

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## 4. Staff contacts

Please check all staff that you have met with and/or contacted:

- Neighborhood Services (circle at least one): Brenda Clark, Laura Kajfez, Erin Kirkpatrick, Elizabeth Thomas, Shauna Warner
- ADA Accessibility: Michele Stokes
- Art: Rebecca Rothman
- Landscape/Lighting/Walls: Steve Abrahamson
- Water Conservation: Tina Sleeper
- Parks/Playground: Dave McClure
- Signs: Dean Miller
- Traffic Calming: Steve Horstman
- Trees: Richard Adkins
- Other: Chase Walman,  
City of Tempe Transportation Planner  
(El Paso Pathway)

## 5. Narrative

Submit a narrative explaining what you hope to accomplish through this grant if approved and how the project meets the provided evaluation criteria.

Optimist Park Neighborhoods currently do not have any public art within our boundaries. The El Paso Pathway is a wide pathway that bisects the four Optimist Park Neighborhoods (NW, NE, SE, SW). The path is mostly bounded by homeowner block walls, with one section bounded by Fuller School and Optimist Park. During summer/fall of 2020, improvements are scheduled for this almost one-mile long segment of the Pathway. Grant project funds, if granted, will be used to enhance this neighborhood amenity and all four neighborhoods, with sculptural totems. The project will be visible to neighbors traveling along the path as well as to those driving along these interior neighborhood streets.

Three groups of three steel totems will be placed (back of curb and sidewalks) beside the concrete pathway where it meets the sidewalk at three neighborhood intersections – at Los Feliz Dr., at Kenwood Ln, and at S. Country Club Way. Additional individual totems will be placed at intervals along the pathway between these intersections (all totems meeting ADA requirements). These locations are within the City right-of-way.

John Randall Nelson is a Tempe-based artist and an ASU MFA graduate. With 18 years of public art experience, he has designed and fabricated over 20 projects throughout the West. John Nelson is a great choice for our neighborhood project both because of his artistic talent and his practical expertise ([nelsonpublicart.com](http://nelsonpublicart.com)).

John will create large graphic stencils for a follow-on community project to further enhance the neighborhood and pathway and instruct the neighborhood on best practices for use. The single-color graphic images will be painted or spray painted by community members onto homeowners' private walls that line the pathway (only with approval of the homeowner). Each graphic image will be sized to fit within a standard 5.5' high x 10' wide section of block wall. The graphics will be spaced out at intervals, not applied to every wall section.

These same stencil graphics might also be painted by volunteers (with approval from utility companies) onto utility boxes that align the sides of the pathway at several locations: 1) between Los Feliz and Kenwood where an alley intersects the pathway, and 2) at the Country Club Way intersection with the pathway.

Grant funds include all costs necessary to complete this project.

## Mandatory attachments (all project types):

### • Bids

- \* The amount requested must match a bid amount from a licensed, insured contractor.
- \* Total project costs under \$5,000: attach a minimum of 2 bids for the work outlined in the grant, including sales tax.
- \* Total project costs over \$5,000: attach a minimum of 3 bids for the work outlined in the grant, including sales tax.
- \* If on city property, only one bid may be necessary if project is required to use city contractor.
- \* Art projects on city property must use the pre-qualified public artist list. Projects on private property are also welcomed to use list.

### • Visuals

Include current pictures of the project site and any other materials to illustrate what the completed project will look like.

### • Community Engagement

Include copies of neighborhood meeting notices, postcards and/or newsletters demonstrating all residents were invited to participate.

# Project Description

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The four quadrants of Optimist Park Neighborhood (1,984 homes total) have collectively agreed upon efforts to enhance the beautification of the El Paso Pathway running through the neighborhood. The pathway is already slated for a City of Tempe capital improvement initiative and neighborhood leadership believes adding artwork to this area will not only beautify the pathway, but it will add character and sense of community to the neighborhood.

