

BACKGROUND

The bluff improvement project includes a new beach-access stairway near the park. A roughly ½ mile long coastal blufftop parkway is also planned along East Cliff Dr., from the park on the west end to The Hook overlook park at 41st Ave. The parkway will include pedestrian and bicycle pathways and implement this segment of the Monterey Bay National Marine Sanctuary Trail. This area of Pleasure Point is a world-renowned surfing location.



Pleasure Point Park is an existing regional park of roughly 7,600 sq. ft., located along the south side of East Cliff Drive between 32nd Ave.(Pleasure Point Drive) and 33rd Ave. in the Pleasure Point area of Live Oak.

The primary goals for the renovations include: recognizing the significant natural views offered from this location; expanding opportunities for sitting, visiting and viewing the surf and marine sanctuary; improving convenience for surfers and beach users; and beautifying the park and parkway setting. Proposed park features include new terraces, new hardscape paths and native landscaping, picnic tables and benches, and a restroom with outdoor showers.

APPLICATION PROCESS

The application materials must include:

- A current resume detailing professional artistic accomplishments and at least two references who can speak to your past work and qualifications.
- Up to sixteen images of recent relevant work. These images must be submitted on a PC-compatible CD, saved in a .tif or .jpg format. Maximum image size should be no more than 300 dpi and no larger than 1024 x 768 pixel resolution. Each file should be named with artist surname and image number to correspond with annotated image list (see below).
- An annotated, typewritten list of the images should include the following information: image number, media, size, title, date, cost and brief description of the art work if necessary.
- A preliminary written proposal, not to exceed one typewritten page, which addresses the artist's specific approach to this project, as well as conceptual drawings of the proposed project. All materials should be on white, single-sided, un-stapled, and un-bound 8 ½" x 11" paper. **Nothing over 8 ½" x 11" can be accepted for this phase of the process.** If you expect the panel to view color within your materials, you should include ten copies of the color portions, as we do not have color photocopy capability.
- A self-addressed, stamped envelope with sufficient postage for return of the application materials.

COUNTY OF SANTA CRUZ
Parks, Open Space & Cultural Services
979 17th Avenue
Santa Cruz, CA 95062



CALL TO ARTISTS

Public Art Project

An artist will be selected to create a site-specific public art component along the new East Cliff Drive Parkway or for Pleasure Point Park in Santa Cruz County



East Cliff Drive in Pleasure Point is being improved with a new 1/2 mile long coastal-blufftop parkway with overlooks, along with a small regional park with coastal access.

These improvements will better serve the many visitors who enjoy the breathtaking coastal views, as well as the beach and surf access points.

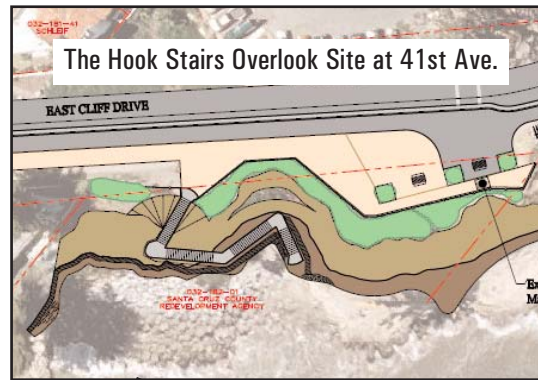
CONCEPT SITE PLAN

A Parkway concept plan and preliminary park exhibits are available for review on the Redevelopment Agency website at: <http://www.BuildaStrongerSoquelandLiveOak.com/> under the East Cliff Parkway and Bluff Stabilization Project heading. These exhibits may be periodically updated as the project design further develops.



**BUDGET
\$12,600**

The budget includes all costs associated with, but not limited to: design; materials; travel; insurance; fabrication; installation, and documentation of the artwork.



ESTIMATED PROJECT TIMELINE

- **February 26, 2010**
Proposals must be received by 5:00 p.m. This is not a post-mark deadline. Mail or deliver the application package; faxed or e-mail applications will not be accepted.
- **March 2010** - Public Art Selection Panel to meet and review proposals, interview finalists, and make artist selection.
- **April 2010** - Selection Panel to recommend finalist to Arts Commission.
- **May 2010** - Board of Supervisors review artist proposal.
- **Spring / Summer 2011** - Installation

FOR MORE INFORMATION

Please contact Kathy DeWild at the Santa Cruz County Department of Parks, Open Space and Cultural Services, 979 17th Ave, Santa Cruz, CA 95062. Email: prc039@scparcs.com.

SELECTION CRITERIA

The proposed site-specific artwork should enhance the experience of those who visit the park, parkway or coastal overlooks, and should also help create a unique identity for the park and/or parkway. Please note that the park site has several existing artworks and memorials, and there are plans to install an interpretive art piece at the park.

Proposals may incorporate and enhance one or more of the elements planned for the site (e.g. paving, seat walls, benches, fencing, signage, bike racks); alternatively, artists may choose to create a free-standing piece, or one which does not incorporate any feature already in the plans.

In addition to being relevant to this regional and neighborhood parkway, the artwork must satisfy reasonable standards of permanence and safety, meet all relevant codes required for public places, and offer reasonable proof of soundness against theft, vandalism or excessive maintenance and repair.

All work must be safe, tamper-resistant, and easily maintained, regardless of ease of public reach. Artists materials and construction must be of permanent quality. All work must be of an appropriate size and design so that it will not create a hazard for impaired pedestrians or the use of maintenance equipment.

ELIGIBILITY

The project is open to all experienced professional artists. Artists who are new to the field of public art are encouraged to apply. The selected artist must provide proof of general liability insurance coverage.