

# JOHNNY CARSON PARK - SHADE STRUCTURE

ART IN PUBLIC PLACES

CALL FOR ARTISTS

CITY OF BURBANK

## CALL FOR ARTISTS

DATE: January 5, 2024

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**PARKS AND  
RECREATION**

150 North Third Street  
Burbank CA 91502

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(818) 238-5300

# JOHNNY CARSON PARK - SHADE STRUCTURE

## ART IN PUBLIC PLACES

Public artwork emulates community's confidence, vitality, and optimism while revitalizing urban areas and improving the overall business climate. It encourages participants to spend more time at locations by sparking curiosity and engagement. The City of Burbank (City) recognizes that community members will continue to embrace art in its various forms.

In 1992, the City established the Art in Public Places (APP) program with the intent of accomplishing the following goals and objectives:

- To enhance the visual attractiveness of the City.
- To increase the understanding and enjoyment of art by Burbank residents and visitors alike.
- To encourage artistic collaboration among professional disciplines responsible for urban design.
- To invite public participation in and interaction with public spaces.

This program has made it possible for recognized artists to enhance public spaces throughout the City with sculptures, murals, and other art mediums. The APP program has become a significant element in the City's image, with over 130 public art installations.

Each commissioned artwork must meet the following requirements of the APP program:

- The composition of the artwork shall be of permanent-type, durable, and weather-resistant materials that require a low level of maintenance.
- The artwork shall be scaled in a size that is proportional to the size of the development project and is an integral part of the landscaping and architecture of the project.
- An artwork identification plaque shall accompany all art installations. The plaque shall list only the date, title, and artist and shall not be mounted directly on the art project itself.

More detailed information about the Art in Public Places program can be found in the Burbank Municipal Code under section 10-1-1114.

## BACKGROUND

Johnny Carson Park is a popular regional park located in Burbank, California, named in honor of the famous television host and comedian Johnny Carson. The Park spans over 17 acres and offers various amenities to visitors, such as outdoor nature education and gardens with interpretive signage, viewing decks, ADA bridge, exercise equipment, trails with benches, a natural creek, sustainable features, playgrounds, picnic areas, and a stage for events and performances. The Park features beautiful views of the surrounding natural scenery and is used as a community gathering place for various events and activities throughout the year. The Park's central location and wide range of amenities make it a popular destination for families and outdoor enthusiasts alike.

## PROJECT INTENT

Johnny Carson Park has a unique amenity available to the public: a stage that can provide limited musical, dance, exercise, and many other opportunities to inner and intra-city community groups. The Stage measures approximately 24 feet by 48 feet and has the potential for future expansion and infrastructure enhancements, including outdoor sound and lighting equipment.

The Stage is in need of a shade structure, and the City would love to see your creative ideas! We are looking for an artistic shade structure that provides relief from the sun and enhances the beauty and functionality of the Stage and Park. Artists are strongly encouraged to incorporate the following elements into their final concept design:

- Functional components, such as the structure's ability to house outdoor sound and lighting equipment.
- The potential for future expansion and infrastructure enhancements to the stage.

Artists of all styles and creative expressions are invited to participate in this exciting opportunity, contributing to the promotion of the arts and enhancing the vibrancy of Johnny Carson Park

## LOCATION

Johnny Carson Park is located at:  
400 Bob Hope Drive, Burbank, CA 91505.

The Park is located near the intersection of Bob Hope Drive and Riverside Drive, just north of the 134 Freeway. The Park is easily accessible by vehicle and has street parking for visitors.

## ELIGIBILITY

This project is open to practicing professional artists who have successfully completed two or more public art projects with a minimum budget of \$350,000 each. Special consideration will be given to Burbank residents.

## BUDGET

The total public art budget for this project is \$400,000, which includes the cost of insurance (see page 8), designing, fabricating, transporting, and installing the final art piece. The budget also includes the artist's fee, materials, supplies, storage, travel, lodging, equipment, and sales tax needed for the project.

