

## Request for Artists Qualifications – Art in Public Places

### CITY FIRE STATION 4 (APN: 056-105-04,07 & 35)



31796 Coast Highway, images are examples only

**\*IMPORTANT - Please watch the following informational video before applying:**

[Fire Station 4 – RFQ Video](#)

#### **About Laguna Beach:**

Nestled along the stunning Southern California coastline, Laguna Beach is renowned for its vibrant arts community, breathtaking natural beauty, and deep cultural heritage. With a population of approximately 23,000, the city is a haven for creativity and a magnet for artists and art lovers worldwide.

Laguna Beach as a community has evolved with artists at its core, from Impressionist Painter Anna Hills being instrumental in forming our local government, to artists creating the Festival of Arts in response to the Depression. Today artists are still integral and involved with shaping the city and are a key driver of its economic engine.

The Mission of the City of Laguna Beach’s Arts Commission and Cultural Arts Department is to bring public art that challenges, inspires and engages our residents and visitors in ways that enrich the quality of life. We recognize and celebrate art as a catalyst for creativity, conversation, connection, collaboration, and community. We support artists, elevate arts organizations, and foster appreciation for the central importance of the arts to a dynamic, innovative and economically thriving city.

We value the unique character of Laguna Beach, including its history, natural beauty, and the community’s deep connection to the arts. While the City’s public art is respectful of these elements, the primary goal of the art sought for the Fire Station 4 Public Art project is to create iconic imagery, unique to the setting and scale of the location that enhances the Laguna Beach experience and that moves us forward toward a new language of art making.

We understand that not all will appreciate every type of public art exhibited in the City, but might appreciate the vibe, the people, or the artist. We know that public art becomes a talking point, a meeting place, a revelation, a celebration and it is through the diversity of this art that we find the vital conversations that are the blood of an artist's community. Art is exactly what we need right now.

Through the imagination and creativity of local, national, and international artists we share a journey from which we all collectively benefit. As we invite artists to share their works, we exemplify our core values to the highest degree, as welcoming and engaged residents.

Laguna Beach has been a historic art colony since the early 20th century and continues to celebrate the arts through iconic festivals such as the *Pageant of the Masters*, *Festival of Arts*, *Sawdust Art Festival*, *Art-A-Fair*, and *Coast Film Festival*. Public art plays a central role in the city's identity, with over 100 installations enriching the landscape and fostering dialogue between residents and visitors. Other significant art organizations include the Laguna Playhouse, the Laguna College of Art and Design and the Laguna Beach Art Museum.

In addition to its arts legacy, Laguna Beach offers a picturesque setting of sandy beaches, rocky coves, and dramatic coastal bluffs. The city's commitment to environmental stewardship and sustainable practices further enhances its appeal as a forward-thinking and culturally rich destination.

Artists chosen for public art projects in Laguna Beach will have the unique opportunity to contribute to the city's dynamic cultural fabric and engage with a community that values artistic expression, innovation, and the celebration of natural beauty.

### **Project Overview: Fire Station 4 Art in Public Places**

A new City Fire Station is being constructed to serve the City. Fire Station 4 will be located at 31796 Coast Highway (APN: 056-105-04, 07 & 36). With this, there is an exciting opportunity to include a significant installation of public art to satisfy the Art in Public Places requirement of the City of Laguna Beach Municipal code.

The building is a new two story; 8367 square foot fire station located within the South Laguna Village Commercial zone. The project will encompass three existing parcels and will be situated on a street corner, with frontage along Coast Highway, 5<sup>th</sup> Avenue and Virginia Way. The new fire station includes living quarters, apparatus bays, and exterior public restrooms within the building. Vehicle access to the building will be on 5<sup>th</sup> Avenue and on the Coast Highway. Administrative access is available on the first level on the north of the building. Completion of the construction is estimated during 2028.



## Public Art

The City Arts Commission invites qualified artists or artist teams to submit their qualifications for a public art Installation for Fire Station 4. The location for public art is at the corner of Coast Highway and 5th Avenue measuring approximately 350 square feet and is approximately 37 feet wide and varies in depth from 8 to 14.5 feet from the back of the sidewalk and surrounded by four walls of the proposed building. Three of the walls will be plaster and one will be poured concrete with the color palette and location indicated below.

### Wall measurements:

- A. Approximately 8'-8" wide by 20'-8" tall
- B. Approximately 7'-4" wide by 16'-0" tall
- C. Approximately 7'-4" wide by 16'-0" tall
- D. Approximately 8'-8" wide by 12'-0" tall



### Color Palette:

<p>1</p>  <p>CMU SPLIT FACE COLOR - GRAY/MW</p>	<p>4</p>  <p>PLASTER PAINT COLOR #1 - DUNN EDWARDS MILK MUSTACHE - DE6169</p>	<p>7</p>  <p>ALUCOBOND METAL WALL PANEL COLOR - RUSTED METAL</p>
<p>2</p>  <p>ACOCOA STAINED WOOD SIDING</p>	<p>5</p>  <p>PLASTER PAINT COLOR #2 - DUNN EDWARDS DESERT SUEDE - DE6206</p>	<p>8</p>  <p>12" HIGH CAST ALUMINUM LETTER SIGNAGE FONT - CENTURY GOTHIC</p>
<p>3</p>  <p>CONCRETE WALL PANEL</p>		



The Artwork is to be a permanent installation. It should be large-scale, three-dimensional site-specific work which may be suspended, and may include landscaping and hardscaping as part of the unique design. All appropriate materials (metals, glass...) will be considered. Water elements and kinetic (moving) features will not be considered. The design should be non-representational, no theme is requested. It should draw positive attention to the new Fire Station and add identity to it and to the neighborhood. The design should engage drivers and pedestrians from its several vantage points, and lighting should be considered a primary artistic component. This is an opportunity to bring an innovative design that can enhance the City's art collection and broaden the creative dialogue.



