

Review of Public Art in a Private Development Project

Vision of the Public Art Master Plan

The City of Rocklin aspires to create a diverse artistic environment that enriches the daily life of its citizens. Public art enhances civic pride and creates a deeper interaction with the places we visit and in which we work and live. Creating a healthy art presence is a vital part of the community infrastructure and is a catalyst for economic development.

Mission of the Public Art Master Plan

The City of Rocklin is committed to providing its citizens with exceptional quality of life through public art while honoring the City's heritage and small town sense of community.

Development Project Name:	
Development Location:	
Developer:	
Date Reviewed:	
Type of Artwork/Description:	

Eligible Artwork?	Yes:	No:
<p>Eligible Artwork may include:</p> <ul style="list-style-type: none"> • Sculpture: free-standing, wall supported or suspended; kinetic, electronic; in any appropriate material or combination of materials. • Murals or portable paintings: in any appropriate material or variety of materials, with or without collage or the addition of non-traditional materials or means. • Photography, original works of graphic art, limited edition prints, works on/of paper, original paintings. • Earthworks, fiberworks, waterworks, neon, glass, mosaics, or any combination of forms of media including sound, literary elements, holographic images, or hybrids of media and new genres. • Furnishings or fixtures, including but not limited to gates, railings, streetlights or seating, if created by artists as unique elements. • Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist. 	<p>Ineligible Works of Art:</p> <ul style="list-style-type: none"> • Directional elements such as supergraphics, signage or color coding except where these elements are integral parts of an overall design created by a professional visual artist • "Art objects" which are mass produced or of standard manufacture, such as playground equipment, fountains or statuary elements, unless incorporated into an artwork by a project artist • Reproductions by mechanical or other means, of original works of art • Decorative, ornamental, architectural or functional elements which are designed by the building architect, as opposed to elements created by an artist commissioned for that purpose. • Landscape architecture and landscape gardening except where these elements are designed by a professional visual artist and/or are an integral part of the artwork by the artist. • Any piece of Art that does not align with the City of Rocklin mission, vision, and values. (Profanity, politically themed, nudity, etc.) 	

General Criteria	Notes:
<p>Budget. The <u>recommended</u> budget for private development projects is 1% of the building permit value for new construction (or alteration of more than 50% of the G.S.F. of an existing structure or area), for all projects of 25,000 sq. ft. or greater.</p>	
<p>Artist. The creator of the work of art shall be a practitioner in the visual arts who is recognized as an artist of serious intent and who is not a member of the project architect or landscape architect firm.</p>	
<p>Artistic Quality. Works of art must be unique and shall include excellence in craftsmanship, originality in conception, and integrity of materials.</p>	
<p>Media. All forms of media may be considered. Works may be portable, permanently affixed, or incorporated in the design and/or function of a public space. Temporary exhibits or installations may also be considered for extended periods of time.</p>	
Site Criteria	Notes:
<p>Location. May include, but not limited to, site entries, vistas, plazas, common areas, project walls, gates, and prominent corners.</p>	
<p>Proportion. The artworks shall be proportionate with the scale of the development in terms of visibility, compatibility with the architecture and landscape, and impact on the surrounding environment.</p>	
<p>Visibility and public access. Artwork should be visible and accessible by the public.</p>	
<p>Public safety. All works of art or temporary installations shall be evaluated to ensure their compliance with public safety requirements.</p>	
<p>Traffic patterns. Location should consider traffic patterns, both pedestrian and vehicular in terms of visibility and access.</p>	
<p>Relationship. Relationship of art to the site's existing or future architectural or natural features as well as the function and use of the facility or site.</p>	

<p>Future Development. To the extent possible, future development plans for the area that may affect the public art project should be considered.</p>	
<p>Existing Art. Relationship of the proposed work to existing works of art or design elements within the site's vicinity</p>	
<p>Context. Social or cultural context of the proposed artwork relative to the site and its surrounding environment.</p>	
<p>Permanence. For permanently installed works, due consideration shall be given to the work's structural and surface soundness, and to inherent resistance to theft, vandalism, weathering, and excessive maintenance or repair costs.</p>	
<p>Artwork Management</p>	<p>Notes:</p>
<p>Ownership. If the artwork is located within a private community the property owner would own the completed artwork and would be responsible for the care, insurance, and keeping of accurate records about the piece. If the artwork is located within a public right of way the City of Rocklin would own the completed artwork and would be responsible for the care, insurance, and keeping of accurate records about the piece.</p>	
<p>Recordkeeping. The owner is responsible for keeping accurate, updated records of any public artwork they commission or acquire. Recordkeeping will include identifying the project on-site with a plaque and maintaining files on the artwork. Duplicate records will be kept on file with City of Rocklin.</p>	
<p>Maintenance. The owner is responsible for the care and repair of any public artwork they commission or acquire and should follow instructions provided by the artist.</p>	