



HERRICK OVERPASS MURAL

REQUEST FOR PROPOSALS

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BACKGROUND:

The City of Eureka, Caltrans, and the Eureka Street Art Festival are partnering on a gateway project at the Herrick Avenue overpass. The project will have two phases; the first is the painting of a mural on the overpass during this year's Eureka Street Art Festival, held from July 30th through August 5th. In addition, new native, drought-tolerant landscaping will be completed this fall. The project's second phase is the installation of gateway signage along the railing of the overpass. This portion (the second phase) of the project still needs to be funded and will be completed later. Proposals are encouraged to review the design element (included herein) and coordinate their proposed mural with the signage and landscaping.

PROPOSAL:

The City of Eureka is soliciting proposals for the painting of a mural on the Herrick Overpass during this year's Eureka Street Art Festival, held from July 30th through August 5th. Proposals are due by June 23, 2023.

TIMELINE:

- June 7, 2023
 - RFP released
- June 14, 2023
 - Deadline for submittal of questions
- June 16, 2023
 - Addendum published
- June 23, 2023
 - Proposal submission deadline
- June 26-30, 2023

- Selection committee review, meeting, and ranking
- June 30-July 6, 2023
 - Public input on the top three proposals
- July 11, 2023
 - Art & Culture Commission Special Meeting
- July 18, 2023
 - City Council review meeting
- July 19, 2023
 - Contract awarded
- July 28-August 6, 2023
 - Mural to be painted

PHASES:

PHASE I:

The mural to be painted on the Herrick Avenue overpass must incorporate the brand colors for the City of Eureka (please see Attachment 3. COE 2020 Brand Guideline Book), and be able to be completed in the festival timeframe in adherence to Caltrans traffic control standards. The City of Eureka will be required to obtain an Encroachment Permit through Caltrans to complete any mural activities on the Herrick Overpass. Based on initial conversations with Caltrans staff, mural work cannot occur over live traffic. Therefore, traffic under active mural work will need to be shifted to lanes where work is not occurring. It is anticipated that one lane of traffic will be shifted at a time to accommodate mural work. Caltrans policy is to only allow lane shifts after 8pm and before 6am. Therefore, the selected artist must be prepared to complete mural work over the travel lanes between the hours of 8pm and 6am, with one lane closure at a time. The City will procure the encroachment permit and will coordinate hiring a contractor to complete the traffic control and overpass access portion of the project. Mural work on the overpass is expected to be completed via either a truck mounted lift parked on the overpass (a Hydra Platform or similar), hanging bridge scaffolding, or reach lifts. Other options may exist and will need prior approval.

As stated in the introduction, new native, drought-tolerant landscaping will be completed this fall. The landscaping concept will be designed to coordinate with the proposed mural and with the future decorative bridge railing improvements. The landscaping will be native, drought tolerant, with no irrigation facilities planned.

LANDSCAPING AREA:



PHASE 2:

The project's second phase is the installation of gateway signage along the railing of the overpass. This portion of the project still needs to be funded and will be completed later. Proposals are encouraged to review the proposed design element below and coordinate their proposed mural with the signage and landscaping. It is possible that the gateway signage design will be altered due to Caltrans requirements, or to coordinate with the artwork once painted, but it will adhere to the City of Eureka's brand standards (found in Attachment 4. COE 2020 Brand Guideline Book).



SELECTION PROCESS:

This project will be a gateway to our city and is important to many residents. As such, this project will have a public process asking for input. The selection process will be as follows:

- All qualifying proposals will be reviewed and ranked by a selection committee.
- The top three ranked proposals will be shared in a public poll for the community to vote on.
- The top three ranked proposals will be presented to the Art and Culture Commission on July 11th, requesting a recommendation for City Council.
- The top three ranked proposals will be presented to City Council for approval on July 18th with the Art & Culture Commissions' recommendation.
- On July 19th, the contract will be awarded to the Artist/Artist Team approved by City Council.

COMPENSATION:

The compensation for this project to the artist or artist team is \$55,260.00 and includes reimbursement for travel costs to the artists outside of the Humboldt area.

PROPOSAL SPECIFICATIONS:

GENERAL SPECIFICATIONS:

- Proposal must be the artist's original design and artwork
- Artwork should consider the general context and translate well from various viewing angles.
- Create full-color, detailed concept drawings. Use the Mural Rendering Template found in Attachment 1 for submission of design.
- All projects must adhere to the approval process.
- The design should be prepared to accommodate the overpass size and short time frame for painting
 - Information regarding the site dimensions is included in Attachment 2. Herrick Avenue Overpass Site Information.
 - This project must be completed starting July 28th through August 6th.

ARTWORK MUST NOT CONTAIN:

- Political statements or persons
 - Copyrighted or trademarked materials
 - Corporate or organizational branding
 - Advertising
 - Religious art
 - Sexual content
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CALTRANS SPECIFICATIONS:

To have your proposed art considered you must comply with Caltrans transportation art requirements.

