



## **NATURAL BRIDGES APARTMENTS CALL FOR ARTISTS**

### **INTRODUCTION**

The Housing Authority of the County of Santa Cruz (**HACSC**) and its affiliate, New Horizons Affordable Housing and Development Inc. (**New Horizons**), a California nonprofit public benefit corporation, is seeking artists to paint a mural for Natural Bridges Apartments, a new 100% affordable residential apartment project. The call to artists is being conducted through New Horizons.

HACSC provides rental subsidies, manages, and operates affordable housing units, and develops affordable housing to assist low-income families, seniors, and persons with disabilities living in Santa Cruz County and the cities of Hollister and San Juan Bautista.

Natural Bridges Apartments is an active new construction project, scheduled to be completed in September 2024. The building will be a three-story, modern, all-electric building that harmonizes with the surrounding landscape. The complex will consist of twenty (20) studio units and is situated in the coastal zone on Natural Bridges Drive on the west side of the City of Santa Cruz. The community will boast proximity to open space, trails, beach access, and common neighborhood amenities on Mission Street. This new development is designed to be sustainable, featuring rooftop solar panels and energy-efficient appliances. The project is located at 415 Natural Bridges Drive, Santa Cruz, CA.

The property will provide 100% affordable housing to low-income households. Prospective residents will be chosen from the Housing Authority's waiting list for individuals earning up to 50% of the area median income and will receive rental assistance through the Project-Based Voucher program.

The property is scheduled to be completed in September with occupancy scheduled shortly after. The selected artist will be required to complete the art installation in later August and/or early September of 2024.

### **PURPOSE & DESIGN ELEMENTS**

New Horizons is seeking an artist to paint a mural along a perimeter wall located on the southwest side of the property, adjacent to the future expansion of the rail trail along the border of the property line. The wall will be constructed of concrete masonry units (CMU) with a smooth stucco overlay and will be approximately 7 feet tall and 118 feet wide (a shorter mural area may be requested by artist if desired). The mural will be on the rail trail side of the wall as a public art installation facing away from the apartment building.

All work will take place on Santa Cruz County Regional Transportation Commission (SCCRTC) property. The selected artist may need approval by the City of Santa Cruz or the SCCRTC,

provide insurance acceptable to the SCCRTC and pass a safety course prior to accessing SCCRTC property.

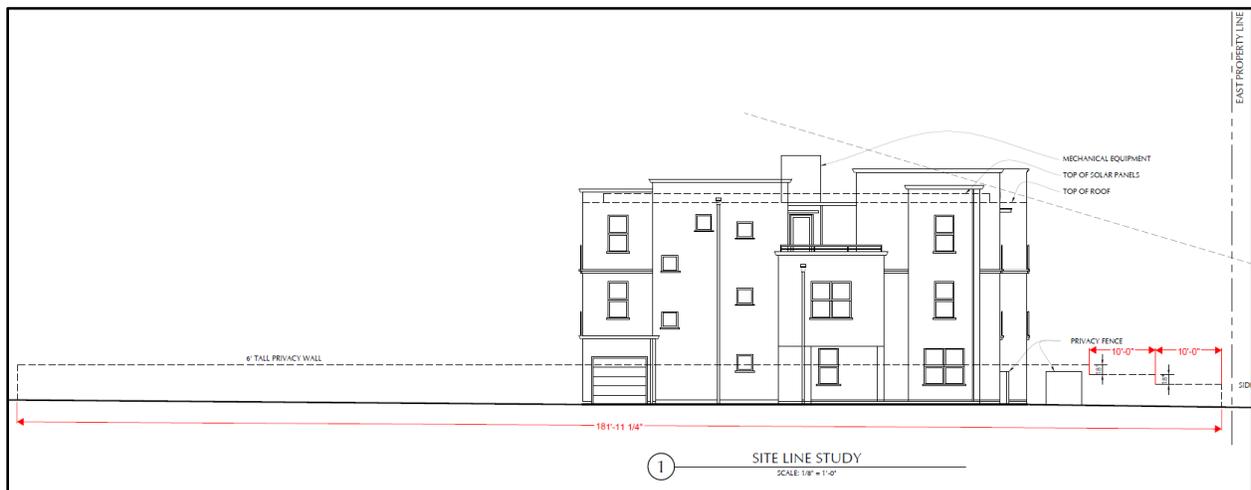
The mural should be relevant to both the community of Santa Cruz and to the Housing Authority, which is experiencing a period of transformation, metamorphosis, and rebirth including a re-imagining of our role in the community; beyond rental assistance and into the realms of new housing construction and the provision of resident services, using housing as a platform to improve quality of life. Recommended design elements for the mural include birds, the proximity to Natural Bridges State Park, the Pacific Ocean, and the project's location along the migratory route of Monarch butterflies. Bird themes may include reference to the following species: Bewick's Wren, dark-eyed juncos, and oak titmouse, along with the nesting cycle which includes egg-laying, hatching, through fledging.

