

## BACKGROUND

Hidden Beach Park is located at 660 Cliff Dr. in Aptos, on a low bluff approx. 1,000 ft. from a wide sandy beach along Monterey Bay, a National Marine Sanctuary. The park provides a playground, picnic tables and benches, lawn area, scenic overlook, and coastal access to a popular regional beach.

Unfortunately, the park and beach are currently served by a single user porta-potty; as the popularity of the park and beach area has increased, the porta-potty has become inadequate in serving the needs of both park and beach visitors.



Thanks to a grant from the Coastal Conservancy, a permanent, accessible, two-unit restroom will be installed in early 2025. The new restroom will both enhance public access and protect coastal resources by providing visitors with flushing toilets and sinks with running water.

Community surveys indicated that the public art component should include a coastal-themed mural on the exterior of the restroom building, and there are other opportunities for public artwork along the pathway leading to the beach.

## APPLICATION PROCESS

**All proposals must be submitted via email in one combined PDF not-to-exceed 10 MB.** All pages of your application should be presented in the order listed below. Proposals are subject to the Public Records Act and will be provided upon request; identifying information about the artist will be redacted.

### Present your materials in the following order:

- A cover page with artist's name, project title, address, phone, and email address.
- A written proposal, not to exceed two pages, which addresses the artist's specific approach and design concept for this project, and references installation location(s).
- Visual support, including conceptual drawings which reflect the overall design concept.
- Fabrication and installation Explain your proposed schedule, process, and medium. Describe the anticipated fabrication and installation needs, special equipment or other needs which would require approval.
- A current resume of no more than two typed pages detailing professional artistic accomplishments and at least two references who can speak to your work and qualifications. Teams must submit a short resume for each member.
- Up to ten images of recent relevant work, each annotated with the artist's name, title (if applicable) location of work, medium, date of work, and dimensions. Indicate budget where applicable.

**Email proposals to  
kathy.dewild@santacruzcountyca.gov**

COUNTY OF SANTA CRUZ  
Dept. of Parks, Open Space & Cultural Services  
979 17th Avenue  
Santa Cruz, CA 95062



# CALL TO ARTISTS

## Public Art Project

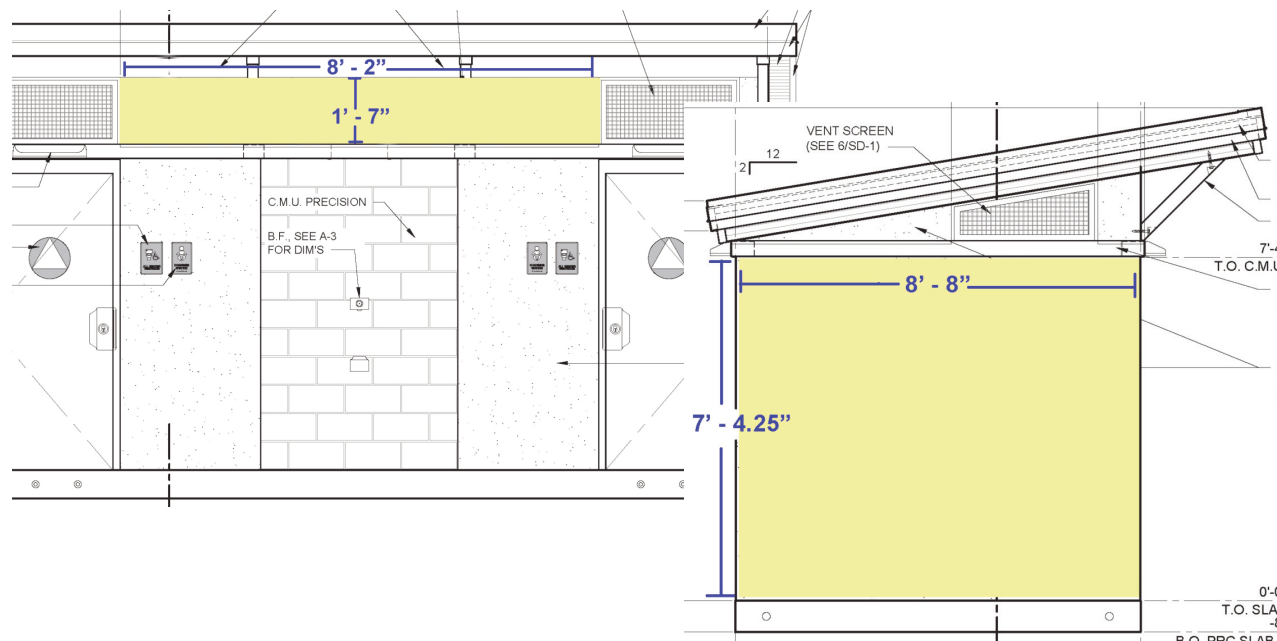
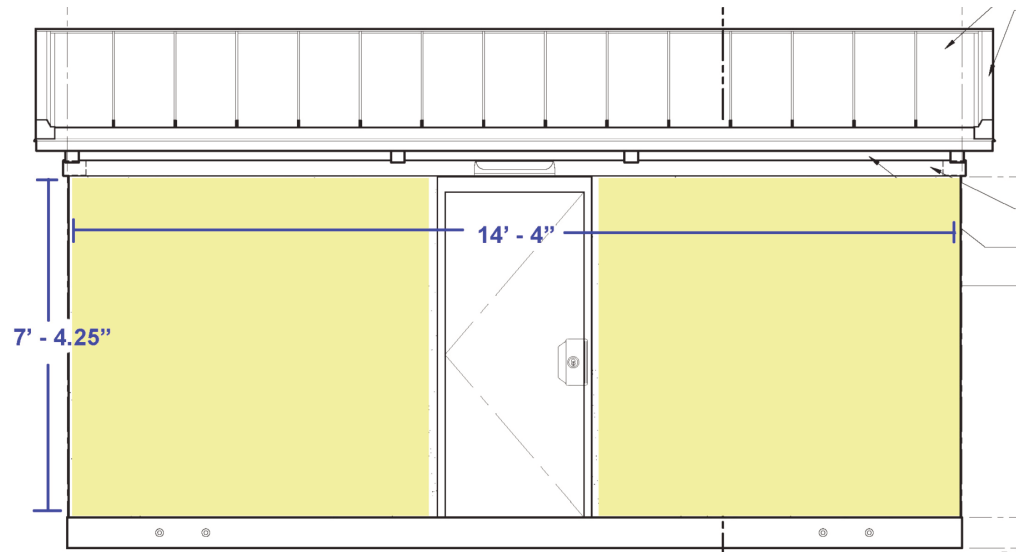
Hidden Beach County Park



