

## APPLICATION REQUIREMENTS

Please submit the following application materials to the City of Alameda Permit Center. City staff must receive all application materials in order to schedule a Public Art Commission (PAC) review meeting. The review meeting will be set within sixty (60) days once all application materials are complete.

- Completed Public Art Application
- Site plan of the development, which includes the following:
  - Proposed placement of the Public Art
  - Orientation of the Public Art
  - Distance in measurement between the Public Art and public streets
- Sample, model, photograph, or drawings of the proposed Public Art
- Sample materials or finishes of the proposed Public Art
- Landscape plan, which includes the following:
  - Location(s) of trees and shrubbery
  - Type(s) of trees and shrubbery
- Resume of the proposed artist
- Slides and/or photographs of the proposed artist's past work, including Public Art, which includes the following:
  - The manner in which the proposed Public Art meets the Guidelines in sub-section 30.65.10 from the Public Art Ordinance
  - The manner in which the Public Art will be displayed and is visible from public right-of-way or public property
  - If an on-site cultural program, art space, or cultural facility, the manner in which the public will gain access to such programs, spaces, or facilities
- Written statement by the artist declaring the valuation of the Public Art
- Maintenance plan, which includes the following:
  - Instructions for routine preservation
  - Instructions for long-term preservation
- Budget\* breakdown, which includes the following:
  - Artist fees for design concept of Public Art
  - Materials, fabrication, transportation, and installation of Public Art
  - Art Consultant fees, if applicable

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\* Total budget should equal or exceed the 1% minimum art allocation

**PUBLIC ART APPLICATION**

**Project Information**

Project Name: \_\_\_\_\_

Art Allocation: \_\_\_\_\_

Development Location/Address: \_\_\_\_\_

Developer: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Owner Information**

Property Owner: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Artist Information**

Artist: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Project Title: \_\_\_\_\_

Proposed Art Site (be specific): \_\_\_\_\_

\_\_\_\_\_

Description of Art Project: \_\_\_\_\_

\_\_\_\_\_

Scope/Dimensions: \_\_\_\_\_

Media: \_\_\_\_\_

## QUICK GUIDE TO THE APPLICATION FOR THE ALAMEDA PUBLIC ART PROGRAM

This guide is an abbreviation of the Alameda Public Art Policy Guidelines.

### What is the Alameda Public Art Program?

The intent of the City of Alameda Public Art Program is to provide art that is easily accessible to the general community throughout 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?

Private and municipal projects with building development costs of two hundred fifty thousand dollars (\$250,000) or more shall devote at least one percent (1%) of such costs for public art on the development site, subject to a maximum of one hundred fifty thousand dollars (\$150,000). The program allocation applies to commercial, industrial, municipal, and residential project that create five (5) or more residential units.

### What type of art is acceptable?

On-site public art programs may include any of the following: art projects, cultural programs, art spaces and cultural facilities. Please see the Alameda Public Art Policy Guidelines 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, and 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 projects get reviewed?

Applicant submits a complete application packet to the Permit Center. The Public Art Commission 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 Public Art Commission (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.

**Are there alternatives to meeting the Public Art requirement?**

Applicants who do not wish to place art on-site may place an in-lieu contribution for an amount equal to their requirements into the Alameda Public Art Fund. This fund is used for development, maintenance, insurance, administrative expenses, and other related expenses for public art projects.

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