## SUBMISSION REQUIREMENTS

All materials should be provided on 8.5 x 11-inch white paper with all hard copy material digitally duplicated on a USB Flash Drive. Please do not put materials in a binder or notebook. Postmarks are not acceptable.

**Applications must be received by 5:00 pm, Friday, April 26, 2024.**

Please deliver or mail the proposals to:

City of Burbank - Parks and Recreation Department  
Attn: Emin Yusufov  
150 North Third Street, 3rd Floor  
Burbank, CA 91502

## APPLICATION REQUIREMENTS

Complete applications MUST include seven (7) collated packets containing the following information and materials in the following order:

1. Resume: Current professional resume emphasizing relevant experience.
2. Letter of Interest: Describe the artist's interest in this project, relevant experience, and vision for the project. (Two-page maximum)
3. Concept Narrative: Outline the approach to developing the design concept outlined in the "Project Intent" Section. (One-page maximum)
4. Concept Design: A rendering of a conceptual design.
5. Technical Specifications: Please include technical specifications of your concept design, such as materials, dimensions, installation techniques, and any other useful information.
6. Budget and Project Cost Breakdown: Must include, but not be limited to, artist fee, artwork, materials, supplies, installation, transportation, insurance, and any other relevant items.
7. Maintenance Plan: Please provide routine maintenance/cleaning guidelines for artwork.
8. References: A list of three (3) professional references, preferably from previous similar projects, with contact information.
9. Work Samples: Submit no more than ten (10) past work samples. Please submit PDF or JPEG files with a maximum 72 DPI resolution. Images should be cataloged by the artist's last name, followed by the number of the image as it should be viewed (for example, Jones 1, Jones 2). An annotated image list should be included and state the title of the piece, commissioning agency, project budget, date of artwork, medium, and dimensions of the artwork.

## REVIEW AND SELECTION

As part of the pre-screening process, staff will review and assess all incoming proposals based on project feasibility. Factors such as budget and maintenance will be taken into consideration. Additionally, the composition of the artwork shall be of durable and weather-resistant materials. Any submission deemed impractical by staff may not be considered further. Furthermore, all submission packets MUST be fully completed and include all items listed in the Application Requirements section. Incomplete packets will not be considered by the Site-Specific Selection Committee. This requirement ensures that all artists have an equal opportunity to be evaluated based on the same criteria.

During the interview stage, the Site-Specific Selection Committee will then assess the qualified submittals based on the items outlined in the Finalist Selection Criteria section below. A top artist/team will be chosen to create the original proposal. The artist/team will have a maximum of eight (8) weeks to complete their designs. The selected artwork will undergo a compliance review by the Art in Public Places Committee. Upon approval, the Committee's recommendation will be sent to the City Council for agreement approval.



## REVIEW AND SELECTION (CONTINUED)

The artwork may be deemed ineligible for any one or more of the following reasons:

- Contains copyrighted or trademarked elements;
- Contains an advertisement or promotional elements;
- Plagiarized, stolen, or copied from another source;
- Not family friendly, suitable for public display, or suitable for reviewing by all ages; and/or
- Disrupts operation of the facility exhibiting the art.

When it best serves the City's interests, the City may do any one or more of the following:

- Reject any proposal or all proposals at its sole discretion.
- Extend the deadline for accepting proposals.
- Accelerate the pace of the Call for Artists process.
- Waive any or all information, defects, irregularities, or informalities in a proposal.
- Revise, change, or amend the Call for Artists' selection criteria before the submission deadline.
- Reissue a Call for Artists.

The City may reject a proposal as non-responsive, in its sole and absolute discretion. The City reserves the right to reject the proposals of any artist who has previously failed to perform properly or complete on time contracts of a similar nature, or to reject the proposal of an artist who is not in a position to perform such contract satisfactorily.

