

# Downtown Public Art Guidelines

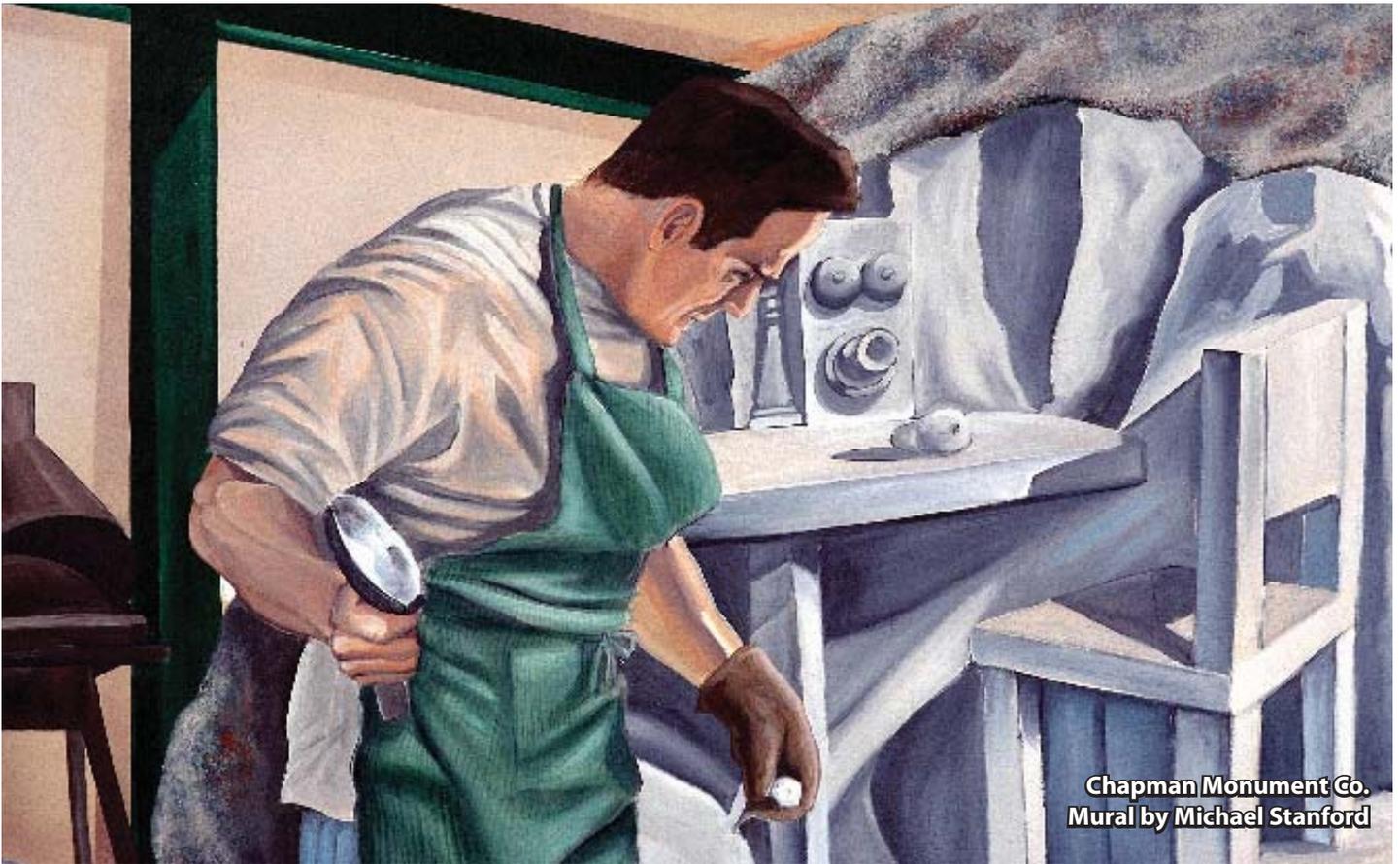
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## **Downtown Public Art Program - Designated Spaces**

The City of Roseville has dedicated public right-of-way throughout Downtown Roseville for the placement of public art. This program provides guidelines for the evaluation, selection, installation, and maintenance of the public art placed in these specific publicly owned locations.

### **Section 1: Purpose of Program**

The purpose of this program is to promote public art through the display of art pieces in Downtown Roseville.

