City of Seattle
Office of Arts & Cultural Affairs

Michael Killoren, Director
Michael McGinn, Mayor

CALL FOR ARTISTS – FIRST HILL STREETCAR

Online Application
Apply using CaFÉ™, an online application service. All applications must be submitted digitally through the CaFÉ™ online system. Link to the online application via http://www.callforentry.org/.

INTRODUCTION
The Seattle Office of Arts & Cultural Affairs seeks an artist to develop site-integrated artwork for the new First Hill Streetcar. The selected artist will work with the Seattle Department of Transportation (SDOT) and SDOT consultants from the early stages of design through construction of the new streetcar line.

SCOPE OF WORK
The artist will work with project design consultants, SDOT, community representatives and the Office of Arts & Cultural Affairs to develop art for the new streetcar line. The artist's approach may include a combination of artwork(s) and design enhancements to be integrated during construction of the streetcar line. The artist will be asked to apply a consistent design sensibility throughout the project. The design should include reproducible or repeating elements and components that contribute to the overall identity of the streetcar line. The artist will work with the design team during the early phases of the project to identify opportunities integrating art and artist-designed elements. Artists with experience in both art and design will be well suited for this project.

Space for artwork on the streetcar platforms is extremely limited. Free-standing sculpture is not an appropriate approach for this project. All the artwork(s) will be in the public right-of-way. The selected artist will work with SDOT to understand and comply with relevant standards for accessibility and placement of objects in the right-of-way. Possible art opportunities may include, but are not limited to, treatments for platform surfaces, platform lighting, trackways and surrounding street bed, adjacent sidewalks, poles and other structures associated with the streetcar.

SDOT has developed a graphic brand identity and graphic standards for use in Seattle Streetcar signage and graphics on vehicles and stations. SDOT anticipates that the graphic identity of the system will evolve over time and is open to collaboration and incorporation of the First Hill Streetcar artist's concepts into brand identity. SDOT will retain authorship and rights to any graphic identity developed for this project.

The selected artist will first develop a concept design to propose an overall conceptual approach for art on the new line. The concept design will also include initial ideas for artwork locations and specific art strategies along the streetcar route. During the next phase, the artist will develop final designs and any necessary engineering for the artwork. The artist will work with the design team, SDOT and the Office of Arts & Cultural Affairs to determine which elements will be built as part of the construction project and which will be fabricated and installed by the artist. Upon approval of final artwork designs and construction documents, the Office will contract with the artist for fabrication and installation of artwork.

BACKGROUND
The Seattle Streetcar network is a developing transportation system designed to carry people to and from neighborhood business districts and Seattle attractions. The network will provide new options for getting around Seattle and enhance the city and regional transportation system. The streetcar shapes and supports continued economic growth by encouraging people to get out and about in the city for a broad variety of work and non-work trips. The first line in this new network—the South Lake Union line—opened in December 2007 and provides a transportation connection between the Downtown and South Lake Union neighborhoods.

CALL FOR ARTISTS – FIRST HILL STREETCAR

BACKGROUND continued

In 2008, the Seattle City Council approved a resolution that supports streetcar network expansion and identifies the First Hill line and Central line as the top priorities for expansion. The First Hill Streetcar will be the next segment constructed and will begin operating in late 2013. The project will connect diverse and vibrant neighborhoods on Capitol Hill, First Hill, and in the Chinatown/International District, while serving medical centers (Harborview, Swedish and Virginia Mason) and colleges (Seattle Central Community College and Seattle University).

The two-mile First Hill Streetcar project is fully funded through the voter-approved sales tax measure for Sound Transit expansion, known as "ST2." In November 2008, voters in the Puget Sound area approved ST2, the mass transit expansion plan for the region. This measure builds on the Sound Move plan approved in 1996 to expand light rail, commuter rail and express bus service. The ST2 Plan includes funding for the First Hill Streetcar project, which links First Hill employment centers to the light rail system via connections on Capitol Hill and in the Chinatown/International District. This is an important link in the regional transit system, providing an alternative to the originally proposed deep tunnel light rail station on First Hill.