The estimated cost of the mural project is \$50,000.

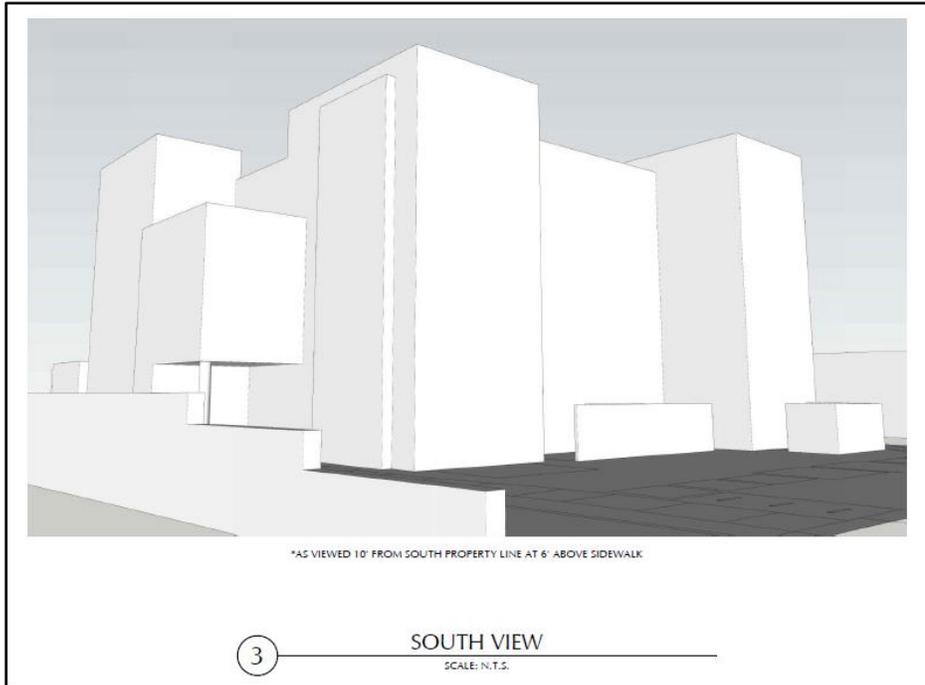
Below are renderings of the Natural Bridges Apartments. The mural will be located to the left side of the building.



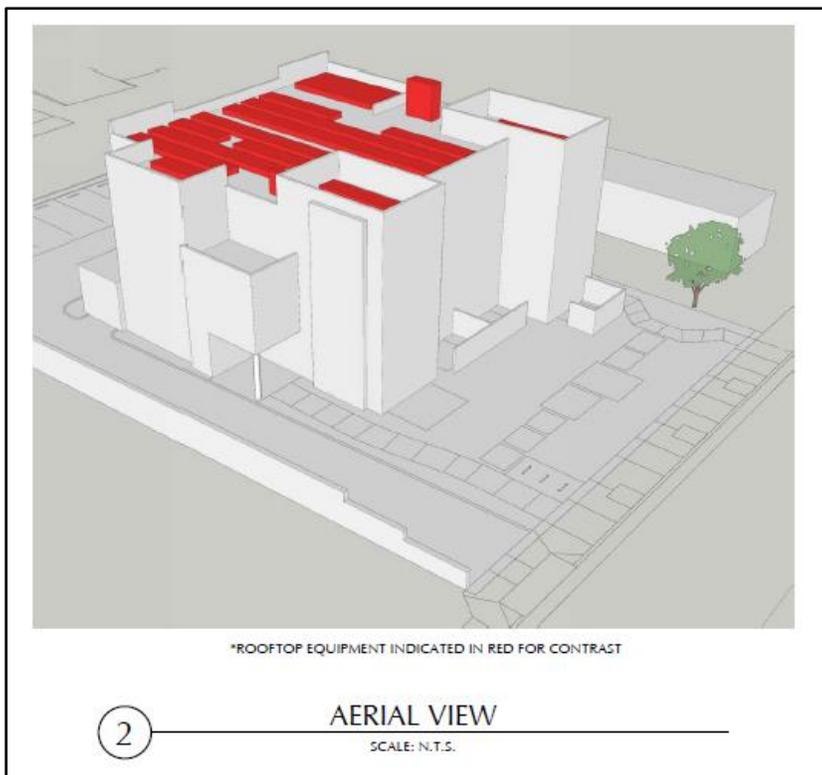
The rendering below provides a south-east view of the property, and the dotted line represents the proposed CMU wall.