Initially, all public art placed in the pre-determined locations will be handled by a “loan” program. The program maximizes the amount of work to be shown and the exposure of local, participating artists by offering to display, rather than purchase, the art.

The program is designed for artists to lend their artwork to the City for two (2) years with a City option for one (1) additional year. Some artwork may be exhibited beyond three (3) years, however, this would require a mutual agreement between the City and the Artist.

The program is designed to encourage participation by local artists but will also be open to regional and national submissions

## Section 2: Definitions

**Artwork** - for the purposes of this policy shall be defined as: Two or three-dimensional aesthetic improvements. Possible media that may qualify include: artistic glass treatments, bas reliefs, collages, drawings, fountains, frescoes, granite, metal, mobiles, mosaics, murals, paintings, prints, photographs, sculptures, and stone

**Curator** - Curators, for the purpose of this program, will be defined as:  
An outside resource that assists the City with a number of activities related to the project. Their participation may include, but not necessarily be limited to: marketing, public education, outreach, selection process facilitation, artist identification, proposal evaluation, and final selection recommendation.

**Designated Sites** - Designated sites have been established for the placement of art, as it pertains to this program, throughout Downtown Roseville.



They are:

Vernon Street

- in front of the Tower Theater – 400 block
- in front of the Roseville Theater – 200 block
- at the base of the 100 block entry arch
- at the base of the 700 block entry arch

Historic Old Town

- at the park on the corner of Church Street and Washington Blvd.
- Lincoln/Main Street intersection

Riverside Avenue

- Riverside/Vernon intersection
- Riverside/Darling median
- at the corner of Fourth Street and Riverside



## Section 3: Selection Process

The curators will administer the selection process with City staff assistance.

- The curators will contact artists (i.e. Call for Artists) in order to determine their willingness and ability to provide work for this project.
- The curators will submit qualified proposals from applicant artists for potential downtown public art locations to the City for their consideration and selection.
- The curator will facilitate the selection panel process with City staff assistance. The selection panel will make recommendations, in accordance with selection criteria, to the Cultural Arts Committee. The Cultural Arts Committee will confirm the selections and submit final recommendations to City staff who will then, if appropriate, forward each recommendation to the City Council. Final selection considerations include (1) participation per the terms of this program; (2) ability to provide, on loan, an acceptable work for a minimum of three years; and (3) the cost of installation.

**Selection Criteria** - The following criteria shall be considered when selecting a piece of public art for loan for downtown:

- Artwork that reflects the goals and objectives of the Downtown and the City of Roseville;
- Is it appropriate for a particular location site;
- Artwork that reflects particular City themes

Examples of themes prevalent in Downtown Roseville would include:

### **Character Districts in Downtown Roseville**

- Vernon Street – Art themes: galleries, theaters, studios
- Historic Old Town – Pub District (evening activities)
- Riverside Avenue – mixed use, pedestrian environment

### **Downtown as a gathering place**

- Public spaces – any public location that people are likely to gather at (e.g. a town square or park)
- Festive events and celebrations

### **Promotion of arts, culture, heritage, entertainment, and education**

**Connectivity** – Downtown Roseville as a contiguous and complimentary area (Historic Old Town connects to Vernon Street, etc.)

### **Community activity, spirit, and involvement**

- Artwork that incorporates indigenous people of the area – both Native and long time residents of the region;
- Artwork that reflect the diversity of community interests;
- Artwork that meets the City's ability to care for, exhibit, and handle the work and requires minimal maintenance over the term of the loan;
- Artwork that reflects historic significance, particularly relating to the history of Roseville and the surrounding region;

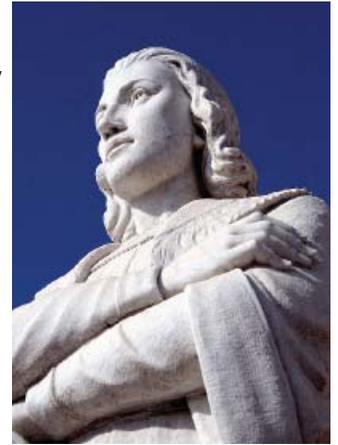
The City reserves the right to deny consideration for loan of any piece that does not fit these guidelines.