## FINALIST SELECTION CRITERIA

1. Professional and artistic qualifications demonstrated in submitted materials, with a focus on innovation, creativity, and originality.
2. Appropriateness of the applicant's medium and style for the designated site and location.
3. Previous experience related to the project's goals and setting, as well as the scale and scope of the project.
4. Familiarity with public agencies, the public review process, and previous collaboration with local government or community groups.
5. Proven ability to execute the work professionally within the construction schedule and project budget. Ability to work collaboratively with landscape designers and project managers throughout the design and installation phases.

## SCHEDULE

- Call for Artists Issued: Friday, January 5, 2024
- Deadline for Submission: 5:00 pm, Friday, April 26, 2024
- Application Review: May 2024
- Applicant Interviews: June/July 2024
- Finalist Selection: August/September 2024

The Site Specific Selection Committee will conduct the interviews and select the artist for recommendation to the City Council. The selected artist/team will be notified by email.

*Please note that the above schedule may be subject to change.*

## JOHNNY CARSON SHADE STRUCTURE - CHECKLIST AND DUE DATES

All materials should be provided on 8.5 x 11-inch white paper with all hard copy material digitally duplicated on a USB Flash Drive. Do not put materials in a binder or notebook.

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Complete applications MUST include seven (7) collated packets containing the following information and materials:

**Resume:** Current professional resume emphasizing relevant experience.

**Letter of Interest:** Describe the artist's interest in this project, relevant experience, and vision for the project. (Two-page maximum)

**Concept Narrative:** Outline the approach to developing the design concept outlined in the "Project Intent" Section. (One-page maximum)

**Concept Design:** A rendering of a conceptual design.

**Technical Specifications:** Please include technical specifications of your concept design, such as the type of materials used, parts/project dimensions, installation techniques, and any other useful data.

**Budget and Project Cost Breakdown:** Must include, but not be limited to, artist fee, artwork, materials, supplies, installation, transportation, insurance, and any other relevant items.

**Maintenance Plan:** Please provide routine maintenance/cleaning guidelines for artwork.

**References:** A list of three (3) professional references, preferably from previous similar projects, with contact information.

**Work Samples:** Submit no more than ten (10) past work samples. Please submit PDF or JPEG files with a maximum 72 DPI resolution. Images should be cataloged by the artist's last name, followed by the number of the image as it should be viewed (for example, Jones 1, Jones 2). An annotated image list should be included and state the title of the piece, commissioning agency, project budget, date of artwork, medium, and dimensions of the artwork.



## JOHNNY CARSON SHADE STRUCTURE - ARTWORK LOCATION





A. Minimum Scope of Insurance. Coverage shall be at least as broad as:

- Commercial General Liability: Insurance Services Office Form CG 00 01 covering commercial general liability insurance (“CGL”) on an “occurrence” basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than \$1,000,000 per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be at least \$2,000,000.
- Automobile Liability: ISO Form Number CA 00 01 covering any auto (Code 1), or if Consultant has no owned autos, hired, (Code 8) and non-owned autos (Code 9), with limit no less than \$1,000,000 per accident for bodily injury and property damage.
- Workers’ Compensation: as required by the State of California, with statutory limits, and employer’s liability insurance with limit of no less than \$1,000,000 per accident for bodily injury or disease.
- Professional Liability or Errors and Omissions: Errors and Omissions insurance appropriate to the Consultant’s profession (“E&O Insurance”), with limit no less than \$1,000,000 per occurrence or claim, \$2,000,000 aggregate.

If Consultant maintains higher limits than the minimums shown above, the City requires and shall be entitled to coverage for the higher limits maintained by Consultant.

B. Other Insurance Provisions

- Additional Insured Status
- Primary Coverage
- Notice of Cancellation
- Waiver of Subrogation
- Deductibles and Self-Insured Retentions
- Acceptability of Insurers
- Claims Made Policies
- Verification of Coverage
- Cyber Liability Insurance
- Contractors Pollution Liability and/or Asbestos Pollution Liability

City shall inform Consultant if such insurance is required.