

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** The Honorable City Council

**FROM:** Mary Lindley, Parks, Recreation & Community Services Director *ML*

**PREPARED BY:** Peggy Rothschild, Active Adult Center Supervisor *PR*

**DATE:** October 5, 2006 (Meeting of October 18, 2006)

**SUBJECT:** Consider Approval of the Request for Qualifications (RFQ) for the Veterans Memorial and Resolution Amending the FY 2006/07 Budget

**DISCUSSION**

On August 2, 2006, the Council, upon the recommendation of the Veterans Memorial Advisory Group, approved the remnant parcel on Spring Road and Flinn Avenue as the site for a veteran's memorial. Staff is requesting that the City Council approve the attached draft Request for Qualifications (RFQ) for the design of the project.

The RFQ was drafted in collaboration with the City's Art in Public Places Program. Previously, the Council had approved the commissioning of public art for the remnant parcel. The proposed site is a remnant parcel that is currently undeveloped. The RFQ will seek out an experienced consulting professional to design and coordinate construction and installation of a fitting Veterans Memorial. The RFQ contains a description of the project location and theme. Landscape architect and artist teams will be asked to submit a statement of interest along with detailed information on their previous installations, resume and references, color photographs of prior work, and preliminary ideas on how the project might be executed. If approved by the Council, staff will release the RFQ.

The Council is also being asked to adopt the attached resolution amending the FY 2006/07 budget by appropriating \$400,000 from the Art in Public Places Fund to the project. The City has approximately \$1.2 million in its Art in Public Places Fund which is an appropriate funding source for this project. The fund will continue to grow as new development projects are approved. With the adoption of Moorpark Municipal Code,

Chapter 17.50, Art in Public Places, each new development must install an art project or pay an in-lieu fee equal to 1 percent of the total building valuation.

As outlined in the RFQ, up to three finalists will be selected to develop their proposals. Each finalist team approved by the City Council will be awarded \$1,000 to create a conceptual design which will be presented to the Public Art Advisory Committee. The Public Art Advisory Committee will interview the top candidates and make a recommendation identifying the team it believes best demonstrates the ability to create a Veterans Memorial which reflects the City's intent and has a proven history of completing work on schedule and within budget. This recommendation will be referred to the Council for final approval.

**STAFF RECOMMENDATION** (Roll Call Vote)

Approved the Request for Qualifications and adopt Resolution No. 2006 - \_\_\_\_ amending the FY 2006/07 budget.

Attachment A – Budget Resolution  
B – Draft Request for Qualifications (RFQ)

# ATTACHMENT A

## RESOLUTION NO. 2006-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, AMENDING THE FY 2006/07 BUDGET TO ALLOCATE \$400,000 FROM THE ART IN PUBLIC PLACES FUND (2151) FOR A VETERANS MEMORIAL AT SPRING ROAD AND FLINN AVENUE

WHEREAS, on June 21, 2006, the City Council adopted the budget for Fiscal Year 2006/07; and

WHEREAS, a staff report has been presented to said Council requesting a budget amendment allocating \$400,000 from the Art in Public Places Fund for a Veterans Memorial; and

WHEREAS, Exhibit "A" hereof describes said budget amendment and its resultant impacts to the budget line item(s).

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MOORPARK DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. A budget amendment allocating \$400,000 from the Art in Public Places Fund as more particularly described in Exhibit "A" attached hereto is hereby approved.

SECTION 2. The City Clerk shall certify to the adoption of the resolution and shall cause a certified resolution to be filed in the book of original resolutions.

PASSED AND ADOPTED this 18th day of October, 2006.

\_\_\_\_\_  
Patrick Hunter, Mayor

ATTEST:

\_\_\_\_\_  
Deborah S. Traffenstedt, City Clerk

Attachment: Exhibit A

000070

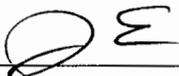
EXHIBIT A  
Budget Revision

A. Fund Allocation:

Fund No.	Fund Name	Amount
2151-5500	Art in Public Places Fund	\$400,000

B. Budget Appropriation:

BUDGET NUMBER	BUDGETED	REVISION	NEW BUDGET
2151.7900.7903.9632	\$0	\$400,000	\$ 400,000

Approval \_\_\_\_\_ 

**DRAFT  
City of Moorpark  
Art in Public Places Program**

**VETERANS MEMORIAL**

**Request for Qualifications**

**Opportunity for Artists and Landscape Architects**

The City of Moorpark is seeking an experienced consulting professional to design and coordinate construction and installation of a Veterans Memorial at the southeast corner of Flinn Avenue and Spring Road (across the street from the new Police Services Center). The project budget will not exceed \$400,000.

**Consultant Selection Process**

The City will compile a list of artists and landscape architects based upon responses to the notice of the project. The Public Arts Advisory Committee will review qualifications and all application materials, and recommend up to three finalists to be approved by the City Council. Once approved, each finalist will receive \$1,000 to prepare a design proposal. The Public Art Advisory Committee will interview the top candidate(s) and recommend one consulting professional to the City Council to be commissioned for the project. The City reserves the right to decline all recommendations and cancel this Request for Qualifications.

**Project Location**

The project site is a remnant parcel located on the southeast corner of Flinn Avenue and Spring Road (across the street from the new Police Services Center).

