

**Water Street Parking Garage**  
Selection Process Report, April 9, 2019 (4/10/19)

Physical Location: 541 Water Street, Jacksonville, FL 32202  
Artist Contract Award: \$ 285,715  
Project Completion Date: December 2020  
ASP Chairperson: Cory Driscoll

Project Description

Artists shall create two and three dimensional artworks affixed to the building's exterior and surrounding property that will improve the parking facility by making it visually appealing, distinctive, and welcoming to patrons who utilize the parking garage, businesses adjacent to the parking garage, and visitors of Jacksonville.

Call to Artist:

June 2014: CCGJ staff completes Call  
June 2014: Staff released Call publicly.  
Oct.1, 2014: Closed to Application. 177 Applications Received.

Artist Selection Panel

Date: **ASP Meeting One, January 29, 2015**  
Quorum: Established at 11:00 AM.  
Policies: Chair states State Sunshine Laws prohibit panel members from discussing the art selection for the City. The panel meetings are publicly noticed and recorded.  
Process: Criteria presented by staff, a shortlist of 5 applicants were reviewed and evaluated in detail and narrowed down to 3 semi-finalist applicants.  
Action: 3 artists were awarded a contract to travel to Jacksonville for the community engagement development of Initial Design Proposals. The amount of the contract the for services was \$10,500 (\$3,500 each).

Date: ASP Meeting, February 22, 2019  
Quorum: Established at 11:00 AM.  
Policies: Chair states State Sunshine Laws prohibit panel members from discussing the art selection for the City. The panel meetings are publicly noticed and recorded.  
Process: Criteria presented by staff and 3 semi-finalist applicants were reviewed and evaluated in detail.  
Action: Motion to recommend the selection of Laura Haddad and Thomas Drugan for the community engagement, design, fabrication and installation of an artwork for the exterior elevation of the Water Street Parking Garage. The amount of the contract the for services and artwork is \$285,715.

Motion to support to continued development of conceptual design proposal by artists Laura Haddad and Thomas Drugan titled "*Blue Lineage*" for the Water Street Parking Garage.



ASP Chair and Staff Recommendation:

Award: Award the contract of \$285714.55 for the Water Street Parking Garage Public Art to artist Haddad-Drugan of Seattle, WA. Reserve Ray King as the alternate artist.

Modifications: The ASP recommended the following:

1. The paint extends to the Southeast corner of the garage.
2. The artist confirms that the acrylic rod be UV resistant to protect against fading/ clouding.
3. The artist confirms that the paint will also be UV resistant since blue has a higher fading level.
4. The artist confirms the cost and sustainability of the projector.

Attachments as part of the Report: Call to Artists, List of Applicants, ASP Meeting Minutes, Project Charter with ASP Members.



**ART IN PUBLIC PLACES**  
**Water Street Parking Garage**  
**Art Selection Panel Meeting Minutes**  
Semi-Finalist Proposal Review & Select Finalist  
**February 22, 2019 11:00-1:00 PM**

Times Union Performing Arts Center, CCGJ Conference Room, STE 201, 300 Water St, 32202

Art Selection Panel (ASP) Voting Members:

Cory Driscoll (Chair): Art in Public Places Committee  
Bob Carle: Site Rep. COJ Parking Division  
Steve Lazar: Architect/Design Professional VRL Architects  
Larry Wilson: Art Professional- **not present**  
Shawana Brooks: Art Professional, Jax Makerspace JPL  
Council Member Greg Anderson: At-Large Group 4, Community Rep. COJ City Council  
Council Member John Crescimbeni: At-Large Group 2, Community Rep. COJ City Council  
Tom Price: Community Rep.- **not present**  
Teresa Eichner: CAO Appointed COJ Dep.

**Invited Non-Voting Advisors:** None  
**Cultural Council Staff:** Christie Holechek, Ashley Sedghi-Khoi  
**Presenting Artists:** None  
**General Public:** None

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**Call to Order (11:00 AM)**

**Cory Driscoll**

**Introductions**

**Presentation of 3 applicants (Semi-Finalists)**

**Ashley Sedghi-Khoi**

Review of Visual Materials submitted by Applicant Artists (See Attached full list). Artists shortlisted selected based on the visual attributes meeting the selection criteria.

