



# REQUEST FOR QUALIFICATIONS

## PRELIMINARY SCHEDULE (Dates subject to change except entry deadline)

Entry Deadline	September 22, 2014
Finalist Selected	December 11, 2014
Tentative Sculpture Installation Completed	May 31, 2015
Project Budget	Up to \$60,000
Honorarium for Maquette and Presentation	\$1000 per artist+

## SUBMISSION REQUIREMENTS:

1. Resume/CV
2. Professional References: 3
3. Artist Statement
4. Letter of interest-a one to two page narrative outlining your qualifications and interest in this project, a general approach to this project, and previous relevant experience.
5. Media Images: Up to 6
6. Optional: a visual representation of one to three concept images may be submitted, artists will not be expected to commit to any preliminary ideas

All materials must be submitted online, via CAFÉ online application system ([www.callforentry.org](http://www.callforentry.org)). There is no application fee to apply or use the CAFÉ system.

## OVERVIEW

The City and County of Broomfield Public Art Committee (PAC) seeks to commission an artist or team of artists to create an original work of art for open space located in Broomfield Commons Community Park. The PAC will choose semifinalists who will be paid an honorarium for their proposals. The finalists will provide refined concepts, a maquette and work plans as requested. Installation is targeted for completion by May 31, 2015. Total project budget is \$60,000.

## PUBLIC ART AND PROJECT BACKGROUND

In 2001 the City and County of Broomfield adopted a comprehensive master plan, *Creative Broomfield*, for cultural development supporting creation of the Cultural Affairs Division, Cultural Council and the Public Art Committee (PAC). Formed to facilitate acquisition of public art for the City and County of Broomfield, the PAC created a public art master plan and guidelines. To review these documents and to learn more about the public art programs and permanent collection, please visit [www.broomfieldpublicart.com](http://www.broomfieldpublicart.com).

The 2014 public art project will strengthen community identity and enhance a “sense of place” and community pride for people who live and work in the City and County of Broomfield. Please see the Addendum for a community profile and [www.broomfield.org](http://www.broomfield.org).

PROPOSED SITE DESCRIPTION

The Public Art Committee has chosen a popular open space property called Broomfield County Commons Open Space (BCC Open Space) as a public art site due to its high visibility, high use and public accessibility.

- Address: 13200 Sheridan Blvd, Broomfield, Colorado
- Site: open space located south of the champion athletic field which is just east of the concession stand, picnic, and restroom pavilion;
- Piece: integrate into natural environment without infringing on the integrity of the open space, particularly the wetland area;

The site for the artwork overlooks the wetland on the west end of the irrigation channel. Views exist across the wetland, wildlife trails, farm fields and mountains. Prairie grasses cover the site. Rabbit brush, a native shrub, provides a natural edge between the athletic fields to the north and the open space to the south. See the Addendum for a detailed description of the site and additional pictures.



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**PROJECT BUDGET**

**Up to \$60,000**

The project budget will be all-inclusive and must cover design fees, travel expenses, all materials and fabrication costs, insurance, architect/engineering fees, shipping and transportation to the site, and all costs related to installation. Any expense that exceeds the contracted amount will be the artist's responsibility. The artist is responsible for working with the PAC and Broomfield representatives to oversee all aspects of art installation.

**SELECTION PROCESS**

The PAC will review Request for Qualifications (RFQ) submissions to select semi-finalists for the Commons Park site. Artists will be selected based upon past works and experience. Semi-finalists will be paid an honorarium for refined concepts, a maquette and work plans including detailed budget as requested. Artists may be requested to give an in-person or virtual presentation to the Public Art Committee on November 12, 2104. Semifinalist will be expected to pay for travel expenses from the honorarium.

