

Section 1: Cover Letter/Executive Summary

The City of Commerce Rug is designed in the style of a traditional rug with patterns inspired by the City of Commerce. Hand woven rugs have been discovered by archeologists dating back over 5000 years. While rugs are meant to keep floors warm and rooms comfortable, their patterns also show the cities, villages or tribes where the designs were first woven or traded. The symbols can also reference events and aspects of daily life, beliefs, nature, and spirituality. The artist's proposed concept will resonate with all people from different cultures and places while highlighting patterns unique to the City of Commerce.

The artist, Arpiné Shakhbandaryan, chose the rug motif due to the success of her 2023 Jewel City Rug crosswalk design in the City of Glendale that was widely applauded both locally and internationally. She received inquiries from individuals and organizations from the US and Eastern Europe for the design and installation of similar artworks in private and public spaces. A local choreographer and costume designer also created two performance pieces inspired by the crosswalk design.

Each of the 8 crosswalks in this proposal have a unique flower or animal pattern symbolic of the City of Commerce and the State of California. If selected, we would welcome additional input for patterns symbolic of the City's history, culture, heritage and geography. The proposed designs are uniform, consistent, repetitive, and not a source of distraction. The design contains 6 colors -- yellow, blue, green, tan, orange, and brick -- and can be substituted for similar earth tone equivalents if needed. See the list of design descriptions below and refer to the concept plans in Attachment "A" for colored images.

1. GEAR symbolizes the industrial history of the City of Commerce.
2. EAGLE is the national bird of the US.
3. BEAR is the state animal of California.
4. DOLPHIN symbolizes the Chumash and Gabrielino/Tongva people.
5. MONARCH symbolizes transformation and renewal.
6. POPPY is the state flower of California.
7. DAHLIA is the national flower of Mexico.
8. IZOTE is the national flower of El Salvador.

The contractor, Shariden Design Asphalt, Inc., will be the lead service provider on this project. Formed by Steve Klasna in 1999, Shariden Design Asphalt is widely recognized for the quality of their work, custom design projects, and dedication to customers. In addition to being a family owned and operated business, they are proud of their Genuine StreetPrint installation crews. Each member of the Shariden crew goes through a training program and can perform all aspects of every project. The crew takes pride in their work and pays attention to the small details, ensuring beautiful and long-lasting results.

The artist, Arpiné Shakhbandaryan, was born in Armenia and immigrated with her family to the US in 1991. She pursued her passion in art and science at the University of Southern California and graduated with degrees in Biology, Fine Arts, and Public Health. Since 2006, Arpiné has participated in multiple public art projects across Los Angeles County. For over 15 years, she has supported health initiatives focused on policy, systems and environmental change strategies. Public art, such as this program, is an opportunity to marry her two passions and create beautiful, healthier places where people live, learn, work, and play. We are excited to submit this proposal for your consideration, to celebrate the City of Commerce, and contribute to the creation of a safer and more beautiful community.

Section 2: Approach

The Artist Proposal must include a step-by-step approach for the artwork installation at the crosswalks including but not limited to a list of additional support staff. Provide any special methods that you employ in executing similar projects and services, which in your opinion set you apart from other proposers for this project.

PRODUCT - In researching the product specified by the City of Commerce (Traffic-Lok by RainGuard Pro), we talked to a RainGuard Pro Representative, Gary Valerio, who did not recommend this product for the proposed application due to its flat finish and likelihood to easily show dirt and grime from vehicle traffic. He said even with the company's Graffiti Coating, the project "wouldn't last that long." Additionally, only 6 standard colors are produced. No custom colors are possible. He cited thermoplastic as a better alternative with regard to durability.

This proposal presents Streetbond Thermo preformed thermoplastic pavement marking material as an alternative to the traffic paint listed in the Request for Proposals. Thermoplastic has a much quicker application process than the time it would take to complete 8 crosswalks in a coating product. Streetbond Thermo comes in 2' x 3' sheets with the design digitally produced and intrinsic to the material. No complicated stencils or on-site artistry is needed. The artist's work is executed exactly as it was designed. Additionally, Streetbond Thermo can be 3-4 times more durable than traffic coatings. See Attachment "B" for Streetbond Thermo Technical Data Sheet.

ARTWORK INSTALLATION

1. Surface is prepared and primed, then the pieces are laid down on the asphalt in sections.
2. Heat is applied using proprietary heating equipment for about 20 minutes until the seams melt together and the material appears to conform to the substrate.
3. Once the product starts to cool, it can be doused with water, and traffic can be opened shortly after. If a water source is not available, the material should be allowed to cool to ambient temperature before opening.

STAFF - Seven people are required for installation. This includes two crews of three people, each operating a heater and working on different areas simultaneously. One person performs inventory management and project oversight.

DURATION - This project should take 4 days to complete the 8 crosswalks. Full closure is not required.

CONTRACTOR - Shariden Design Asphalt has completed dozens of installations using both coating and thermoplastic products and believes the thermoplastic system is a better choice overall, if the budget allows.

Section 3: Samples of Completed Crosswalk Art

Provide at least 2 samples of previous crosswalk artwork for at least 2 separate contracted works, colored images required.

Jewel City Rug by Arpiné Shakhbandaryan - Thermoplastic Installation by Shariden Design Asphalt
Broadway & Galleria Way, Glendale, CA - July 2023



Oak View Streetscape - Streetbond Coating and Thermoplastic Installation by Shariden Design Asphalt
Ash Street & Cypress Avenue, Huntington Beach, CA - September 2024



Creative Crosswalks - Thermoplastic Installation by Shariden Design Asphalt
Palmer Avenue & Adams Street, Glendale, CA - August 2024



City Logo Crosswalks - Thermoplastic Installation by Shariden Design Asphalt
Highland Avenue & Rosecrans Avenue, Manhattan Beach, CA - June 2023



Section 4: Professional References

Provide at least 3 Professional References including contact information, project descriptions, and date(s) of when the projects were completed.