In the accompanying proposal, groupings of steel totems with unique icons atop will be placed at three intersections, and individual totems will be placed at intervals along the pathway. Whimsical Icons representing “Optimism,” “family,” and “active lifestyle” will sit atop the totems, reflecting the life force and pastimes common along the path and within the Optimist Park neighborhood.

This grant would also provide resources for a follow-on, hands-on community art project. The majority of the El Paso pathway is lined by homeowner-owned block walls. Should homeowners wish to beautify their walls or volunteer the space to the project to create continuity throughout the Optimist Park Neighborhood, the same unique graphics created for the totems will be made available in five large stencils. Homeowners whose properties border the pathway can choose to apply the stencil graphics to their exterior walls. \$1000 is slated for this portion of the project.

We hope to give this project further longevity, working alongside our neighborhood school (Fuller Elementary), whose student motto is to be *respectful, responsible, and be a scholar*. Involving students in this public art project reinforces their school values, as well as pride and ownership in their school, neighborhood, and home.

Currently, the Optimist Park neighborhood has no public art so this new neighborhood effort will highlight the our unique identity, intrinsically tied to the theme of *optimism*, while providing the opportunity to strengthen residents’ sense of community, cohesion, and inclusion.

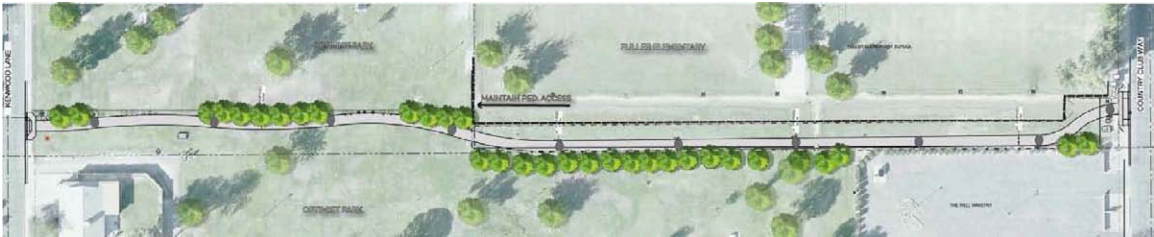
**Submitted and approved by: Rochelle Wells - NE, - Genevieve Gil - SW,  
Dave Gillmore - SE, Duane Washkowiak - NW in conjunction with Michelle White  
All four Quadrants of Optimist Park.**



# Project Site Overview

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El Paso Pathway with proposed site locations (to be modified as needed to accommodate gas line, etc.)



# Project Site photos

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Country Club Way (El Paso Pathway will be added at left, and Pathway continues at right near sign. Artwork will be added at this intersection of Country Club Way and the El Paso Pathway – Fuller Elementary School is within the fenced area on left)



Kenwood at intersection of El Paso Pathway. Optimist Park is in foreground. The El Paso Pathway will be added to the Optimist Park section. Artwork will be added at this intersection of Country Club Way and the El Paso Pathway.



Community project art graphics will be painted where permissible and appropriate at intervals on private owner walls.