Detailed Review of Written Materials and Visual Materials of shortlist artists.

**ACTION ITEMS**

Motion: The Water Street Parking Garage ASP recommends that the Art in Public Places Committee award artist Tom Drugan & Laura Haddad a contract for 285714.55 for the community engagement, design, fabrication, and installation of the public artwork at 541 Water St., Jacksonville, FL 32202. Additionally the ASP recommends that the artist Ray King be an alternate if the artists Tom Drugan & Laura Haddad does not accept or terminates the contract.

Motion: The Water Street Parking Garage ASP recommends the following to the Cultural Council staff in the management of the project.

1. The paint extends to the Southeast corner of the garage.
2. The artist confirms that the acrylic rod be UV resistant to protect against fading/ clouding.
3. The artist confirms that the paint will also be UV resistant since blue has a higher fading level.
4. The artist confirms the cost and sustainability of the projector.

**Adjourned (12:35 PM)**

Attachments:

1. Call to Artists
2. List of Applicants & Proposals
3. Voting Sheets

\*State Sunshine Laws prohibit panel members from discussing the art selection for the City outside of publicly noticed meetings. The panel meetings are publicly noticed and recorded.

## 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**

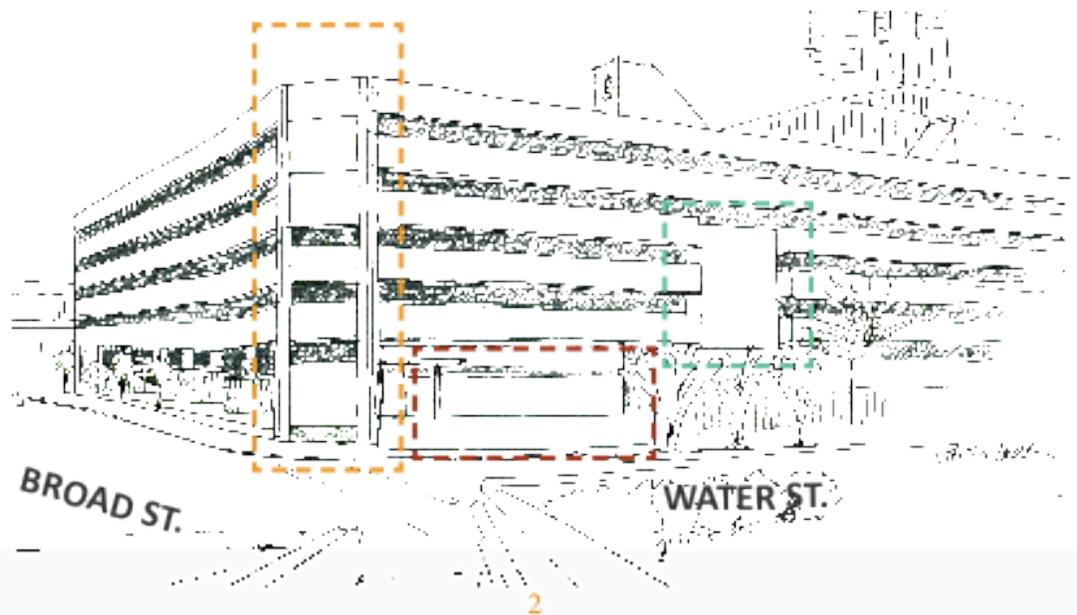
A number of possible site locations on the exterior of the building or in the streetscape near it have been identified for potential artwork(s). The final site(s) will be identified based on the best impact and use of budget. Resulting in a comprehensive, cohesive, and identifiable theme using art aspects 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)

