

**ART IN PUBLIC PLACES PROJECT
APPLICATION REQUIREMENTS**



ART IN PUBLIC PLACES: CONCEPTUAL ARTWORK REVIEW

	Number of Copies
<input type="checkbox"/> Cover letter	8
<input type="checkbox"/> Sketches and photographs of proposed artwork	8
<input type="checkbox"/> Description of proposed artwork and artist’s concept	8
<input type="checkbox"/> Artist’s Qualifications; Photos of other artwork by artist	8
<input type="checkbox"/> Proposed Site Plan	8
<input type="checkbox"/> Proposed building elevations showing proposed artwork	8
<input type="checkbox"/> Photographs of site and surrounding buildings	1
<input type="checkbox"/> Materials Sample Board (8 ½" x 11" maximum size)	1
<input type="checkbox"/> Other information showing compliance with Resolution No. 12,290	8

ART IN PUBLIC PLACES: FINAL ARTWORK REVIEW

	Number of Copies
<input type="checkbox"/> Application Form	1
<input type="checkbox"/> Sketches and photographs of proposed artwork	8
<input type="checkbox"/> Description of proposed artwork and artist’s concept	8
<input type="checkbox"/> Artist’s Qualifications	8
<input type="checkbox"/> Appraisal/value of proposed artwork	8
<input type="checkbox"/> Approved Site Plan	8
<input type="checkbox"/> Approved building elevations showing proposed artwork	8
<input type="checkbox"/> Sketches, photographs and/or computer-generated renderings showing artwork and building	8
<input type="checkbox"/> Photographs of site and surrounding buildings	1
<input type="checkbox"/> Materials Sample Board (8 ½" x 11" maximum size)	1
<input type="checkbox"/> Application Fee (see current fee schedule)	1
<input type="checkbox"/> Other information showing compliance with Resolution No. 12,290	8

NOTE: Planning Division staff will not accept incomplete application packages or poor quality graphics. Prepare all materials according to the directions contained in this document.

All copies, with the exception of colored exhibits, shall be folded and submitted together to approximately 8½" x 11", with the title block showing.

Please direct your questions about these requirements to the Art in Public Places Coordinator in the Planning Division at (805) 385-7858.

ART IN PUBLIC PLACES: ARTWORK REVIEW REQUIREMENTS

Welcome to the City of Oxnard Art in Public Places Program. We look forward to reviewing your proposed artwork and helping you through the process of artwork approval.

Introduction

The materials listed on the first page of this document must be submitted to the Planning Division in order to schedule review of proposed artwork for the Art in Public Places program. These materials were specifically designed to expedite review of your proposal by City staff and the Art in Public Places Committee, as required by City Council Resolution No. 12,290. (You may obtain a copy of this resolution from the Planning Division).

Please note that you must submit **all** of the required information at one time. Planning Division staff will **not** schedule applications for review by the committee until all the required materials and information are submitted.

All plans submitted for file exhibits must be prepared by a professional designer, such as an architect, landscape architect, land planner, engineer, drafting service, and/or an artist (as applicable) unless the applicant can demonstrate an appropriate level of graphic ability.

The preferred size of any drawing is generally 8 ½ by 11 inches or 11 inches by 17 inches, unless this document specifies a different size, or staff to the Art in Public Places Committee approves a different size. Please submit drawings that are the appropriate scale to be readable.

Include the project name, project address, the approved PZ number, and the plan date on every copy of every item submitted.

ART IN PUBLIC PLACES REVIEW PROCESS

All public art proposed for the Art in Public Places program must follow a specific process: conceptual and final review; and building permit review.

