

**County of Santa Cruz – Policies and Procedures
Artist/Community Initiated Public Art Projects on County-owned Property**

Just in Time (JIT) - Process for approval of public art projects which are not part of the County's Percent for Arts program and when funding is from non-County sources.

Projects within Santa Cruz County limits that will result in the placement of a permanent work of art on County property must undergo a public art review and approval process before they can be executed. The artist and/or project sponsor is required to submit to the County Parks Department (Parks) a project proposal. An artist may be pre-selected by the project sponsor/community to submit a project proposal, or a Call to Artists may be issued to find an artist appropriate for the proposed project. If an artist has already been chosen by the project sponsor, the artist shall appear before the JIT Panel (Panel) to present the proposed project. If a Call to Artists has been issued, artists' proposals will be considered by the Panel and a finalist will be selected to continue in the process.

Project Contact Name _____

Organization _____

Address _____

Phone _____ Email _____

Proposed Site of Project (Address/Cross St. w/physical details) _____

Property Owner _____

Phone _____ Email _____

If applicable:

Artist Name _____

Address _____

Phone _____ Email _____

All proposal materials (see page 2) should be submitted on white, single-sided, un-stapled, and un-bound 8.5x11" paper. Nothing over 8.5x11" will be accepted for this phase of the process. Please provide ten copies of any of the proposal materials which require color (items 3, 8, and 9).

Images of artist's previous work must be submitted on a PC-compatible CD, saved in a .tif or .jpg format. Maximum image size should be no more than 300 dpi and no larger than 1024 x 768 pixel resolution. Each file should be named with artist surname and image number to correspond with annotated image list. The annotated list of the images should include: image number, media, size, title, date, cost and brief description of the art work if necessary.

The project proposal must address the following:

1. The proposed project address must be in unincorporated Santa Cruz County. If the project location is on private property, written permission for use of proposed site, including acknowledgment of responsibilities from property owner, must be submitted*. If not on private property, would permits or easements be required? *Consult the Federal Visual Artists Rights Act (VARA) and California Art Preservation Act (CAPA) guidelines for more information.
2. Demonstration of community notification/outreach and support for proposed project (letters of support, meeting attendance lists, surveys, etc).
3. Photographs of the existing site.
4. General description project and list of criteria to be included in the Call to Artists (e.g. imagery, materials, location) and for the Panel to consider in making their decision.

*Please note: If an artist/proposal has not already been selected by the project sponsor for review by the Panel, County staff will issue a Call to Artists. Artists who respond to the Call to Artists (i.e. submit a project proposal) will be screened by the Panel and an artist will be selected to continue in the process. If an artist has already been chosen by the sponsor/community to submit a proposal, the following information should be included in the project proposal submitted by the sponsor/community:

5. Applicant artist's resume and/or other supporting material relevant to the artist's experience with similar projects. Artist should include up to ten (10) images of recent relevant work.
6. A written description of the proposed artwork, including the artist's intent, process and project goals, including all project partners.
7. Detailed description of proposed materials and methods of installation deemed suitable for the site conditions.
8. Adequate visual representation, in color, of the proposed work(s), in drawing(s) and/or three-dimensional model(s), with scale indicated.
9. A scale drawing or digital photographic mockup depicting the proposed work(s) *as it/they will be sited*. (may be combined with site photos and color rendering)
10. A project timeline including design process, all County reviews, and installation.
11. Itemized budget (to ensure sufficient financial resources for completion of project).
12. Maintenance plan identifying responsible parties, life expectancy of work, etc.

Parks staff organizes proposal materials and schedules a review meeting with Panel. The Panel will make an advisory judgment regarding form, content and feasibility of the artwork, and will determine if the proposed project meets standards for public art in the County of Santa Cruz. Once the Panel has made a judgment regarding the proposed project design, no design changes can be made by the artist and/or sponsor without returning for Panel for approval prior to implementation.

Additional time may be needed if the proposal requires approvals from other departments or review boards for placement on County property (e.g. proposals for placement on Caltrans property require a separate, additional approval process.)

Only after review and approval by the Panel may a proposed project move forward. If an artist and concept is approved by the Panel, staff contacts the artist and community member (if not serving on the panel) to advise them of the panel's decision and the next steps, as well as safety and materials requirements, then the project moves to the community to carry out, with Parks staff checking in about progress – as well as ensuring the concept, process, materials, safety requirements, etc. are followed.

Volunteers assisting with the project must:

- File application with the Volunteer Initiative Program, including a signed hold-harmless
- Appropriate safety equipment must be used by all involved in road-side work (hard hat, vest, safety cones – County provides)
- The selected artist would draw the image on the wall, and may involve other volunteers in painting

Other considerations for murals and other outdoor work that is painted:

- The paint used for a mural would need to be good quality water-based paint (e.g., acrylic) so it will hold up for at least several years; other types of projects would have other requirements (e.g., no pinch-points, sharp edges, etc.)
- The area to paint would need to be prepped for the safety of volunteers and artists (ground holes are filled) and the surface prepped to accept paint w/o peeling off, etc.
- The mural would need to be finish-coated with an approved anti-graffiti/UV coating - This helps with easy removal of graffiti, and keeps the artwork looking vibrant for years

It will be the responsibility of the community to maintain the project, not the County's

The County maintains the right to remove, paint over, or install a new work should it be required for any reason (e.g., a mural is peeling/faded beyond recognition and has not been restored by community members; graffiti has not been remedied)

Questions? Please email or call Kathy DeWild, Program Coordinator, Santa Cruz County Department of Parks, Open Space and Cultural Services. Prc039@scparks.com – 831-454-7933.