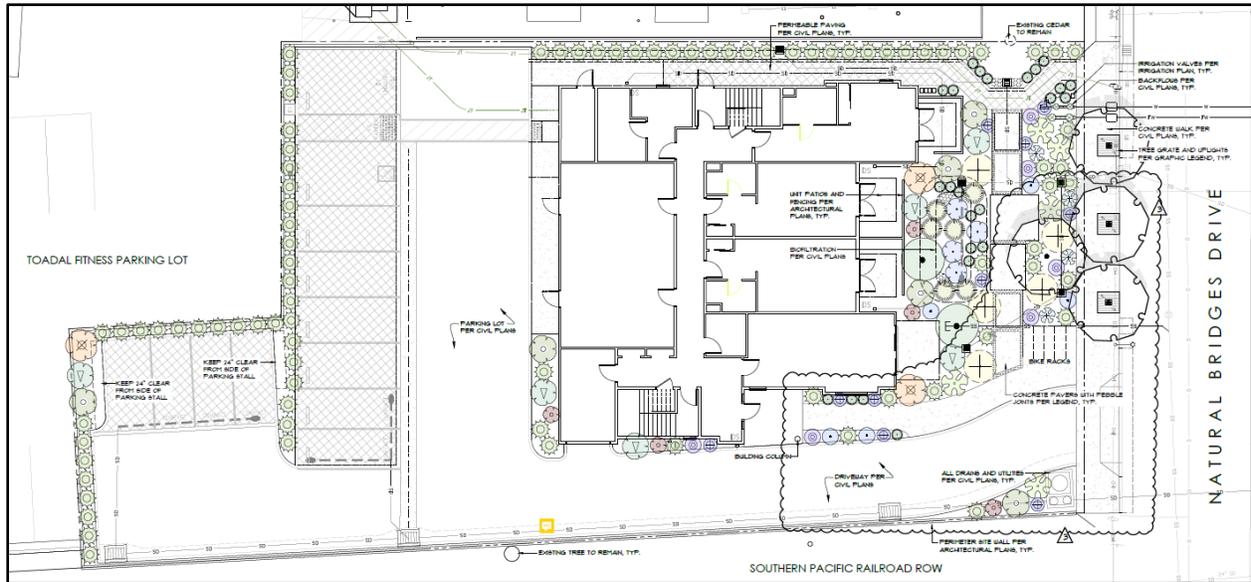
The rendering below illustrates the wall from the south view. The CMU wall is located at bottom of the rendering is stepped towards the back of the property.



The rendering below provides an aerial view to present the CMU wall, the driveway, and the building.



The rendering below illustrates the entire project site which includes landscaping elements. The mural wall is perpendicular to Natural Bridges Drive, parallel to the Southern Pacific Railroad Row.



## TIMELINE

The estimated timeline for this process is as follows (all dates are subject to change):

Issue Call for Artists	Thursday, April 25, 2024
Deadline for questions	Thursday, May 9, 2024
Submission due date	Monday, May 20, 2024
Interviews with evaluation panel (if necessary)	Friday, May 24, 2024
Notice to selected artist(s) / Contract award	Monday, May 27, 2024
Review preliminary mural concepts	Friday, June 14, 2024
Preliminary Mural design presented to Board of Directors	Wednesday, June 26, 2024
City Art Commission review	Wednesday, August 14, 2024
Final acceptance of mural design	Friday, August 16, 2024
Mural installation completed	August / September 2024

## QUALIFICATIONS

The project is open to all experienced professional artists and mentees. Artists must have experience with public art murals. New Horizons has a local preference for businesses and studios based in Santa Cruz County, and for artists who reside in the County of Santa Cruz, which will factor into the artist selection process. Experienced artists who may be new to the field of public art or landscape scale media are encouraged to apply in partnership with public artists or engineering mentors. The project is considered a “Public Works” project and both State Prevailing and Federal Davis-Bacon Wages and requirement will apply. The selected artist(s) will be required to provide proof of general liability insurance coverage prior to execution of any contracts. The selected artist(s) will be required to sign a waiver of proprietary rights

associated with Visual Artists Rights Act of 1990 (VARA) and California Art Preservation Act (CAPA).

