



CITY OF OAKLAND Cultural Arts & Marketing
PUBLIC ART PROGRAM

1 Frank Ogawa Plaza, 9th Floor, Oakland CA 94612
www.oaklandculturalarts.org

**OAKLAND – 17TH STREET BART ALLEY IMPROVEMENT
PROJECT
DRAFT**

**DESIGN TEAM ARTIST OPPORTUNITY
REQUEST FOR QUALIFICATIONS**

A project of the Oakland Public Art Program’s Luminous Oakland Project

LUMINOUS OAKLAND



View of artist Mark Lottor’s temporary art installation Cubatron during Uptown Unveiled

Project Design Budget: \$100,000 (TBC)

Total Project Budget: \$600,000 (TBC)

Eligibility: Open to all practicing, professional artists residing in the United States.

Deadline for Submissions: September 21, 2009

Opportunity for Artists

Artists are invited to submit their qualifications for the opportunity to collaborate as part of a design team on improvements to the 17th Street BART Alley, located between Telegraph Avenue and Broadway in the Oakland Uptown. Artists with experience working within a design-team context, preferably with experience in integrated, architectural design; artist-designed lighting and/or new media installations. The selected artist(s) will identify artistic enhancements to the urban design plans as well as discrete art elements to transform the space into a distinctive gateway to Oakland's Arts and Entertainment district.

Eligibility

This opportunity is open to artists residing in the United States, with demonstrated experience working with a six or seven-figure budget, as part of a design team, and preferably in the creation of light-based/new media art installations.

The Uptown District

Background: The Uptown District is a sub-district within Oakland's Central Business District. In the 1930's and 40's, the Uptown was a thriving arts/entertainment and commercial district, but like most cities in the US, it eventually fell victim to suburbia. As people moved away, the theaters, stores and business closed, leaving behind blight and buildings in disrepair. Over the last decade, the Oakland Redevelopment Agency and the private sector have begun to reverse this trend by investing heavily in the area. The Agency has invested over \$140 million to build new housing units in the neighborhood and to restore the historic Fox Theater. Momentum has been building as a host of new restaurants and bars have opened in recent years, including Flora, Café Van Kleef's, The Den at the Fox, Ozumo, Pican, and Somar, to name only a few. A thriving arts scene has emerged over the years with the inception of the Oakland Art Murmur 'First Fridays' events. Today, the Uptown District is regarded as an emerging, vibrant part of Oakland.



View of local businesses on Telegraph Avenue, adjacent to the 17th St. BART Alley

Telegraph Avenue & Latham Square Streetscape Projects: As part of the overall strategy to revitalize the Uptown District of Downtown Oakland, the Redevelopment Agency is proposing improvements to the streetscape of Latham Square and Telegraph Avenue below 20th Street. The improvements are intended to improve pedestrian movement and safety, improve traffic efficiency, and compliment the public and private investments being made in the newly revitalized Uptown

District. Major elements of both projects include sidewalk widening, corner bulb-outs, the enlargement of Latham Square, and the installation of a number of streetscape amenities such as street trees, improved lighting, benches, bike racks, and trash receptacles. In addition, the improvements are intended to mitigate a number of traffic and pedestrian problems, including reducing congestion via traffic signal modernization, improving automobile circulation and safety by changing the current confusing lane configuration of Latham Square to a more traditional T-intersection, improving pedestrian safety via traffic lane reduction along Telegraph, and eliminating one mid-block crosswalk. For more information, including documentation of the existing conditions and design plans go to: <http://www.business2oakland.com/main/centraldistrict.htm#StreetscapeImprovementProjects>



Left: View of the intersection of Telegraph Avenue and Broadway looking north; Right: View of BART 17th Street Alley from Telegraph

Proposed BART 17th Street Alley Improvements: The Redevelopment Agency, in close coordination with the City’s Public Art staff and BART staff, is planning improvements to BART’s 17th Street alley, which is situated between 17th Street and 18th Street in the Uptown and links Telegraph Avenue and Broadway. The site is a 3,244 square foot site owned by BART which serves as the southernmost entrance/exit for BART patrons for the “19th Street/Oakland” Station. The need for staff to focus on this particular site arose from local property owners concerns regarding the cleanliness of the site, BART patrons needing to feel more safe, and lack of sufficient signage alerting pedestrians to the existence of the station entrance. Potential improvements include, but are not necessarily limited to: the installation of gates on both the Telegraph and Broadway frontages so that BART property can be secured during non-operating hours, new BART signage, informational signage in kiosks, new lighting, flatwork, landscaping, benches, and trash receptacles, and cleaning/treating the walls of both properties. Staff will also investigate opportunities to create an outdoor café-style seating area as well.

Project Design Vision: In terms of overall vision, the public art component of this project will be the centerpiece of the improvements. XXXXXXXXXXXX XXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXX
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Design Team Scope of Work

To selected artist(s) will consult and collaborate closely with the selected project architects, project managers from the Oakland Public Art Program, Oakland Redevelopment Agency (ORA) and Bay Area Rapid Transit (BART) to identify artist opportunities and potentially design and fabricate artistic enhancements which animate the space to create a safe, inviting, exciting and engaging entry into the Uptown District.

