



*Desert Cloud*, 2002 by Bernhard Sommer, West Hollywood, Ca

### ***How to get started***

If you decide to create original public art on site, beginning the process early is key. Begin with the following steps:

- Meet with the Public Art Program within 60 days of the initial application to the Planning Department. You will get more details about the commissioning process, types of artwork and available resources.
- Public Art Commission Initial Review. Present your development project and gain input from the PAC as to types of artists and artwork that may be suitable for your site. Getting artist on board at early stages of your development project is key to success.
- Public Art Commission Final Review. Commission reviews your art proposal and makes recommendations or approves it. This step must be complete prior to application for a building permit.
- The artwork is installed on site prior to the issuance of the final Certificate of Occupancy.

## **Who We Are**

### **About Us**

The City of Palo Alto Public Art Program seeks to increase the public's daily exposure to art through the commissioning and acquiring of a diverse range of artworks integrated in the urban environment. It strives to build the City's reputation as a dynamic public art locale with works of diverse styles and disciplines, and of the highest aesthetic standards. The Palo Alto Public Art Program is administered by the City's Community Services Department.

### **Contact Us**

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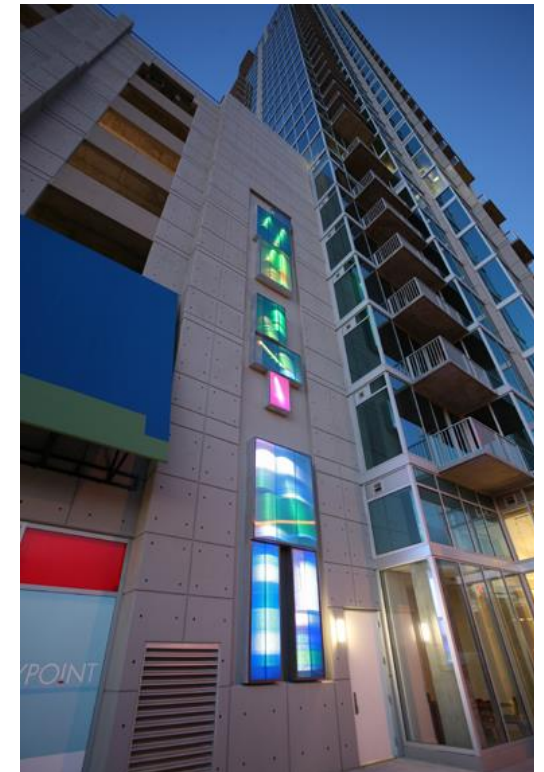
Facebook: [facebook.com/cpapublicart](https://facebook.com/cpapublicart)

Cover Image: *One and Many*, 2007  
LED installation by Sara Stracey, Tampa, FL



### **PUBLIC ART PROGRAM**

1313 Newell Road  
Palo Alto, CA 94303



## **PUBLIC ART IN PRIVATE DEVELOPMENT**

*The City of Palo Alto  
Public Art Program*



*Cradle*, 2010 by Ball Nogues Studio, Santa Monica, CA

## Why Public Art in Private Development?

The City of Palo Alto is committed to contributing to the intellectual, emotional and creative life of the Palo Alto community and creating engaging art experiences and dynamic public spaces for Palo Alto residents and visitors.

As a part of this commitment the City passed the Art in Private Development Ordinance which became effective on January 3, 2014. The Ordinance requires commercial developments to contribute to public art by commissioning artwork on their site, or contributing to the Public Art Fund, with the understanding that by doing so, they contribute to the vitality and livability of Palo Alto.

## What Development Projects are Subject to the Ordinance?

The Ordinance establishes a requirement for public art for all new commercial developments, including new construction, remodels, addition and reconstruction with a floor area of 10,000 sq. ft. or more and construction valuation of \$200,000 or more; and all new residential projects of five or more units.

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*“Public art has both intrinsic and instrumental value. Intrinsic value refers to the aesthetic value of any work of art. Instrumental value refers to the ability of art to educate, stimulate commerce, increase real estate value, build better citizens, increase tourism and provide other benefits.”* John R. Caldwell, Arts Writer

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### Developer Options for the Public Art in Private Development Compliance

The Ordinance gives you the option of commissioning artwork on your site equal to 1% of the estimated construction value or paying the 1% to the Public Art Fund in-lieu of commissioning artwork.



*Digitized Field*, 2004 aluminum façade by Ned Kahn, Santa Rosa, CA

The Ordinance allows a very broad spectrum of types of artworks – this creates opportunities for developers to bring engaging and diverse art experiences to the community. The City of Palo Alto Public Art Commission supports the commissioning process by providing recommendations to the developer.

### Site Criteria and Requirements for Public Art

Public Art should be an original artist-designed work in any variety of styles and forms. It should be site specific and well integrated with its surroundings; visible or accessible to the public for a minimum of 40 hours per week. It may include a vast spectrum of forms and media – from sculpture, murals and photography, to interactive video, light and sound installations, or integrated functional elements.