

# BACKGROUND

The Heart of Soquel Parkway project implemented components of the Soquel Village Plan, which has improved economic vitality, created a pedestrian-oriented village, reduced flood hazards, and created a park and parking with a pathway along Soquel Creek. Parkway visitors benefit from stronger pedestrian connections at Soquel Drive, Porter Street, Main Street and Soquel Elementary School, as well as improved riparian habitat and public open and recreational spaces.



The existing Heart of Soquel Plaza County Park is now connected via a walking and biking trail to Porter Street, Main Street at Soquel Lyons Park, and to Soquel Elementary, along the top of the bank of



Soquel Creek. In addition to the pathway, parks visitors will find riparian plantings, interpretive signage, viewpoints, and benches. The final addition to the parkway will be a public art component.

# APPLICATION PROCESS

All proposals must be submitted via email in one combined PDF not to exceed not-to-exceed 10 MB. All pages of your application should clearly indicate your name, date, project title, and be in numerical order. Proposals are subject to the Public Records Act and will be provided upon request; identifying information about the artist will be redacted.

## Present your materials in the following order:

- A cover page with artist’s name, address phone, and email address.
- A current resume of no more than two typed pages detailing professional artistic accomplishments and at least two references who can speak to your work and qualifications. Teams must submit a short resume for each member.
- Up to ten images of recent relevant work, each annotated with the artist’s name, title (if applicable) location of work, medium, date of work, and dimensions. Indicate budget where applicable.
- A written proposal, not to exceed two pages, which addresses the artist’s specific approach and design concept for this project, and references installation location(s).
- Visual support, including conceptual drawings which reflect the overall design concept.
- Fabrication and installation Explain your proposed schedule, process, and medium. Describe the anticipated fabrication and installation needs, special equipment or other which would require approval.

Email proposals to [prc039@scparks.com](mailto:prc039@scparks.com)

# CALL TO ARTISTS

## Public Art Project



An artist will be selected to create a site-specific public art project for the Heart of Soquel Parkway in Soquel Village, Santa Cruz County

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



PROJECT INFORMATION

The parkway was completed in 2020. Artists are encouraged to visit the park and walk along the path-way to get a sense of the area, and see in-person the locations identified in the site map as potential public artwork installation locations (yellow highlight).

A PDF of the image below, as well as other information, is available for review on the County Parks website at: <https://www.secparks.com/Home/AboutUs/WorkWithUs/CalltoArtists.aspx>



BUDGET - \$27,000

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

Although every effort will be made to follow the timeline, the schedule is contingent upon meetings with the selection panel and the County Board of Supervisors.

- **December 16, 2022**  
Proposals must be received by midnight on the due date. Proposals received after the deadline will not be accepted.
- **January 2023** - Public Art Selection  
Panel meet and review proposals, select finalists.
- **February 2023** - Public Art Selection  
Panel interviews finalists and selects artist to continue in the process.
- **Mar 2023** - Arts Commission considers panel's recommendation of public artist.
- **May 2023** - Board of Supervisors consider artist proposal and agreement.
- **Fall 2022-Winter 2023** - Installation

FOR MORE INFORMATION

Please contact Kathy DeWild at the Santa Cruz County Parks: [prc039@secparks.com](mailto:prc039@secparks.com).

SELECTION CRITERIA

The proposed site-specific artwork should enhance the experience of park visitors and should also help create a unique identity for the parkway.

Proposals may enhance one or more of the elements already installed at the parkway (e.g. wood boardwalk and railing, wood deck creek overlooks, fencing); alternatively, artists may choose to create a free-standing piece(s) to be installed in one of the areas identified on the map at left.

In addition to being relevant to the Soquel area, 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.

Selection criteria include submission of requested materials, artistic merit of concept proposal and sketch, the applicant's professional qualifications; proven ability to undertake projects of a similar scope; artistic merit as evidenced by the submitted materials; and demonstrated ability to work with a team.

ELIGIBILITY

The project is open to all experienced professional artists who are Santa Cruz County residents. 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; see the contract example on the parks website for details.