**Project Description**

The project is to be designed in collaboration with the City's Public Art program wherein a Landscape Architect and Artist will prepare a preliminary design for the site that would include the construction of a befitting veterans memorial or a commemorating public enhancement, including but not limited to identification and directional signage; flagpole and pathways; perimeter landscaping and irrigation; and adding benches in selective locations. The memorial design should be appropriate for official ceremonies and be a suitable site for individual visits and reflection. The professional team is expected to develop a preliminary design, cost estimates and a prioritized phasing plan, if necessary. The selected consulting professional will be expected to solicit input on the veterans memorial design from the Moorpark Citizens' Veterans Committee, which may require attendance at Veterans Committee meetings.

**Materials**

The materials to be used for the art sculpture should be outdoor stone, bronze, marble, or similar medium compatible with the area surrounding the site. The project may

000072

include both natural and man-made elements. Plans for ground lighting the work should be included.

### **Application Process**

Interested consulting professionals are asked to submit the following:

1. A one-page cover letter describing your interest in the project, relevant experience, and your preliminary thoughts on how you might execute a project. (10 copies)
2. A one-page statement pertaining to previously completed public art and or landscape projects. (10 copies)
3. A current professional resume (up to three pages), including at least two professional references. (10 copies)
4. Color photos, 8x10 in size, of a minimum of three previous works appropriate to the project. (1 set)
5. An annotated one-page photo list with artist's name, the art work or project's title, date, size, location, materials, and cost. (10 copies)
6. A self-addressed, stamped envelope for the return of the photos.

### **Deadline**

All responses to this Request for Qualifications must be received by the Parks, Recreation, and Community Services Department office by 5:00 p.m., Friday, December xx, 2006. Postmarks are not acceptable.

Mail or deliver materials to:

City of Moorpark  
Parks, Recreation, and Community Services Department  
799 Moorpark Avenue  
Moorpark, CA 93021

Attention: Art in Public Places Program

Late or incomplete applications will not be considered – no exceptions. The City reserves the right to reject all applications and/or subsequent design proposals.

### **Requirements of Finalists**

Finalists will be asked to develop a design proposal and submit the following items, which comprise the proposal:

1. A model or drawing of the proposed project and art sculpture, detailing landscaping (including irrigation) and hardscape design, as well as location of artwork, its installation and materials.

000073

2. A written description of the proposed memorial, including method of the art sculpture's fabrication, installation, proposed setting, any special operational requirements, maintenance requirements, and a description of how the piece will reflect the veterans memorial theme and interface with the landscape architect's design.
3. An itemized budget for design, construction, transportation, and installation (including liability insurance during the period of installation) of the art sculpture.
4. An itemized budget for design, construction and installation (including liability insurance during the period of installation) of the landscaping and hardscape elements of the project.
5. Identification of any consultants, contractors, subcontractors, fabricators, or other design professionals that the artist and landscape architect might retain to develop, construct, transport, or install any part of the project.
6. A timeline for construction and completion of the project, including installation of art sculpture.

### **Selection of Finalists**

1. It is the intent of the City to select an artist and or landscape architect from the finalists to create a Veterans Memorial.
2. Up to three finalists will be selected to develop proposals. Each finalist will receive a \$1,000 stipend to cover the costs of proposal requirements. The model or drawings and all inherent rights of the proposed memorial and sculpture become the property of the City.
3. The finalists' design proposals will be displayed at each public meeting regarding recommendation of the project. Upon selection of one artist or landscape architect's proposal, the Public Arts Advisory Committee will forward its recommendation to the City Council for final approval.
4. The criteria for reviewing design proposals shall include, but not be limited to, professional qualifications and standards of excellence demonstrated by submission, appropriateness of applicant's medium and style, overall aesthetic quality, experience as it relates to project goals and setting, depiction of the veterans memorial theme, suitability to the site, demonstrated ability to meet construction schedule in a professional manner and within budget, proposed budget, durability of proposed art sculpture, risk assessment, maintenance level, and general appropriateness.
5. The final selection of an artist or landscape architect and design proposal is wholly within the discretion of the City. The City Council may accept or reject a design proposal for any reason. The City is under no obligation to commission a work of art

000074

from any submitted proposal if that proposal is not deemed satisfactory and acceptable to the City.

### **Contract**

The consulting professional selected for the project will be required to enter into an agreement with the City prior to commencing the work. No selection shall be deemed final until an agreement has been properly executed and signed by the consulting professional and the City. The terms of the agreement will include, among other things, insurance requirements established by the City.

All contractors must have Workers' Compensation coverage (or a written statement declaring they have no employees); Professional liability insurance providing "design professional liability or Design Professional and Engineers liability insurance or equivalent coverage in an amount not less than 1,000,000; a General Liability Insurance policy with a limit of not less than \$1,000,000 per occurrence, naming the City as additional insured (a separate additional Insured Endorsement is required), and providing for a 30-day notice of cancellation; and automobile and property damage insurance in an amount not less than \$1,000,000 each, naming the City as additional insured and providing for a 30-day notice of cancellation. If the contractor does not have automobile insurance, the General Liability policy must include non-owned and hired autos. In addition, the artist is required to get a City business registration for the duration of the project. Upon project completion, the City will own the Veterans Memorial and art sculpture and may modify or demolish the work at the City's discretion.

Questions about this Request for Proposal should be directed to Mary K. Lindley, Director of Parks, Recreation, and Community Services, at (805) 517-6216.

000075