



Office of Economic Development
Civic Arts Program

PUBLIC ART OPPORTUNITY CALL FOR ARTISTS 2005 REQUEST FOR PROPOSALS

ARTWORK FOR THE WEST BERKELEY RAIL STOP AND TRANSIT PLAZA

ELIGIBILITY

This project is open to all artists in the nine Bay Area counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma.

LOCATION

The West Berkeley Rail Stop is located in the heart of West Berkeley and adjacent to the popular Fourth Street retail district. The site is under the University Avenue Overpass and on University Avenue between Fourth and Third Streets. Specific location of the artwork installation within the site is contingent on Redevelopment Agency approval.

COMMUNITY PROFILE

The West Berkeley community is an ethnically diverse community characterized by its significant African-American and Latino populations. It is also distinguished by the mix of land uses including residential, commercial, light industrial and manufacturing. Commercial uses in the immediate area surrounding the West Berkeley Rail Stop include popular restaurants (e.g., Brennan's, Celia's, Spenger's), commercial businesses (e.g., Truitt and White Lumber, Grocery Outlet, and manufacturing (e.g., Takura Sake).

ESTIMATED PROJECT TIME LINE

<i>Applications Due</i>	<i>June 30, 2005</i>
<i>Selection Process</i>	<i>August 30, 2005</i>
<i>City Review and Approval</i>	<i>September 30, 2005</i>
<i>Fabrication Begins</i>	<i>November 30, 2005</i>
<i>Installation Completed</i>	<i>April 30, 2006</i>

PROJECT DESCRIPTION

This public art project aspires to create a welcoming and friendly entrance into the West Berkeley Rail Stop and to enhance the existing commercial and future new residential development in the vicinity. Artwork is encouraged that reflects and involves the West Berkeley community and its history.

The proposed construction of the new West Berkeley Rail Stop improvement is a project of the Berkeley Redevelopment Agency (BRA). Completion of the project is expected in the summer of 2005. For more information about the West Berkeley Rail Stop project, visit the Agency website at: [http:// www.ci.berkeley.ca.us/redevelopment](http://www.ci.berkeley.ca.us/redevelopment).

In accordance with City of Berkeley Resolution No. 60,048-N.S. a contribution equal to 1.5% of eligible public capital projects is made to the Civic Arts Commission for the commission of Public Art. This base amount has been increased by the BRA to a total allocation of \$65,626. Of that total amount, \$21,875 will be spent on the administrative costs, including printing, postage, workshops, honoraria to selected artists. The amount of the total commission for the proposed artwork is \$43, 750. With this Call for Artists, the Civic Arts Commission expects to fund an exceptional installation that relates to the local history and environment that will enliven the vicinity of the proposed public improvements.

APPLICATION DEADLINE

Applications must be received no later than 5:00 p.m. on June 30th, 2005
Civic Arts Program Office
2180 Milvia St, 3rd Floor
Berkeley, CA 94704
Attention: Mary Ann Merker, Arts Program Director
Late postmarks are not acceptable.
Late applications and faxed applications will not be accepted.

GENERAL TERMS

ARTWORK SPECIFICATIONS

Any medium appropriate for use on the project site will be considered. The artwork must be designed to meet the City's standards for public safety, and must comply with the current Accessibility Guidelines of the Americans with Disabilities Act, and shall meet applicable BART and/or CalTrans standards for structural safety, and shall be durable, graffiti and stain resistant, easily maintained and not a public or traffic safety hazard.

The City of Berkeley reserves the right to award, or not to award any contracts for this project. This Call for Artists does not constitute an agreement to fund artworks for the site described above.

For more information visit our Public Art website at www.ci.berkeley.ca.us/oed/civarts/pubart/welcome.htm

SUGGESTED THEME OF THE ARTWORK

The Rail Stop and Transit Plaza area is the site of considerable archeological and cultural significance relating to ancient settlements of coastal Native American groups, and more recent historical developments of the Eighteenth and Nineteenth Centuries. Remnants of shellmound sites and artifacts have been excavated from this site, and evidence of many centuries of habitation along the San Francisco Bay shoreline before the arrival of 18th Century Spanish explorers has been collected. A brief outline of the cultural history of this area is contained in the Community Guide to Shaping Public Art in the West Berkeley Redevelopment Area, prepared in January 2002 by Royston Hanamoto Alley & Abey (RHAA), Planners and Landscape Architects. Review of this guide and other historical documentation is strongly recommended for all applicants intending to submit a proposal for this site. Maps printed in the RHAA report show the location of the historic eastern shoreline of San Francisco Bay nearby, and the original course of Strawberry Creek just north of the plaza site. With this information as a foundation, the artwork proposed for the plaza may incorporate a theme based upon the cultural history of the area, and its natural history of plants and animals of the coastal area.

