



PERMANENT PUBLIC ART ON PUBLIC PROPERTY

INCLUSION OF PUBLIC ART IN PUBLIC WORKS DEVELOPMENT PROJECTS

The inclusion of Arts and Culture into public spaces is known to enhance the livability or civic life and is a contributor to the quality of the environment while engendering community pride. Incorporation of Public Art into Public Works projects are a natural way to uplift the quality of these spaces for the enjoyment of the community.

Many Public Works projects are funded by grants or other sources requiring that the use of monies is restricted to capital improvements. Permanent Public Art incorporated into the project is generally acknowledged as a capital improvement for this purpose.

With other internal sources incorporated, facility funding can be less restrictive, allowing for a wide array of arts programming on the site of the development. Municipalities have allocated between 1-2% of the cost of construction for these projects as part of the regular budgeting process.

A mandate by City Council for Public Art inclusion into Public Works construction projects declares the importance and value the City places on arts and culture in civic life. Should the City decide to mandate a Public Art requirement for private development, it would be a reasonable expectation that the City has a policy in place for Public Art within its own public works projects.

If the City of Costa Mesa were to include public art into Capital Improvement Projects (CIP), there would be an added layer to the application process that may include PlanetBids, a software that would automatically include the Public Works Department as part of the planning processes for all new public art projects tied to CIP funding.

CRITERIA FOR THE SITING OF PERMANENT PUBLIC ART

Permanent Public Art should be placed:

- Where there are high levels of pedestrian traffic
- For a specific purpose and in a specific location; celebrating Costa Mesa history, services, culture, and heroes
- To enhance the aesthetics of specific areas of Costa Mesa; areas that are lacking public art (westside of the City)
- In an environment that accommodate the proposed scale of the artwork

Permanent Public Art can be:

- Free-standing sculpture
- Artist designed functional objects or artwork integrated into architecture
- Placed on walls, floors, ceilings, windows, exterior facades, stairways, rooftops and patios
- Placed at parks, plazas, civic centers, roadway medians, traffic islands, and bridges

Permanent Public Art should not:

- Be placed in areas that are inaccessible to the general public
- Block windows and or entryways
- Be inaccessible for required and routine maintenance
- Obstruct pedestrian pathways

Exclusions to Public Art element requirement:

The following items are not to be considered as artwork meeting the art requirement:

- Art objects, which are mass-produced from a standard design such as playground equipment, flags, banner or fountains;
- Reproductions, by mechanical or other means, of original fine artworks;
- Directional elements such as supergraphics, signage or color-coding. Unique (not of mass-produced design or imagery) artist-designed directional signage or unique supergraphics, which function as artworks may be appropriate;
- Decorative, ornamental or functional elements, which are designed by the building, architect as opposed to artist commissioned for the purpose of creating fine artworks;

Definitions:

Permanent Public Art: Art in public spaces, created by an Artist and fabricated with materials and methods with an expected lifespan of twenty-five years or more.

Artist: A person who has established a reputation of artistic excellence in the fine arts, including but not limited to visual, or performing arts, as judged by peers and experts in the field, through a record of public exhibitions, performances, commissions, sale of works, recognition and/or educational attainment. The qualified artist shall work primarily in the production of unique fine art.

GOALS AND OBJECTIVES (pulled directly from City of Pasadena document)

Art is both the permanent and changing record of what we hold important. Costa Mesa’s CIP Public Art Program will reflect and communicate our values and enhance life in our community. It is the stated intent of the CIP Public Art Program to include art and provide space for the creation and presentation of art in CIP projects to create a more livable city, engage a wide spectrum of our citizens, stimulate the vitality and economy of the City of Costa Mesa and enhance the urban environment. These goals shall be realized through:

1. The commissioning of artists at a variety of points in their careers, but whose work is of the highest artistic merit, and who bring innovative artwork of all media and disciplines into the public realm.
2. The commissioning of artist and artwork which are reflective of the cultural diversity and the City’s international populations, recognize the values and contributions of various cultures to the community, and contribute to the characteristics, aspirations and unique expressions of Costa Mesa’s values;
3. The encouragement of local artistic endeavors and support local artists;
4. The encouragement of public dialogue and interaction with art in public places, through appropriate education forums, public meetings, citizen task forces and programs;
5. The commissioning of works of art varying in style, scale, medium, form and intent representative of the arts on a local, regional and international level;
6. The broad distribution of commissions among artists. To ensure this objective, no more than one City of Costa Mesa public art commission per artist/team shall be awarded in a three-year period. An artist may not apply for a subsequent commission until the aforementioned has been completed and has received final approval.
7. The geographic distribution of artwork throughout the City of Costa Mesa;
8. The inclusion of the artist and design team at the inception of the project.

