

## **Public Art Guidelines**

### **A. Purpose**

1. The purpose of the Public Art Guidelines is to clarify the requirements of the Call for Artists process and requirements.

### **B. Applicability**

1. Applicability: These guidelines shall apply to all projects subject to the Public Artwork Provisions in Section 27.3 of the Oro Valley Zoning Code.
2. All projects shall comply with the Oro Valley Zoning Code. These guidelines are intended to complement the Zoning Code. If any provision of these guidelines is in conflict with the Zoning Code, the Zoning Code shall prevail.

### **C. Call for Artists Process**

1. Public artwork projects requiring a Call for Artists process as defined by Section 27.3 of the Oro Valley Zoning Code shall be administered by a qualified agent.
2. The Planning and Zoning Administrator shall maintain a list of qualified agents as defined in Subsection D of these Guidelines.
3. Qualified agents shall administer the call in accordance with the process requirements in Subsection E of these Guidelines.

### **D. Qualified Agents**

1. Agents shall be qualified by the Planning and Zoning Administrator subject to the following criteria:
  - a. Not-for-profit status
  - b. Dedicated staff
  - c. Past experience in developing and conducting Call for Artists processes
  - d. Access to regional and national listserves, clearing houses and publications
  - e. Fee policies
  - f. Timeframes

### **E. Call for Artists Process Requirements**

1. A Request for Qualifications (RFQ) is advertised. At the discretion of the applicant, the Call for Artists process may utilize a Request for Proposals (RFP) based process.
  - a. Information in the RFQ shall include, but is not limited to the following:

- i. Project description and goals, including applicant desired art medium and style
    - ii. Project parameters and scope-of-work
    - iii. Application deadline and timeline
    - iv. Application procedure and submittal requirements
    - v. Selection procedure
    - vi. Criteria for selection of artist and/or artwork
    - vii. Budget
  - b. The RFQ must be advertised for at least 30 days on at least two listserves, databases or clearing houses, that are openly accessible to practicing artists.
  - c. Projects with building permit valuations over \$1,000,000 but less than \$4,000,000 shall be at least advertised regionally. At least one listserve, database or clearing house publication must be regionally distributed (Southwestern or adjacent states to Arizona) and accessible.
  - d. Projects with building permit valuations over \$4,000,000 shall be advertised nationally. At least one listserve, database or clearing house publication must be nationally distributed and accessible.
  - e. The RFQ may be sent to individual artists as an invitation to participate, strictly in addition to the requirements in this section.
2. A selection panel, chosen by the “Qualified Agent” as directed by the applicant, reviews responses to the RFQ and selects no less than two (2) finalists.
- a. Panel composition:
    - i. At least one (1) representative of the applicant.
    - ii. At least two (2) arts professionals.
    - iii. At least one (1) resident of the Town of Oro Valley.
    - iv. The Planning and Zoning Administrator shall verify the selection panel meets the above composition requirements.
  - b. Conflict of Interest: Persons who would directly benefit from the selection of a particular artist or artwork are ineligible as panelists (i.e. gallery owners, brokers, artist representatives, etc.). Prospective panelists may be asked to fill out a conflict of interest form prior to being approved for service on a selection panel.

3. Finalists are invited to interview and may be required to submit conceptual proposals.
4. The selection panel selects an artist to complete the project.
5. The Qualified Agent shall produce a summary of the Call for Artists process and results. This summary shall be included in the formal submittal to the Town.
  - a. Summary shall include:
    - i. When, where, and for how long the Call for Artists advertisement was listed or published
    - ii. Number of applicants and finalists
    - iii. Panel composition

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