

## ART IN PUBLIC PLACES PROGRAM



### **Water Street Parking Garage** Façade Enhancement Project 541 Water Street, Jacksonville, FL

Submission Deadline:  
September 5, by midnight MST  
Applications will be received via Café  
(<http://www.callforentry.org/>)  
There is no fee to submit qualifications

## PROJECT DESCRIPTION/SCOPE OF WORK

The Art in Public Places Program and the City of Jacksonville Office of Public Parking is accepting qualifications from artists (or artist teams) for a multi-site public art opportunity as part of *Phase Two* infrastructure enhancements at the city-owned Water Street parking garage in Downtown Jacksonville. It is desired that the finished artwork(s) for this project be incorporated into the building's exterior and physical site and should assist in creating an appealing, distinctive, safe, and accessible parking facility that welcomes commuters and visitors to the area night and day, 365 days a year.

We are looking for artists (or artist teams) with strong portfolios or qualifications of past work who demonstrate a proven track record of large-scale public art projects and experience in environmental, iconographic and conceptual solutions for public art. A wide variety of artwork(s) will result from the joint efforts of the project design team. Examples include functional elements, freestanding and relief sculpture, murals, light projection, and sound art, at multiple locations within the site.

Artists (or artist teams) will submit their qualifications as portfolios, CVs, an artist statement, letter of interest, references, and any other relevant information to establish their capabilities. From this, the Artist Selection Panel will select finalists who are most qualified for this project to join the project design team. The project design team will then engage the surrounding businesses and stakeholders that it serves and utilize this information in the overall conceptual development of the artwork(s) including identifying the site(s), content, scale, and media.

**Current photos of potential site locations are included in this packet.**

## **PROJECT BACKGROUND**

The Water Street Parking Garage , a highly accessible downtown parking facility, is a seven level structure of over 70,000 SF with the capacity to house nearly 1500 vehicles. It is located at 541 Water Street, filling the block bounded by West Bay, Broad and North Clay streets. The facility welcomes commuters and visitors into the city from I-95 North, Riverside Avenue, Water and Bay streets. It is a convenient parking area for such destinations as the Jacksonville Landing, The St. Johns River Northbank Riverwalk, the 550 Building, the Federal Building, and Times-Union Center for the Performing Arts, The Omni Hotel and the bus station.

Under *Phase One* improvements, the City performed major upgrades to the Water Street parking garage in 2012, including lighting replacement, structural and drainage work. Current *Phase Two* upgrades focus on streetscape and overall exterior building enhancements including aesthetic improvements, security issues, wayfinding assistance and pedestrian connectivity. Due to the integral nature of the artwork(s) for this project, artists (or artist teams) will be selected to work directly with the project architect leading the project design team in order to have the greatest influence on the overall design and incorporation of artwork(s) into *Phase Two* improvements.

## **ART IN PUBLIC PLACES BACKGROUND**

In 2013, the Art in Public Places Committee (APPC) instituted a mural initiative to help jumpstart the visual transformation of Downtown Jacksonville into a more welcoming and vibrant place. The goal was to challenge and alter people’s perspectives on how public art can shape, connect, enhance, and move a community forward in everyday life. With an abundance of public parking garages, the APPC and the Office of Public Parking commissioned regional artists to transform the existing building façades of the Yates Parking Garage into two unique art canvases. Today, these 52’ painted murals now function as graphic and dynamic gateways welcoming residents and visitors into the urban core and connecting them to the Spark Art District. Going forward, it remains the intent of the APP Program to utilize public art as a catalyst to ignite Jacksonville’s identity and civic pride by creatively highlighting all the region has to offer: natural resources, a vibrant arts and cultural scene, and a rich and varied history. Please see <http://www.culturalcouncil.org/index.php/art-in-public-places/>.

## **PROJECT BUDGET**

Finalists will be paid a \$1500 stipend for travel expenses related to site visits, interviews and any other expenses related to this phase of the process. The budget for the artwork(s) component is up to \$300,000, included by not limited to all expenses related to project completion, site preparation, design fees, materials, fabrication costs, documentation, transportation, installation and travel.