Review and Two-Phase Selection Process

Phase One: Selection of Finalists

Submittals from artists and artist teams will be pre-screened by City Staff for compliance with RFQ requirements. Next, a Selection Panel composed of artists/arts professionals, community members, City staff and a member of the Oakland Public Art Advisory Committee will meet in open session to review artists' qualifications and application materials. The Panel will recommend up to five (5) finalists to be approved by the Public Art Advisory Committee.

Finalists will be selected based on the following criteria **TO BE REVISED:**

- Professional and artistic qualifications and standards of excellence in innovation, creativity and originality as demonstrated in materials submitted;
- Appropriateness of applicant's medium and style;
- Previous experience as it relates to the project goals and setting, as well as scale and scope;
- Familiarity with public agencies, the public review process and/or previous collaboration with local government and/or nonprofit groups; and
- Demonstrated ability to undertake and successfully execute the work in accordance with the proposed construction schedule, in a professional manner and within the project budget.

Phase Two: Finalist Orientation and Interviews

To familiarize finalist artists with aspects of the project sites and history and issues related to the site and the Central District, City of Oakland staff, BART staff and other stakeholders will provide an on-site orientation. The panel will meet for a second time to interview finalists and recommend one artist or team to the Public Art Advisory Committee, the Cultural Affairs Commission, and Oakland City Council to be commissioned for the project. **In rating finalists, the panel will award an extra point to teams with one or more members who live and/or work in Oakland.**

Public Art Project Assumptions

- The completed artwork may not interfere with public infrastructure, utilities or right-of-way, and must meet City code and permit requirements and ADA requirements.
- The artwork must take public safety into consideration and must not impede any outdoor activities (walking, running, bicycles, wheelchairs, stroller, etc.)
- The artwork must be durable and resistant to vandalism.

Submission Process

Applications for the 17th Street BART Alley Project must be submitted online through the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use CaFÉ™. Only applications submitted through CaFÉ™ will be considered; no slides or hard copy materials will be accepted.

Note: If you are still using slides and paper materials and need help converting them to digital format, please contact Kristen Zaremba, Assistant Public Art Project Coordinator at 510-238-2155 or kzaremba@oaklandnet.com.

For complete entry requirements and instructions go to: www.callforentry.org, register a username and password if you are a new user, navigate to "Apply to Calls", and search the list for "City of Oakland: 17th Street BART Alley Project".

Assistance in using the CaFÉ™ system is available during regular business hours by calling 303-629-1166 or 1-888-562-7232, or via email at café@westaf.org.

The application must include the following **TO BE REVISED**:

- **Artist Statement:** Briefly describe your experience, philosophy and approach to artmaking, as well as your interest in this project and what you feel you can bring to its unique sites.
- **Resume:** Submit a current resume that outlines your professional accomplishments as an artist and lists completed public art projects and their budgets. Two page maximum per application (individual or team).
- **Images of Past Work:** Submit ten (10) images of past work that demonstrate your relevant experience and qualifications for this project. Submissions shall be completed electronically through the CaFÉ™ system. (Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under Image Prep.)
- **Descriptions of Past Work:** Submit a list of the images, including project sponsor, location, date, media, dimension, budget and other essential information.

Deadline

Submissions must be received as a complete application in CaFÉ™ no later than **11:00 PM (PDT) on Monday, September 21, 2009**. Incomplete, non-compliant and/or late submittals will not be reviewed nor will materials not specifically requested in this RFQ.

PUBLIC ART PROGRAM POLICIES

Acceptance of Proposals

The Cultural Arts & Marketing Division reserves the right to reject all applications and/or subsequent design proposals.

Maquette Policy

In the event that an artist or artist team is paid to develop a maquette or other conceptual design materials for a proposal, the following policy shall apply. The Cultural Arts & Marketing Division shall:

- At its sole discretion, have unconditional rights to own maquettes or other design materials produced as a part of this selection and/or commission process.
- Have the right to display and/or reproduce any maquettes or proposal commissioned, whether selected for implementation or not.
- Require that all concepts, proposals and/or maquettes submitted are original and unique.

Americans with Disabilities Act

The selected artist(s) will be required to comply with the Americans with Disabilities Act in addition to related federal, state and local codes and will be encouraged to develop artwork(s) sensitive to programmatic as well as physical accessibility issues.

Other Requirements

The selected artist or artist team, once approved by Oakland City Council, shall be asked to enter into a contract with the City of Oakland for the duration of the project. All proposed locations and concepts for artworks are subject to approval by the City and/or other representatives. Depending on the specific scope of the project, prior to the issuance and throughout the duration of the contract, the

artist may be required to maintain various types of insurance, including Automobile Liability, General Liability, Fine Arts and other insurance as required by the City.

All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change.

For more information about the 17th Street BART Alley Project or the Public Art Program, please contact Kristen Zaremba, Assistant Public Art Coordinator, at kzaremba@oaklandnet.com / 510.238.2155 or Steven Huss, Public Art Coordinator, at shuss@oaklandnet.com / 510.238.4949.

This Request for Qualifications is available online on the Cultural Arts & Marketing Division's website at www.oaklandculturalarts.org.

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