

## DEVELOPMENT PROJECTS RECOMMENDED FOR THE PROGRAM:

- Multi-family residential projects of all types with more than 25 units.
- Single-family detached developments of 25 or more units. The phasing of art work installation within single-family development projects may be included as part of the plan.
- Commercial, industrial, institutional and public building projects with building budgets exceeding \$200,000.
- Any remodeling project of an existing building in excess of \$200,000, which improves or enlarges spaces in the building regularly frequented by the general public, or which is located in a highly visible public area.

## DEVELOPMENT PROJECTS NOT RECOMMENDED FOR THE PROGRAM:

- Projects involving remodeling for maintenance purposes ( roof repairs, elevator repairs, etc).
- Projects involving only remodeling for health and safety reasons or compliance with the Americans with Disabilities Act

## WHAT IS PUBLIC ART?

Art which is located in a public place.

Art which is site-specific or created with a sense of place.

Art which is a collaboration among the artist, the project developer or manager, the architect, the contractors, and the community.

Art which is permanent with a duration of at least twenty five years.

Art which is a landmark for the community and tourists.

Art which is a vehicle to improve the quality of life.

Art which adds to the value of the development project.

**FOR MORE INFORMATION ABOUT  
THE CITY OF CHICO'S VOLUNTARY  
ART IN PUBLIC PLACES PROGRAM  
FOR PRIVATE DEVELOPMENT  
PROJECTS, PLEASE CALL THE ART  
PROJECTS COORDINATOR AT:**

896-7214

# City of Chico Art in Public Places Voluntary Program for Private Development Projects

*"Public Art in Chico has a major impact on the built and natural environment, further contributing to the community as an attractive and aesthetically pleasing place to live, work and visit." \**

Included In This Brochure:

- ▶ What is Public Art?
- ▶ Goals of the Art in Public Places Program
- ▶ Projects Recommended for the Program
- ▶ How to Incorporate Art into Your Project
- ▶ Guidelines for the Installation of Art

\* from the City of Chico Art in Public Places Policy and Procedures Manual, adopted by City Council October 1998

## GOALS OF THE CITY'S ART IN PUBLIC PLACES PROGRAM

- To enhance the quality and aesthetics of the built environment.
- To bring art into the daily experiences of those who may not necessarily have this opportunity.
- To recognize Chico's unique cultural heritage, environment, history and future.
- To encourage cultural tourism.
- To promote economic development by providing business opportunities for artists and contractors and their suppliers.

## ECONOMIC BENEFITS OF PUBLIC ART

- Art work enhances the livability of the community and promotes positive economic development.
- Art work enhances property value and appreciates each year.
- Developer receives formal recognition as a participant in the City's Art in Public Places Program and is included in promotional materials.
- Art can be used in promoting or marketing the development project.
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## HOW TO INCORPORATE ART INTO YOUR PROJECT

Cost of the art: The City suggests private developers consider a voluntary expenditure of one percent (1%) of the building project budget on works of art or art treatments as part of the project.

City assistance: The City is willing to assist developers in the public art process at the time a permit application is made. At that time a meeting can be arranged with a member of the City staff who will explain the public art program.

Early planning: It is the recommendation of the City that the planning for art work for a project be initiated early in the design process. However, you also may wait until all project approvals have been received before proposing public art for a project.

Type of art work included in the Art in Public Places Program: Paintings, murals, sculpture, inscriptions, stained glass, textile work, terrazzo floors, monuments, fountains, benches, arches or other ornamental structures, carvings, frescoes, mosaics, mobiles, collages, and other works in clay, wood, metal, glass and plastics.

How to select an artist: It is up to the developer to decide how to select an artist for a project. However, if requested, City staff will advise the developer on the established selection methods used by the City's Art in Public Places Program.

## GUIDELINES FOR THE INSTALLATION OF ART

- Site specific art work is encouraged. Ideally, the artist should be involved in the building or site design development at the conceptual stage.
- Exterior sites are encouraged for ease of viewing by the public.
- The work of art will be installed prior to issuance of a certificate of occupancy or other time frame specified in the approved arts plan
- All financial arrangements are negotiated between the developer and the artists.
- If the artist is required to develop a proposal, he/she should be paid.
- All permanent installations of art work should have a plaque of durable material adjacent to the art work listing the title of the art work, the artist's name and the date completed.
- Developers are encouraged to consult artists for proper lighting at the site.

Upon the request of a participating developer, staff will assist the developer in obtaining approval of the art installation in the Development Review Committee or the Architectural Review Board.