

REQUEST FOR QUALIFICATIONS

Project title: Oak Knoll Retail Village Plaza

Budget: \$170,000

Commissioning agent: SunCal, master developer of the Oak Knoll community

Location: Oakland, California

Eligibility: Artist or team of artists residing in the **nine Bay Area counties** surrounding Oakland, CA. See Eligibility, page 4.

Submittal deadline (online application only): **March 3, 2017**

Installation deadline: Fall 2018

THE OAK KNOLL COMMUNITY

The Oak Knoll community is a proposed 935-unit residential development comprised of a variety of housing types, from townhouses to single-family homes. A neighborhood commercial center of 72,000 square feet will complement the residential component. The development is situated on 187 acres of what once was Naval Medical Center Oakland, east of I-580 between Keller Avenue and Sequoyah Road in Oakland, California. The project will include the daylighting and restoration of Rifle Range Creek, 80 acres of open space with hiking trails and a community center—all of which will be accessible to Oakland residents.

The Medical Center was located on the site of the Oak Knoll Country Club, acquired by the Navy in 1942 through eminent domain. It was one of the Navy's main medical facilities on the west coast and the largest naval treatment and training facility in commission. After serving World War II-, Korean War-, and Vietnam War-era Navy personnel for fifty-four years, the Medical Center was closed in 1996.

The property was purchased in 2014 by SunCal, and a development application was submitted to the City of Oakland in 2015. The conceptual plan can be viewed at <http://www.oakknollcommunity.com/the-plan/>. For additional public art projects at Oak Knoll go to www.oakknollcommunity.com/public-art/.

THE CITY OF OAKLAND PUBLIC ART ORDINANCE

In 1989 the City of Oakland adopted a Percent for Public Art Ordinance for publicly funded projects. In 2014 the Oakland City Council amended the Public Art Ordinance to include privately funded residential (20 or more units) and commercial (2,000 or more square feet) projects. In February 2015 the amended ordinance became effective.

The public art obligation is based on the valuation of the building, plumbing, electrical and mechanical permits and is one-half of one percent for residential and one percent for commercial.

The City of Oakland Cultural Arts Programs of the Economic and Workforce Development Department requires that a Public Art for Private Development Checklist be submitted, by SunCal, prior to or concurrent with building permit applications.

Both the City of Oakland ordinance and Public Art Checklist can be found at <http://www2.oaklandnet.com/government/o/CityAdministration/d/EconomicDevelopment/s/PublicArt/index.htm>.

PROJECT DESCRIPTION

The Oak Knoll Retail Village is comprised of a full-service grocery, restaurants and retail shops providing services to the Oak Knoll and surrounding communities. At the heart of the Retail Village is an intimately scaled pedestrian plaza featuring a landscape of mature oaks. The plaza will provide expanded frontage for retail and restaurant facades, outdoor dining, and a place for neighbors to meet and socialize. Main street, adjacent to the plaza will be designed to allow the plaza to expand for events such as farmers' markets.

GOALS

SunCal is seeking an artist or a team of artists who will create permanent art that is integrated into the plaza design. Art opportunities may include, but are not limited to, sculptural overhead elements, light environments or designs that are incorporated into the plaza hardscape and landscape. The art must exhibit strengths from a variety of perspectives and be sensitive to the pedestrian setting. Artists will work with SunCal architects and engineers to successfully integrate the installation. Materials selected must be appropriate for a high-use environment, weather resistant and low maintenance.

For high-resolution drawings of the Oak Knoll community go to:
<http://www2.oaklandnet.com/government/o/PBN/OurOrganization/PlanningZoning/OAK052335>.



Oak Knoll Retail Village



Oak Knoll Retail Village Plaza Detail



Trellis structures and integrated planting



Outdoor Seating Areas



Clerestory windows and natural lighting



Outdoor Seating Areas



Awnings and Shading Devices



Example of typical row of retail facades



Simple facades



Lighting and Signage



Trees and plantings informally integrated into public areas



Arcades

Suggested Retail Design Guidelines

SELECTION PROCESS

A selection panel comprised of art professionals, community stakeholders and SunCal representatives will choose three finalists from the pool of applicants. Artistic excellence, innovation and creativity expressed in past work, as well as professional experience, will be evaluated by the panel based on materials submitted to CaFE.