The basic procedure for approving proposed artwork is:

1. Conceptual artwork review by Art in Public Places Committee
2. Planning Commission (or Development Services Director) approves project
3. Final approval of artwork by Art in Public Places Committee
4. Building Permit for project and public artwork issued (separate permits)
5. Installation of Artwork
6. Certificate of Occupancy for project issued

Conceptual Artwork Review

At the beginning of the Planning permit process, the project planner will inform the applicant if the proposed project will be required to participate in the Art in Public Places program. Generally, commercial and industrial projects with at least 100,000 square feet building area, and mixed-use

projects of at least 75,000 square feet, are required to participate in the program. Other projects may also participate in the program, for example, as a development agreement condition.

The first step in the review process is conceptual review. The applicant is responsible for working with the project planner to schedule this meeting. During conceptual review, the applicant brings ideas for the project's artwork, together with drawings showing the proposed building's appearance and the proposed artwork's location on the project site. Drawings, descriptions and artists' concepts of alternative artwork ideas (from one or more artists) are reviewed at this meeting. This is a working meeting with the committee and is designed to help the applicant through the process. Please note that City staff and the Art in Public Places Committee cannot recommend specific artists.

At this meeting, staff briefly presents the project and proposed artwork to the Committee, and then the applicant (or artist) will have 5 minutes total to present their artwork proposal. The Committee will next ask questions of the applicant and/or artist. The Committee does not take formal action at this meeting; rather the Committee will give the applicant suggestions and comments regarding the proposed artwork ideas.

Generally, conceptual review of artwork occurs after the first Development Advisory Committee review, or when the site plan is reasonably established, but before the Planning Commission or Development Services Director hearing on the project. Be sure to submit all the of required information on the "Conceptual Review" list (see page 1).

Final Artwork Review

After the Planning Commission (or City Council, or Development Services Director, if applicable) approves the overall project, the Art in Public Places Committee will review the proposed artwork for final approval. (See Final Review application requirements on page 1) The applicant is responsible for working with the project planner to schedule this meeting.

The meeting format is similar to the Conceptual Review, except the Committee does take action at the meeting. The Committee's action can be approval, approval with conditions, or denial, and is based upon compliance with standards listed in the Art in Public Places resolution. These standards are:

1. The artwork has the minimum value required by City Council Resolution No. 12,290 (the resolution). Such value shall be established by an appraisal by an independent, qualified fine art appraiser or other evidence satisfactory to the Committee, including but not limited to invoices, purchase orders or agreements, and auction records, as well as other artwork costs allowable by the resolution. Utility and maintenance costs incurred to operate and maintain the artwork over time shall not be considered in determining the value of the proposed artwork
2. An established artist, as defined in the resolution, has created the artwork.
3. The artwork has intrinsic quality and enduring value beyond any decorative characteristics.
4. The artwork is compatible with and enhances the aesthetic quality of the development and its site. The relationship of the artwork to the site in terms of physical size, shape and colors shall be considered as well as the social and cultural interaction of the artwork with the space it ornaments.

This review is separate from and must be completed before applying for a building permit (see below) for the artwork.

The Art in Public Places staff coordinator will send a letter to the applicant restating the final decision of the committee and listing conditions (if any).

Building Permit for public artwork

The City of Oxnard requires a building permit for most public artwork. Please contact the Permit Center of the Development Services Department (805-385-7858) to determine what plans (and number of copies), application forms, calculations, fees, and other materials are required to begin the plan check process. Please note that if landscaping is a part of the artwork, landscape plans must be submitted concurrently with any other plans and materials. Prior to approval of the plan check for the artwork by the Planning Division, and subsequent issuance of a building permit, the applicant must submit to the Public Art Coordinator, the following materials:

1. A recorded document setting forth the responsibility of the property owner and all transferees, successors, and assigns concerning maintenance of the artwork on the project site for the project's lifetime. A copy of the document recorded with the County of Ventura shall be acceptable evidence.
2. Evidence of insurance coverage in the amount of the purchase price to insure the artwork against any loss or damage, including vandalism. (This insurance coverage shall be maintained in full force and effect at all times.)

