

JOIN US!

PUBLIC ART PROGRAM

CITY OF HUNTINGTON BEACH



Kevin Stewart-Magee

Acrylic Canvas Wall Mural, 2002

Wal-Mart, Huntington Beach, CA

PUBLIC ART BUILDS CIVIC AND CORPORATE PRIDE

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Edmund Schumpert,
"The Ultimate Challenge," 1976
PCH/Huntington Beach

Dear Developer:

Welcome to the City of Huntington Beach.

Huntington Beach has an outstanding reputation as a great place to live and a destination for tourism due to our beautiful shoreline, wetlands and beaches. It is also a City becoming more urban with increased recreation, resort, housing, retail industries, and cultural opportunities. It is hoped each part of our City will become more uniquely defined. In making this identity, the City and developer have also begun to incorporate design and aesthetics into their projects. Pier Plaza, built in 1995, was a cultural watershed for the City. Its artist designed and built amphitheater and mural projects were so well received that additional beach revitalization will incorporate the work of artists into its design and construction. Increasingly, artists are becoming valuable players in all aspects of urban design.

Art in public space has always been represented in the City but now, with more integrated works, artists can truly transform spaces, giving them context and relevance, and making them places of community pride. We hope you will embrace the active role of the artist in designing and building your project. Your participation will ensure a vital community growing dynamically, economically, and culturally.

We look forward to working with you.

Sincerely,

The Community Development and Community Services Department Staff

2000 Main Street, Huntington Beach, CA 92648

Community Services FAX (714) 374-1654

PUBLIC ART BUILDS CIVIC AND CORPORATE PRIDE

Public Art Program
City of Huntington Beach

Chapter 10

Public Art Guidelines

A. Introduction

Art enriches our urban landscape by engaging the mind, eye and spirit of the observer. A deeper interaction occurs when one is visiting, working or living near a place with art. Art revitalizes our public spaces and makes them seem more welcoming. It enhances private and public developments and contributes to a more livable and beautiful city.



Seacliff "Shorebird" mural located at the Huntington Beach Civic Center

The City of Huntington Beach encourages the inclusion of art within public and private developments. This chapter provides guidance for the inclusion and processing of public art proposals.

B. General Design Objectives

Intensify the use and strengthen the role of public art to enhance the visual image of Huntington Beach by:

- Facilitating the use of public art in the design of private and public development proposals

- Encouraging the inclusion of artists proficient in the visual arts in the project design team
- Fostering collaboration among artists, architects, landscape architects and engineers to fully integrate artworks within development proposals.
- Providing that any committee recommending public art in a public development be composed of a majority of at least 60 percent general public members unaffiliated with the arts.



Art can be integrated into architecture



Ceramic tile mural in Huntington Beach

C. Public Art is Good Business

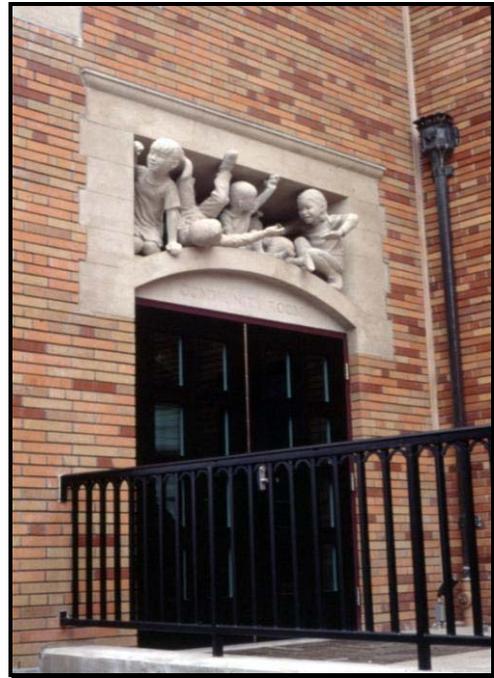
Private developers are finding that commissioning art is more than good citizenship. By enhancing the overall quality of a project and giving it a unique character not achievable in other ways, public art increases a project's value.



D. The Goal of Collaboration & Integration

The artist is a key player and contributor to place making. As a primary resource, the artist is uniquely capable in resonating with our histories and our cultural memories.

Collaboration among artists, architects, landscape architects and engineers during the early stages of project design is encouraged so that artworks can be fully integrated into development proposals.