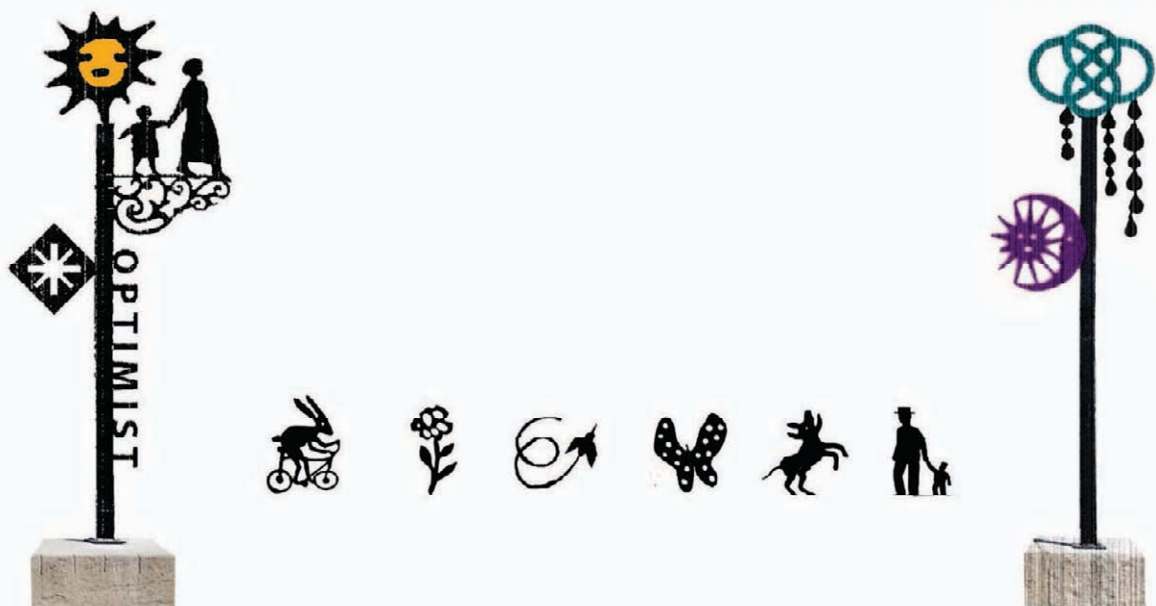
Los Feliz at intersection of El Paso Pathway. Artwork will be added at this intersection.



Community project art graphics will be painted where permissible and appropriate at intervals on private owner walls.

# Selected Artist Bid and Images

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“SIGNS AND SYMBOLS”

PUBLIC ART ENHANCEMENTS  
FOR THE CITY OF TEMPE'S OPTIMIST PARK NEIGHBORHOODS

AN INITIAL CONCEPT PROPOSED BY: JOHN RANDALL NELSON



I envision 3 freestanding artworks (10 to 15 feet tall) at three intersections that cross the El Paso Pathway at Los Feliz, Kenwood, and Country Club Way.

A butterfly, a hummingbird and a bicycling rabbit... atop steel totems, are just a few of many different symbols.

Each pole and every symbol will be unique - no repetition.

Each symbol illustrates neighborhood activities. Each artwork creates an association with its particular location creating a set of 3 neighborhood "markers".







Whimsical Icons represent “Optimism,” “family” and “active lifestyle.” They also point to the activities that take place along the pathway – walking, biking, kids, adults, families, animals, plants, birds.

These could also be made into 4’ x 4’ graphic stencils. These graphics could be used on neighboring walls to further enhance the neighborhood and pathway.

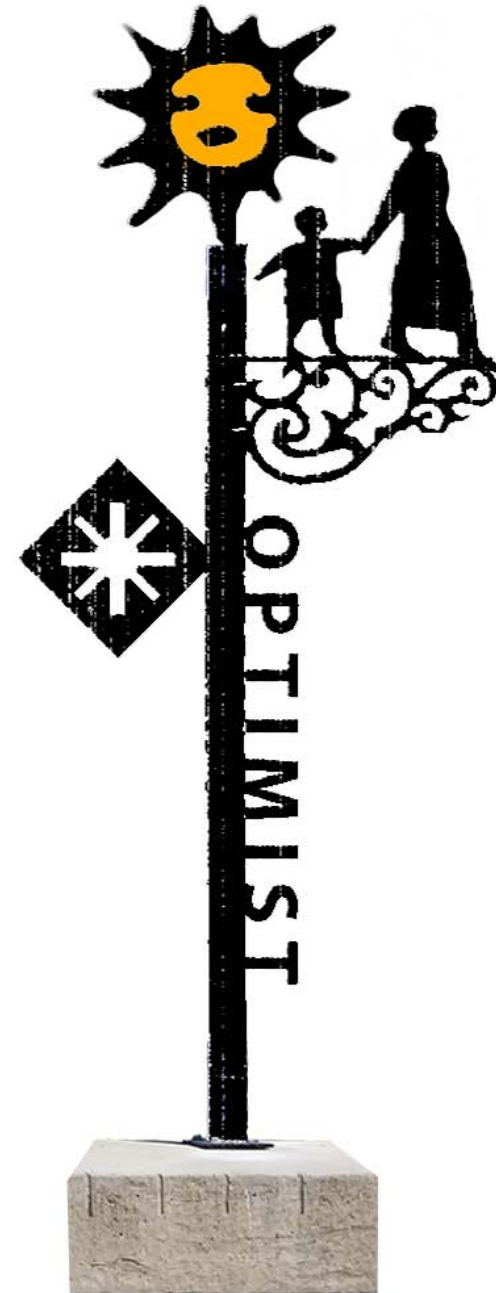
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As an option, we could add 2 smaller poles similar to this one in between the 3 intersections.