SUGGESTED CONSTRUCTION SPECIFICATIONS

The eleven foot high, fifty-eight foot wide bulkhead wall at the east elevation beneath the University Avenue overpass structure is an opportunity site for a large mural. Such a mural is recommended on durable, weather resistant panels, mounted on sleeve spacers, rather than applied or placed firmly in direct contact with the concrete wall due to moisture and possible seepage conditions. Insertion of steel anchors required to attach the panels to the concrete wall must be approved by the City of Berkeley (or CalTrans) prior to issuance of a permit to proceed with this work.

The steel-wrapped, or jacketed structural concrete columns, a total of seventeen, may be included in the proposed artwork. Paint may be applied directly to the painted metal jacket, although tests for adhesion and compatibility with the substrate should be included to ensure durability of the materials used in the artwork.

All painted surfaces should be protected with a final coating of anti-graffiti, or sacrificial material to preserve the artwork. Tactile elements and interpretive components may be considered as part of the artwork, provided such features are in compliance with ADA Guidelines.

A. WALL MURAL

Proposed wall mural panels, mechanically fastened to the concrete bulkhead wall beneath University Avenue overpass structure, east side of Fourth Street:

▪ Wall dimensions:	Height from top of asphalt paving to concrete soffit, 11'-0" at right and left sides, to 12'-0" at center; Width of wall is 58'-6".
▪ Special conditions:	A concrete curb is to be constructed across the base of the wall, same height and depth as existing curbs at right and left sides. A vertical expansion joint, 1" to 1-1/2" wide in the concrete is located at the approximate centerline of width of wall. Concrete wall will be constructed by others
▪ Electrical lighting:	An existing light fixture and concealed electrical conduit is located at the ceiling (soffit) above. The electrical connection is to be verified.

B. STRUCTURAL COLUMNS

Proposed painted murals on existing steel wrapped concrete columns, numbered sequentially from, north to south, and from east to west, starting at the northeastern column nearest Spengers Restaurant. Dimensions of each column, measured from the top of each concrete plinth and curb to the height of the steel jacket are as follows:

Column No.	Column Height	Circumference
1	10'-0"	11'-7"
2	10'-0"	12'-4"
3	10'-2"	11'-8"
4	13'-3"	11'-8"
5	13'-0"	12'-4"
6	13'-3"	11'-7-1/2"
7	16'-1"	11'-8"
8	15'-8"	12'-4"
9	16'-5"	11'-7"
10	18'-6"	11'-8"
11	17'-10"	12'-4"
12	18'-5"	11'-8"
13	20'-5"	11'-8"
14	20'-3"	12'-4"
15	20'-4"	11'-8"
16	14'-1"	25'-3"
17	14'-1"	25'-3"

C. WEST WALL AT RAIL STOP

The west wall in the rail stop area and between the parking lot and the platform should have a flat color treatment using one of the colors used in the wall mural to unify the area and match the "Berkeley Station" signage. The Redevelopment Agency will fund this work and the artist will advise on the color.

REFERENCE MATERIALS

As recommended in this Call for Artists Proposals, reference materials are available at the Civic Arts Coordinator's Office, Economic Development Department, 2180 Milvia Street, 3rd Floor, including:

- a. Construction drawings for the West Berkeley Rail Stop and Transit Plaza, Specification No. F-9024-04, Fed. Project number STPLE-5057(023).
- b. Community Guide to Shaping Public Art in the West Berkeley Redevelopment Area, prepared by Royston Hanamoto Alley & Abey, January 2003.
- c. Americans with Disabilities Act and Architectural Barriers Act Accessibility Guidelines, July 23, 2004 (latest edition).

Other definitive archeological and historical sources and data can be found in the Berkeley Public Library, the University of California Bancroft Library, and at the offices of the Berkeley Architectural Heritage Association, and the Berkeley Historical Society. All of these sources are recommended to artists intending to submit proposals, and to provide historical documentation for proposed artwork for this site.

BUDGET SPECIFICATIONS

The specified budget amount for each project must cover all costs associated with design, fabrication, transportation, engineering approval, including licensed engineering drawings and details if required for potential CalTrans or City of Berkeley permits, public liability insurance coverage, and installation of the artwork. In the event that finalists are requested by the Selection Panel to make a model, each selected finalist will receive an honorarium of up to \$500.00 to prepare a presentation model for the final round of review and decision.

SELECTION PROCESS

All applications submitted by the deadline will be reviewed for completeness, and screened by an open-peer Selection Panel before presentation to the Civic Arts Commission. The Selection Panel will include up to three arts professionals appointed by staff and the Civic Arts Commission, a project architect, a Civic Arts Commissioner, and two community members. All Selection Panel, Committee, and Commission meetings will be open to the public.

The Selection Panel may make a recommendation to the Civic Arts Commission of up to three finalists to develop their design proposals. Finalists will receive an honorarium of \$500 to prepare a model or graphic representation for further review by the Panel and Commission. The Civic Arts Commission shall have final approval of the Panel's recommendation. A link to the guiding document that helped to formulate many of the Selection Criteria listed above—*Community Guide to Shaping Public Art in the West Berkeley Redevelopment Area*—can be found on the City's web pages of both the Civic Arts Commission and the Redevelopment Agency.

