

Public Art in Private Development

Who?

Private developers of non-residential construction or reconstruction with a cost of \$500,000 or more.

What?

On-site public art with a minimum value of 1% of construction costs OR in-lieu fee equivalent to 1% of construction costs.



Woven Stories, 2025

Public Art Committee (PPAC)

The City of Petaluma's Public Art Program looks to create inspirational spaces with diverse public art installations. In addition to building a municipal public art collection, we help private developers add to the richness and vitality of Petaluma with thoughtful, high-quality public art as an integral component of new construction. City ordinance requires that developers include public art in all new non-residential construction or reconstruction projects within many of Petaluma's zoning districts or contribute to the City's Public Art Fund in lieu of providing art on site. Public art provides the opportunity to enhance the distinctive character of your project, increase desirability to potential tenants, add to its value, promote cultural tourism, and provide a visible and lasting contribution to the Petaluma community



Scent Me Back, 2025



Fine Balance, 2024, Photo: Lawrence Cowell

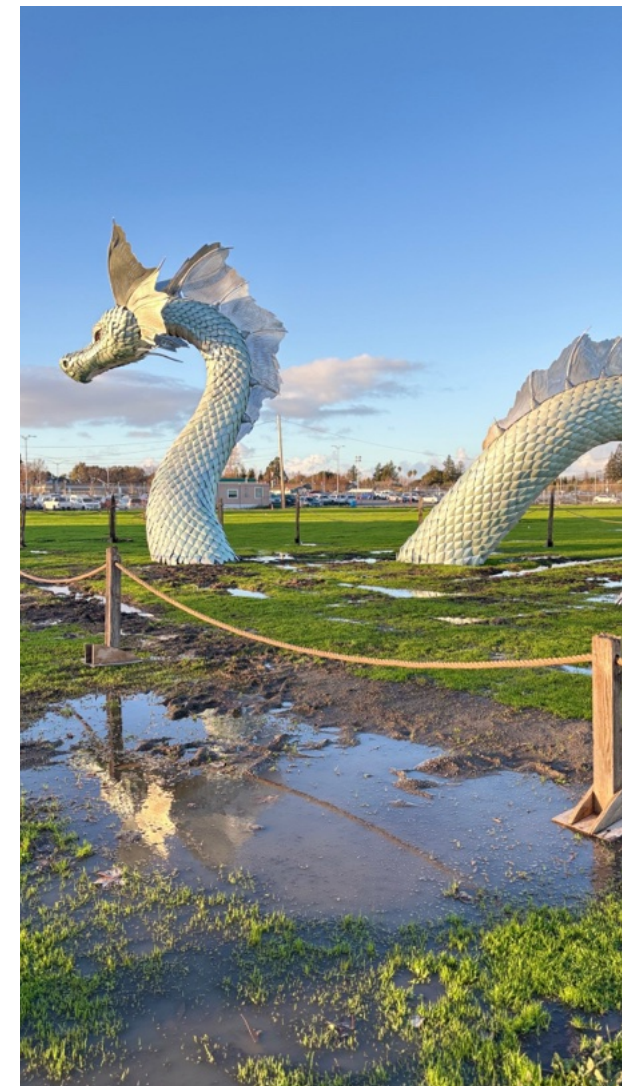
Public Art Process

The PPAC and the public art specialist oversee public art projects through development stages before final approval. Developers show compliance with building permit applications by either paying the public art in-lieu fee or submitting a contract for artwork with PPAC's written approval. The fee or value of on-site art must equal 1% of construction costs over \$500,000 per Ordinance NO 2202 N.C.S. For on-site art, proof of installation is needed before a Certificate of Occupancy is issued, along with documentation, signage, and a maintenance plan for the artwork's preservation.



Resources:

- [Petaluma Implementing Zoning Ordinance Chapter 18](#)
- [Public Art Master Plan](#)
- Visit: www.cityofpetaluma.org/publicart/



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