E. City Review

The developer should contact the Cultural Services Division Manager as early as possible during the project design process to obtain information regarding inclusion of artwork within a development proposal; how to develop a project art plan and how to select and work with artists and art consultants. The Cultural Services Division Manager will be responsible for tracking progress and insuring compliance with the art program guidelines through all stages of the project.

1. Development of a Project Art Plan

A project art plan should be prepared by the developer to address the following:

- Specify the proposed funding, and present a budget for the art
- Describe in detail the developer's process for artist selection
- Describe how their art project will foster collaboration among artist(s)
- Identify the art consultant and/or selection committee
- Indicate the intended site(s), media, and materials of artwork(s)

- Describe the qualifying artwork, including artist concept & drawings, if available
- Detail the schedule for the selection, fabrication and installation of the artwork
- Describe plans for maintenance of the artwork(s)

2. Art Project Reports & Documentation

At the time of Building Permit submittal, the project developer must provide a progress report on the art project to the Cultural Services Division. Building Permits should not be issued prior to approval of the progress report by the Cultural Services Division.

The installation of artwork should be completed and a final written report, including visual documentation (slides, photos) and a detailed statement of project expenses must be submitted to the Cultural Services Division prior to the issuance of a Certificate of Occupancy. Copies of contracts with Art Consultant(s) and artist(s) must also be attached.

In some cases, it may be impossible to complete installation of artwork prior to granting the Certificate of Occupancy. In this case, the Cultural Services Division may recommend that the Certificate of Occupancy be issued subject to posting of a performance bond in the full amount dedicated for artwork and approval of an installation schedule for the art project.

F. Working with Arts Consultants

Project developers are strongly encouraged to work with an art consultant in the selection of artists and artwork. An arts consultant can provide expert assistance on artists who work in the field of public art. A public art manager can facilitate the collaborative process from the initial stages of developing an art plan, proposals, and contracts to completion of fabrication and installation of the art.

Up to 20% of the on-site art budget can be used toward an art consultant's fees based on milestones completed and agreed upon in advance. A list of arts consultants may be available from the Cultural Services Division.



Public art incorporated into lighting fixture design

G. Selecting Artists

Artists selected should be generally recognized as professionals of serious intent. Their work should convey strong artistic excellence, should be appropriate to the site, should integrate with the building and landscape design and should recognize accessibility, durability, and issues of security, maintenance, and safety.



H. Eligible types of Artwork:

All forms of original visual art are eligible, including but not limited to:

- Any public location within a project, including the street wall, paths and linkages, gardens and grounds, plazas, etc. The treatment of these areas might involve light, sound, tactile qualities and any manner of materials
- Painting of all media, including portable and permanently affixed works such as murals
- Sculpture which may be in the round, bas-relief, high relief, mobile, fountain, kinetic, electronic, architectural etc., in any material or combination of materials
- Other visual media including, but not limited to, prints, drawings, stained glass, artistic lighting, calligraphy, mosaics, photography, clay, fiber and textiles, wood, metals, paving, plant materials, plastics, crafts or artifacts, or other materials or combination of materials

The following non-artistic items do not meet the intent of this program:

- Directional or other functional elements, such as supergraphics, signs, maps, etc.
- Those elements generally considered to be components of a landscape architectural design, except where these elements are designed by the artist and are an integral part of the project artwork
- Modifications in or improvements to building surfaces or structural elements of the building unless artist designed
- Reproductions, by mechanical or other means, of original works of art
- Decorative, ornamental, or functional elements which are designed by the architect, as opposed to an artist commissioned for this purpose
- “Art Objects” which are mass-produced of standard design, such as playground sculptures or fountains

I. Artwork Location:

- a. Artwork siting and its visibility are important project design considerations. Artworks should be clearly visible and accessible to the public.
- b. Artworks should be a permanent part of the development and must remain in place for the life

of the development. Works may be portable or fixed as long as the artwork is always located at or adjacent to the site and is accessible to the public. The Cultural Division Services must approve, in writing, any changes in location of artwork.



Art can be a part of a water feature

J. Lighting

- a. Exterior artwork(s) should be adequately lit so as to be clearly visible from sidewalks during evening hours. Interior artworks should be adequately lit during all hours of public access.

