



## PROSPECTUS

City of Norfolk, Virginia Public Art Program  
Commission of Artwork for Bay Oaks Park, RFP # 7505-0-2019/AB  
SUBMISSIONS DUE: 2:00 PM EST, May 23, 2019

**The Norfolk Public Art Commission  
and the Bay Oaks Park Planning Committee seek to  
commission an artist to design and create artwork.**

**LOCATION/CONTEXT:** Bay Oaks Park is Norfolk's newest park located one block from the sandy beaches and shoreline of the Chesapeake Bay, in the center of a residential area of Norfolk known as Ocean View. This passive park encompasses 11 acres of open space, dunes and many species of trees including live oak trees, some up to 100 years old. Live Oak *Quercus virginiana* are majestic trees that are emblems of the South and Ocean View with sweeping limbs plunging toward the ground before shooting upward, creating an impressive array of branches. On any day one might see egrets, yellow crested night herons or perhaps a bald eagle nestled in the tree branches. The park is a triumph of nature and community over development and business. Residents fought for the park all the way to the Virginia State Supreme Court. Bay Oaks Park is a catalyst for the future of Ocean View solidifying the history and solidarity of the community voice.

Ocean View has its own unique feel, and residents accept and embrace all kinds, believing that being different is good. It is a bright, sunny place on the Chesapeake Bay near Naval Station Norfolk. It is a tight-knit community having pulled together against weather, wind, water, and hurricanes. OV is known for swimming beaches, cottages, old trolleys, and a famous amusement park that closed in the late 1970's. The area is experiencing a reemergence of development stewarded by community demand and ownership.

**PROJECT DESCRIPTION:** The Planning Committee wants artwork that will make a statement about the park and serve as one of the pinnacles of Ocean View. It should enhance, but not mimic, what is already there, be natural and organic and stimulate thought, inspiring viewers to get out of their cars and experience the park. The artwork should speak to the strength and resiliency of the community.

**PROJECT SITE:** The layout of the park and trails were designed to preserve as many of the long-standing Live Oak trees as possible, each tagged with its own identity. New playgrounds, fitness equipment, retention ponds, trails and picnic shelters, as well as many native plants and trees, are artfully arranged to maintain a natural forest experience. There is a central semi-circular area at the front of the park along East Ocean View Avenue that is surrounded by covered benches and cries out for a focal point. Artists may also want to consider the idea of placing multiple pieces around the park creating a scavenger hunt inviting visitors into the park.

**SIZE/MEDIUM:** The artwork should be seen from passing vehicular traffic and be engaging to pedestrians and those using the park. Artists may want to create a kinetic piece that would incorporate the wind. Artwork must be durable and of permanent materials that will stand the test of time. Materials must be safe and easily maintained.

**PROJECT FUNDS:** Up to three finalists may be selected to be interviewed by the Public Art Planning Committee via Skype. The finalists are not expected to complete a design at this stage but will be interviewed about past work and their creative process. There will also be a preliminary discussion of the site. The committee reserves the right to select the final artist without a finalist process.

The total budget for the completed, delivered, and installed artwork is \$125,000. This will cover artist’s honorarium, fabrication, materials, shipping, engineering, insurance, and travel expenses necessary to complete the project, project plaque, final documentation and any incidental expenses. The artist must hire a Virginia licensed contractor to install the artwork(s). The selected artist will be asked to present an educational workshop or presentation to the community.

Please note that a City contract will be issued with a design phase requiring review and approval by the Public Art Commission prior to fabrication.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk as an additional insured and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased, and certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a worker’s compensation insurance policy and an automobile liability insurance policy if appropriate. The artist shall also be responsible for assuring subcontractors, if there are any, meet the same insurance requirements.

**Anticipated Schedule of Events:** This schedule is subject to change.

Event	Date
RFP Issued	April 9, 2019
Question Deadline	May 10, 2019
Proposals Due	May 23, 2019 at 2:00 p.m.
Executed Contract	Summer 2019
Contract commences	Summer 2019
Completion of Art	Summer 2020

**SELECTION CRITERIA AND AWARD CONSIDERATIONS:** The commission will be awarded based on many factors such as the aesthetic value, creativity and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

1. Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials.

2. Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation and installation of the artwork.
3. Appropriateness of materials, style and concepts in relation to this prospectus.

**PROPOSAL REQUIREMENTS:** Submission must be submitted via Submittable website at <https://norfolkcommission.submittable.com/submit> or delivered to 810 Union Street, Suite 303, (City Hall Building) Norfolk, VA 23510 by 2:00 PM EST on May 23, 2019. Artists are highly encouraged to apply through Submittable. There is no application fee to apply or use the Submittable online application system.

The following materials are required:

1. **Statement of Understanding**, online agreement of compliance to all State of Virginia codes. See last page of this document for Statement of Understanding.
2. **Letter of Interest**, not to exceed one (1) page, outlining your interest in this project and how you will approach the artwork design and creation.
3. **Resume**, maximum of two (2) pages, outlining your professional accomplishments. If submitting as a team, please include resumes for each team member, with each resume not exceeding two (2) pages.
4. **Artwork Images**, selection of up to ten (10) images representing artworks most relevant to the scope of this opportunity. You may submit up to two (2) video files if relevant to showing the artwork.
5. **References**, three (3) professional references, including name, affiliated organization (if appropriate), email address, phone number, and relationship to each reference.

#### **QUESTIONS/FOLLOW UP:**

Questions about this project may be directed to Mr. Ashley Barnes, Office of the Purchasing Agent at [ashley.barnes@norfolk.gov](mailto:ashley.barnes@norfolk.gov). For assistance with the Submittable online application process, contact Submittable tech support at [support@submittable.com](mailto:support@submittable.com).

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>. The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

Before submitting proposals, please review the website <http://www.norfolk.gov/bids.aspx> for possible updates and addendums.

**TO ALL OFFERORS:** Statement of Understanding

Fill out, sign and submit with your proposal.

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm or corporation, or enter into any agreement or act any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature \_\_\_\_\_

Date \_\_\_\_\_