I. GOALS AND OBJECTIVES

The ultimate purpose of the procedures and standards set forth herein is to encourage appreciation, acceptance, and support by the public of visual arts in public places owned or leased by the City of Atascadero. Art is both a permanent and changing reflection of what the community holds important. The Arts in Public Places Policy should reflect and communicate community values and enhance the quality of life of the citizens of the City of Atascadero. The goals and objectives of the Arts in Public Places Program are to direct the inclusion of works of art in City capital improvement projects and public places, including City-owned or leased buildings and parks, to create a more livable City, engage and attract a wide spectrum of citizens and visitors, stimulate the vitality and economy of the City of Atascadero, and enhance the community environment.

II. DEFINITION OF ART IN PUBLIC PLACES

Arts in Public Places is defined as all art including, but not limited to, sculptures, murals, paintings, graphic arts, mosaics, photography, crafts, mixed media, and environmental works. It includes all artwork that is to be displayed longer than 30 days on or in a publicly owned or leased facility or park, or publicly owned or leased open space or easement.

III. PROCEDURE

A. Submittal to Community Services Department

Works of art may be donated to, or purchased by, the City of Atascadero to be placed in publicly owned or leased property. Plans for proposed artwork and its placement must be submitted by the artist, or sponsoring group, to the Community Services Department. A standardized proposal application form will be required as part of the submittal package. It shall include sufficient data upon which to properly evaluate the project. A full-color rendering shall be submitted as part of the proposal. Copies of the application shall be transmitted for comments to all affected City Departments, including Community Development.

B. Consideration by Atascadero Public Arts Committee
After the proposed application is deemed to be complete and comments have been received from all affected City Departments, it shall be forwarded to the Parks and Recreation Commission. The Parks and Recreation Commission shall appoint a five (5) member ad hoc advisory committee from selected members of the Atascadero Public Arts Committee (see Item V. below). This ad hoc committee should be selected from those most knowledgeable about the art form, and shall be chaired by a non-voting member of the Parks and Recreation Commission. A project proposer shall not serve on this advisory committee. The approval or rejection of the project, together with suggestions for modifications by the sub-committee, will be received by the Parks and Recreation Commission at a regular or special meeting that shall be deemed a public hearing. Following the public hearing, the Parks and Recreation Commission will either recommend approval or rejection of the project, including recommendations for appropriate changes. If the project is recommended for rejection, specific reasons for the rejection should be communicated to the proposer. If the proposer agrees to the suggested modifications, it will be reconsidered by the Parks and Recreation Commission.

The recommendation of both the APAC and the Parks and Recreation Commission shall be forwarded to the City Council.

C. Consideration by the City Council

The City Council shall review the proposal, together with the recommendations of the Atascadero Public Arts Committee and the Parks and Recreation Commission, and approve, reject, or suggest modifications to the project. The City Council's consideration of the artwork shall be placed on the consent agenda, unless removed for separate action. If the project is rejected, specific reasons for the rejection shall be communicated to the proposer. If the proposer agrees to the suggested modifications, the proposal may be reconsidered by the City Council.

IV. SELECTION STANDARDS

The selection of works of art for the City of Atascadero, Arts in Public Places Program, shall be based on the following criteria:

1. Artistic excellence, innovation and originality.

2. Appropriateness of the artwork in terms of scale, form, content and the environment.

3. Durability of the artwork relative to theft, vandalism, and the environment.
4. Materials and methods shall be suitable for durable outdoor display.

5. The program shall strive for diversity in style, scale, media, and numbers of artists represented.

6. Selection shall be based on the compatibility of design and location within a unified design character or historical character of site; preservation and integration of natural features of the project.

7. Ability to maintain the project.

A further requirement shall be the execution of an appropriate contract related to the rights and duties of the parties involved in the creation, display, maintenance and ownership of the completed artwork.

V. ATASCADERO PUBLIC ARTS COMMITTEE (APAC)

The Community Services Department will solicit membership from interested citizens of Atascadero to serve on an advisory committee to assist in the implementation of the Goals and Objectives. Members of this group may be asked to assist in the development of an inventory of sites for public art, provide leadership in the selection of artists and artisans, provide direction for funding public art, and serve as advisory members to the Parks and Recreation Commission on an ad hoc basis to consider and evaluate proposed public art projects. In this capacity, their expertise and advice would be considered in the development of a recommendation to the City Council.

Recommended backgrounds for the members of the APAC are artist, art teacher, art historian, art collector, architect, landscape architect, or board member of a non-profit art corporation.

Persons with pending art project applications shall not be allowed to serve on the APAC during the time their project is under consideration by the Committee. It shall be the function and purpose of the APAC to:

1. Review proposed project applications and implement selection standards.

2. Set standards and procedures for the construction and maintenance of art in public places. Such standards are to be consistent with the requirements of the City general plan and land use element.

3. Advise the City regarding the amounts and sources of funds to be expended on artwork.
4. Advise and assist in obtaining financial assistance for visual art from private, public and corporate sources.

5. Survey available or potentially available sites on publicly-owned facilities and open areas within the City.

6. Assist in the establishment of appropriate themes for areas in the City along with general recommendations for size and placement of artwork in those areas.

7. Encourage and assist in community participation that promotes public involvement in the arts.