We would scale down the other 3 intersection pieces to account for the additional cost of these added 2 pieces.

The cost per artwork (for the 3 pieces) is 18,500.00 or 55,000 for the three proposed locations.

3 unique poles at each of the 3 locations. Everything is painted steel for easy maintenance.



Working Budget:  
Estimate for 9 poles/3 Artworks

Fabrication:  
(Steel plate, plazma cutting, forming, welding,  
grinding, finishing, painting) 26,000

Foundation:  
(concrete, rebar cages) 5,000

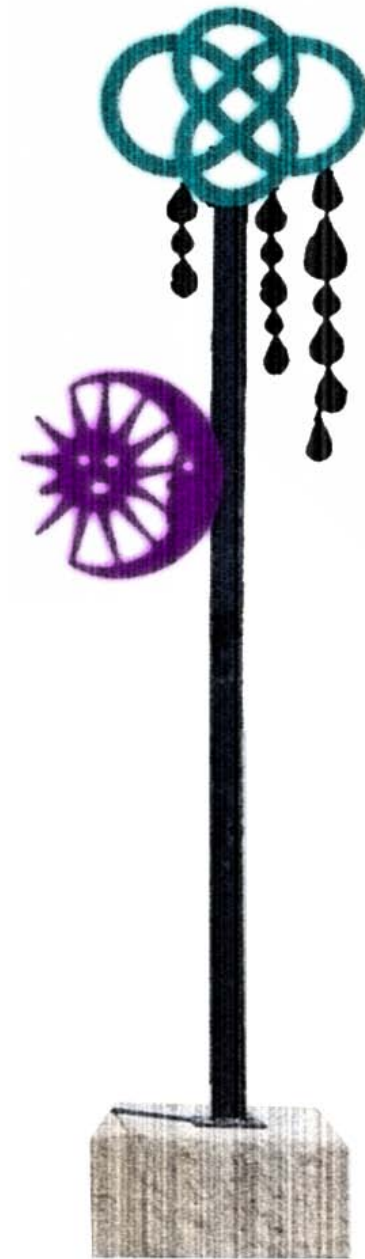
Installation:  
(labor, transportation, crane) 6,000

Stencils  
(5 designs) 1,000

Engineering 2,000

Artist Fee 15,000

Total 55,000





Please note that these initial drawings are a starting point for consideration.

The final designs will be adjusted with input from the stakeholders in the design phase of the project.



John Randall Nelson is a Tempe-based artist and an ASU MFA graduate. With 18 years of public art experience, he has designed and fabricated over 20 projects throughout the West. An extensive portfolio of his work can be viewed at

[nelsonpublicart.com](http://nelsonpublicart.com)

# Additional Bids Not Selected

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## Optimist Park Proposal - Heidi Dauphin

I would like to propose two options for this project. Both options could be used or parts of each as I am showing them as modules. Meaning the price is per module and depending on the size of the grant awarded, the number of modules can be determined. Also, metal stencils could be fabricated based on the tile designs that I use for painting sections of wall lining the pathway. I do not have a budget for these at this time.

