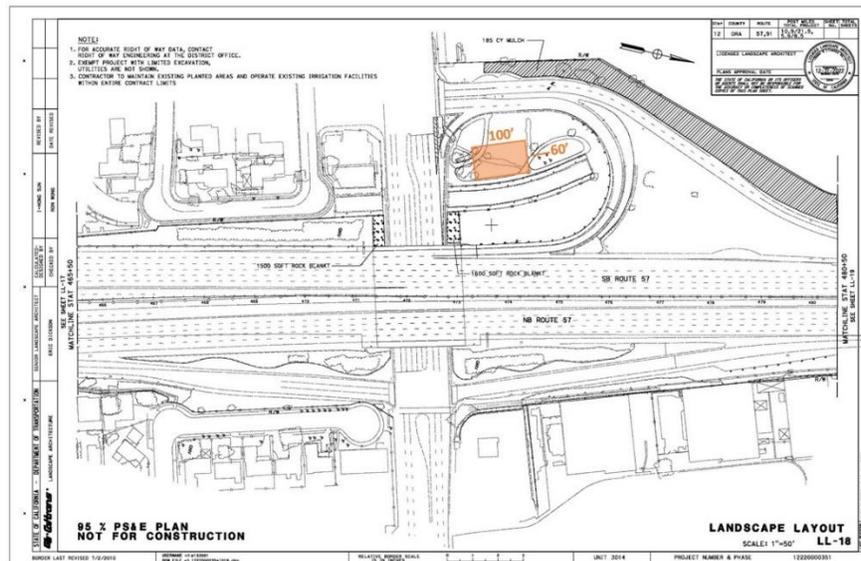
Did you know, we are not the only "Placentia" in the world? A check of the world atlas reveals a Placentia in Newfoundland, Canada. Placencia Peninsula is a geographical feature and small beach resort town on the coast of Stann Creek District, Belize. Carthaginian Commander Hannibal (247- c.183 BC), 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. 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 with two large murals depicting the City's agricultural history recently painted on private buildings. 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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II. SCOPE OF WORK

The City of Placentia, together with Caltrans, is currently seeking an artist or artist team to produce and install a large-scale three-dimensional Gateway Monument comprised of one or more sculptures at the on and off-ramps from Orangethorpe Avenue onto SR-57. The maximum dimensions for the artwork are 20' x 20' x 20'.



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Budget

The selected artist or artist team for the **project will receive a maximum commission of up to \$400,000**. Short listed artist/teams for this project will receive \$3,000 to prepare a final proposal for review.

Project budgets must cover all costs associated with the design, fabrication, delivery and installation of the public art project including engineering and city permits as required, 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 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.

Theme/style

Embody aspects of Placentia's identity as it relates to its heritage and culture.

- The word Placentia should appear within the structure, or imbedded on site adjacent to sculpture in a complimentary manner.
- Must embody high aesthetic quality, including consideration of content, craftsmanship, uniqueness and relevance to its location.
- Be contemporary, innovative, interactive elements, engaging, placemaking.

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- Elevate the viewer’s awareness of Placentia’s by stimulating curiosity, inspiration, reflection, opinion or feeling.
- All artistic styles, abstract or representational, 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.
- Finished dimensions appropriate to site. Gateway Sculpture maximum dimensions are 20’ x 20’ x 20’.
- Design and materials must mitigate any potential hazard to vehicles using the onramp (such as flashing lights) and pedestrians (such as sharp edges).

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 the selection committee, City, and Caltrans
- The selected artist(s) shall be responsible for creation and installation of work, in compliance with City timeline and specifications.

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- 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 RFQ

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:

- 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.

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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.
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.

NOTE: Applicants should not include any specific proposal(s) at this time. Any such elements will be redacted from the application prior to review by the selection committee), or the application may be deemed disqualified and not be reviewed

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IV. EVALUATION CRITERIA

Following the RFQ 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 Qualifications 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>