

## **PUBLIC ART CRITERIA AND GUIDELINES**

### **VISION**

As per the Arts and Culture Master Plan, approved by the Costa Mesa City Council in March of 2021, the City of Costa Mesa seeks to encourage and expand Public Art throughout the City by establishing and growing a world class public art program that serves all districts and neighborhoods.

### **MISSION**

The City of Costa Mesa strives and continues to promote temporary art projects alongside potential permanent public art projects with the intention of securing funds to execute both types of public art throughout the City, while also incorporating imaginative design in all the City's functional elements and fixtures.

### **PUBLIC ART PROGRAM GOALS**

*Public Art in the City of Costa Mesa should:*

- Reflect the vibrant, eclectic aesthetic that is unique to the City of Costa Mesa;
- Be of high artistic quality and created by a professional artist;
- Enrich the community;
- Be included in all public realm development in Costa Mesa, whether in the civic, private or other public sector;
- Include artists in civic planning processes whenever possible;
- Encourage participation from the community whenever possible;
- Contribute to cultural development by developing new public art, rather than supplying existing work;
- Ensure the quality of art and its relevance to the community and site, by selecting it through a consistent process incorporating community input and professional advice.

### **REVIEW GUIDELINES**

1. Relevance of the piece to the building or city, its values, culture, and people;
2. Suitability of the work for outdoor display, including its maintenance and conservation requirements;
3. Relationship of the work to the site and the host community, especially how it serves to activate or enhance public space;
4. Appropriateness of the scale of the artwork;
5. How closely the proposed artwork meets the goals set out in the Request for Proposal and envisioned by the community.

### **SITE SELECTION**

1. Experience high levels of pedestrian traffic and be part of the city's circulation paths;
2. Be easily visible and accessible to the public;
3. Serve to anchor and activate its site;
4. Enhance the overall public environment and pedestrian streetscape experience;
5. Help to create a place of congregation and activity; and
6. Establish landmarks and neighborhood gateways.

**PLACEMENT CRITERIA**

1. Artworks displayed in interior public spaces should be publicly accessible at least during normal building operating hours *without* obtaining special passes or permits to view them.
2. Artworks displayed in exterior public spaces should be publicly accessible 24 hours per day or, if they are sited in a setting such as a park, be accessible during the normal hours of that site's operation.
3. Artworks should not block windows or entranceways, nor obstruct normal pedestrian circulation in and out of a building (unless such alteration is specifically a part of the experience or design of the artwork).
4. Art should not be placed in a given site if the landscaping and maintenance requirements of that site cannot be met.
5. Art should be sited so as to be either immediately visible or in a location where it will be visible by the most people.
6. Art should be placed in a site where it is not overwhelmed by nor competing with the scale of the site or adjacent architecture, large retail signage, billboards, etc.
7. Art should be placed in a site where it will enhance its surroundings or at least not detract from it (creating a "blind" spot where illegal activity can take place).
8. Art should be sited where it will create a place of congregation or in a location that experiences high levels of pedestrian traffic and activity.
9. Art should be located in a site where it will effectively enhance and activate the pedestrian and streetscape experience.
10. Permanent public art shall be constructed of durable, high quality materials and require minimal or no maintenance. Temporary public art shall be constructed of materials appropriate to its duration of public display.
11. Public art shall be securely installed.
12. On-site locations for public art projects include, but are not limited, to:
  - Walls
  - Ceilings
  - Floors
  - Windows
  - Staircases
  - Escalators
  - Entrances and Exits
  - Rooftops
  - Parks
  - Plazas
  - Along roadways, traffic islands, or medians
  - Bridges
  - Historic places or landmarks such as the Diego Sepulveda Adobe, should be given the closest scrutiny, including input from the Historical Society, before approval