# BLUE LINEAGE

Art Concept for the Water Street Parking Garage, Jacksonville, FL

by HADDAD|DRUGAN



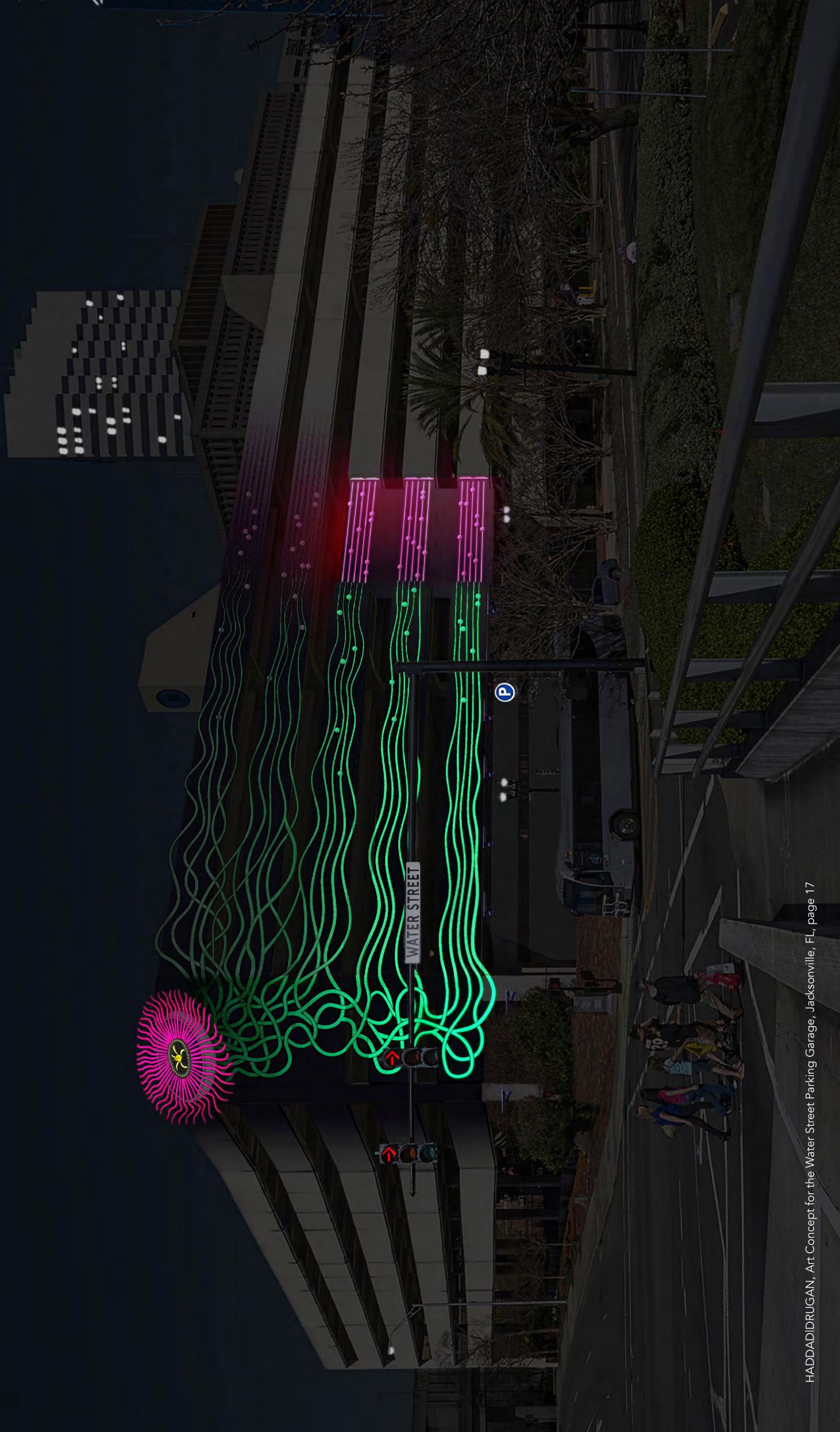
rail lines | water lines | sound lines

# ARTWORK – DAY

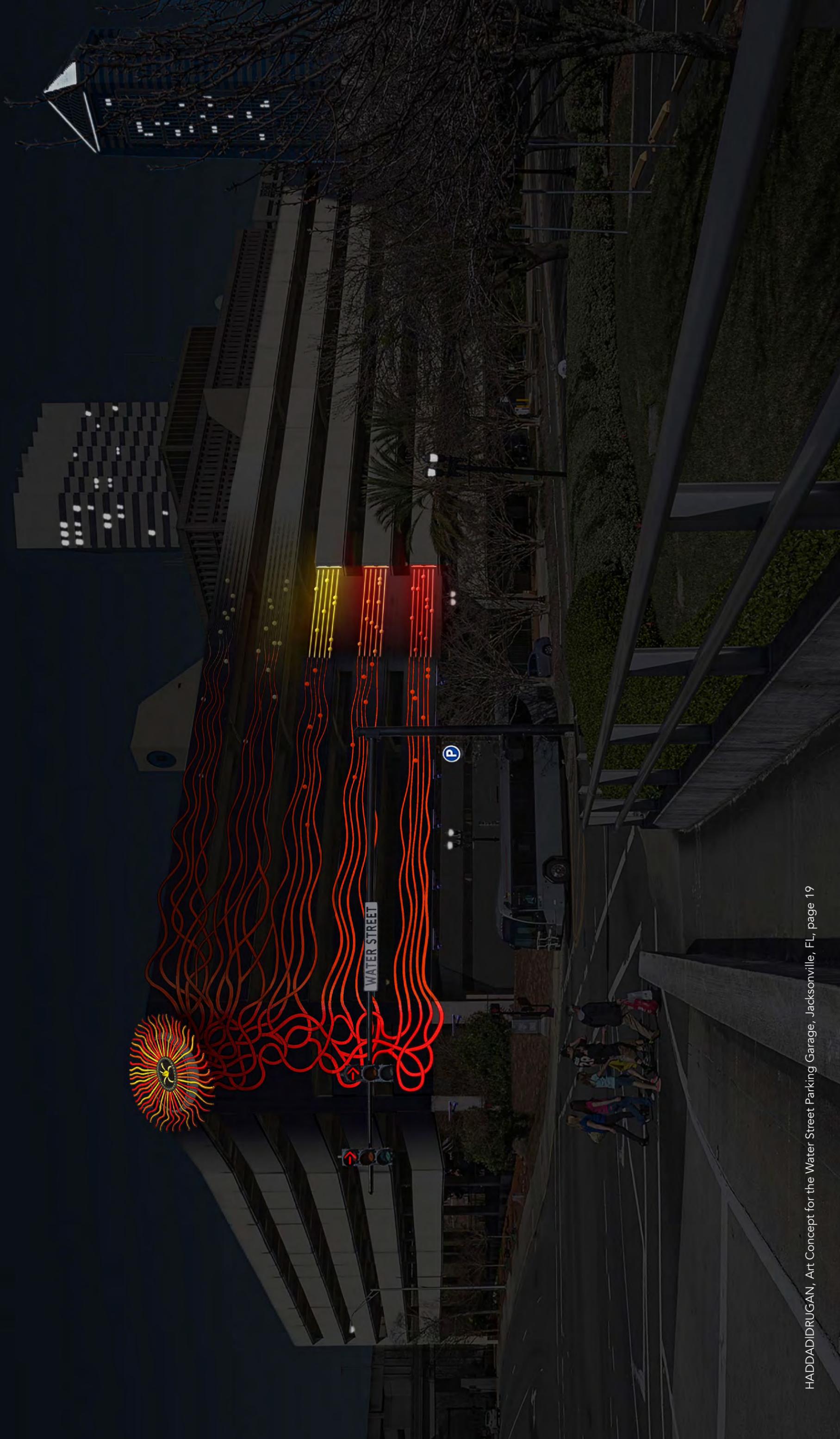
The artwork dematerializes the familiar parking garage architecture with the combination of a blue background color applied to the concrete strips, which visually blends with the dark openings between the floors; and a composition of silver lines that span between the concrete and the openings. During the day, the luminous silver lines and sculptural focal points will catch sunlight and activate the artwork. Sometimes it will reflect sunlight, blue sky and a changing skyscape of moving clouds. At other times it will glow through fog.



