



QUICK GUIDE TO THE APPLICATION FOR THE ALAMEDA PUBLIC ART PROGRAM

This guide summarizes Alameda Public Art Requirement (Alameda Municipal Code, Chapter XXX, Article VIII, Section 30-98).

What is the Alameda Public Art Program?

The intent of the City of Alameda Public Art Program is to provide artwork that is easily accessible to the general public, and creates a unique sense of place through the visual and aesthetic enhancement of the City. The Public Art Program is designed to offer a wide range of artistic styles, themes, and media, all of outstanding quality.

What kind of project is subject to this requirement?

Eligible projects include private and municipal projects with building development costs of two hundred fifty thousand dollars (\$250,000) or more. This includes commercial, industrial, municipal, and residential projects that create five (5) or more residential units, and applies to both new construction and rehabilitation.

How do I meet the requirement?

Eligible projects must devote at least one percent (1%) of building development costs for public art. This contribution is known as the program allocation.

Applicants may:

- Install public art with a value that meets or exceeds the program allocation on the development site; or
- Place an in-lieu contribution for an amount equal to the program allocation into the Alameda Public Art Fund. This fund is used for development of public art projects; or
- Install on-site public artwork that has a value less than 100% of the program allocation, and pay an in-lieu contribution to the Public Art fund for the balance of the program allocation.

What type of art is acceptable?

On-site public art programs may include any of the following: sculpture, painting, graphic and multi-media projects, mosaics, crafts, and mixed media artwork. Please see Section 30.98.5 of the Alameda Public Art Ordinance for further directions. The first and essential quality of any work is that it be of artistic merit.

The applicant must present art in the public arena, which means it must be accessible to the public. Artworks presented in the lobby of an office building for a private company, for instance, would not qualify as being presented in the public arena.

The art must be of professional quality. If you, as a developer or private property owner, have little expertise in art then you will likely need to find an arts professional or consultant to help you choose art. An arts consultant may be retained for public art projects valued at \$25,000 and above.

An arts professional or consultant is a person who is educated in art or art history, and spends the majority of her or his work week curating art exhibits, writing art criticism, managing collections, or teaching art at the college level.

A professional artist produces original work of her or his own conception. Professional artists may have one or more of the following qualifications: a history of solo exhibitions or other exhibitions in recognized galleries, an MFA, teach at the college level in the field of art, critical response to their work in magazines, newspapers, or online.

The application process shall take place in the early stages of the design and planning process to allow for integration of the public art into the overall project design and ensure timely completion of the project.

How do projects get reviewed?

Applicant submits a complete application packet to the Permit Center. The Public Art Commission (PAC) reviews the application packet at a scheduled meeting, where the applicant may present the application, details or the art, art consultant, and artist in person, if they wish.

The PAC is the technical body responsible for reviewing and evaluating for approval all public art projects and shall ensure that all public art projects meet program criteria established by the Public Art Ordinance. All applicants are encouraged to provide an introduction and overview of the conceptual plan at a scheduled Commission meeting before filing an application.

It is the responsibility of the City of Alameda to ensure compliance with these requirements. Please use the attached Public Art Application to develop your plan, which you should then submit to the Community Development Department. If you have questions or need additional information, please call the Permit Center at (510) 747-6800.

PUBLIC ART IDENTIFICATION SIGNAGE GUIDELINES

The Public Art Commission may, as a condition of approval, require that identification signage be installed on or in the vicinity of public art projects that are subject to approval by the Commission. When required, the following shall serve as guidelines for the design and placement of public art identification signage:

Material: All signage shall be bronze in which the letter or symbol shall be cast, embossed, or etched.

Size: Identification signage shall be separated into two components, each with a dimension of 5" x 5". One shall bear the Seal of the City of Alameda, while the other shall contain information required by these guidelines or other information deemed necessary by the Public Art Commission.

Required Information: The following information shall be included on identification sign:

- Date
- Artist name
- Title of Art
- Alameda Public Art Program

Applicant Drawings: Applicant shall provide drawings that identify:

- Font style
- Font height
- Arrangement of required information
- Location of the identification signage in relation to the public art