An artist will be selected to create a site-specific public art piece for the new restroom building at Hidden Beach County Park in Aptos, California

## ARTWORK LOCATIONS & DIMENSIONS

Artists' proposals must address the areas designated below with yellow highlight; both (2) sides, the rear, and the front of the restroom building. Artists may also wish to include additional artwork in their proposal which would be installed along the pathway between the restroom and beach. Larger images, plans, and an example contract are available on the County Parks website at: <https://parks.santacruzcountyca.gov/Home/AboutUs/WorkWithUs/CalltoArtists.aspx>



## BUDGET - \$10,500

The budget includes all costs associated with, but not limited to design, materials, travel, insurance, fabrication, installation, and documentation of the artwork. Please note: The exterior stucco walls will be painted with primer and two coats of semi-gloss paint. The artist is responsible for application of a skim coating or any other wall preparation required to complete their work

## ESTIMATED PROJECT TIMELINE

Although every effort will be made to follow the timeline, the schedule is contingent upon meetings with the selection panel and the County Board of Supervisors.

- November 8, 2024**  
 Proposals must be received by midnight on the due date. Proposals received after the deadline will not be accepted.
- mid-November - Public Art Selection Panel (Panel) meets to review proposals, select finalists.**
- early December - Panel interviews finalists and selects artist to continue in the process.**
- January 2025 - Arts Commission considers panel's recommendation of public artist.**
- March 2025 - Board of Supervisors consider artist proposal and agreement.**
- Spring 2025 - Installation**

## SELECTION CRITERIA

The proposed site-specific artwork should enhance the experience of park and beach visitors of all ages. Proposals must address the exterior walls of the restroom building with a mural, mosaic, or low-relief sculpture. See "Artwork Locations & Dimensions" at left for details. In addition, artists may choose to propose additional, related, wayfinding artwork along the pathway that connects the restroom building to the beach. All proposal imagery must reflect the coastal setting.

Artwork must satisfy reasonable standards of permanence and safety, meet all relevant codes required for public places, and offer reasonable proof of soundness against theft, vandalism or excessive maintenance and repair. All work must be safe, tamper-resistant, and easily maintained, regardless of ease of public reach. Artists materials and construction must be of permanent quality. All work must be of an appropriate size and design so that it will not create a hazard for impaired pedestrians or the use of maintenance equipment.

## ELIGIBILITY

The project is open to all experienced professional artists. Artists who are new to the field of public art are encouraged to apply. The selected artist must provide proof of general liability insurance coverage, and others types if applicable. Please review the contract example on the parks website for details.

## QUESTIONS?

Email [kathy.dewild@santacruzcountyca.gov](mailto:kathy.dewild@santacruzcountyca.gov)