METHODS FOR SELECTING PERMANENT PUBLIC ART

As permanent public art pieces are long term projects, it is important that each artwork be thought through carefully. Early public participation is a key part of the process. Another key aspect is involving the artist in the overall project design phase early on so that the work of art is well integrated with the site and/or buildings.

1. **Developing Artwork Parameters.** Before hiring an artist, some general parameters should be set to help guide artist selection. Based on knowledge of the site and the project's design possibilities, a number of possible locations and general types of art that would work for the project should be identified. Feedback should be sought on these ideas from other staff, or the City of Costa Mesa Arts Commission.

2. **Selection Strategies.** Typically, an artist is selected in one of the following manners:

a) **Request for Qualifications.** A Request for Qualifications (RFQ) followed by a Request for Proposals (RFP) is the most common method used for selecting an artist. The Arts Specialist will notify a current list of potential artists and art organizations regarding the Call for Artists.

b) **Sole Source.** This approach reflects the fact that public art is fundamentally different from most other types of public work projects. With art, the main goal is to look for an individual expression or unique idea -- not price comparisons for one plan or idea. In some cases, the City Council or Arts Specialist may have a specific artist or type of art in mind, and may choose to request a proposal from an individual artist without going through competitive selection. This approach depends on the total cost of the project. See Finance Department and Public Works Department.

c) **Acquisition.** Acquisition of an art piece that has already been completed by an artist may be appropriate in some very rare circumstances. The purchase price and the cost of installation comes from the percent-for-art budget. Arts Commission approval is recommended.

EVALUATING AND SELECTING PUBLIC ART

In cities throughout the U.S. there has been growing support for public art. However, some projects have been widely criticized for placement in areas without consulting the communities the artwork resides in. Understanding what to look for and integrating artists in the early stages of a project can help to avoid any controversy.

1. Selecting a Public Art Panel. The majority of City public art projects will use the Request for Qualifications (RFQ) selection method. Public art panels help staff evaluate the qualifications received and make a final selection to proceed through the remainder of the approval process. The preferred approach is for City staff to create a five-to-seven member panel for each public art project. In some cases, a slightly larger panel may be necessary to accommodate all the parties impacted by the artwork. Each public art panel will exist for the duration of one public art project. A new panel will be selected for a new project. The panel composition will vary depending on the type of art project but should include a selection of the following, as appropriate:

- An Arts Commissioner (on a rotating basis)
- As least one (1) professional artist
- A neighbor or representative of a neighborhood association when a neighborhood will be impacted by the project
- A for-profit or non-profit business representative, preferably one whose business will be impacted by the project
- An educator/historian, or someone aware of the historical implications of the artwork in the community
- City staff, as appropriate

2. The Selection Process

Stage 1. Applications submitted in response to this Request for Qualifications (RFQ) will be reviewed by the Arts Specialist and the Parks & Community Services staff. Upon evaluating the qualifications provided in the applications, staff will shortlist three to five semi-finalists to be invited to participate in an RFP (Request for Proposals) process as well as an interview and discussion of project concepts. NO PROPOSAL FOR ARTWORK IS REQUIRED DURING THE STAGE 1 SELECTION PROCESS.

Stage 2. Only semi-finalists will be able to participate in Stage 2. Those artists selected will each receive an honorarium (depending on the total cost of the project) for the development of specific concepts (up to three concepts per artist/team). As part of the process, prior to creating a concept design(s), each semi-finalist/team will travel to the City of Costa Mesa for a site visit and meeting with the public art panel and City staff to understand the opportunities and limitations within the site and to witness the local environment. As a part of the Stage 2 Proposal, each semi-finalist/team shall provide a detailed, all-inclusive estimated budget including costs associated with the fabrication and installation of the work including engineering, lighting and landscaping. Semi-finalists/teams will be given four (4) weeks to adequately undertake the Concept Proposal(s) and estimated costs. The proposals will be publicly displayed for community viewing and response and or public comment.

Project concepts will be evaluated on the following criteria:

- Understanding of the work required by the City
- Evaluation of artistic excellence
- Appropriateness of scale, form material, content and design relative to the site
- Relationship to the social, cultural and/or historical identity of the site
- Appropriateness of proposed materials in regards to structural and surface integrity, public safety, weathering and its protection against theft and vandalism
- Appropriateness of proposed method of installation of artwork, and the safety and structural factor involved in installation
- Ease of maintenance
- Evaluation of proposed budget and the artist's ability to successfully complete the project within the proposed budget
- Experience in working on comparable projects

Stage 3: Final Selection. The public art panel will conduct artist interviews, review the designs of the top proposals and select a final design that then proceeds forward for review by the Arts Commission and any other Commissions and or City Council as needed.