

## **Guidelines for Evaluation of Public Art**

**GOAL:** A high quality, aesthetically appealing work of art that effectively expresses the needs and purposes of the project - as defined in the RFP, by the committee, or by the commissioning body.

According to the City's mandate to/for the Public Art Review committee, Public Art is defined as artwork located in or on a public space such as a municipal facility, park, right-of-way, or other municipally owned or controlled property. Artwork includes but is not limited to a painting, mural, inscription, stained glass, fiber work, statue, relief or sculpture, monument, fountain, arch, or other structures intended for ornament or commemoration. Also include in this definition is any installation that is technological in nature or includes carvings, frescoes, mosaics, mobiles, photographs, drawings, collages, prints, crafts, both decorative and utilitarian in clay, fiber, wood, metal, glass plastics and other materials. Landscape items include the artistic placement of natural materials and other function art objects. Works of art may be portable as well as permanent.

Refer to the detailed description of Public Art as specified in Ordinance 1.701 under which the Public Art Review Committee was created.

### **SITE**

- Availability of an appropriate site: The architectural, geographical, historical, and social/cultural context of the site and the immediate community will be considered, as well as the ways the public may interact with the artwork.
- Accessibility: Accessibility to proposed artworks to the maximum extent feasible for facility users, surrounding community members, and those with special needs.
- Safety and Liability: Understand public safety and liability issues and ways to address these issues and concerns. Include consultation with Public Works.
- Traffic Patterns: How the artworks affect vehicular and pedestrian traffic patterns.
- Current Conditions: Existing artwork or any visual impediments within the proposed site vicinity and its relationship with existing artwork.
- Project-specific Requirements: Additional criteria that take site and other details specific to the project into consideration.

### **FEASIBILITY**

- Budget: Artist should submit budget for total projected costs of installation and maintenance of artwork, including design, materials, fabrication, insurance, transportation, storage, and installation.
- Project Completion: Artist should have a demonstrable history of completing projects within budget.
- Schedules: Artist should submit fabrication and installation schedules—project timeline includes design review panels, fabrication, delivery, and installation.
- Technical Feasibility: An artist must confirm feasibility of construction and installation through history or through appropriate professional examination.
- On-going Maintenance: Inclusion of a mandatory maintenance plan (including materials used and proper care for such materials). Durability: Structural and surface soundness, operational costs, and inherent resistance to theft nuisance, vandalism, weathering, and excessive maintenance. Determination if the work will need ongoing updating or refreshing and responsibility for future upkeep and maintenance.

## **AESTHETICS**

- Aesthetic elements: The aesthetics elements (such as shape, line, form, color, texture, composition) of the proposed work should function to create a cohesive whole.
- Imagination/Innovation: Imagination and innovation in the work's design are encouraged.
- Relationship to the site: The artwork is appropriate to of the size, scale, and materials for the site(s) and in relationship to the site and what is currently there.
- Coherence: The various separate elements express strong ideas with clarity and consistency, especially in terms of communicating the work's proposed purpose.
- Use of materials: The materials can be traditional or innovative and the mix of materials relates to the work's defined intent or purpose. The materials are ethically and responsibly sourced (possibly local, recycled, recyclable). The materials should interact positively with existing materials on site, either by expanding or reinforcing them.
- Expressiveness: Emotions evoked in the viewer are appropriate for the stated purpose of the work. It enhances the viewer's experience of the site. The work should express the intended purpose without unnecessary explanation. Written elements, should work with the visual elements.
- Context: The artwork is compatible in scale, material, form, and content with its surroundings. The artwork relates to and functions within its environment, for example, it establishes focal points, modifies, enhances, or defines specific spaces, establishes identity or addresses specific issues of civic design. There are no unnecessary barriers to direct participation with the work.
- Historical accuracy: The artwork must have historical accuracy and veracity, if the artwork reflects historical persons, places or events.

## **ARTIST'S EXPERIENCE AND HISTORY**

- Relevant Experience: The artist should provide convincing evidence of the ability to successfully complete a project, as demonstrated by previously executed and installed art works.
- Diversity: Artwork will be sought from artists of diverse ethnic, cultural, and geographic identities. The committee will encourage artists working in both established and non-traditional art forms in all applicable media.
- Installation Experience: The artist should have a successful track record of construction/installation of artworks and/or they should demonstrate a plan indicating their knowledge of and familiarity with the technical expertise necessary for bringing the proposed piece to fruition. The artist may propose a team to contribute to the successful execution of the work.
- Fabrication and Installation schedules: The artist proposal will include a project timeline that includes design review panels, fabrication, delivery, and installation in accordance with the project schedule. Proof of payment to any third-party vendors, fabricators, or any agencies sub-contracted by the artist may be required.

October 2023

Public Arts Review Committee