Please note that an identifying plaque is required for the artwork. At a minimum, the plaque should include the name of the artwork, the artist's name and the dedication date. The developer (or applicant's) name may also appear on the plaque. The plaque shall be made of a long-lasting weather-proof material (typically bronze, brass or stainless steel) and shall be located as close as possible to the artwork.

Certificate of Occupancy for project

The artwork must be completed and installed before the City of Oxnard will issue a Certificate of Occupancy for the project. Alternatively, the Planning Manager may authorize an equivalent guarantee, such as but not limited to, a bond, letter of credit, or a cash deposit, if extenuating circumstances prevent installation of the required artwork within the required time frame. Complete installation means the artwork is installed on its base, and associated landscaping and lighting, and the artwork identification plaque (see above) is installed.

Other Information

The City of Oxnard encourages applicants to arrange a dedication ceremony for each new public art installed. Please contact the City of Oxnard Community Affairs/Public Information Office (805-385-7434) for assistance in setting up and publicizing the dedication ceremony.

INSTRUCTIONS FOR APPLICATION MATERIALS

APPLICATION FORM must be completed, including project address, signature and daytime phone numbers of the applicant (include name of primary contact person), property owner, architect and artist. The address of the project must be included on the application. The applicant and property owner shall sign the application. If the property is in escrow, the current owner must sign the application.

SKETCHES AND PHOTOGRAPHS OF MODEL AND/OR PROPOSED ARTWORK; MODEL OF ARTWORK shall be sufficient to show a layperson (not an architect, engineer or other design professional) how the proposed artwork will look when constructed. Include how the piece will be mounted and what materials will be used around the base of the artwork (if it is freestanding). If a model is available prior to the meeting, please provide photos of the model from various angles. Submitting a model (or having it available for viewing at the meeting is strongly encouraged). Any model submitted or brought to a meeting for City review will be returned immediately following the Committee's review.

DESCRIPTION AND ARTIST'S CONCEPT of proposed artwork shall be prepared so that someone not familiar with the project and the proposed artwork will be able to understand the applicant's and artist's reason for selecting the particular piece; the material, fabrication and construction methods; and the relationship of the artwork to the entire project.

ARTIST'S QUALIFICATIONS, including a resume, copies of articles from art journals, magazines or other periodicals, or other documents providing evidence of the artist's qualifications to design and supervise fabrication and installation of the proposed artwork. Submittal of photos of other artwork completed and installed by this artist is encouraged. The artist shall be an "Established Artist," as defined by Resolution No. 12,290.

<p>"Established artist" means a professional artist who derives his or her income primarily from his or her work as an artist, and is accepted and recognized in the field of art locally, regionally, nationally or internationally, as evidenced by art journals, art books or art gallery reputation. The members of the architectural, engineering, design or landscaping firms retained for the design and construction of the major development project shall not be considered established artists for purposes of complying with this resolution.</p>

APPRAISAL/VALUE OF PROPOSED ARTWORK is a document that provides evidence that the cost of the proposed artwork is at least 1% of the building valuation, including estimated or anticipated tenant improvements. The applicant is responsible for obtaining written verification of the building's total construction valuation from the Permit Center (Development Services Department). This valuation is based upon building valuation data published in the most current edition of *Building Standards* magazine (see **Estimate of Construction Valuation** below). The artwork valuation shall be established by an appraisal by an independent, qualified fine art appraiser or other evidence, including a combination of these items.

Other evidence of the artwork value may include, but is not limited to, an invoice or price quote from the artist, art gallery or other art dealer; purchase orders or agreements between the

applicant and the artist, gallery or other professional involved in fabricating and installing the artwork; and auction records.

Allowable costs for establishing value include artists' fees, engineering and architectural fees for installation of the artwork, transportation of the artwork to the project site, permits and installation costs. Utility, insurance, and maintenance costs to operate and maintain the artwork over time shall not be included in determining the value of the artwork.