The selected artist(s) will design and create a visually impactful public art experience that enhances the aesthetic of the new structure and the Laguna Beach community.

### **Community Engagement**

The artist(s) will participate in public engagement activities to invite the input of the local community through social media, the City newsletter, and/or in-person presentation and dialogue, with timing to be mutually agreed upon.

**DEADLINE:** May 31, 2026

**ELIGIBILITY:** The Arts Commission is looking for an Artist or Artist Team nationally with demonstrated experience in designing, creating, and installing site-responsive public art.

### **Budget**

An honorarium of \$5,000 will be awarded for up to three selected artists/artist team to develop and submit a proposal.

*The City of Laguna Beach Arts Commission reserves the right to: reissue these guidelines and request for applications; and reject or cancel any or all applications.*

An honorarium for design, creation and installation is \$100,000

### **Timeline**

- Submission Deadline: **May 31, 2026**
- Arts Commission Review of Qualifications and Selection of Finalists: Tentative July 13, 2026
- Pre-Proposal Conference Call for selected Finalists: July 20, 2026
- Design Proposal: September 4, 2026
- Arts Commission Review and Design selection: September 28, 2026
- Project Completion: TBD (Subject to change) Fall 2028

### **Submission Requirements**

1. Artist Statement (up to 500 words): Describe your artistic vision and approach to public art.
2. Résumé or CV: Include relevant public art experience. (1 page max).
3. Portfolio: Up to 8 images of completed public art projects with a corresponding image list (title, medium, dimensions, location, and date). Only include images/works that are relevant to this project and of permanent materials
4. References: Contact information for three professional references familiar with your work.

## **Artist and Art Selection Criteria**

The following criteria shall be referenced and applied by the Arts Commission throughout all selection processes.

*Qualifications:* Artists shall be selected based on their qualifications as demonstrated by past work and the appropriateness of their concepts to the project. Of highest priority are the artistic capabilities of the artist and the inherent quality of their artwork.

*Artistic Excellence:* Artists and the public art shall demonstrate excellence of creative and aesthetic ideas, a mastery of skills and techniques, communication of unique vision or perspective, and professional approaches to process and presentation.

*Media and Styles:* All forms of public art shall be considered, subject to any requirements set forth by the project prospectus. Artists whose artworks are representative of all schools, styles, and tastes shall be considered as appropriate to the specific characteristics of the project and the site.

*Appropriateness to Site:* Artwork shall be appropriate in scale, material, form, and content for the selected site. The art must have an artistically compelling relationship to the physical character or significance of the site, and the surrounding geographic context. It shall also have or reasonably accommodate any necessary supporting infrastructure and follow applicable City Code requirements.

*Durability:* Durability shall be defined in relation to the intended lifespan of the project. For both short-term and long-term installations consideration shall be given to structural and surface integrity, permanence, and protection of the proposed artwork against theft, vandalism, weathering, excessive maintenance, repair costs, and extreme weather events such as floods, earthquakes, or fires.

*Visual Accessibility:* The proposed artwork will be readily visible to the public and meet the location requirements of the project.

*Public Liability:* Safety conditions or factors that may bear on public liability should be considered in selecting an artist or artwork. Examples of safety concerns may include a work that invites children to climb on it, has sharp edges, or is at risk of damage from extreme weather.

*Diversity:* The public art program shall strive for diversity of style, scale, media, and artists. The program shall also strive for an equitable distribution of artworks throughout the City.

*Maintenance:* The proposed artwork will not require extraordinary maintenance, and the maintenance plan addresses vandalism, weathering, natural disasters, and the timeframe of the artwork.

*Material Requirements:* Artists must use durable, weather-resistant materials suitable for an outdoor coastal environment. The public art should be designed to withstand exposure to sunlight, salt air, moisture, and fluctuating temperatures while maintaining its integrity and vibrancy over time.

**How to Apply:** Submit your application via <https://lagunabeachcity.slideroom.com>

Questions? Contact Karen Wood, Public Art Coordinator at [kwood@lagunabeachcity.net](mailto:kwood@lagunabeachcity.net) or (949) 464-6681.

## Links

Click below for Cultural Arts Information:

<https://www.lagunabeachcity.net/government/departments/cultural-arts>

Click below for Visit Laguna Beach for more information:

<https://www.visitlagunabeach.com/>

## Location Images



Current images of 31796 Pacific Coast Highway

Upper two: corner of Pacific Coast Highway and 5<sup>th</sup> Avenue

Lower: area to the immediate north, residence across the street from the location

## South Laguna Beach Area Images



South Laguna Village Ambiance



Aliso Creek Beach

## South Laguna Businesses



The Ranch Hotel and Golf Course



The Montage Hotel and Resort



The Drake Restaurant and Jazz Club

## Downtown



The iconic Hotel Laguna and The Promenade public plaza with free entertainment

