

elk grove design guidelines

chapter 6
voluntary public art

VI. VOLUNTARY PUBLIC ART DESIGN GUIDELINES

A. Purpose

The City has adopted these Voluntary Public Art Design Guidelines in an effort to improve the quality of life in the City of Elk Grove by:

- 1) Exposing members of the public to artistic expression in the City's public and quasi-public spaces;
- 2) Providing a venue for artists to display their contributions to our community;
- 3) Fostering civic pride through the beauty, creativity, and thoughtfulness of public art;
- 4) Encouraging greater use of public and quasi-public spaces within our city; and
- 5) Enhancing the visual character of the city.



Photo VI-1
Conjoin by
David Mudgett
March 2000.

B. Defining Art

To make public art in Elk Grove easy to recognize and to identify when incentives can be granted, the City of Elk Grove defines public art for the purposes of these Guidelines in the following manner.

- 1) Art is a product of human activity whose principal purpose is to be appreciated for aesthetic and/or intellectual reasons.
- 2) Advertising alone should never constitute art, yet corporate logos are not expressly forbidden from appearing in public art.
- 3) Reproductions / prints may constitute public art.
- 4) Art may be emblematic of local themes and may depict the shared past of our City, region, state, and nation.
- 5) Mass produced items may constitute art, when arranged in some meaningful way.
- 6) Landscaping alone should not be considered art.
- 7) Art should complement its surroundings to some extent by relating to those surroundings in terms of

scale, materials, form, and content.

C. Materials and Maintenance

Art should be designed to last as long as the related building or structure. Maintenance of public art is the responsibility of the property owner, and maintenance responsibilities run with the land. Preferred materials for outdoor art include materials able to sustain long term exposure to the elements including but not limited to bronze and marble. Art should be vandal/ theft resistant to the greatest extent reasonably feasible, given the understanding that particular media simply cannot be as vandal resistant as other media. At a minimum art should not damage the natural environment and may be made of recycled materials.

D. Location

Art should be visible from the public right of way, preferably outside buildings, but also may be located inside buildings open during normal business hours or which are regularly and frequently open to the public. Outdoor art should be positioned in a well-lit place with lighting designed to illuminate the piece and not produce unnecessary light spillover onto adjacent residential properties. Outdoor and indoor art should only be installed where the property owner permits unhindered access to members of the public on self-guided walking tours, respecting operating hours of the business in the case of indoor art.



Photo VI-2
Spirit by
Yvonne Bonacci
June 2002.



Photo VI-3
Metal Weave by
Carrie Dennis
2000.

E. Performing Arts Alternative

In an effort to ensure the performing arts benefit from these Guidelines, applicants may elect to designate performance space or space for rotating exhibits on their property in lieu of placing public art on site.

F. Incentives

Applicants whose properties have spaces open to the general public may apply for public art incentives as part of the Design Review process. The City of Elk Grove may grant reductions in required parking, required landscaping, setbacks, and building height maximums by up to 10% when proposed public art projects meet the standards of these Guidelines and are recommended for approval by the Committee for the Arts.

G. Process for Requesting Incentives

- 1) **Submittal:** Applicants requesting incentives for including public art with their projects should submit the name of the artist; the title of the work; the year executed; a brief biography of the artist; any information the artist would care to share about the work itself; a site plan depicting the location of proposed art in relation to other structures, vehicle routes, pedestrian routes, landscaping, and property lines; illumination details; colored elevations depicting the proposed art from all sides; material samples; and other items as required by the Committee for the Arts. Such submittals should accompany the initial Planning Department application to ensure the Committee for the Arts has sufficient time to review the proposal. Subsequent submittals are permitted but may result in additional review time being required.
- 2) **Review:** The Committee for the Arts shall review all submittals at their regular meetings and recommend approval or disapproval, with or without conditions, of the proposal. The Planning Director, Planning Commission, or City Council shall be the approving authority for all applications they would normally hear, as determined by other ordinances and policies. The Planning Director shall be the approving authority for applications over which no other approving authority exists. The approving authority shall approve an application, disapprove it, or approve it subject to conditions.
- 3) **Findings:** Public Art incentives shall be granted only when the designated approving authority makes the following findings:



Photo VI-4
Majestic Stallions by
Giovanni Porratz
2001.

- a) The proposed art will not create conflicts with vehicular, bicycle, or pedestrian transportation modes of circulation; and
- b) The proposed art complements its surroundings to some extent by relating to those surroundings in terms of scale, materials, form, and content; and meets at least two of the following criteria:
 - i) Has no other function than to be appreciated for aesthetic and/or intellectual reasons;
 - ii) Has no corporate logos;
 - iii) Is an original piece or a limited edition;
 - iv) Is emblematic of local themes or depicts the shared past of our City, region, state, or nation;
 - v) Does not include mass produced items;
 - vi) Is visible from the public right of way at all hours of the day; or
 - vii) Is accompanied by a public outdoor seating and/or viewing area.