



Planning and Community Development
Mayport Road Public Art Program

Overview

The definition of public art varies. For the purposes of this program, public art refers to any originally produced artistic medium that does not advertise a good or service and, which is outdoor and accessible to the general public. Public art can take on any medium. However, public art is commonly takes the form of murals and sculptures that can withstand the exposure to the elements. Public art is a proven catalyst for economic development and revitalization of neighborhoods across the country. Two very successful examples of this in Florida include the Wynwood Arts District in Miami, and the Eau Gallie Arts District in Melbourne. Downtown Jacksonville also has an impressive collection of public art in its core.

The Mayport Road Public Art Program is intended to encourage economic development along the Mayport Road Corridor for properties located within the area designated in the Façade Improvement Area (Figure 9). The program provides grant funds to finance quality public art projects that create a sense of place and unique identity along Mayport Road. The program is managed by the Planning and Community Development Department, under the direction of the City Manager.



Figure 1: Wall Mural in Melbourne, FL

Purpose

The purpose of the Mayport Road Public Art Program is to provide funding for the installation of public art that creates a unique sense of place, strengthens the image of the corridor, increases utilization of existing buildings, enhances economic vitality, and improves property values. Mayport Road is an important commercial corridor in the City of Atlantic Beach and a prime area



Figure 2: Wall Mural in Miami, FL

for growth for new businesses due to distressed properties and high traffic volumes along the corridor. This area is a major focus for revitalization due to its importance to the City's image and future vitality of adjacent neighborhoods.

Available Funding

Applicants are eligible for up to 75% of a project's total cost with a maximum award of \$7,500.00. The remaining 25% may come from any source but in-kind volunteer labor does not qualify. The program is grant disbursement program which provides funding throughout the course of projects from approval to final installation. See distribution of funds.

All awards are subject to available funding. If the total value of funding requested exceeds the total amount of funding available for each, applications will be prioritized by the Planning and Community Development Department staff. Commercial properties with frontage on Mayport Road shall receive priority over properties fronting on side streets.

Eligibility

Anyone is welcome to apply for funding including but not limited to property owners, artists, and nonprofits. However, signed property affidavits are required with all applications verifying consent for site specific installation within the designated Façade Improvement Area (Figure 9). Commercial properties with frontage on Mayport Road shall receive preference if funds are limited. Applicants may receive funding for more than one site at a time when projects are located on separate parcels provided that funding is available. A maximum of one grant



Figure 3: Postcard Mural in Austin, TX

application per parcel will be accepted each fiscal year. The City reserves the right to deny applications from businesses of non-conforming uses and from property or business owners who are in violation of code or delinquent on payment of local business taxes, fines or fees. The City's Director of Planning and Community Development may allow exceptions to these guidelines on a case-by-case basis.

Eligible Expenses

Eligible projects are quality installations of creative artwork that are visible and/or readily accessible to the general public in outdoor locations.

Eligible improvements include:

- Wall murals
- Mosaics
- Abstract sculptures
- Functional sculptures including but not limited to bike racks, shelters, lights, fountains and benches
- Other projects as determined appropriate by Planning and Community Development staff

All work that requires a permit must obtain a permit prior to receiving funding.

Ineligible Expenses

Funds may not be used for art installations that do not enhance or activate space not visible or readily accessible to the general public.

Ineligible uses include but are not limited to:

- Installations that advertise a good or service
- Vinyl letter signage
- Portable signs, such as sandwich board or A-frame signs; signs not mounted or attached to storefronts — flags or banners
- Moveable structures and equipment that do not enhance the pedestrian environment
- Expenditures for ordinary repair and maintenance (i.e. cracked windows)
- Improvements that are required due to code violations
- Interior improvements
- Improvements not visible from public rights-of-way or a public space
- Personal time of the property owner or tenant
- Retroactive payment on work done without approval



Figure 4: Abstract sculpture in Seattle, WA

Minimum Design Standards

At a minimum, eligible projects must comply with the City of Atlantic Beach's Commercial Corridor Design Standards, the Mayport Business Overlay District, and building codes where applicable.

Application and Approval Process

The approval process for any project takes three steps. First, projects will be reviewed by Planning and Community Development staff for compliance with program guidelines. Second, a completed project applicant package will be scored and receive a recommendation from Cultural Arts and Recreation Committee to the City Commission. Third, the City Commission will approve or deny funding for projects.