Caltrans art MUST NOT:

- Display text
- Create a distraction to transportation system users. For example, it should be large enough to interpret at highway speed, but not be so large that it demands attention from the motorist.
- Simulate color combinations of colors usually reserved for official traffic control devices
- Create a distraction to transportation system users.
- Include distracting illumination.
- Include reflective or glaring surface finishes.
- Imitate, obscure, or interfere with traffic control devices.
- Include reflective or glaring surface finishes.
- Include moving elements (kinetic art) or simulate movement.
- Display symbols or icons such as flags, logos, or commercial symbols, except as allowed in Sub-article "Sponsor Recognition" of the Project Development Procedures Manual (PDPM) Chapter 29, Section 9.

PROPOSAL REQUIREMENTS:

Proposals to the City must include the following:

- Artist Information (0 points, but required)
 - Project lead name
 - Please identify the primary person (using your legal name) who will be responsible for communication regarding this project
 - Preferred name
 - Please identify if you have an artist name you would prefer to be used publicly.
 - Please list any additional artists or participants for this project.
- Artist Contact Information (0 points, but required)

This section is for staff use only and will not be published as a part of the proposal review by the selection committee, Arts and Culture Commission, and City Council, except for your City, State, and Country, which will be published.

- Email contact
 - This will be used as the primary means of contact for this project.
 - Phone contact
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- Please provide your preferred phone number in case we need to call you regarding this project.
 - Home address
 - Please include City, State, and Country. This will be published with your proposal.
- Artist Experience (40 points)

This section will be published as a part of the proposal review by the selection committee, Arts and Culture Commission, and City Council.

- Brief artist bio
 - Your bio helps us to get to know you better. Please provide 2-9 sentences. If chosen as an artist for the Herrick Overpass Mural project, this bio will also be used in press, on the City of Eureka and Eureka Street Art Festival websites, and on social media posts.
 - Experience with public art projects of a similar size and scope
 - Please describe your experience painting murals or executing other larger pieces of art. If you don't have experience with murals please describe any other relevant experience you may have.
 - Examples of your artwork
 - Please upload 3-5 images of artwork (including your last name in the file name). If possible, at least one of the images should be a large-scale piece (public art preferred).
 - Please provide any relevant links to your artwork, such as a website or social media, that you would like to share.
 - Traffic and timeline consideration
 - Please confirm that you will comply with the traffic control and timeline requirements. Based on initial conversations with Caltrans staff, mural work cannot occur over live traffic. Therefore, traffic under active mural work will need to be shifted to lanes where work is not occurring. It is anticipated that one lane of traffic will be shifted at a time to accommodate mural work. Caltrans policy is to only allow lane shifts after 8pm and before 6am. Therefore, mural work over the travel lanes will likely need to occur between the hours of 8pm and 6am. In addition, please confirm that you will complete the artwork within the Eureka Street Art Festival timeline of July 28th through August 6th.
- Proposal (60 points)

This is where you will share the details of your art proposal. If you are submitting more than one proposal, please submit a separate form for each individual proposal. Once you complete your first proposal application, the form will provide you with the opportunity to submit another. This section will be published as a part of the proposal review by the selection committee, Arts and Culture Commission, and City Council.

- Artwork title
 - Please provide the name of your proposed piece
- Brief description (300 words or less) of proposed artwork
 - This could include your source of inspiration, the significance of the image(s) or comment on the style or technique you have proposed. Please include what medium will be used.
- Conceptual renderings
 - Please upload visual examples using the Mural Rendering Template provided in Attachment 1. Mock-ups should be well-rendered, detailed, color concepts. They can be hand-drawn or computer-generated. JPGs, PNGs, or PDFs files will be accepted.
- Caltrans Copyright Agreement (0 points, but required)

The Herrick Overpass is owned by Caltrans. Prior to conducting any work on the overpass, you must sign an agreement with Caltrans. The agreement with Caltrans is a “Copyright License and Waiver of Moral Rights in Artwork” found in Attachment 3. This agreement allows Caltrans to be fully indemnified in the repair, relocation, or removal of the art while still ensuring that the artist has rights to profit from their artwork. Please confirm you will sign the agreement.

DELIVERY OF RFP:

All applications must be submitted online via the City of Eureka’s website [at this link](#). Proposals shall be received by 5:00 PM, Friday, June 23, 2023.

Please note: Failure to submit all required materials herein may result in the application being deemed incomplete and ineligible for consideration. We encourage you to submit all required application materials, including all written materials and images, well in advance of the deadline. In this way, if you/your team have a technical issue with the online application process, there may be an opportunity to contact the City of Eureka to address the issues before the deadline.

You may submit more than one proposal; however, each proposal must be submitted individually using a separate form.

ATTACHMENTS:

1. Mural Rendering Template
 2. Herrick Avenue Overpass Site Information
 3. Caltrans Copyright License and Waiver of Moral Rights in Artwork Agreement
 4. COE 2020 Brand Guideline Book
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