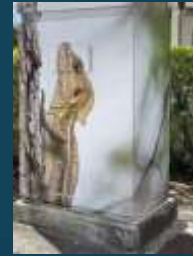


ZTA-21-07

Art in Public Places

Purpose



“The city recognizes the importance of public art to enhance our public spaces, promote creativity, enhance community vibrancy, and provide the public with more opportunities to experience public art. The purpose of the public art program is to establish a program for the integration of public art into both public and private spaces throughout the city. Public art will add enormous value to the cultural, aesthetic, and economic vitality of our community. It is a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors. The public art fund is accounted separately from other city monies to support the public art program.”

Zoning Text Amendment

- Article IV Supplemental Regulations, Division 3. Public Places
 - Adding Subdivision II – Art in Public Places
 - Purpose
 - Art in Public Places Requirements
 - Application
 - Violation
 - Requirements for art or fee in lieu
 - Review and approval process
 - Art impact fund
 - Maintenance

Art Requirements – How to Fund

- Through CIP projects – percentage of cost to art
- Development Costs
 - \$500,000 cumulative development costs - 1% - 2% to art on site or fund
- Fund
 - Can be used for art purchases for site
 - Fund 25 years of **maintenance** for projects with fund
 - Consultant costs

Art Requirements – Standards and Approval

- Standards for Art – Location and Visibility
 - Integrated
 - Supported
 - Lighting
 - Removal not permitted
- Reviewed by DRC, Approved by City Council
- Board or Committee

Artwork may include:

- (1) Sculpture: Free-standing, wall supported or suspended; kinetic, electronic; in any material or combination of materials.
- (2) Murals or portable paintings: In any material or variety of materials.
- (3) Fiber works, neon, glass, mosaics, photographs, prints, calligraphy, earthworks, any combination of forms of media, including: Light, sound, literary elements, film, holographic images, and video systems; hybrids of any media and new genres.
- (4) Furnishings or fixtures, including, but not limited to: gates, railings, lighting, street lights, signage, seating, if created by artists as unique elements or limited editions.
- (5) Culturally significant elements.
- (6) Temporary artwork or installations, that serve the purpose of providing community and educational outreach.

Artwork may NOT include:

- (1) Art objects which are mass produced or of standard manufacture, such as playground equipment, fountains, statuary elements, signage, maps, corporate logos or other functional elements, unless incorporated into an artwork by an artist commissioned for that purpose.
- (2) Reproductions, by mechanical or other means, of original artwork, except in the cases of limited editions controlled by the artist, cast sculpture, film, video, photography, printmaking, or other media arts.
- (3) Decorative, ornamental, architectural, or functional elements of the architecture or landscape design which are designed by the building architect. as opposed to elements created by an artist commissioned for that purpose. Such elements may be considered artwork when commissioned from an artist as an integral aspect of the structure or site.
- (4) Commercial expression, including design elements related to the visual identity of a developer or occupant of a building such as a logo, trademark iconography, color scheme or theme, even if created by an artist.
- (5) Services or utilities necessary to operate and maintain an artwork over time.