

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** The Honorable City Council

**FROM:** Mary K. Lindley, Director of Parks, Recreation & Community Services 

**DATE:** March 21, 2007 (Meeting of April 18, 2007)

**SUBJECT:** Consider Selection of Artist

**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. At its October 18, 2006, meeting the Council approved and authorized the release of a Request for Qualifications (RFQ) for the design of the Memorial. Additionally, the Council appropriated \$400,000 from the Art in Public Places Fund to complete the project.

In response to the RFQ, the City received seven proposals. Of the seven firms that submitted proposals, four were determined to have the necessary experience to complete the scope of work sought by the City. Those four firms were invited to the March 14, 2007, meeting of the Arts Commission to make presentations; only two of the firms choose to participate. The Arts Commission was tasked with recommending up to three firms to be awarded a contract with the City to draft a conceptual design. Under the City's art program, each selected firm will receive \$1,000 to prepare a conceptual design.

The Arts Commission recommends that the City award a contract to the firms of Community Works Design Group and Campbell and Campbell. Both are landscape architect firms with memorial design experience and both have worked with artists, incorporating their pieces into their work. The City Council has previously been provided with the firms' proposals under a separate memo.

If the Council elects to proceed with the project as recommended, it is staff's intent to provide the two firms with a some design guidelines, incorporating comments received by the local veterans group, including: use of 3 flag poles (United States, State of California, and MIA flags); incorporation of the large stone slabs containing the names of deceased Moorpark veterans currently located on Moorpark Avenue; identification of

the five military branches; a place for individuals to sit and reflect; room to hold a ceremony consisting of 50 participants; ability to add the names of future deceased Moorpark veterans; landscaping pallet requiring minimal maintenance; and use of lighting for flags and other memorial features.

If approved by Council, the two firms will be given a timeline for submittal of a conceptual plan. The Arts Commission will be given an opportunity to review the conceptual plans, receive comments from the public, and will be asked to recommend the preferred firm to complete the Veterans Memorial design. The Commission's recommendation will be presented to the Council for final consideration. The public will again have an opportunity to comment on the design at the Council meeting.

### **STAFF RECOMMENDATION**

Authorize staff to execute agreements with, and award \$1,000 to, Community Works Design Group and Campbell and Campbell for the preparation of Veterans Memorial conceptual design.

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