**ART WORK**

Artists are strongly encouraged to review the PAC Guidelines prior to submitting their RFQs. Under these guidelines, a chosen artwork must reflect:

1. **Quality:** The consideration of highest priority is the inherent artistic excellence of the artwork as well as a broad range of appeal to the general public.
2. **Timelessness:** Artwork will be viewed as a long-term acquisition that should have aesthetic relevance to the community in future years and reflect enduring artistic quality. The artwork should celebrate creativity and establish a "sense of place."
3. **Site Compatibility and Appropriateness:** Artwork must be appropriate in scale, material, form and content for both the immediate and general, social and physical environment in which the artwork will be placed. The artwork should have connection to the chosen site.
4. **Elements of Design:** The PAC takes into account that public artwork may have consideration beyond the aesthetic; it may serve to establish focal points, define spaces, or establish a cultural identity. The artwork will be viewed from all angles; artists should consider the entire surface of the piece when planning the design.
5. **Permanence and Safety:** Consideration will be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, and excessive maintenance and repair costs. The artwork should be durable and safe for interaction with the public, especially children.
6. **Diversity:** The PAC strives for diversity in style, scale, media and artists.

The art piece will be installed outside and exposed to the elements, including harsh sun, high winds, wide fluctuations in temperature and moisture. Materials must require little or no maintenance and must be able to withstand the test of time. Painted artwork should use pigment designed to withstand the elements.

The piece cannot: 1) interfere with the movement, safety and security of pedestrians; 2) hinder or require significant additional grounds maintenance; 3) adversely impact wildlife; 4) adversely impact the wetlands, or 4) adversely impact views in any significant way.

## PUBLIC ART COMMITTEE REQUEST FOR QUALIFICATIONS

In addition, since this call is for artwork that will be installed in open space, the following guidelines have been suggested by the Open Space and Trails Advisory Committee.

Artwork in open space:

- is incorporated into the site so that it blends well;
- is made of natural materials and uses neutral or natural colors;
- relates to the site and people on a human scale;
- could have an environmental purpose;
- could provide environmental education.

Please see the Addendum for more background on Broomfield Open Space.

### ARTIST

Evaluation of the artist is important under the PAC Guidelines and will be considered in the final selection process. The following criteria are important in evaluating artists:

1. Cooperation: Ability of the artist to work closely and cooperatively with the PAC, Broomfield staff and the community.
2. Presentation: Ability of the artist to clearly describe concepts.
3. Technical Feasibility: Ability of the artist to carry out the concepts described in the proposed artwork including permanence and public safety.
4. Timeliness: The ability of the artist to deliver the artwork according to the agreed schedule.
5. Aesthetic Standard: The PAC shall have the right to withhold recommending acceptance of the work to City Council until it clearly meets standards of artistic achievement agreed upon by a majority of the PAC members.

The PAC will choose potential art designs and make recommendations to City Council. The commissioned art piece(s) are projected to be completed and installed by May 31, 2015. The finalists will contract with the City and County of Broomfield.

### ELIGIBILITY

The Request for Qualifications is open to all professional artists residing and working in the U.S. Colorado artists are encouraged to apply.

### DEADLINE

The deadline to submit a complete RFQ is September 22, 2014. Applications must be submitted through CAFÉ at <https://www.callforentry.org>. Late or incomplete proposals will not be accepted.

### FOR MORE INFORMATION, PLEASE CONTACT:

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## BROOMFIELD COMMUNITY PROFILE ADDENDUM

Located approximately 11 miles east of the Rocky Mountain foothills, Broomfield began as a small agrarian community in the latter part of the 19<sup>th</sup> century. With the creation of the Crescent Grange in 1898, the area grew to support businesses. Between 1900 and 1956, about 100 people lived on farmland around the area.

In 1950, a toll road was constructed between Boulder and Denver, and a tollbooth was placed in Broomfield. A master plan for a model city was created in 1955 and development in the area began. By the time the city was incorporated in 1961, the population had grown to 6,000. Through a variety of annexations, the city grew until 1989, when its boundaries fell in four counties. In 1995, infrastructure was built to support a high-tech business park and a retail district.

In 1998, voters passed a constitutional amendment that created Colorado's 64<sup>th</sup> county, the City and County of Broomfield. The transition to City and County in 2001 provided the opportunity for Broomfield to become a pioneer in City and County government organization.

Broomfield is growing at a significant rate, with a current population of 56,000. Growth and development are encouraged and carefully managed. The City and County spans 33.6 square miles, 32% of which is dedicated to parks and open space. Broomfield is very proud of the opportunities it offers citizens and visitors to enjoy mountain views and a large network of paths and parks. Broomfield is a family-oriented community, and the PAC envisions that public art purchased and created for Broomfield will reflect that character and provide an interactive, welcoming experience for those who live, work and visit here.

