

## City of Pacifica

### **'KEEP PACIFICA BEAUTIFUL THROUGH PUBLIC ART PROGRAM' IMPLEMENTATION GUIDELINES**

The following guidelines are established to guide the Beautification Advisory Committee in the implementation of the 'KEEP PACIFICA BEAUTIFUL THROUGH PUBLIC ART PROGRAM' policy adopted by the City Council of the City of Pacifica.

#### **Definition of Public Art:**

Public art is limited to permanent and/or temporary visual works of art, as opposed to performing or written art. Visual art includes but is not limited to, murals, sculptures, artist-designed landscape features, streetscape features, earthworks, environmental installations, and water or digital displays.

The Beautification Advisory Committee shall ensure all public art projects meet the program criteria and guidelines for the selection of an artist or artist team, artwork, and artwork location are consistent with the policy and implementation guidelines and neighborhood and community input has been considered before approval of the final public art or mural project is adopted.

#### **General Keep Pacifica Beautiful (KPB) Project Criteria:**

The concept of public art is broad and all-encompassing. Therefore, the guidelines for the development of public art installations are as follows:

- Elevates the viewer's awareness by stimulating curiosity, inspiration, reflection, opinion or feeling
- Engages and creates interactive energy and vitality
- All artistic styles, abstract or representational, are encouraged
- Installations shall be complementary to the selected location
- Installations shall be appropriate for the selected public place
- Art shall be the original work of the artist, or have permission of the original artist
- Finished dimensions and weight are appropriate to site
- Design and materials must mitigate any potential hazard to the public
- Materials must be enduring; vandal and weather resistant – for all media
- Permanent installations are created in durable media (that can be viewed from all sides – for sculptures)
- Sculptures not to exceed 10,000 pounds and the foundation/stand shall be designed to prevent overtopping.

#### **General KPB Project Site Criteria:**

The following criteria have been created evaluate the selection of potential sites for murals and public art installations. The evaluation criteria include:

- Visibility of the site from walking and/or driving perspectives
- Status of the building or site
- Ease of painting and/or working on surface or mounting mural
- Safety conditions for the installation and maintenance of the mural
- Location in community
- Impact of weather and natural elements
- Current view, visual impact, focal points
- Compliance with or considerations of city ordinances or regulations
- Leverage of site in creating an overall, big picture impression
- Neighborhood support for the site and mural
- Significance and meaning to the community
- Tourist attractiveness – enhancement of and accessibility to visitor serving areas
- Historical value and status of building or site
- Potential of site to create, improve or appreciate community space
- Size value
- Artist evaluation of the site

#### **Procedures For Adopting A Public Art Or Mural Project:**

The BAC is responsible for administering the KPB program Including:

- Preparing or approving solicitations for art installations at City-determined locations.
- Promoting the 'Keep Pacifica Beautiful Through Public Art' program throughout the community
- Outreaching to and coordinating with community groups, individuals and businesses to sponsor murals or public art installations
- Maintaining a registry of interested and qualified artists
- Working with the sponsors and artists to develop their project proposals as needed
- Ensuring that neighborhoods, interested community organizations, businesses and the general public are aware of proposed mural and public art installations and are afforded opportunities for input and comment on the proposed projects.
- Reviewing and approving mural/public art project proposals to ensure projects comply with all applicable city and KPB program ordinances, guidelines and requirements
- Assisting sponsoring groups in the implementation of approved mural and public art project
- Developing and continually reviewing the administrative procedures and processes for the implementation of public art/mural projects including the roles and responsibilities of sponsoring entities.

## **Guidelines for the Application of KPB Public Art Projects:**

The following application guidelines are established for mural or public art projects. Applicants are encouraged to attend a BAC meeting to discuss initial proposals for a mural or public art project before submitting a project application. The following elements are proposed to be incorporated in the application process:

- Brief description of the project concept, objectives, relevance to the community and highlights or unique features
- A conceptual drawing of correct proportions of proposed art or color photo of existing work to be installed in project
- Photos of project installation site
- Resume and images of the artist's work
- Description of how the project will be completed including the timeline, use of volunteers, etc.
- Description of how project will be installed including materials to be used and installation process
- Price quote for the cost of project including artist's fees, labor, materials, installation costs as appropriate along with sources of project funding
- Description of the process for notifying the surrounding community and obtaining their input
- Acceptance of compliance with all policies and procedures established for the 'Keep Pacifica Beautiful' Public Art/Mural program and applicable city requirements

The project application will be reviewed by BAC to ensure that all application requirements have been met, the proposed project meets the established installation guidelines and the applicant understands the responsibilities of sponsorship before the project is considered for approval. The BAC may require additional information or revisions from the applicant, ask for additional community input, or for a peer review of the project from selected artists before taking final action on the application.

## **Artist Involvement and Selection Process:**

The BAC recognizes that the involvement of public art/mural artists are critical to the success of not only individual projects but are a critical factor in the success and implementation of the overall public art/mural process. The following processes may be used to invite artists to participate in '*Keep Pacifica Beautiful Through Public Art Program*' projects:

- Invite artists to apply for inclusion in a public art/mural artist registry. The prequalified artist pool would be available to project sponsors to draw from as projects are approved. Types of projects (murals, other public art) to be determined in advance of the application period.

- Establish a ‘Call for Entry’ process for specific projects to provide opportunities for artist involvement.
- Encourage personal recommendations by a sponsoring entity of an artist who meets the qualifications determined by the BAC.
- Artists can be asked to participate in a peer review process to provide input on selected public art/mural proposed projects.

**Criteria for Artist Qualifications:**

The following describes the criteria used by the BAC for artists interested in participating in the ‘*Keep Pacifica Beautiful Through Public Art Program*’:

- Open to artists residing in San Mateo, San Francisco, Santa Clara, Santa Cruz, Alameda, Contra Costa, Marin, Napa, and Sonoma Counties.
- Design that reflect the history, diversity, character, or culture of Pacifica are encouraged.
- Established, mid-career and emerging artists who have completed other mural/ public art projects.
- An Artist’s Statement of Interest, noting relevant past-experience, conceptual approach for design and materials, and other information to highlight the artist’s work and career.
- Artist Resume and portfolio of 3 – 7 examples of previous work will be required.
- Signed Visual Artists Rights Act (VARA) and California Art Preservation Act (CAPA) waiver and other documents deemed necessary by the City of Pacifica.

The BAC recognizes the value and importance that artists play in the development and implementation of a public art/mural program. The BAC encourages project sponsors to include artist remuneration in the KBP project budget.

**Public Notification and Approval for Public Art Applications:**

The Beautification Advisory Commission shall hold a public meeting on each public art application and shall give notice of such meeting by mailing notice not less than ten (10) days prior to the date of the meeting to the owners of the property within a radius of three hundred (300) feet of the exterior boundaries of the property which is the subject of the application.

If the public art application is approved, the artist shall submit all necessary documents and commence work 30 days after a 7-day appeal period. The BAC shall send a letter to the artist stating what day work shall commence.

**Appeals of Public Art Application**

The decision of the Beautification Advisory Committee may be appealed to the City Council by filing a notice of appeal and paying the Appeal to Council fee, as set forth in the Master Fee Schedule, with the City Clerk within seven (7) days of the date of the

decision of the Beautification Advisory Committee. Appeals shall be heard and determined according to the procedures set forth in Chapter 4 of Title 1 of the Pacifica Municipal Code. The Council may approve, disapprove, or modify the decision of the Beautification Advisory Committee.