



POLICY FOR PUBLIC ARTS

Public arts have the power, over time, to transform the image of La Mesa. We envision a city with successful and engaging public spaces, where citizens and visitors alike will encounter public arts that will surprise and delight them. We envision a city with arts that celebrate the extraordinary diversity and history of our community, while pointing to the City's aspirations for the future. We envision a city where a record of our local and regional artists is permanently marked in the public landscape. We envision a city where public arts define our community identity.

Arts, culture, and creativity are among a community's most powerful assets. They distinguish communities and allow residents to better understand and celebrate the uniqueness of their lives. Arts, culture, and creativity are a competitive tool, strengthening many elements of civic life, including the economy, workforce development, education, youth development, neighborhood development, redevelopment, sustainability, and cultural equity.

By embracing public culture, arts, and artists as vital to the creation of unique public places that provide physical, social, cultural, and economic benefits, the City of La Mesa is setting a community standard for a proactive, thoughtful, and responsible approach to urban planning.

By committing to a diversity of artists and public arts works of quality and excellence as integral to the success of its comprehensive planning effort, the City assumes a leadership role as a forward-looking, progressive community, dedicated to defining a unique sense of place.

The City of La Mesa acknowledges that all cultures are vital to the arts and the promotion of a culturally democratic world. Therefore, we support the development, expression, and preservation of the arts and of culture of all communities, groups, and individuals.

PURPOSE OF PUBLIC ARTS

- A. To create more visually pleasing public spaces
- B. To reflect the rich history and culture of La Mesa and to define its past and imagine its future
- C. To increase public access to and enjoyment of the arts
- D. To enhance neighborhood identity

- E. To invite public participation and interaction with public spaces
- F. To encourage economic development
- G. To support the local arts community

DEFINITIONS

ACCLM - Arts and Culture Commission of the City of La Mesa

ARTS - Momentary, temporary or permanent works in mediums such as dance, digital, environmental, interactive, music (vocal and instrumental), street, theater, visual, written, and other genres.

Artplace is defined as a space designed by an artist, working alone or in collaboration with other design professionals, to create a place in which art is integrated into the overall design of the space.

Artwork is a tangible creation or artistic performance by an artist, working alone or in collaboration with others.

Permanent Exhibition means artwork or performance designed to be accessible for a period of time, more than one (1) year.

Public Arts shall be defined as an original *artwork* and/or *artplace* created by an artist, artists, and/or a collaboration with professionals for a public place for the public to experience.

Temporary Arts means artwork or performance designed to be accessible for only a short period of time, up to a period of one (1) year.

APPROPRIATE FORMS OF PUBLIC ARTS

1. The following list includes examples of acceptable forms of Public *Visual Art* projects as long as they do not contain any advertisements (as defined in LMMC Chap 15.10.020):
 - A. SCULPTURE - free standing, wall supported or suspended object that may be kinetic, electronic, or mechanical composed of any material or combination of materials.
 - B. MURALS or paintings permanently or temporarily affixed to a building or other approved surface, in any material or combination of materials, with or without collage or the addition of non-traditional materials.
 - C. EARTHWORKS, fiberworks, neon, glass, mosaics, prints or calligraphy in any combination of forms permanently affixed to a building or other approved surface.
 - D. STANDARDIZED FIXTURES, such as gates, grates, streetlights, street furniture,

signage, fences, staircases, balconies, timepieces, flagpoles, and other design enhancements as are rendered by an artist for unique or limited editions.

- E. DECORATIVE, ORNAMENTAL OR FUNCTIONAL BUILDING ELEMENTS, such as archways, columns, pediments, peristyles, capitals, fanciful characters, cornices, gables, balustrades, friezes, porticoes or other architectural elements of a building designed by an artist.
 - F. DIRECTIONAL ELEMENTS such as supergraphics, text or color coding to the extent that these elements are integral parts of an original work of art.
 - G. EXTRAORDINARY LANDSCAPE architecture and landscape gardening when designed by an artist and integrated into the landscaping.
 - H. GRAPHIC ART typically two-dimensional and includes calligraphy, photography, drawing, painting, printmaking, lithography, typography, serigraphy (silk-screen printing), computer graphics, and bindery that is affixed to a building or structure.
 - I. DIGITAL ART such as art made using software, computers, or other electronic devices, anything produced or made on digital media, such as animations, photographs, illustrations, videos, digital paintings, and such that is affixed to or displayed on a building or structure.
2. The following list includes examples of acceptable forms of Public *Performing Arts* projects:
- A. DANCE such as Ballet, Ballroom, Contemporary, Hip Hop, Jazz, Tap, Folk, Modern, Irish Dance that is performed in a public artplace.
 - B. MUSIC such as Blues, Jazz, Rhythm and Blues, Rock and Roll, Rock, Country, Soul, Dance/Electronic, Noise, or other style that is performed in a public artplace.
 - C. PERFORMANCE ART including artwork or art exhibition created through actions executed by the artist or other participants that may be witnessed live or through documentation, spontaneously developed or written, and is traditionally presented to the public in a fine art context.
 - D. THEATER such as Musical Theater, Melodrama, Immersive Theater, Comedy, Autobiographical, Farce, Tragedy, Solo Theater, Literature Readings, Circus, Puppetry performed in a public artplace.