The project design team will determine final sites for artwork(s) and be able to allot monies in the final budget to address all the necessary design components to achieve the desired transformation at the site. Budgeted amounts are projections only and may change at the

discretion of the Art in Public Places Program and the City of Jacksonville. The final design will be subject to engineering limitations of the site.

### **ELIGIBILITY**

This call is open to all US professional artists. The Cultural Council, Art in Public Places or City staff, Cultural Council Board, Art in Public Places Committee members, the Artist Selection Panel or their immediate families, are not eligible to apply for this project.

### **SELECTION PROCESS**

An Artist Selection Panel is charged with reviewing project goals and artist applications, and recommending finalists for the project. The Art in Public Places Committee will approve the final artwork(s) and the City of Jacksonville will contract with the artists (or artist teams). The Artist Selection Panel is comprised of representatives from the Art in Public Places Committee, City of Jacksonville Office of Public Parking and Office of Economic Development, Jacksonville Sheriff's Office, Jacksonville City Council, the project architect, art professionals, and community stakeholders from surrounding businesses and users of the facility. The Cultural Council and City staff serve as advisors to the panel.

### **SELECTION CRITERIA**

Artists (or artist teams) will be selected on the basis of the following criteria, as evidenced in application materials and conversations with listed references: artistic merit in design and fabrication; experience incorporating artwork made from sustainable materials into the architectural elements of a project site (see Maintenance, Safety, Materials and Longevity); demonstrated ability to collaborate in the early phases of a project with design teams and community stakeholders; and demonstrated ability to complete project on time and within budget.

### **MAINTENANCE, SAFETY, MATERIALS AND LONGEVITY**

Artists (or artist teams) must demonstrate a history of translating artistic concepts into materials that are appropriate for public space, taking into consideration maintenance, safety and longevity. The longevity or lifespan of each work and its maintenance to sustain excellent condition will be discussed at the outset of negotiations to produce a Maintenance Plan. Artists (or artist teams) will take this into account including warranty when developing and executing the required work.

### **POSSIBLE SITE LOCATIONS**

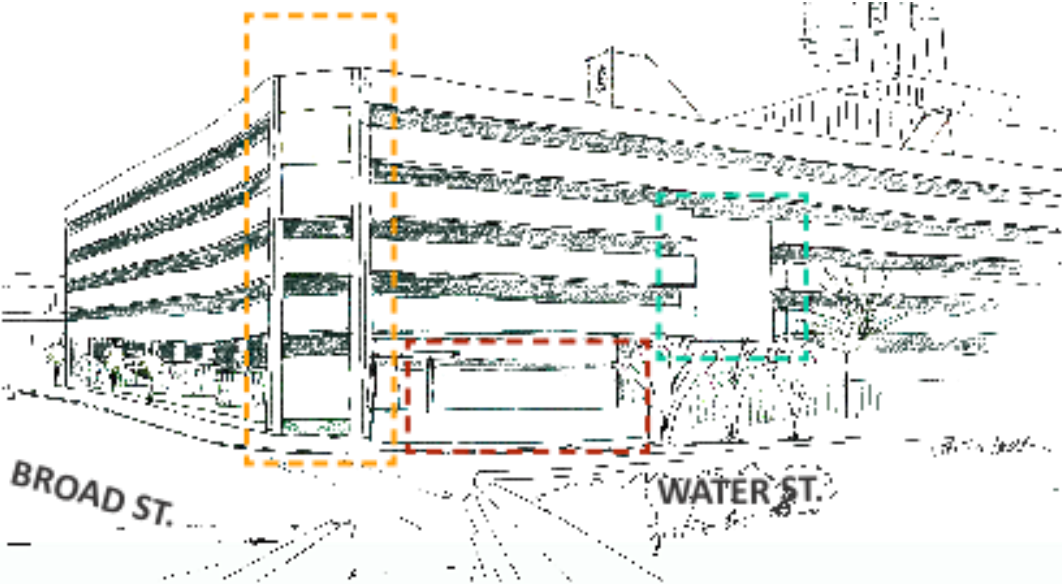
A number of possible site locations on the exterior of the building or in the streetscape near it have been identified for potential artwork(s). The final site(s) will be identified based on the best impact and use of budget. Resulting in a comprehensive, cohesive, and identifiable theme using art aspects such as color, palette, and style for the overall appearance of the garage. Examples of locations are identified below by color (please see diagram and pictures):