## OPEN SPACE AND TRAILS ADDENDUM

### BACKGROUND ON BROOMFIELD OPEN SPACE

Broomfield Open Space is described as land intentionally protected from development and set aside for unstructured passive recreation and the appreciation and preservation of natural surroundings. The natural setting is the attraction. The land may include trailheads, trails, fishing docks, wildlife viewing areas, and other facilities that are compatible and respectful of the site's natural resources and beauty. Agricultural lands and some historic elements also fall within the definition of open space.

Additional principles that are important to the understanding of what Broomfield Open Space means are below:

- Open Space can be considered to be an example of Nature's artwork and, therefore, respect for the natural beauty of the site is highly valued. This beauty can be seen in numerous ways such as an expansive view of the Front Range, a hawk soaring above its nest in a cottonwood, a coyote crossing a snowy field, waves of native prairie grasses blowing in the wind, and lush wetlands that provide habitat for brightly colored songbirds.
- Open Space allows for facilities such as trails, benches, and wildlife viewing decks. However, these man-made additions must be designed with a light-hand and are intended to enhance the visitor's appreciation of the property while protecting the natural environment.
- Open Space is not park land. Parks include irrigated turf, active recreation, playing fields, hard surface courts, etc. The distinction between open space and parks was thoroughly and vigorously debated in the late 1990s among citizens. It is important for the selected artist to understand this distinction.
- The concept of preserving Open Space grew out of grass-roots efforts of Broomfield citizens in the 1990s. Open Space was recognized as contributing significantly to Broomfield's quality of life. In 1994, the Open

Space Advisory Committee submitted a report to the City Council that identified sites for open space preservation. The rallying cry of “Keep the Field in Broomfield” sparked many residents to become involved in community decision-making regarding open space issues. Citizens interested in protecting Broomfield’s open space continue to be involved through elected officials that serve on the City Council and volunteers that participate in various groups such as the Broomfield Open Space and Trails Advisory Committee, Wildlife Masters, Coyote Crew, Nature Program, and the Broomfield Open Space Foundation, a separate 501(c)(3) organization.

### **BROOMFIELD COUNTY COMMONS OPEN SPACE: SITE DESCRIPTION**

The Broomfield County Commons Open Space was one of the original top ten sites for preservation identified in the Broomfield Open Space Advisory Committee’s 1994 report to City Council. Broomfield purchased the property from several land owners between 2000-2002 using funds from the open space and parks sales and use tax.

In 2004, the Broomfield County Commons Open Space Master Plan was completed for this 237-acre site that is located north of Midway Boulevard, between Sheridan and Lowell Boulevards and south of W. 136th Ave. and the Red Leaf neighborhood. The open space is part of a larger parcel (Broomfield County Commons, 346 acres) that includes the Paul Derda Recreation Center, Broomfield County Commons Cemetery and Broomfield County Commons Park, Public Art Walk, and Dog Park.

Significant natural features at Broomfield County Commons Open Space include LeGault Reservoir, which once functioned as a regional storm water detention basin but has since been decommissioned. The reservoir presently encompasses a large cattail marsh with a very small area of open water that provides habitat for a variety of birds and coyotes. A wildlife viewing deck is located in the northeast corner of the reservoir.

Tom Frost Reservoir, located in the southeast corner of the open space, fulfills regional storm detention functions and is stocked for public fishing, with a small dock and benches for seating. The Lotus Public Art Bench is situated along the southeast corner of the reservoir.

Connecting LeGault and Tom Frost Reservoirs is a narrow, irrigation channel with small patches of cottonwoods, willows, and grasses to the channel margins. On the west end of the channel is a large wetland area.

Approximately 80 acres of the site are also leased for cultivation. Currently, winter wheat is growing in the field and will be harvested in the summer of 2014.

The BCC Open Space has become a haven for urban wildlife, including coyotes, red fox, raptors, songbirds, and small mammals, as residential neighborhoods have developed around it. The site also contains a large prairie dog colony on 40 acres.

Winter view of site



View looking towards Le Gault Reservoir in fall