FUNDING SOURCES

1. The following is a list of sources for funding La Mesa Public Arts programs:
- A. NEW PRIVATE AND PUBLIC DEVELOPMENT – A Percentage for the Arts Program: 1% of new projects exceeding \$3.5 million based on building permit valuation will be dedicated to public art (0.5% in-lieu option for private development only).

- B. PUBLICLY FUNDED PROJECTS FOR A PUBLICLY OWNED PROJECT- Arts completed or performed on a public project funded by public funds. These funds may be obtained through public and private grants, donations, general fund allocations. A portion of the project budget will be set aside in a maintenance account for future and ongoing maintenance requirements. Other funding sources for maintenance of artworks could come through sponsorships.
- C. PUBLIC/PRIVATE PARTNERSHIPS - Arts completed or performed through a combination of private grants, fundraising, donations and matching City funds.
- D. SALE OF ARTWORK IN THE CITY COLLECTION - The City will pay the artist or artist estate a percentage that was agreed upon by written and mutual agreement prior to original installation of the artwork on City property, and the remaining amount will be used for the fund. Sales must be approved by ACCLM after artwork has been appraised by an outside contractor.

**GUIDELINES FOR THE DISPLAY OF ART IN PUBLIC SPACES
FOR PERMANENT EXHIBITIONS**

1. LOCATION

The ACCLM will work with the Community Development Department, Community Services Department, Public Works Department, and applicable Commission(s) such as the Planning Commission, Historic Preservation Commission, and Community Services Commission, to identify locations suitable for display of permanent art works in location(s) with major public access, so that the artwork or artplace is visually accessible from the street, accessible in large outdoor public spaces, or accessible in public areas receiving heavy foot traffic.

2. CRITERIA

- A. The composition of a permanent artwork shall be of a permanent durable and weather resistant material that requires a low level of maintenance. Maintenance requirements shall be provided.
- B. Visual artwork should be scaled in a size that is proportional to the development project and is an integral part of the landscaping or building design.
- C. Priority consideration should be given to La Mesa-based community artists or arts organizations to highlight their members' work.
- D. A wide range of materials, styles, genres, and types that reflect the good taste of the community shall be encouraged.
- E. Projects that encourage awareness of diverse cultures are desirable.
- F. Projects that reflect the rich history and culture of the La Mesa community are encouraged.

G. Artwork will not portray themes that may be interpreted as derogatory as to race, religion, sexual orientation, natural origin, or physical or mental disability.

H. All artworks, are subject to all La Mesa ordinances, and State and Federal laws.

3. SELECTION OF ARTWORKS

A. The ACCLM will recommend the artwork for a particular site be obtained through one of the following methods of selection. The ACCLM will recommend the best method of selection based on determining criteria such as the nature of the project, the site, the theme proposed, and such other factors.

a. Direct Selection - artists shall be invited by ACCLM to submit proposals or qualifications to an art selection committee. Invited artists may have previously submitted proposals for other public arts competitions for the City, who are well known public artists or whose information is on file with the City. Staff will maintain an ongoing short list of public artists that are qualified to meet the City's criteria of experience for public artists. These criteria may include but are not limited to type of media, prior experience with similar projects with similar budgets, and acceptable liability insurance.

b. Limited Competition - ACCLM will recommend a limited number of artists to an art selection committee in response to specific needs. The specific needs may include type of media, project theme, residence of artist, specifics on installation, fabrication or design, or other limitations as the ACCLM and City determines.

c. Open Competition - ACCLM conducts a competitive process in which any artist may submit proposals or qualifications to an art selection committee.

B. Artworks will be selected/approved by an art selection panel generally composed of: Two members of ACCLM and two members selected at large from the community by ACCLM, and a member of the City project team. A larger art selection panel that may include representation from special committees or districts within the community for certain projects. The City staff liaison to ACCLM will provide assistance to the art selection panel. The selection panel recommendation shall be presented to ACCLM whose recommendations will be forwarded to the City Council for approval.

