

## BACKGROUND

Design work is currently underway for the remodel of the La Selva Beach Library. The work that is planned for the 2,200 square foot library includes a new entry on the north side of the building, bathroom upgrades, a new circulation desk, upgraded data and electrical, new furniture, new finishes, and new windows and doors.



New square footage will not be added to the branch, but the remodel will help organize the existing space and accommodate existing library programs, new technology, and branch collections.

This existing branch is a single-story building and part of the La Selva Beach Recreation District building complex, which is an essential facility for the La Selva Beach community.



## APPLICATION PROCESS

### *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 CD, saved in a .tif or .jpg format. The maximum image size is 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 the annotated image list (see below).
- An annotated, typed list of the images should include the following information: image number, media, size, title, date, cost and brief description of the artwork if necessary.
- A preliminary written proposal, not to exceed one typed 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.
- A self-addressed, stamped envelope with sufficient postage for return of the application materials.

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



# CALL TO ARTISTS

## Public Art Project



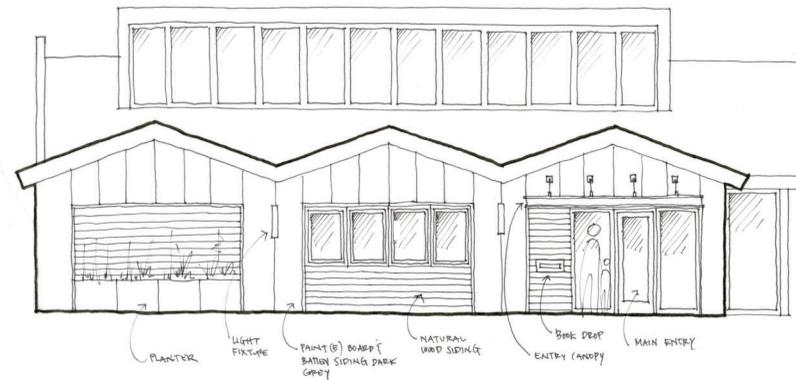
## La Selva Beach Library

An artist will be selected to create a site-specific public art component for the renovated library in La Selva Beach

## LIBRARY PLANS



The floor plan, elevation rendering, and other images, as well as a powerpoint presentation from the November 8, 2018 Community Meeting, are available for review on the County Parks website at: [www.scparks.com](http://www.scparks.com) under the “Call to Artists - La Selva Beach Library” heading. Exhibits may be periodically updated as the project design further develops.



- ① MAIN ENTRY
- ② RESTROOM
- ③ STAFF ROOM
- ④ ADULT COLLECTION
- ⑤ CIRCULATION DESK
- ⑥ CHILDREN'S COLLECTION
- ⑦ STORAGE
- ⑧ PATIO
- ⑨ GENERATOR

## BUDGET - \$4,500

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

- **March 15, 2019**  
Proposals must be received at the Parks Department office, 979 17th Ave., Santa Cruz, CA 95062 by 5:00 p.m. Mail or deliver the application package; faxed or e-mail applications will not be accepted.
- **April/May 2019** - Public Art Selection Panel meets to review proposals and selects finalist(s). Public Art Selection Panel interviews finalist(s) and makes artist selection.
- **June 2019** - Arts Commission considers Panel's recommendation of public artist.
- **August 2019** - The County Board of Supervisors considers the recommended artist's proposal and contract.
- **2019/20** - Installation

## FOR MORE INFORMATION

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

## SELECTION CRITERIA

The proposed site-specific artwork should enhance the visitors' experience and should also help create a unique identity for the library. In particular, artists should consider the setting, adjacent community clubhouse, history of the area and the town of La Selva Beach, as well as literary themes to draw from for their proposals.

Proposals may incorporate and enhance one or more of the elements planned for the site (e.g., benches, lighting, bike racks, outdoor table); 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 the La Selva Beach 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.

All work must be safe, tamper-resistant, and easily maintained, regardless of ease of public reach. Artist 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. **The selected artist must enter in to a contract with the County, and provide proof of insurance coverage;** see the contract example at [www.scparks.com](http://www.scparks.com) for details on the required types of coverage.