### OPTION 1- Semaphore

(Please refer to sketch 1 and model 1)

A semaphore is a signaling or way finding device. I propose a sculptural semaphore with artistic elements in handmade ceramic tile for the entrance ways to the pathway. My sketch shows a metal pole containing multiple metal-framed panels that could hopefully swing around the pole to provide endless combinations of different views. Each panel would contain a handmade ceramic tile design. For the sketch, I drew colorful quilt patterns, but I think the exact patterns might reflect something from the neighborhood. I often use quilt patterns as a basis for my designs and find limitless possibilities within them. Sometimes there is no reference to a quilt pattern by the end of a project, whereas other times the quilt pattern is quite evident. The exact color scheme and design for these panels could be determined with more input from the neighborhood. When using metal frames and structural components in the past, I have contracted that work out and also had the metal fabricator install the artwork in place after I have done the tile work. This allows me to do all of the artwork in my studio on a horizontal surface and in a controlled environment, rather than working vertical and in the heat or outdoor elements. Below is a very rough budget outlining the expenses as I see them now.

Proposed Budget:

30 square feet of handmade tile @\$350/sq. ft. \$10,500

This includes design fees, neighborhood meetings, materials, fabrication, artist fees, insurance, studio costs

This would allow for 6 double sided 18x18" panels

The sketch (8.5 ft tall) shows 5, but another panel could be added

The 3D model shows only 3 panels and is 6ft tall

Two 6 ft. tall poles with 3 panels could be made within this budget

Metal frame fabrication and installation \$3,500



The metal fabrication is a rough estimate at this point.  
It does not include structural analysis or permits

Contingency \$1,000  
Hopefully the permits and structural analysis will fit here

**TOTAL \$15,000**  
**(for one pole 8ft. with 6 tile panels or two 6ft. poles with 3 tile panels each)**

**OPTION 2 - Vertical Shade and Seating**

(Please refer to sketch 2 and model 2)

I propose to use vertical metal panels with benches that incorporate sections of square framed handmade ceramic tile along the trail for places of rest. The tile patterns shown represent various quilt patterns, but again could be changed to reflect designs in the neighborhood. These panels could be of varying sizes with different amounts of framed tile and negative space incorporated in each. Seating benches could be added to both sides of the panels to ensure shaded areas to sit at different times of the day. Both ceramic tile and metal could be glazed and powder coated in a variety of colors. What you see in my initial sketches is all flexible and subject to changes. Below is a very rough budget outlining the expenses as I see them now.

Proposed Budget:

15 square feet of handmade tile @\$350/sq. ft. per wall unit	\$5,000
Tile designs will be on both sides of wall	
This includes design fees, neighborhood meetings, materials, fabrication, artist fees, insurance, studio costs	
1 Metal wall with bench on both sides and Installation	\$5,000
The sketch of the wall is 7 ft tall by 5 ft wide	
This price reflects that size, but it could be changed	
Contingency	\$1,000
Hopefully the permits and structural analysis will fit here	
<b>TOTAL (for one wall with benches and tile)</b>	<b>\$11,000</b>

## **RACHEL SLICK/TIMOTHY SCHIRACK**

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520.203.2225

*\*Please note, this proposal is, above all, flexible. We are open to discuss elements, colors, shapes and sizes to correspond with the community's needs and vision. Everything is scalable based on budget. These designs are for the public, and our goal is for it to fit well in the community.*

“**Stroll Hop Sprint**” is a cheerful and inviting collection of public art with contemporary, clean lines, and a nod to papel picado style of the Southwest. The artwork invites the community to participate in a whimsical narrative of a diverse community of all levels of activity and ability enjoying El Paso Trail. Each round steel post is sculpted with curves or zig zags, to elevate the work from the ground up as a complete design statement.

A roadrunner, two jackrabbit friends, a family of javelina, a mother quail with her babies, and a zippy group of hummingbirds are unique individuals with different abilities and ways of moving who all share the path.

A sedate javelina couple stroll along, while their young trot ahead to explore.

Two jackrabbit friends engage in hopping contests.