The three finalists will be paid a \$1000 honorarium to complete their proposals. **Finalist interviews and proposal presentations with the selection panel will be conducted in Oakland, California, on May 25, 2017.** Finalists' proposals must include an itemized budget, a project timeline, a project narrative and maintenance requirements.

The selection panels final decision will be based on the strength of the proposal and past public art experience. The selection panel finalist will be submitted to SunCal for approval.

BUDGET

The Oak Knoll Retail Village Plaza budget is \$170,000*.

The project budget must cover all expenses related to the design (design documents, renderings and/or other media as required to communicate the artist's concept to stakeholders and approving bodies); permits, fees and business license required by the City of Oakland; insurance; materials and fabrication of artwork; and site preparation, transportation and installation of the artwork.

*Gross art budget \$188,889.00, minus SunCal contracted art consultant fee of 10%.

ELIGIBILITY

Applicants or team of applicants must be practicing, professional artists residing in the following counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma. Oakland artists are encouraged to apply. All applicants must be at least 18 years of age and have all necessary documentation and permits to work in the United States at the time of submittal of qualifications. Applications submitted by third parties will not be accepted.

APPLICATION REQUIREMENTS

All interested artists must complete their submittal for this project online through CaFE www.callforentry.org; there are no exceptions.

Please make sure you have started your application with time to ask questions, particularly if you have not used CaFÉ™ previously. All materials will be submitted

online, via CaFÉ™ www.callforentry.org. There is no application fee to apply or to use the CaFÉ™ system. To view the application, go to www.callforentry.org, register a username and password, navigate to “Apply to Calls”, and search the list for “Oak Knoll Retail Village Plaza”. Assistance in using the CaFÉ™ system is available during regular business hours (Mountain Time) via e-mail at cafe@westaf.org.

REQUIRED APPLICATION MATERIALS

The application must include the information and materials described below—all of which are required to constitute a complete application. Please review carefully as incomplete applications will not be eligible for consideration and will not be reviewed.

Artist Statement of Interest: Application must include a statement that specifically addresses your interest in this project.

Please address the following in your statement:

- What specifically interests you about the Oak Knoll Retail Village Plaza project?
- Have you had experience creating public art in urban settings?
- What is your experience collaborating with clients and client architects, landscape architects and engineers?
- If you are a team applicant, please clearly state the roles each team member will play in the creation of this project?

Resume and References: Application shall include a current resume that outlines your professional accomplishments as an artist. File can be uploaded to CaFÉ™ and should be no larger than 2mb, and txt, pdf, doc, docx, xls, xlsx, or jpg format only.

Images of Past Work: Application must include visual representations of past artwork that demonstrate your qualifications for this project. In order to be considered for this project, the applicant must upload a minimum of 6 and no more than 12 images that represent previously completed projects (at least 2 per project). Proposal images from prior projects may be submitted, but should be clearly marked as proposals and cannot be more than 2 of the requested images.

Videos of Past Work: Applicants may include video representations of past artwork that demonstrate your qualifications for this project. Applicants may upload no more than 4 video files.

Types of images and video permissible to upload to CaFÉ™:

- Images: JPEG. Minimum 1920 pixels; Maximum 3 MB.
- Video: 3GP, WMV, AVI, MOV, ASF, MPG, MP4, M2T, MKV, M2TS. Minimum 640x480. Maximum 100 MB

Applications must be completed electronically through the CaFÉ™ system. (Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under Image Prep).

Descriptions of Images and Videos: Applicants must provide the following information for each image uploaded: a) title; b) medium; c) dimensions; d) price/budget if publicly available; e) year of completion; f) brief description (please include location).

If the image or video description field is inadequate to describe your work, use the optional image description upload. Make sure the image/video number and uploaded descriptions are correlated. Please enter in the image description field, "See uploaded description."

Incomplete applications will not be reviewed.

TIMELINE

Application deadline	March 3, 2017
Selection process	March 16, 2017
Notification of three finalists	March 20, 2017
Proposal presentation to selection panel	May 25, 2017
Notification of finalist	May 30, 2017
Contract negotiation	June 2017
Project installation	Fall 2018

FOR QUESTIONS REGARDING THIS RFQ:

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