K. Ownership and Maintenance

- a. All art in a specific project belongs to the project owner. The artist, project developer and architect (if appropriate) should be credited for their roles in the art project through a plaque located near the artwork.
- b. Art must be maintained and repaired as necessary in accordance with accepted curatorial standards set by the Cultural Services Division. Stolen or vandalized art must be replaced or repaired as close as possible to its original form.
- c. Installation, future preservation, maintenance, and replacement if necessary, of public art within private developments should be assured for the life of the development project by the property owner.

HOW PUBLIC ART BENEFITS THE COMMUNITY

Public Art Program City of Huntington Beach

- Contributes to the enhancement of a cityscape, creates a sense of place, or improves the design qualities of public infrastructure.
- Fosters collective memory and gives meaning to place by recalling local and regional history.
- Enlivens public space by creating a sense of serendipity and discovery.
- Promotes local urban and economic development by creating opportunities for local artists.
- Makes sense of communities by creating landmarks, directional elements, and defining neighborhoods and districts.
- Gives visual expression to local cultural diversity,
- Creates a sense of community identity through unique functional elements such as bus shelters, tree grates, seating elements, paving patterns, parking garages, etc.

What is Public Art?

Public art is different from studio art or art exhibited in museums and galleries. Public art is accessible to the public, it typically reflects an awareness of its site, both physically and socially, and, most importantly, public art involves community process in its creation. A wide variety of approaches to public art are possible. Some approaches emphasize integrating artwork into the built environment, others emphasize placing artwork in a plaza or on a wall, and still others involve the creation of temporary works in community settings. Depending on the needs of a community, one or a combination of the following approaches may be taken:

- **Discrete object:** The traditional approach of placing stand-alone sculptures, murals, or other artworks in public buildings, plazas, parks, etc., as a means to beautify and humanize the environment.
- **Integration of public art and architecture:** A multi-disciplinary design team approach wherein artists work on project teams with architects, engineers, landscape architects and other design professionals to design and create public projects, such as transit systems or waste water treatment facilities to achieve the highest aesthetic innovation. This approach may also result in artist-designed functional elements that are integrated into the project such as flooring, furniture, light fixtures, fencing, tree grates, etc.
- **Master planning:** Artists working with other design professionals, policy makers and community groups to identify specific opportunities for the integration of various forms of art within a

specific project or urban context, such as transit systems, neighborhood redevelopment districts, airports, parks, and civic plazas.

- **Urban design/place-making:** Artwork projects that contribute to the enhancement of a cityscape, create a sense of place, or improve the design qualities of public infrastructure. Artist-designed freeway enhancements, bridges or parks. are examples of such projects.
- **Temporary installations/sculpture:** Non-permanent artworks that respond to a specific physical or social environment. Temporary projects can involve a single artist working with the community or hundreds of artists responding to the same subject matter.
- **Arts and community development program:** Artists working in communities to create public art projects that respond to the reality and integrity of those communities (e.g., artists working in social institutions, prisons, homeless shelters, with the elderly, youths).

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ART IN PRIVATE DEVELOPMENT

STEPS REQUIRED FOR CITY OF HUNTINGTON BEACH APPROVAL

(For Developer Use Only)

- **Step #1:** After your initial contact with the Community Development Department, please contact the Community Services Public Art staff at (714) 536-5486 to discuss the project and the art element requirement.
- **Step #2:** After discussion with the Community Services Public Art staff, prepare an initial conceptual art plan that examines your concept for the art project: ideas about site, artist selection methods, design team involvement, art consultant use, budget, etc.
- **Step #3:** Submit (fax or deliver) initial conceptual art plan to both the Community Services Public Art staff at 714 374-1654 and the Community Development Department at (714) 374-1540.
- **Step #4:** After review by city staff, proceed with the conceptual drawings and provide staff with a progress (mid-way) report to include refinements of the art project and great detail i.e., artist name and title of project, budget, location, and schedule for design and fabrication.
- **Step #5: (Optional)** Community Development Department and Community Services Public Art staff will review the progress report and upon approval send a letter to proceed.
- **Step #6:** Staff will notify you with date and time for presentation to the Design Review Board. At that meeting, you will be required to present conceptual drawings and any further design details.
- **Step #7:** Following the design review board meeting, staff will notify you of the art project, comments of the board and approval to proceed.

Note: Any significant changes in design, location, materials, media will require a return meeting to the board.

Approval by Community Services Public Art Staff, Design Review Board, and Community Development Director is needed to proceed to **Step #8**.