A modern streetcar is a small train that operates primarily in mixed traffic on city streets. Streetcars offer many of the comforts and conveniences of light rail and subway trains, in a smaller format that fits comfortably into neighborhood settings. Streetcar systems encourage transit-oriented development and are well suited to compact, urban communities.

Streetcars feature low floors and wide double-doors for easy, accessible boarding; air conditioning; large windows; smooth rides; automated passenger information systems; and quiet, zero-emission electric traction power. They are durable and effective along dense circulator routes that benefit from frequent service throughout the day and evening.

The construction of the new streetcar line will involve installing trackway, station platforms, shelters, wayfinding signage, fare kiosks and advertising panels. These components have not yet been designed, but it is expected that the platforms will be built as extensions from existing sidewalks or as freestanding platforms in the center lane between lanes of traffic. (See "Conceptual Sections" on the First Hill section of the Seattle Streetcar website for more information.) Wayfinding and sponsorship signage will be affixed to the shelter. Freestanding advertising panels and fare kiosks may also be placed at each platform.

First Hill Streetcar Project Schedule:

2009-2010	Environmental Review, Concept Design and Alignment Selection
2010-2011	Preliminary and Final Design
2011-2013	Construction and Start-Up

Links:

Seattle Streetcar
http://www.seattlestreetcar.com/

Seattle Streetcar – First Hill
http://www.seattlestreetcar.com/firsthill.asp

Seattle Department of Transportation – Streetcar Network
http://www.seattle.gov/transportation/streetcarnetwork.htm

Streetfilms – Documentary about Seattle Streetcar - South Lake Union Line (3:57)
http://www.streetfilms.org/archives/ride-the-seattle-streetcar/

Seattle Times – Seattle's Streetcar History
http://seattletimes.nwsource.com/html/localnews/2004062952_streetcartimeline10.html

CALL FOR ARTISTS – FIRST HILL STREETCAR

ELIGIBILITY

This call is open to professional artists residing in the United States. The Office of Arts & Cultural Affairs encourages diversity in its collection. Artists whose work is well-represented in the city's collection are eligible to apply, but the artist selection panel will consider artistic diversity as one factor in the selection process. Students are not eligible to apply.

BUDGET

The total project budget is $600,000, all-inclusive of travel expenses, taxes and other project costs. Contracting will be done in three phases: $7,500 for concept design, $77,500 for final design and engineering and $515,000 for fabrication and installation. Washington state sales/use tax rates apply to all artist contracts issued during the project, regardless of where the artist resides. As of 12/31/09, the sales/use tax rate is 9.5 percent.

APPLICATION DEADLINE

11:00 p.m. Pacific Standard Time, Monday, February 22, 2010

APPLICATION REQUIREMENTS

- Sixteen (16) artwork images. CaFÉ™ image format instructions can be found at http://www.callforentry.org/imaging_tips.phtml.
- Letter of interest (not to exceed 2,000 characters)
- Resume
- Image Identification List
- References
- Other questions as specified

All applications must be submitted digitally through the CaFÉ™ online system. Link to the online application via http://www.callforentry.org/.

SELECTION CRITERIA

The artist will be selected on the basis of the following criteria:

- Quality of concept, design and craftsmanship of past works.
- The ability to produce durable outdoor art.
- A proven ability to collaborate in design teams, with design professionals and with community stakeholders.
- Demonstrated ability to complete projects on time and within budget.

SELECTION PROCESS

The selection will take place in two parts. A panel of arts professionals, client representatives and community members will review the applicants' images, qualifications and other materials. The panelists will identify up to four finalists to interview at a second panel meeting two to three weeks later. The panel will select one artist to be awarded the commission.

NOTIFICATION OF RESULTS

Applicants will be notified of the panel's decision by e-mail in late-April 2010. The Office of Arts & Cultural Affairs reserves the right not to select any of the applicants.

WE'RE HERE TO HELP!

Please contact Patricia Hopper, public art project manager, at patricia.hopper@seattle.gov or (206) 684-7311.

For assistance with the CaFE online application process, contact CaFE tech support at (888) 562-7232 or cafe@westaf.org, Monday-Friday, 7:30 a.m. to 4:00 p.m. Pacific Standard Time.

View the full call for artists and apply at http://www.callforentry.org/.