### SUBMISSION REQUIREMENTS

NO.	EXHIBIT NAME
A	Resume (Limit to two pages)
B	Written Narrative
C	Visual Support
D	Proposed Cost / Fee
E	References

**Exhibit A. Resume:**

A current resume of no more than two typed pages detailing professional artistic accomplishments to include dates of project completion and location of art installation Teams must submit a short resume for each member.

**Exhibit B. Written Narrative:**

Written narrative should include the following:

- a. A written proposal, not to exceed two pages, which addresses the artist’s specific approach and design concept for this project. Explain how the recommended design themes will be incorporated into the mural.
- b. Fabrication and installation. Provide information on proposed schedule, process, and approach to painting the mural. Describe the anticipated fabrication and installation needs, special equipment or other which may require approval.

**Exhibit C. Visual Support:**

- a. Portfolio of relevant work
- b. Imagery depicting the mural design, rendering and/or themes you propose for the project. This may be in the form of conceptual drawings, inspirational imagery, or portfolio pieces that reflect the initial design concept.

**Exhibit D. Proposal Cost / Fee:**

Provide a budget to outline the proposed cost / fee to include all costs associated with mural design, materials, labor, and mural installation.

**Exhibit E. References:**

Provide at least two references who can speak to your qualification, experience, and work as an artist. References associated with public art installations are preferred.

## SELECTION CRITERIA

Selection criteria include submission of requested materials, artistic merit of concept proposal and sketch or imagery, the applicant’s professional qualifications; proven ability to undertake projects of a similar scope or experienced mentorship that is; artistic merit as evidenced by the submitted materials; equity; local artist preference, willingness and demonstrated ability to work with team members which includes HACSC staff, construction general contractor and project consultants.

### Selection Panel:

All submissions will be reviewed by a selection panel of stakeholders in the project. The panel will consist of staff from HACSC, and may include members of the Natural Bridges project team, and/or other local community stakeholders. The panel may reach out to any or all applicants for additional information or clarifying questions.

### Scoring Rubric:

The Selection Panel will review proposal based on the following scoring criteria:

Topic	Description	Points Available
Completeness	Base score for clarity and completeness of application	5
Public Art Experience	Overall experience in large art installations, including any commissions awarded	15
Relevant Portfolio + Topical Experience	Examples of similar artwork or work with themes proposed for the project	15
Proposal Narrative	Creativity and appeal of proposed art concept / themes, or approach of materials	15
Materials	Durability, aesthetic, and creative use of materials	15
Aesthetic Appeal	Visual creativity of the proposed artwork, inspirational imagery, or planned artist approach	20
Cost / Fee	Budget information to outline estimated costs and feasibility of cost and fee proposal	15
<b>Total Points</b>		<b>100</b>
Local Preference Multiplier (cumulative)	<div style="text-align: center;">                     +2% Santa Cruz County based business or studio                      +4% Santa Cruz County resident  <hr style="width: 50%; margin: 0 auto;"/>                     +6% Total available bonus                 </div>	

## SUBMISSION PROCESS

Submissions are due on **Monday, May 20, 2024, by 5:00 pm PST**, by email to Tom Graham, Deputy Executive Director, at [tomg@hacosantacruz.org](mailto:tomg@hacosantacruz.org). Submissions should use the email subject **Natural Bridges Call to Artists**.

Questions should be in writing by email to [tomg@hacosantacruz.org](mailto:tomg@hacosantacruz.org).

New Horizons reserves the right to select up to two (2) artists or art teams to proceed to the next phase of design; or to reject any or all applicants, extend this call, or reissue a revised call to artists; or to modify this call to artists to ensure a fair selection process. Submission of an application represents the applicant's authorization for New Horizons to review, use, and modify all application materials for public information, project, and related promotional purposes, subject to citation.