Application Package

Application packages for public art program grants should include:

- A completed grant application
- Description of the project's meaning or symbolism
- Verification of property ownership and, if a tenant, a consent letter from the property owner approving the proposed installation
- A detailed written scope of work including materials, estimated hours for installation/fabrication
- Color photos of the site
- Sketches, photos, site plans, architectural plans, elevations, renderings, or physical models needed to illustrate the proposed project
- Project timeline
- Itemized budget including amounts requested for each disbursement
- Signed agreement that documents the required 25% match

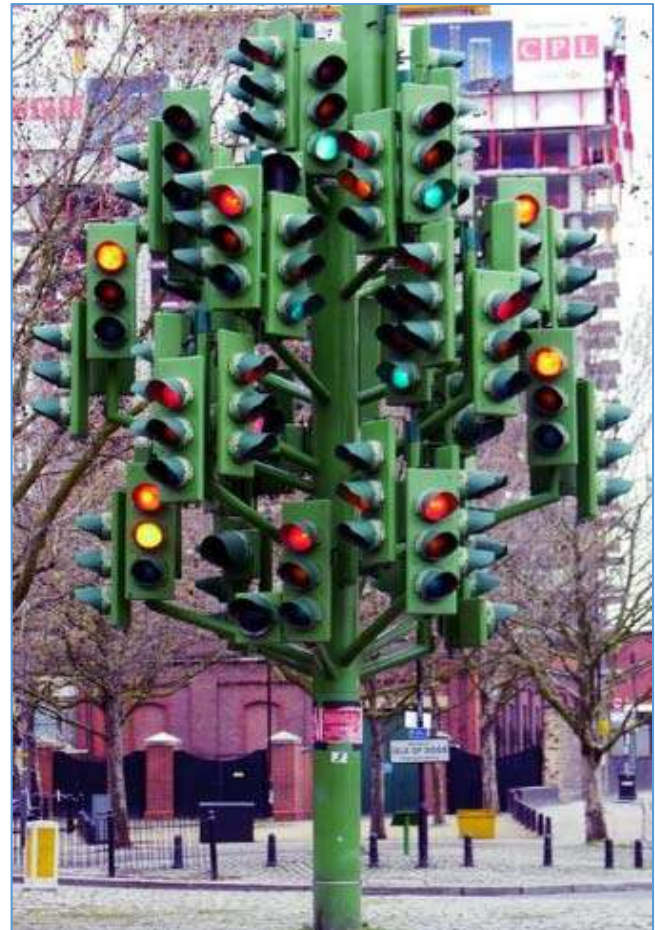


Figure 5: Traffic Light Tree in London, England



Figure 6: Functional Bike Rack in Fort Wayne, IN

Planning and Community Development staff will review application packages for completion and notify applicants if additional information is needed. Applications will be presented to CURAC for recommendations during their regular quarterly meetings. Applications with recommendations from CURAC will then be presented to the City Commission for consideration within 30 days. Applicants will be notified of approval, denial, or need for additional information within 10 days of the City Commission's consideration.



Figure 7: Rotating Sculpture in Olathe, KS

Any proposed changes to a project after approval must be reviewed by the Director of Planning and Community Development to determine if reconsideration by the City Commission is needed. All projects must be completed within three months of the City Commission approval date in order to receive full funding. A reasonable extension may be granted by the Planning and Community Development staff, dependent upon the good faith efforts of the applicant.

Distribution of Funds

Mayport Road Public Art funds will be distributed upon phases of completion and the following as determined by the Planning and Community Development staff:

- Up to 50% of the funds will be distributed after a proposal has received final approval from the City Commission to cover the initial materials and artist fees
- A second distribution of fees up to 25% of the project cost may be released when the project is 75% complete
- A third and final distribution of any remaining funds may be released when a project has been completed
- Final inspection and approval of completed project by the City's Planning and Community Development Department
- Photographs, invoices, and receipts are submitted to the Department of Planning and Community Development and certified as in compliance with the original application
- Grant recipients agree to place Mayport Road Public Art Program sign at the installation site throughout the project and 180 days after completion

Please visit the City's Department of Planning and Community Development website (coab.us/26/PlanningCommunity-Development) for additional information and an application.



