



# CITY OF TAMPA

Bob Buckhorn, Mayor

Art Programs Division

Robin Nigh, Manager

## Call to Artists: A Request for Qualifications

**Julian B. Lane Riverfront Park  
1001 N. Boulevard, Tampa Florida**

**Multiple Site Opportunities  
Project Budgets Range from \$200,000 -- \$400,000**

**Application Deadline (postmarked or hand-delivered) Friday, May 15<sup>th</sup> 2015**

The City of Tampa Florida is seeking bold, innovative and engaging public art projects for its largest event park in downtown Tampa. Sites and functions for artwork may include but not be limited to entrance gateways, arrival plaza, history/commemorative, and an engagement with environmental systems or the river's edge.

### **Project Description**

Julian B. Lane (JBL) Riverfront Park is located in West Tampa along the western edge of the Hillsborough River, adjacent to the University of Tampa campus and the West Riverfront Neighborhood. It is also in close proximity to the North Hyde Park and Old West Tampa neighborhoods. The 23 acre park is the focus of a community-driven design process, led by Civitas, Inc. and this major redesign is bolstering an already strong neighborhood park into a regional destination that will host a wide range of events such as music/arts festivals, sporting competitions and general recreational engagement. The public improvement project is one of many in the pending West Tampa Community Redevelopment Area, and it is a subset of enhancements recommended in the West River Master Plan, and the InVision Center City Master Plan that calls for increased connectivity between people and downtown neighborhoods, with the Hillsborough River as the focal center of the city. The project will increase access to the Hillsborough River (State of Florida Greenway), and generate economic activity.

### **Eligibility:**

This project is open to visual artists with experience executing their ideas from concept to completion, meeting a specified budget and timeframe, and working in the public realm with public agencies.

### **Site Description**

In 2011, the City of Tampa began creating a master plan for Tampa's Center City, InVision, which included JBL Riverfront Park and its surrounding neighborhoods. The Center City Tampa plan will transform the area into a community of livable places, connected people, and collaborative progress that embraces and celebrates its river and waterfront. JBL Riverfront Park is identified in the plan as a key opportunity to create a public space that contributes to developing strong and livable neighborhoods. The community asked that this plan maximize water access and recreation.

## Site Description

The redevelopment of JBL Riverfront Park started in 2014 by engaging the public in a series of four public meetings to find out the wants and needs of the surrounding community. These meetings spurred the largest public turnout for a park project ever. Residents stated the park should be a place where community and families can come together and where the design reflects the history of the area as well as embraces the river and recreational opportunities for all.

These requests for recreational opportunities are noted in the new park design by providing basketball and tennis courts, a multi-use field, playground and splash pad. The multi-use field will have an artificial turf surface making it more durable for year round use. Restrooms, bleachers, lighting, benches, drinking fountains, shade and misting systems will support users of each facility. A ½-mile loop, rubberized exercise trail will provide exercise stations for participants of all ages and abilities. These recreation facilities surround the Boys and Girls Club building giving them easy access to activities for the youth in their programs. Additionally, a dog park with separate space for large vs. small canines will be provided with water, shade, artificial turf and canine play features.

A large central lawn and wide meandering sidewalks provide accommodations for community events of all sizes in the park. Laurel Street currently cuts off about two acres of the northern part of the park as it connects over the river to Downtown. The City of Tampa is proposing to realign Laurel Street to the north and use the gained acreage for parking to support the active recreation and event uses. A West River Trail connection will tie into the existing trail on the adjacent properties to the north and south of the park. This trail is part of a larger trail master plan to connect multiple communities in the City of Tampa with a multi-modal path.



A recent aerial of Julian B. Lane Riverfront Park

**There are three primary areas of Theme/Content:**

**1. Entrance Gateway & Arrival Plaza – est. budget: each \$200,000 – \$ 400,000\***

There are two Entrance Gateways located on North Boulevard; and one primary Arrival Plaza located on Laurel Street adjacent to/nearby the planned Community Building. Each of these sites should create a sense of arrival and a statement of place. The Entrance Gateways are envisioned as being vertical elements specifically, though not necessarily scripted as arches or traditional gateways.

**2. Environmental/River's Edge – est. budget: \$200,000 – \$250,000\***

The Hillsborough River will now be visible from anywhere on the site after removal of the large berms and establishing a gentle slope to the river. Parts of the river will incorporate a naturalized edge. A wide promenade will sit at the river's edge enhancing the community's interaction with the river. A River Center building will provide a community center on the upper floor and a rowing/paddling boathouse on the lower level. The building will be oriented to take advantage of the river and center city views, support the local dragon boat and rowing enthusiasts as well as winter training programs of northern rowers from several universities and colleges. Water sports activities will generate tourism in the local community, and the creation of a space for special sporting events. Reconfiguration of the existing seawall will create a quiet harbor for rowers and paddlers. Motorized boat docks on the north end of the park will provide another transportation method for accessing the park. The culmination of these projects will provide the public with new access points to an ecological greenway, paddling/boating opportunities, and land trails that connect with other city trails such as Bayshore Boulevard. JBL Riverfront Park is poised to serve the community by providing a safe, active public space focused on neighborhoods and the river.