The hummingbirds hover, then speed ahead.

A solitary roadrunner weaves expertly through the others, sprinting when possible.

Mother quail keeps her babies close, leading the way as they wind down the path.

This diverse community of native wildlife inspires lively imagination, and invites every person to identify with a variety of activity and speed levels while moving along the trail.

Our team believes that when the community is able to identify with the artwork, it provides a greater sense of stewardship and community pride.

### **This scalable design features 4 main deliverables;**

1. Groupings of powdercoated steel Posts with animal forms (15) 7'-12' posts, (17) 7' posts
2. Stencils of animal forms (4) javelina, (4) quail, (1) roadrunner, (5) hummingbirds, (2) Jackrabbits
3. Artist engagement with community
4. Future Repair Kit

**1. Steel posts;** at or near each of the three major intersections along the designated path area, groupings of sculpted and welded steel posts with animal forms, ADA compliant 7' to 12' will be anchored in the ground with concrete sleeves. Each post has a minimal footprint to avoid disturbing landscaping, underground utilities and pavements.

(3-5) 7'-12' posts in a grouping will be placed at the three intersections that cross the pathway; Los Feliz, Kenwood, and Country Club Way.

A total of (15) shorter posts of similar design (ADA compliant 7') will be placed at strategic points along the path.

All posts are round, sculpted posts either wiggly or zig zags, with animal forms welded or secured with secure steel tabs. Posts will be powdercoated, colors chosen to correspond with commercially available spray paint for future touch ups.

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**2. Stencils:** stencils of the animals referenced will also be created for the community to apply to vertical surfaces. Each animal stencil will be cut 3x from durable material in various sizes

9"x12" - "12x18" (Hummingbirds and Quail mother and babies)

12"x20"(Roadrunner)

22"x18" (Jackrabbits)

18"-20"- 28"x36" (Javelina adults and children)

### **3. Artist engagement with community;**

When project is set in motion, we suggest that the project administration works to identify as many as possible property owners who would like to have the stencils applied to their walls. Administrators should also apply for permission to paint utility boxes on site.

Once this has taken place, the artists and the administrators will plan a weekend event to engage the community. Artists will engage for the course of a weekend to identify optimal locations, provide instruction on how to prepare walls, place the stencils, and apply paint and sealers.

Artists will work with homeowners if requested, or provide advice if preferred. Artists will lead the effort of painting the utility boxes, welcoming assistance from community. Once the weekend has ended, some community members will have more knowledge of the project and be able to provide future assistance to others. Artists will always be available by telephone to assist future homeowners who choose to add stenciling to their walls at a later date.

- *We look forward to a time when the community can once again come together and the necessity for social distancing has ended. Never before has this generation needed optimists as now. However, this proposal is flexible, and if social distancing remains a necessity, we can change this plan to execute as much as possible while remaining at a distance.*

### **4. Future repair kit;**

The community has requested that they have the instruction and ability to make repairs to these artworks as needed. We will design this piece and choose materials that are as durable as possible. However, very few things exist that will never need any maintenance. It is important to build a community sense of ownership and stewardship for the art to motivate people to take good care of it. Our work is designed for the community that it will exist in and for the community to love.

#### **Repair Kit Contents**

Printed paper copies of Maintenance protocol

Color palette guide with universal RAL numbers (*RAL is a universal color matching system*)

(3) cans spray paint to match each powdercoated post and stencil color

(3) copies each of stencils of animals laser cut from durable vinyl

Digital DXF files of each stencil design for easy replacement of stencils if needed



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**Budget**

**Materials**

***Post Art***

Steel \$2500  
Shear Tabs \$250  
Aluminum \$ 6000  
Hardware \$500  
Tools \$400  
Misc \$500

*Subtotal 10,150*

***Stencils***

Vinyl Sheets \$600  
Spray Paint \$750  
Misc \$100  
Gloves \$100  
Masks \$200

*Subtotal 1,750*

**Design and Fabrication**

***Post Art***

Welding \$600  
Post cutting \$500  
Water jet/laser cutting \$10000  
Powdercoating \$5000  
Clear coat/ Anti Grafitti Coating \$2,850  
Technical Drawings \$1500

*Subtotal 20,450*

***Stencils***

Computer Graphics/DXF conversion \$1000  
Laser cuts \$500

*Subtotal 1,500*

**Installation**

Site Prep \$5000.  
Transportation and travel, \$3000.  
Labor, \$3000.

