

**City of Pasadena
Planning and Community Development Department**

**Questions and Answers
RFQ for Power Plant Public Art Project: Gateway to Pasadena
2/24/17**

TO: All Prospective Proposers
RE: RESPONSES TO QUESTIONS

Staff has gathered various questions related to RFQ for Power Plant Public Art Project: Gateway to Pasadena. Below are the questions and answers.

1. QUESTION: Will preference be given to artists who work or reside in Pasadena, all other things being equal?

ANSWER: Yes, there's a standard, local artist preference.

2. QUESTION: Fountain: What is City intent - to be kept as is, refurbished as architectural preservation, redesigned and replaced, eliminated or other? If fountain is to be kept, what is current condition?

ANSWER: The historic fountain is not part of this project.

3. QUESTION: Is the attached street view image of the corner location the main view for the artwork?

ANSWER: The Power Plant is a gateway to Pasadena and, as such, the views of the artwork will be as vehicles enter and leave Pasadena along the 110 Freeway (Arroyo Seco Parkway), along Glenarm Street facing the Plant, and MTA Gold Line's route bisecting the Plant.

4. QUESTION: Audience: what are levels of importance for the site - vehicular, pedestrian, other?

ANSWER: The dominant audience for the site is vehicular – by automobile or light rail.

5. QUESTION: Landscaping: is this part of the art project?

ANSWER: Landscaping is not part of the art project.

6. QUESTION: Power Plant: deco building, towers and other plant elements dominate the skyline - what is the City's view of celebrating or playing down these architectural features of the site

ANSWER: The intent of the project is to celebrate the view of the Power Plant towers and electrical generating elements as a gateway to Pasadena.

7. QUESTION: Rather than a lump sum fee including art/design and fabrication/installation, my studio can only contract for the artist fee. The fabrication and installation would be contracted by the owner with the fabricator with the owner. Will City of Pasadena consider splitting up the design and install?

ANSWER: The City of Pasadena will not split the fee into design and fabrication/installation. We recommend that the artist commissioned for this project subcontract with a qualified fabricator or licensed contractor to fabricate and install the artwork.

8. QUESTION: Is there a room number for the Pre-proposal Community Meeting for the Power Plant Public Art RFQ?

ANSWER: Yes, Room 304

9. QUESTION: Do attendees need to RSVP? If so, where?

ANSWER: No need to RSVP, there is room for whoever attends.

10. QUESTION: I have a question regarding Attachment A. I do not have a Pasadena Business License nor do I have a Registration Number under the Dept. of Industrial Relations. What should I do about completing those fields in the Attachment A form?

ANSWER: Unless you are already working in Pasadena and have a Pasadena Business License, write N/A in those fields. The Pasadena Business License and Registration Number for the Department of Industrial Relations are only required for artists who are selected as finalists and paid to submit a formal proposal.

11. QUESTION: For the first submission on the 6th March, all the items listed under 'Contents of Proposal' should be submitted. Is this correct?

ANSWER: Yes, all items are due March 6 and they must be submitted via Café at this link: https://www.callforentry.org/festivals_unique_info.php?ID=4104

12. QUESTION: As a UK based company we work worldwide, however we do not have a US Social Security number, or US tax number. What should we provide?

ANSWER: Eligibility for this Call for Artists is limited to US-based artists or artist/design teams. If you are an international firm you must partner with a US artist or firm as the lead applicant.

13. QUESTION: Is there a strict criteria on the number of pages within the proposal? I have included items such as how we approach our projects, in terms of build, installation, lighting, technology, maintenance, stakeholder and public engagement etc.

ANSWER: Provide the information you wish using the space available in the Letter of Interest and in the space provided in the individual Questions section of the Café form.



Rochelle Branch
City of Pasadena – Planning and Community Development Department