# BLUE LINEAGE



# BLUE LINEAGE



# RAY KING

835 North 3rd Street, Philadelphia, PA 19123  
Tel: (215) 627-5112 Fax: (215) 625-8421  
ray@rayking.nu www.rayking.nu

## INTRODUCTION

I am an artist who uses the natural phenomena of light as it interacts with optics and glass as my art medium. My designs are site-specific and inspired by the surrounding space to create a unique sense of place and identity. My sculptures incorporate geometric patterns found in nature and are designed to dynamically interact with the sun and/or artificial light, projecting and reflecting light and color into the environment, changing appearance with the times of day and degrees of sunlight. I strive to design wondrous, welcoming works of art to enhance public spaces – to make the mundane magical.

I am particularly interested in and inspired by ancient cultures' use of light and shadow in architecture and monuments, especially how light and mathematics were used to further understand planetary movement and the Earth's relation to the larger universe. I bring a futuristic aesthetic to these timeless pursuits, creating high-tech, structures designed, all to interact with the Sun much in the same way artists and astronomers have for thousands of years. I am very excited by the prospect of creating artwork to interact with the Florida sun and to create an iconic, interactive, inspiring, light-responsive sculpture to celebrate the rejuvenation of the City of Jacksonville.

I specialize in exterior wall-mounted sculptures and have designed and created numerous façade “Skins” or “Lenses” sculptures; four are located in Florida, built to withstand hurricane forces. I've built exterior sculptures in climates as diverse and extreme as Alaska, California, the north of Italy, and Taiwan, where tropical storms are common. I understand the special engineering, logistics and installation techniques involved in exterior construction and extra-strength structural attachments. Here are recent examples of wall-mounted sculptures:

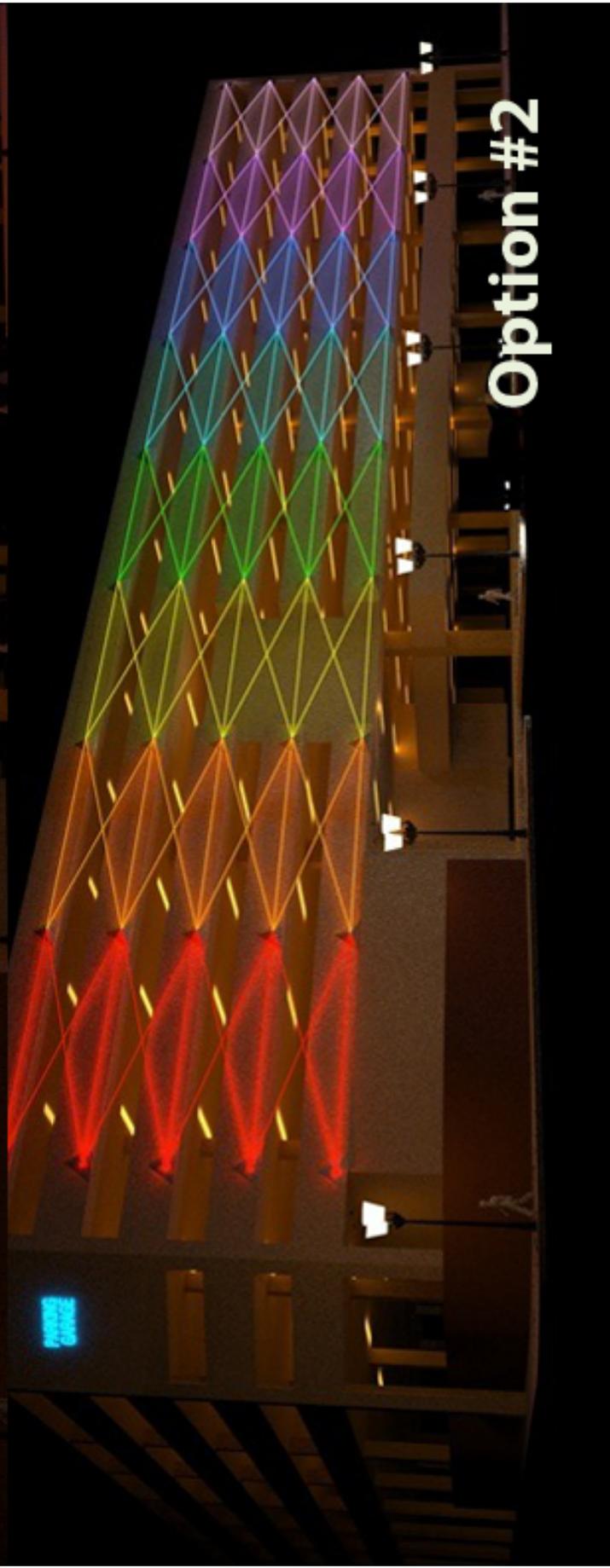


**Option #1**



**AQUALUX**

**Option #2**



**AQUALUX**







DAVID GRIGGS

Public Art | Planning & Design | Sculpture

## *“From The Tide Pool To The Stars”*

A Public Art proposal for the  
Water Street Parking Garage

Jacksonville, Florida

### *Artist’s Intent:*

*...all things are one thing and one thing is all things – plankton, a shimmering phosphorescence on the sea and the spinning planets and an expanding universe, all bound together by the elastic string of time. It is advisable to look from the tide pool to the stars and then back to the tide pool again”*

John Steinbeck from *Sea of Cortez*

This Public Art design is inspired by the writings of John Steinbeck as they relate to the unique environment of Jacksonville, Florida. Alighting on the facade of the Water Street Parking Garage, this work of art refers to Jacksonville’s extraordinary setting while asking the viewer to recognize our relationship with nature, from the smallest of creatures to the expansiveness of the universe. Like the founders and citizens who have built the thriving metropolis of Jacksonville, we are inspired to “look to the stars”, and “dream big”.

The design of the artwork is made up of seven “Starfish” sculptures that are mounted to the exterior wall of the Parking Structure, primarily on the Water Street facade. These monumental organic shapes, up to 21’ in diameter, are made of rolled and textures stainless steel. Mounted to the Parking Garage with a hidden steel armature, they are angled and abstracted in such a way as to reveal the organic inspiration of the design. Each Starfish sculpture is backlit with a state-of-the-art LED lighting system. This system of robust, color-changing lights is mounted to the back of each Starfish, backlighting the sculptures and reflecting colored light off the exterior walls of the Garage. Programmed to highlight various areas of the Parking Structure’s surface, the lights are coordinated with Parking Garage functions and with the ambient light of the City.



WATER STREET  
PARKING  
GARAGE



WATER STREET  
PARKING  
GARAGE

WATER STREET PARKING GARAGE: SEMI-FINALIST SCORING SHEET

ID#	XXXXX	YES	NO	MAYBE	ADDITIONAL COMMENTS
EXAMPLE #1		Innovative, imaginative, superior technical competence	Original, strong technical competence	Attempts originality, some technical competence	
EXAMPLE #2		Meaningful/engages the viewer	no engagement	some engagement	
Haddad-Drugan	Y				<ul style="list-style-type: none"> <li>1. Back ground behind stainless steel</li> <li>2. will they thread that (color, image?)</li> <li>3. Acrylic red will be UV resistant? not reflective</li> <li>4. Projectors? - lighting not projectors cost, sust? color</li> <li>5. Blue - Blue has a higher fading level in a sense of arrival and scarping that could represent sea bed plants</li> </ul>
David Griggs	N	<ul style="list-style-type: none"> <li>stuck-on</li> <li>scary</li> <li>not imaginative</li> <li>not unique to jax - feels like Daytona</li> <li>not contemporary</li> <li>feels like it fit in other works</li> </ul>	<ul style="list-style-type: none"> <li>concerned about the table</li> <li>on back of startish - access</li> <li>people can touch it</li> </ul>		
Ray King		<ul style="list-style-type: none"> <li>- Distracting, could slow people down, could be a good thing</li> <li>- Subtle, fits in well</li> <li>- flexible (could coordinate w events going on during the year)</li> <li>- will they be able to reflect light when glass muddies (humidity)</li> <li>- not transformed.</li> </ul>			
TOTAL					

Steve: Haddad-Drugan relevant, creative, outstanding.  
 encourage Ray to come back  
 Teresa: H-D Ray come back  
 maybe on Ray  
 JC: H-D name with interpretation, different from others  
 Bob: H-D  
 Shawana: H-D  
 Greg: H-D  
 Cong: H-D