*Subtotal 11,000*

**Fees**

Artist (15% of budget) \$8550  
Administration \$1000.  
Insurance, \$1000.  
Contingencies, \$1000.  
Documentation, \$600.

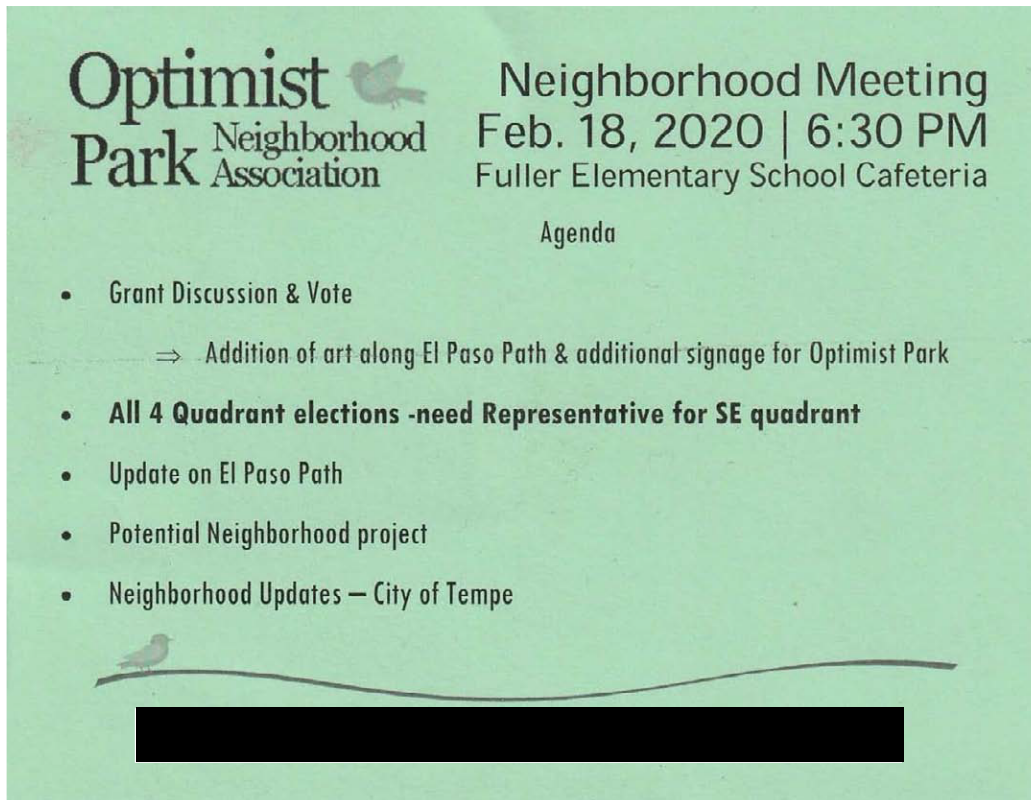
*Subtotal 12,150*

***TOTAL 57,000***

# Neighborhood Meeting Notice; Meeting notes

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Neighborhood meeting announcement sent to homes in Optimist Park NW, Optimist Park NE, Optimist Park SW, and Optimist Park SE neighborhoods.



The neighborhood meeting was held on February 18, 2020, with 38 Optimist Park neighborhood attendees plus Neighborhood Services staff member Brenda Clark and Transportation Planner, Chase Walman.

Posters with photos of similar artworks were on display.

Vote to add art in the neighborhoods along the El Paso Pathway: 37 in favor, 1 opposed.