Figure 8: Skyway Columns in Jacksonville, FL

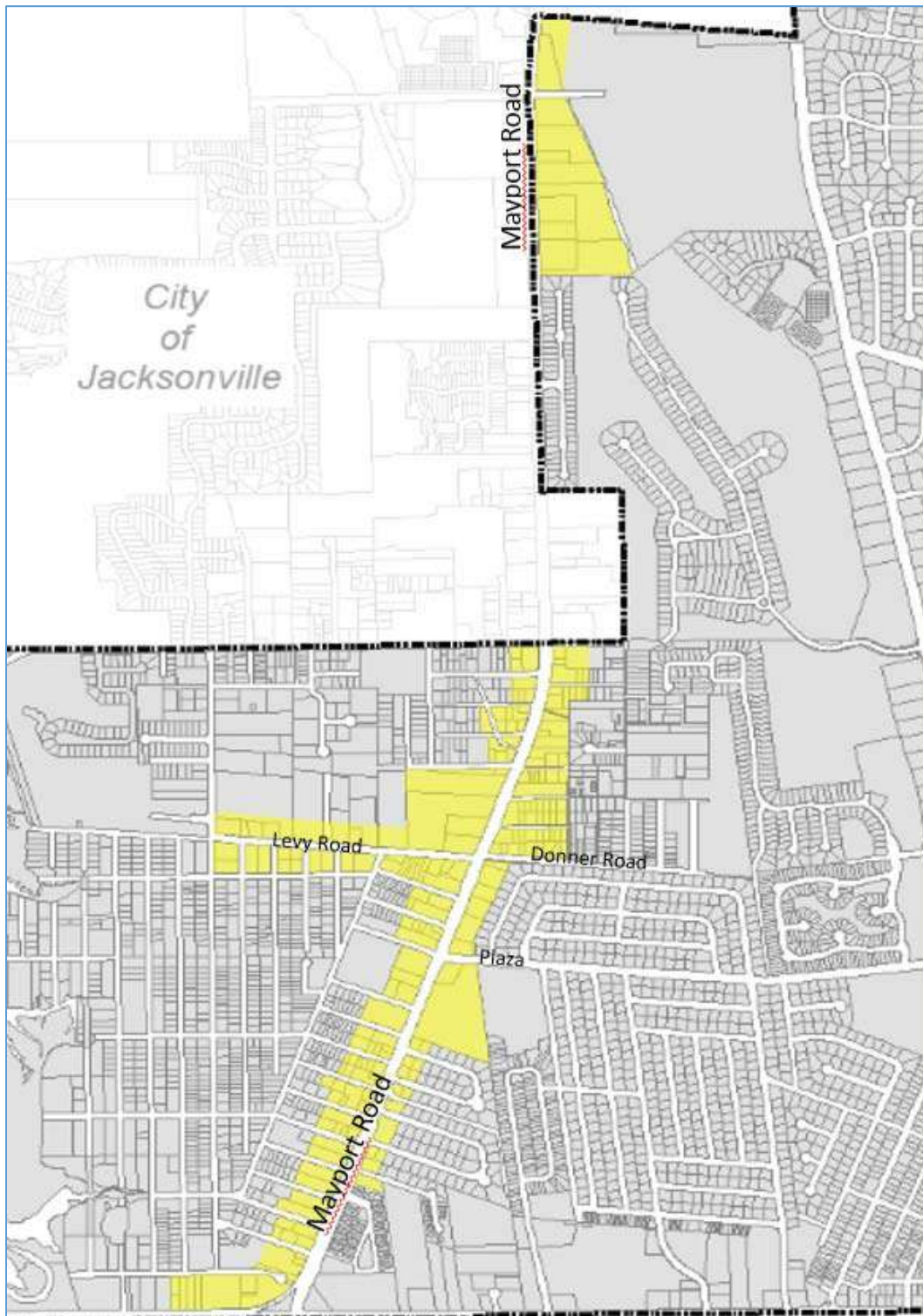


Figure 9: Facade Improvement Area

City of Atlantic Beach Public Art Rubric

Applicant Name: _____

Project Title and Description: _____

The Cultural Arts and Recreation Committee shall review all artwork applying for grant funds in conformance with the criteria listed below. The review criteria may change to fit a site specific context or call for proposals. Community based proposals will be recommended for implementation on a case-by-case basis.

Those proposals that receive an average score below 4.0 will need to have significant modifications in order to be recommended for implementation. When evaluating public art proposals, the proposal with the highest average score should be recommended as the finalist. Please score each project based on the criteria listed below with 5 being the highest and 1 being the lowest.

| Selection Criteria | Score |
|---|-----------|
| Strength of artist's concept for, and originality of, proposed artwork. | 1 2 3 4 5 |
| Demonstrated craftsmanship of artist and history of projects. | 1 2 3 4 5 |
| Appropriateness of scale of the public artwork to on which it is proposed to be installed. | 1 2 3 4 5 |
| General support for the artwork from the property owner, surrounding neighborhood, adjacent businesses, and community. | 1 2 3 4 5 |
| Demonstrated ability to complete the proposed public artwork on time and within budget. | 1 2 3 4 5 |
| The artwork will be located in a manner that is visible from a public space or public right-of-way. | 1 2 3 4 5 |
| The anticipated costs of labor and installation are based on realistic examples of past projects. | 1 2 3 4 5 |
| The artwork demonstrates originality, artistic excellence, and quality. | 1 2 3 4 5 |
| The artwork enhances the environment for the community. | 1 2 3 4 5 |
| Appropriateness of the materials, textures, colors and design to the expression of the design concept. | 1 2 3 4 5 |
| The artwork represents contributes to the diversity of public art in Atlantic Beach. | 1 2 3 4 5 |
| The artwork enriches the public environment for the residents and visitors. | 1 2 3 4 5 |
| Increases the artistic richness of the Community. | 1 2 3 4 5 |
| Increases public access to artwork and to promote the understanding and awareness of the visual arts in the public environment. | 1 2 3 4 5 |
| Makes the mundane interesting, fun, playful, or inspiring. | 1 2 3 4 5 |