SITE PLAN (preferred size 11" x 17") must be the site plan as approved by the Planning Manager, Development Services Director, Planning Commission and/or City council, as applicable. The site plan shall include the following information:

1. Location of proposed artwork.
2. Location of existing and approved structures, with existing and approved structures clearly labeled.
3. Setback dimensions, from artwork to building and from artwork to nearest property lines.
4. Landscape planters and fences near the artwork (identify material and height).
5. Use of each structure, both approved and existing.
6. Proposed landscape areas (label); species and size identification of trees near the proposed artwork.
7. Proposed parking areas.
8. Location of existing and approved curb cuts on the site, together with distance between the artwork/base and curb cuts near the artwork.
9. Scale and north arrow. Provide "reference North," if "true" north is not perpendicular or parallel to the property lines.
10. Location and identification of any amenities to be included in conjunction with and near the proposed artwork. Include outdoor seating areas, lighting, plaque, fountains, etc.
11. Location, size, materials, copy and design of freestanding and/or monument signs near the artwork.
12. Size, location and text of plaque identifying the artwork. The plaque should be as near as possible to the artwork, and fabricated of a durable, weatherproof material typically brass or other non-weathering metal). The plaque shall identify the name of the artwork, the artist, and the date of dedication. The developer/owner's name may be included on the plaque.
13. Project phasing lines (if any).
14. Existing and approved sidewalks and streets (label names of streets).
15. Vicinity map locating the proposed development within Oxnard.
16. Identification of loading areas and trash enclosures.

17. Type of paving materials proposed, including scored concrete and other enhanced pavement.
18. Location of aboveground utility vaults, transformers, building backflow preventers and other similar equipment that could interfere with the artwork's visibility.
19. Name and street address of the project.
20. Name, address, and telephone number of the architect, landscape architect or other design professional that prepared the plans (include on every drawing).
21. Detailed drawing of the proposed artwork area, showing project hardscape and landscape features (may be a separate sheet).

BUILDING ELEVATIONS (minimum size 24" x 36") must include:

1. Building sides near the proposed artwork. Show the height of the artwork in relation to the height of the building.
2. Product and color specification of exterior building materials and other features.
3. Proposed building signs, drawn to scale.

NOTE: Any trees or vegetation depicted in a building elevation shall be illustrated at no more than approximately three years' growth and shall illustrate only those species identified in the **Conceptual Landscape Plan**.

SKETCHES, PHOTOGRAPHS OR COMPUTER-GENERATED RENDERINGS SHOWING ARTWORK IN FRONT OF THE BUILDING

COLORED ELEVATIONS (minimum size 24" x 36") must:

1. Match the exterior building materials as closely as possible.
2. Be submitted rolled; not mounted on cardboard or formboard.

Reduced color photos or copies of the final approved colored elevations will be required for the file prior to issuance of building permits.

PHOTOGRAPHS are to show:

1. The project site.
2. Immediately surrounding land area and development, particularly surrounding architecture and scale.
3. Mount the photographs on an 8 1/2" x 11" illustration board with a key map.

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MATERIALS SAMPLE BOARD (8 1/2" x 11" maximum size*) is an illustration board with small pieces of each exterior material mounted upon it. It must include:

1. Exterior materials samples (in correct colors) for:
 - Sculpture (or other artwork)
 - Base
 - Other visible materials

2. Color and product specifications (example: Manufacturer and color name and/or number of wood stain; manufacturer, color and type of roof tile).
3. Description of each material's location on the proposed artwork

***Note:** If a sample does not effectively represent the appearance of the material in use, a photo of an application - i.e., from a brochure or a similar artwork - should be included on the materials board. Flat samples *must* be used whenever possible.

*The materials board must fit in the Planning project file, so the board must not exceed letter size (8 1/2 " X 11"). Any larger board submitted will be returned to the applicant and the artwork will not be scheduled for committee review.