**3. History – est. budget: \$200,000 – 250,000\***

JBL Riverfront Park started as a cigar factory and living quarters for 400 workers in 1893, known as Robert's City. Located on the west bank of the Hillsborough River it was opposite the quickly growing city center of Tampa. When the cigar factory closed, workers moved away and the community was bulldozed under the umbrella of Urban Renewal in the early 1960's. The University of Tampa purchased the property shortly thereafter and built an athletic center on the south side of the property. In 1972, the City obtained the property in a land swap with the University of Tampa to design the then new park of Julian B. Lane Riverfront Park that opened in 1977. In 2004, the City leased a small portion of the park along North Boulevard for the construction of a Boys and Girls Club facility to serve the children of the surrounding neighborhoods with after school and summer programs.

This site is spatially significant and seen as a connector through the park. The selected artist for this site will have some engagement with the community and bring a fresh perspective on the notion of history and context within a site.

**\*Note regarding above budgets for Julian B. Lane Riverfront Park:** these are preliminary budget estimates. The amount of each commission will adjust slightly and is to include all expenses (materials, travel, accommodations, insurance, equipment, etc.)





**JULIAN B. LANE RIVERFRONT PARK**  
TAMPA, FL

**RENDERED PLAN**

MARCH 27, 2015  
Civitas • W • Stanlec • Moffatt & Nichol • F&P • Voll • Arehna • KVJ • CC&A

**CIVITAS**  
W Architecture and Landscape Architecture, LLC



### **Submissions:**

Please mail a USB flash drive to the address below OR upload submissions to <https://www.hightail.com/u/TampaArtPrograms> If uploading to hightail, all items for submission must be uploaded to one zipped folder labeled with artist's name.

**A complete submittal consists of the following 4 items. Be sure to clearly state name, address, email, phone and website on all documents.**

- ⊗ 1. **Written Statement** as PDF regarding how you envision approaching the project. Length should be no more than one page double spaced.
- ⊗ 2. **Current Professional Résumé** as PDF emphasizing experience in public art, and working with public agencies. (Résumé not to exceed 2 pages)
  
- ⊗ 3. **Digital Images** of Past Work – JPG images
  - 10 jpg images of completed art works or projects
  - Suggested image size 1920 pixels on the longest side and submit as JPG file format **not** to exceed 2MB
  - Images files must be clearly titled and numbered to correspond with ID sheet, however, do **not** include artist's name on digital file
  - For links to video submissions, see # 4, Identification Sheet
  
- ⊗ 4. **Identification (ID)** Sheet as PDF that includes:
  - Number each image
  - A thumbnail image of each of the 10 images submitted
  - *For each image* list: budget, title of work, medium, dimensions, and date of work
  - A sentence or two of additional explanatory text about specific artworks may be added, although this is not required
  - On this sheet you may also add up to five url links (vimeo, YouTube). If these links are added, use the same format as above (title, price, medium, etc. and explanatory text) and begin numbering them after the images (11, 12, 13, etc.)
  - Be sure to clearly state name, address, email, phone and website on the document

### **Artist Selection Process:**

The Art Selection Committee will conduct a blind review of all applicants' submitted images. The Committee will then review artist resumes and statements, making recommendations for finalists. These finalists will be given an honorarium/fee to submit proposals. All finalists will work with the Selection Committee and Design Team.

### **Mail submissions to:**

Julian B. Lane Riverfront Park  
City of Tampa Art Programs Division  
306 East Jackson Street 5N  
Tampa, Florida 33602

### **Contact Information:**

E-mail: [ArtPrograms@tampagov.net](mailto:ArtPrograms@tampagov.net)  
Website: [www.tampagov.net/arts](http://www.tampagov.net/arts)  
Phone: 813-274-8531

**Anticipated schedule:** This schedule is subject to adjustment. It is desired that the selected artist will work with the design team with the park under construction. Project is in schematic design.

**All materials received: Friday, May 15<sup>th</sup>, 2015**

Notification of artist/s: June 2015

Proposal/contract finalized: July / August 2015

Design finalized: September 2015

Project [artwork] completed: late 2016 – early 2017

**For Additional Information/Background Resources:**

[http://www.invisiontampa.com/Julian\\_B\\_Lane\\_Riverfront\\_Park.html](http://www.invisiontampa.com/Julian_B_Lane_Riverfront_Park.html)