- 1) **Jennifer Fukutomi-Jones, Principal Arts & Culture Administrator (she/her/hers)**
City of Glendale | Library, Arts & Culture | 222 E. Harvard St. Glendale, CA 91205
E: jfjones@glendaleca.gov | O: 818-937-7808 | www.glendaleartsandculture.org

Project - Jewel City Rug by Arpiné Shakhbandaryan (See photo above) - Thermoplastic Installation by Shariden Design Asphalt at Broadway & Galleria Way, Glendale, CA - July 2023

- 2) **Bianca Cardenas, Associate Engineer**
City of Manhattan Beach | 3621 Bell Ave. Manhattan Beach, CA 90266
E: bcardenas@manhattanbeach.gov | O: 310-802-5357

Project - City Logo Crosswalks (See photo above) - Thermoplastic Installation by Shariden Design Asphalt at Highland Avenue & Rosecrans Avenue, Manhattan Beach, CA - June 2023

- 3) **Denice Bailey, Capital Projects Administrator Public Works and Engineering**
City of Huntington Beach | 2000 Main St. Huntington Beach, CA 92648
E: denice.bailey@surfcity-hb.org | O: 714-374-1566

Project - Oak View Streetscape (See photo above) - Streetbond and Thermoplastic Installation by Shariden Design Asphalt at Ash Street & Cypress Avenue, Huntington Beach, CA - September 2024

Section 5: City's Standard Professional Services Agreement

The City's Standard Professional Services Agreement, which will be executed by the selected consultant, is provided as Attachment "C": City's Standard Professional Services Agreement. Please review the document and provide comments you may have. Please note that the City does not guarantee that any revisions to the contract will be accepted.

Arpiné Shakhbandaryan, the artist, initially received the City of Commerce's Call for Artists and Request for Proposals for the Crosswalk Art Program. After reviewing the proposal, she reached out to Steve Klasna and proposed a collaboration with Shariden Design Asphalt due to the company's extensive experience in contracting with Southern California cities on similar crosswalk projects. After discussion, it was determined that the best way to approach this project is, if selected, for Shariden Design Asphalt to be the party to enter into agreement with the City of Commerce. Therefore, Shariden Design Asphalt will sign the Professional Services Agreement, and has drafted the Section 6 Fee Proposal including Arpiné Shakhbandaryan as a paid consultant. Both parties are committed to work together on the entirety of the project and deliver a beautiful product.

Request the following changes to the Professional Services Agreement:

- 1) Change "Artist" to "Contractor".
- 2) Should this proposal be accepted, the Contractor requests the PSA to be updated accordingly.

Section 6: Fee Proposal

Shariden Design Asphalt Inc.
P.O. Box 285, Alpine, CA 91903
steve@sharidendesignasphalt.com
Contractor's License Number: 760168

View 1: Fee Proposal by Crosswalk - An hourly fee schedule is very difficult to provide for this extensive project, therefore a fee schedule per square foot is provided.

Crosswalk	Total sf	Price per sf	Total per Crosswalk
Middle Harbor	761.25	\$ 82.68	\$ 62,938.75
H & Commerce 1	770	\$ 82.25	\$ 63,333.88
H & Commerce 2	504	\$ 82.25	41,454.90
H & Commerce 3	798	\$ 82.25	\$ 65,636.93
H & Commerce 4	784	\$ 82.25	\$ 64,485.40
J & Commerce 1	728	\$ 82.25	\$ 59,879.30
J & Commerce 2	560	\$ 82.25	\$ 46,061.00
J & Commerce 3	728	\$ 82.25	\$ 59,879.30
Subtotal	5633.25		\$ 463,669.45
Bond	3.5%		\$ 16,228.43
Grand Total			\$479, 897.88

View 2: Fee Proposal by Cost Category - The fee schedule is presented in a second view below by cost categories. Approximately 85% of the subtotal is for materials, approximately 12% is for labor, approximately 2.5% is for equipment, and approximately .5% is for per diem and lodging.

Category			Cost
Material			\$ 393,834.45
Labor			\$ 55,050.00
Equipment			\$ 12,285.00
Per Diem & Lodging			\$ 2,500.00
Subtotal			\$ 463,669.45
Bond	3.50%		\$ 16,228.43
Grand Total			\$ 479,897.88

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1. Cost of art design and production includes all supplies, materials, installation, insurance transportation and lodging. Material is 125 mil Streetbond Thermo with six standard colors.
2. Contractor provides a one year warranty on product and labor, provided installation was completed on a sound pavement substrate.
3. Total amount per crosswalk includes the cost of Labor and Material Bond consistent with the requirements of the PSA.
4. Total amount per crosswalk includes cost of Insurance and Workers Compensation consistent with the requirements of the PSA.
5. Should the artwork need restoration after the one-year warranty period, a new agreement would be necessary.
6. Contractor provides this quote based on one move from San Diego to Commerce and 4 consecutive weekday workdays. Any additional moves will incur an additional fee of \$5,500 per move.
7. Total amount per crosswalk includes the cost of installing border lines in 125 mil Streetbond Thermo. Should this not be required, the cost will be reduced accordingly.
8. Asphalt must be in good condition, No rock pockets, scuffs or oil deposits.
9. Asphalt must be cleaned by others prior to work. NO dirt, sand, hydraulic oil, diesel, gas, etc. Improperly cleaned asphalt may prevent desirable adhesion.
10. Traffic control by others.
11. Shariden Design Asphalt is a Member of LIUNA Local 1184. DIR# PW-LR 1000395044.
12. Quote is valid for 60 days.