## **Selection Team:**

The Selection Team shall consist of a minimum of 5 members including, if possible, one member from:

- Roseville Arts!,
  - Downtown Roseville Merchants,
  - Cultural Arts Committee,
- and two additional representatives, potentially:
- Local artists,
  - Historians,
  - Architects,
  - City staff or Commissioners, or
  - Private citizen with an interest in art



The Selection Team, facilitated by the curator and City staff, will make a recommendation to the Cultural Arts Committee for selection of art pieces for identified locations.

The Cultural Arts Committee will review and approve the selection team recommendations and then forward a final recommendation to City staff. This recommendation, assuming it meets all of the criteria established within these guidelines, will then be forwarded to the City Council.

## **Section 4: Responsibilities**

### **City responsibilities:**

- The City of Roseville will hire a contractor to perform the installation of artwork.
- City will design and install footings for artwork installation at the specific location sites. City will provide instructions to artist on footing design for application to public art piece. Artist will be responsible for fabrication and installation of footing to art piece.
- The City of Roseville will provide preliminary engineering resources required for on-site installation of artwork.
- City will provide limited ongoing maintenance while piece is on loan. The level and type of maintenance will be discussed by City staff and artist prior to any placement of art. No art will be displayed without an established maintenance agreement.
- A proposed annual budget will be created for this program. The City's share of funds derived from the sale of any art displayed for this program will be put back into the program budget.
- The City of Roseville will manage all work permit and application requirements.
- The City of Roseville will cover or waive all permit and transfer fees.
- The City of Roseville will create marketing collateral that acknowledges the artwork, notes a purchase price (assuming the artist is offering it for sale), and details the location of all artwork included in the program. The type, style, and frequency of the marketing will be at the sole discretion of the City. This marketing might typically include brochures, published advertisements, and city website exposure.
- The City will provide a title plaque for each piece selected to be mounted on display. Plaque information shall include title of piece and artist name only.



## **Artist Responsibilities:**

- Providing insurance for the artwork is the responsibility of the artist.
- The artist will provide to the City the name of the piece and artist name for title plaque.
- Artist shall be responsible for shipping, adhering footplate to art piece per City directions, and consulting with contractors regarding artwork installation and removal. All of these activities shall take place in accordance with City instructions.

## **Sale and removal of any public art piece:**

- If artwork is for sale, all transactions shall take place directly between artist and buyer and may not take place on City premises. Artist shall give the City a 90-day notice of removal regarding any piece sold during its display period.
- Removal of the public art piece at the end of the loan period will be handled by the contractor. The City will hire the contractor and coordinate the removal of the artwork.
- It is the responsibility of the artist to provide all feedback necessary to ensure the piece is removed by the date specified in the contract agreement.
- The City reserves the right to have the public art piece removed if it is deemed, at any time, to interfere with City operations.

## **Section 5: Liabilities**

The City will make a good faith effort to select work that does not pose a public danger or ADA hazard.

Each artist selected for participation in the Downtown Public Art Loan Program agrees to hold the City of Roseville, and its employees and officers, harmless from any liability arising from the injury of any persons or for the loss, theft, or damage to artwork arising out of or in any way related to the loaning of artwork for the Downtown Public Art Loan Program.

A standard agreement will be used by the City to contract with participating artists.



## Section 6: Loan Agreement

### Artist/Lender Agreement

- City will provide artist with technical information concerning site preparation for sculpture installation.
- City agrees to provide artist with available resources for preparation of footings and review locations of installations for pedestrian and traffic safety.
- City will strive to exercise the same care of loan objects as it does in the safekeeping of its own property. City will contact the artist if the work is damaged or altered in any way to discuss appropriate remedies.
- Artist recognizes that the City is not responsible for normal wear and tear. This includes, but is not limited to, damage resulting from exposure to the elements, gradual deterioration, for inherent vice, or for damage due to acts of God.
- Artist represents to City and its agents that he/she owns the copyright for all works loaned to City. Artist grants to the City and its agents a non-exclusive, unlimited and irrevocable license to make, and to authorize the making of, photographs and other two-dimensional reproductions of the Artwork for all promotional uses, including advertising, educational and promotional materials. The City agrees that these rights shall be exercised in accordance with the California Art Preservation Act (California Civil Code Section 987).
- Artist agrees to lend their work for up to three years from the date of the agreement unless otherwise specified in writing.
- If any of the works displayed as part of this program are sold during the loan period, Artist agrees to pay to City a ten percent (10%) commission on the sale of said work. Sales transaction to be conducted off City property between artist and buyer.



Please submit questions and suggestions to:

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