C. Two major criteria will be used in the selection of artwork: artistic excellence and appropriateness for the site. Accessibility, durability, security, and maintenance requirements will also be taken into consideration. The artwork must be of sound construction and comply with all applicable La Mesa Municipal Code requirements.

D. Artists and/or designers will be given general guidelines or parameters for the desired artwork, and the artist will be paid to design a proposal that utilizes the fullest extent of their creativity to design artwork within the given parameters.

E. Once the artist is selected, they will enter into a Professional Services Agreement with the City for the project. Artists under contract with the City shall be paid, unless as an educational institution, in which case the City will arrange proper compensation in the Agreement with the educational institution.

- F. Unless otherwise noted in the Agreement, the artwork becomes property of the City of La Mesa. Terms for minimum length of display and maintenance will also be outlined.
- G. In the case where the City facilitates the sale of a permanent visual artwork the artists/arts organizations will be given a percentage of the profits as outlined in the agreement. Artists will be given no less than 10%.

GUIDELINES FOR THE DISPLAY OF ART IN PUBLIC SPACES FOR TEMPORARY EXHIBITIONS

1. LOCATION

ACCLM will work with the Community Services Department to identify suitable public locations for the temporary display of artworks.

2. APPLICATION PROCEDURE FOR ARTIST/ARTS ORGANIZATION INITIATED PROJECTS

An artist or arts organization desiring to display their artwork or performance will be required to fill out an application. The application will include information about the artist or organization's background, exhibition or performance record and a resume. The artist or arts organization will also submit documentation of their artwork or performance to be reviewed by the selection panel along with a nominal administrative application fee.

3. CRITERIA

- A. Priority consideration should be given to La Mesa-based community artists and arts organizations to highlight their members' work.
- B. A wide range of materials, styles, genres, and types of artworks and performances shall be encouraged.
- C. For visual artworks: accessibility, durability, security, and maintenance requirements will also be taken into consideration. The artwork must be of sound construction and not made of toxic materials. Artwork should be delivered ready to display including being framed, wired, mounted, or otherwise prepared for public installation. Fragile, hazardous, or poorly prepared work will not be accepted.
- D. Projects that encourage awareness of diverse cultures are desirable.
- E. Projects that reflect the rich history and culture of La Mesa are encouraged.
- F. The visual artwork or performance will not portray themes that may be interpreted as derogatory as to race, religion, sexual orientation, natural origin, or physical or mental disability.
- G. All visual artworks and performances, whether private or public, are subject to all La

Mesa ordinances, and to State and Federal law.

4. SELECTION OF ARTWORK

- A. Artwork will be selected/approved by an art selection panel composed of: Two members of ACCLM and one member selected at large from the community. The specific artwork or performance selected for display in a public space shall be obtained through a process recommended by ACCLM. The procedures followed shall be proposed by ACCLM and reviewed by the Community Services Department. Methods used may include:
 - a. Direct selection- artist shall be invited by the Selection Panel to submit qualifications.
 - b. Limited competition- ACCLM recommends a limited number of artists in response to a specific need.
 - c. Open competition- ACCLM conducts a competitive process in which artists may compete.
- B. Two major criteria will be used in the selection of temporary exhibitions of artwork: artistic excellence and appropriateness for the site.
- C. Once the artist/arts organization is selected for a publicly funded project, they will enter into an agreement with the City for the project. Artists/arts organizations under contract with the City shall be paid, unless in connection with an educational institution, in which case the City will note in the Agreement arrangements with the educational institution on proper compensation. In the case where the City facilitates the sale of a visual artwork at a temporary public event for no more than one month, artists/arts organizations will be given a percentage of the profits as agreed upon prior to the installation of artwork in lieu of a standard payment. Artists will be given no less than 50%. If visual artists/arts organizations are permitted to sell their work at a temporary public cultural event (i.e. have a booth), the artist/arts organization can retain all profits in lieu of payment by the City, after artist pays booth fee.

PRIVATELY FUNDED ARTWORKS

- 1. Private developers and businesses not already participating in the “Percentage for the Arts” program may wish to incorporate artwork or design art places into their development projects or public spaces. Privately funded projects with major public access such as artwork or art places that are visually accessible from a public street, visually accessible in large outdoor public spaces, or visually accessible in public areas receiving heavy foot traffic are advised to meet these guidelines:
 - A. The artist may be chosen at the discretion of the developer.
 - B. All visual artworks and performances, whether private or public, are subject to all La Mesa ordinances, and to State and Federal laws.

C. Murals (as defined in LMMC Chap 15.10.020) shall fall under regulations of the Sign Ordinance.

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