**Yellow:** Broad and Water Street corner façades and pedestrian entrances

**Blue-Green:** Water Street wall panel (30' x 20')

**Purple:** Gate/Entry feature at Water and North Clay streets

Red: Security fencing/pumping station brick wall at Broad and Water street



**POSSIBLE SITE LOCATIONS**



**Broad and Water Street corner façades and pedestrian entrance**



**Water Street wall panel (30' x 20')**



**Gate/Entry feature at Water and North Clay Street**



**Security fencing and pumping station brick wall**

**PROJECT TIMELINE**

July 28	Call to Artists for Request for Qualifications
September 5	Artist application submission deadline
October 1	Finalists are notified
Mid Oct/November	Begin design work with facility architect/design team
Summer 2015	Dedication Ceremony

**TO APPLY**

Applications must be received by Café at midnight, Mountain Standard Time (MST), on September 5, 2014. There is no application fee to apply or use the Café online application system. To view this call, go to <http://www.callforentry.org/>, register a username and password, navigate to Apply to Calls, and search the list for Water Street Parking Garage Façade Enhancement Project. Artist teams applying will create a unique name for the team and share one password. The following materials will be required to be uploaded to Café:

- A letter of interest (5000 character max) outlining the artist’s interest in this project, and addressing selection criteria with references to previous artworks in public places.

Applicant(s) may apply as a single artist or team. If applying as a team, identify all team members and their proposed project role (i.e.: lead artist, fabricator, etc.) in the statement.

- A current professional resume or CV and artist statement. If applying as a team, submit a resume and artist statement for each team member.
- Three professional references who can speak to the artist's ability to meet deadlines, work with community, and create innovative work as part of a design team. Include name, organization, phone number, and email.
- Portfolio: eight (8) images of recent related artwork (minimum of 4). Please provide the artwork title for each image upload and submit a separate image list including title of work, date, media, size, site, client, and budget.

For further information, please contact Christie Holechek, Art in Public Places Program Director at the Cultural Council of Greater Jacksonville at 904-358-3600 or email at [Christie@culturalcouncil.org](mailto:Christie@culturalcouncil.org). For assistance with the Café online application process, contact Café tech support at **(888) 562-7232** or [café@westaf.org](mailto:café@westaf.org), Monday-Friday, 8:30 am to 5:00 pm (Mountain Standard Time).

**POLICIES:**

The Artist Selection Panel reserves the right to reject any application, to initiate an alternate Selection Process, or to reissue the RFQ for additional pre-qualified team candidates

Except as provided herein, the Artist retains all reproduction rights under the Copyright Act of 1976, 17 U.S.C., sections 101, ET. seq. If applicable, it is the intention of the parties that the Artwork shall be unique. The Artist hereby agrees not to make an exact duplicate or a duplicate that is substantially similar to the Artwork or permit others to do so without the written permission of the Review Panel, which may be granted or withheld in Review Panel's sole and absolute discretion for any reason or no reason at all. The Artist hereby grants permission to the Review Panel to make photographs or other two dimensional reproductions of the Artwork for non-commercial purposes, including but not limited to reproductions to be used in promotional materials, catalogues or media publicity, provided these rights are exercised in a tasteful and professional manner. All reproductions featuring the Artwork as the focus of such reproduction (but excluding any such reproductions in which the Artwork appears in the background or as ancillary item) shall contain a credit to the Artist.

**INFORMATION:**

For additional information, please contact:  
Christie Holechek, Art in Public Places Program Director  
904-358-3600, ext. 12  
[christie@culturalcouncil.org](mailto:christie@culturalcouncil.org)  
[www.culturalcouncil.org](http://www.culturalcouncil.org)