SELECTION CRITERIA

Artists will be selected to develop proposals based on:

- Artistic merit as evidenced by representation of relevant past work in slides and other supporting material.
- Appropriateness of the artist's medium, style, and previous experience in relation to the project goals and setting.
- Experience with projects of a similar scale and scope including familiarity with public agencies, the public review process, and/or collaboration with City agencies and community groups. Artists must have good communication skills and be able to work with diverse City representatives.

- Ability to assist Berkeley residents in shaping the course of public art at the West Berkeley Rail Stop.
- Capacity to improve the overall appearance of the rail stop vicinity in coordination with the proposed plaza and streetscape improvement project, reduce the negative psychological impression of the University Avenue overpass, and to create a community asset and sense of place;
- Demonstrated ability to recognize, honor and link together significant prehistoric and historic cultural and natural resources. Those resources should include:
 - The Native American cultures and ancient shellmound middens in West Berkeley dating from 3030 B.C. to the 18th century;
 - The arrival of Spanish settlers in the late 1700s and its influence on the existing culture;
 - Subsequent European settlements in the 19th century and Victorian-era development;
 - The early settlement history of Ocean View; and local commercial fishing industry.
 - The area’s natural history including native plant species, the original shoreline and local creeks including Strawberry Creek; School House Creek, and marshland areas.
 - Contemporary cultural influences of the 20th century.
- Ability to promote a sense of history and identity of Ocean View and West Berkeley by incorporating images and elements of the local cultural heritage and natural history.
- Demonstrated ability to create a safe, walkable, pedestrian-friendly street environment by:
 - Connecting area attractions and natural history into a public art installation.
 - Integrating artworks to landscaping and streetscape improvements to create a whole, unified installation.
- Experience with developing educational themes that demonstrate an area’s historic significance (e.g., West Berkeley history).
 - Experience with identifying opportunities for reclaiming “lost space” and re-designing them for public use.

Public Art Program Commissions

Artists interested in reading this document electronically, or in learning about other public art opportunities are encouraged to visit the Public Art Program web site at www.ci.berkeley.ca.us/oed/civarts/pubart/welcome.htm. Information is updated whenever new opportunities arise.

Acceptance of Proposals

The Civic Arts Commission reserves the right to reject all design proposals submitted in response to this Call for Artists.

Model Policy

In the event that an artist is provided an honorarium to develop a model of a proposal, the following policy shall apply.

- a. The Civic Arts Commission shall, at its sole discretion, have the unconditional right to maintain ownership of any model selected for its evaluation, as part of commission awards.
- b. The Civic Arts Commission may at its option choose to retain all such requested models until completion and final approval of the project installation, at which time the models may be returned to the artist.
- c. Models and proposals submitted to the Civic Arts Commission shall be original, and unique in design and fabrication.

Artists of all ethnicities and genders are encouraged to apply. All information contained herein does not constitute either an expressed or implied contract. The provisions of this Call for Artists are subject to change.

Log # _____
For office use only

A. Name(s) _____
Address _____
City & State _____ Zip _____
Phone _____ FAX _____ Email _____
Website address _____

B. **Title of the project:** West Berkeley Rail Stop Project
 Deadline: Thursday, June 30th, 2005

C. **Application checklist:**
Please check to make certain that you have enclosed the following items.

- A plastic slide sheet containing six (6) slides (individual applicants) or twelve (12) slides (team applicants, total from all members) of relevant previous work, numbered, fully labeled including artist's name, title of work, date completed, media, dimensions and with a red dot in the lower left corner of each slide.
- Two (2) copies of a one-page corresponding slide list including title, date, media, dimensions, location, and other pertinent information deemed useful in orienting the Commission and Panelists to your previous work.
- A self-addressed, correctly sized and stamped envelope for the return of slides and other materials.
- A descriptive brief narrative of the location of the proposed artwork, using the site plan drawing included in the Call for Artists.
- OPTIONAL:** One or two relevant printed materials such as catalogs, articles, etc. that might assist the selection panel in understanding applicant's work. All materials should clearly indicate the portion(s) for consideration.

**Please submit ten (10) complete, one-sided, collated 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.

- Artist's statement of interest, briefly noting relevant past experience, conceptual approach for design and materials, and other information you wish to highlight about your work and career (1 page maximum).
- A thumbnail sketch and narrative of your proposed idea. The narrative should indicate the nature of the proposed artwork, its approximate location and size, and
- Resume (two pages maximum).
- Names, addresses and phone numbers of three (3) professional references

Incomplete or incorrectly assembled applications may not be accepted. Neither the Civic Arts Commission nor City of Berkeley Staff can be responsible for lost, missing or damaged materials. The Civic Arts Commission will endeavor to return the originals of application materials to all applicants following the selection process and Council award of the commission to the successful finalist.



For further information about these public art projects, please contact
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