- **Step #8:** At the time of application for Certificate of Occupancy, a **final report (with documentation)** shall be delivered to the Community Development Department and the Community Services Public Art staff. Artwork and plaque shall be installed prior to receiving the Certificate of Occupancy.
- **Step #9:** Certificate of Occupancy approval shall be granted by the Community Development Department and the Community Services Public Art staff upon notification of installation of the artwork.

PUBLIC ART IS UNLIMITED IN ITS FORMS

Public Art Program
City of Huntington Beach

MID-WAY PROGRESS REPORT

PROJECT INFORMATION

Project Name: _____

Development: _____

Contact Person: _____

Artist: _____

Telephone of Artist: _____

Address of Artist: _____

- Professional Experience: (Include Resume)
- Location of Artwork:
- Description of Site:
- Description of Artwork:
 - Budget:
 - Materials:
 - Media:
 - Design Team Collaborators:
- Progress to Date:
- Projected schedule for Design:
 - Fabrication:
 - Installation:

Please include conceptual drawings for agency review.

FINAL DOCUMENTATION

Please include the following information for Certificate of Occupancy Approval:

- Slides and / or photos of installed artwork 35 mm slides or colored photos
3 x 5
- Documentation with both technical and conservation (maintenance)
information

PROPOSED SCHEDULE OF ACTIVITIES FOR COMPLETION OF PUBLIC ART ELEMENT

(Projects Required to Complete Form)

| | | START DATE | END DATE | COMMENTS |
|-----|---|------------|----------|----------|
| 1. | Applicant to make initial contact with the Community Development Department. | | | |
| 2. | Contact Community Services Public Art staff to discuss art project art plan/element at (714) 536-5486. | | | |
| 3. | Prepare an initial conceptual art plan utilizing artist, art consultants. Include site location, artist selection, design team involvement, timeline, etc. | | | |
| 4. | Submit conceptual art plan to both the Community Services Public Art staff and the Community Development Department. | | | |
| 5. | Staff review of conceptual art plan (30-60 days). | | | |
| 6. | Proceed with conceptual drawings including full project description i.e. wallway, wall, benches, landscape element, budget, materials, artist(s) name, location within the project. Mid-way Process Report. | | | |
| 7. | Staff review of conceptual drawings and notifies applicant of status and assigns date for review by the Design Review Board (DRB). | | | |
| 8. | Staff and applicant presents conceptual drawings to the Design Review Board. | | | |
| 9. | Staff notified applicant of approval/disapproval by DRB. Any changes require return to DRB. | | | |
| 10. | With approval - applicant begins construction of art project. Construction timeline identified. | | | |
| 11. | Installation will be completed with a final report provided to both Community Development Department and Community Services Public Art staff. | | | |
| 12. | Certificate of Occupancy application will be delivered to the two departments. | | | |

HELPFUL HINTS TO FIND ARTISTS AND PUBLIC ART CONSULTANTS

We would like to offer you assistance with your art element. Give us a call and we can discuss your project and what approach will best suit your needs.

Looking for the Artist?

There are many national and regional organizations that provide artist registries. The best way to contact these agencies is via the Internet. You may wish to explore the registry of artists at www.artistsregister.com. The **Western States Artist Federation** manages this site. *This is a great place to post calls for artists.* The agency lists many public artists living in CA, AZ, CO and WA. **Arts Orange County** at www.artsoc.org is a regional arts agency that is developing an artist registry. Another site to visit is www.artnet.com. Other artists will be known through commercial galleries and museum sources. You may also wish to explore art publications such as **Art In America Magazine**, **Artnews** and **Artweek**. Art In America is an excellent reference that publishes the GUIDE Sourcebook to the U.S. Art World. You may wish to take a more formal approach and submit a Request for Proposal to art websites, publications and consultants.

Looking for Professional Assistance – A Public Art Consultant?

Your company may prefer to leave the search and complexity of coordination to a professional in the field of public art. The City of Huntington Beach provides a roster that has been made available through the national organization - Art Network of Americans for the Arts. The consultants are professionals working in this field of public art. **Public Art Network** also provides lists of artists' bibliographies, planning tools and other resources.

City staff will not make specific recommendations for the selection of artists or consultants. However, once your company identifies an artist or consultant, our staff will assist in providing information regarding coordination with the City departments, area history and culture that may prove helpful.

If all else fails - call us at 714 536-5486. We welcome your contribution to the Huntington Beach Public Art Program.

