Public Art in Private Development

Developer’s Information Packet

Effective October 1, 2006

City of Clearwater
Parks and Recreation
Public Art and Design Program
100 South Myrtle Avenue, Clearwater, FL 33756-5520
www.myclearwater.com/
# Public Art in Private Development: Developer’s Information Packet

## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Contacts</td>
<td>4</td>
</tr>
<tr>
<td>Options Available to Developers</td>
<td>5</td>
</tr>
<tr>
<td>Frequently Asked Questions</td>
<td>8</td>
</tr>
<tr>
<td>Public Art and Design Process for Private Development</td>
<td>11</td>
</tr>
<tr>
<td>Public Art and Design Process Flowchart</td>
<td>13</td>
</tr>
<tr>
<td>Public Art Plan</td>
<td>14</td>
</tr>
<tr>
<td>Artwork Budget</td>
<td>15</td>
</tr>
<tr>
<td>Artwork Qualities</td>
<td>16</td>
</tr>
<tr>
<td>Professional Artist Qualification</td>
<td>17</td>
</tr>
<tr>
<td>Maintenance, Ownership, and Removal of Artwork</td>
<td>18</td>
</tr>
<tr>
<td>Visual Artists Rights Act (VARA)</td>
<td>20</td>
</tr>
</tbody>
</table>

**APPENDIX:**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment of Public Art Required Expenditure Form</td>
<td>21</td>
</tr>
<tr>
<td>Florida Public Art Programs</td>
<td>22</td>
</tr>
</tbody>
</table>
Introduction

On October 6, 2005, the City of Clearwater passed Ordinance NO. 7489-05, establishing a public art requirement on most private development building construction exceeding $5 million in Aggregate Job Value. The Ordinance established a public art program with similar attributes to those already in place in over 350 cities, counties, and states around the nation.

This Developer’s Information Packet, designed by Cultural Affairs staff and approved by the Public Art and Design Board, has been prepared for private developers engaged in building construction and redevelopment. This packet provides developers with an explanation of the process, requirements and forms necessary to satisfy the public art requirements in Clearwater. The City of Clearwater strongly recommends that the developer meet with the Public Art Specialist very early in the project planning process to discuss the Public Art and Design Program.

City of Clearwater
Parks and Recreation
Public Art and Design Program
100 South Myrtle Avenue, Clearwater, FL 33756-5520
www.myclearwater.com

Frank Hibbard, Mayor
John Doran, Vice-Mayor
George N. Cretekos
Paul F. Gibson
Carlen A. Petersen

Bill Horne, City Manager
Kevin E. Dunbar, Director of Parks and Recreation
Art Kader, Assistant Director of Parks and Recreation
Margo Walbolt, Cultural Affairs Manager
Christopher Hubbard, Public Art Specialist

Public Art and Design Board
Joshua Bomstein, Chair
George Ann Bissett
Mark Flickinger
Davida Milne
Alex Plisko
John Timberlake
Howard Warshauer
Contacts

Christopher Hubbard, Public Art Specialist
Parks and Recreation: Cultural Affairs
100 S. Myrtle Avenue
Clearwater, FL 33756-5520
(727) 562-4837
christopher.hubbard@myclearwater.com

Margo Walbolt, Cultural Affairs Manager
Parks & Recreation: Cultural Affairs
100 S. Myrtle Avenue
Clearwater, FL 33756-5520
(727) 562-4809
margo.walbolt@myclearwater.com

Art Kader, Assistant Director of Parks and Recreation
Parks & Recreation
100 S. Myrtle Avenue
Clearwater, FL 33756-5520
(727) 562-4824
art.kader@myclearwater.com

Kevin E. Dunbar, Director of Parks and Recreation
Debbie Reid, Senior Staff Assistant
Parks & Recreation
100 S. Myrtle Avenue
Clearwater, FL 33756-5520
(727) 562-4818
kevin.dunbar@myclearwater.com
Options Available to Developers

Commencing October 1, 2006, all projects and developments that are submitted for building construction permits (BCP) with an Aggregate Job Value (AJV) of $5 million dollars or more must participate in the Public Art and Design Program as outlined in Ordinance NO. 7489-05.

When a project is subject to the requirement of a public art allocation, the developer will have two options:

- Allocate one (1) percent of their Aggregate Job Value costs for a permanent, on-site public art project. There is a maximum required art expenditure of $200,000 for all projects. The artwork created must be located in publicly accessible locations, in which the public can access the artwork during normal business hours (9-5 pm) and can view the artwork from afar 24 hours a day.

- Contribute 0.75 percent of the project’s Aggregate Job Value to the City’s Public Art Discretionary Fund. There is a maximum required art expenditure of $200,000 for all projects.

Excluded from this requirement are residential developments of new construction for affordable housing. Also excluded are eligible projects that have submitted a complete application prior to October 1, 2006, provided that the application is approved within six (6) months and that construction begins within six (6) months of the issuance of approval.

Developer’s Options

As early as possible in the planning process, the developer should contact Christopher Hubbard, Public Art Specialist at (727) 562-4837, to discuss the following two options to satisfy the public art requirement:

**OPTION 1. On-site Public Artwork:**

With this option, the developer may contract with a professional artist to create a permanent, on-site public artwork as part of the development project. The developer can select an artist directly or utilize City slide registries and resources to find artists to create site-specific architecturally integrated artworks. If desired, support will be available from Cultural Affairs staff as well as the Public Art and Design Board to assist in the selection of an artist. A professional arts consultant may also be retained to assist in the selection of artists or to manage the project. Fees associated with hiring an arts consultant are considered an eligible cost and will be considered an allowable public art expense. Further information on eligible costs can be found within the Artwork Budget section of this packet.
Eligible media and forms of public art to be considered for private development projects include amenities such as streetscapes, paving treatments, architecturally integrated water features as well as mosaics, murals, stained glass, and sculpture, as well as traditional artwork. More information regarding qualified artwork, including eligible and ineligible artworks, is found within the Artwork Qualities section of this packet.

Prior to the issuance of a certificate of occupancy, the developer must allocate 1% of the project’s Aggregate Job Value of the project to be expended on permanent, on-site public artwork until the completion and acceptance of the public art project by the Public Art and Design Board. There is a maximum required art expenditure of $200,000 for this choice. Further information regarding the public art expenditure and allocation procedures can be found within the Artwork Budget section of this packet.

Before contracting with an artist, the developer will submit for approval by the Public Art and Design Board a Public Art Plan that includes: the artist qualifications, the artist’s proposal, a statement of how the project satisfies the parameters of the Public Art and Design Program, and a budget reflecting that the expenditure required by the program has been met. Further information on the Public Art Plan and procedure can be found within the Public Art Plan section of this packet.

Upon installation, the property owner maintains ownership and retains the title to each work of art and is responsible for maintenance and conservation. Suggested maintenance will be outlined in the artist’s contractual agreement with the site developer. **The property owner must notify the Public Art Specialist or Cultural Affairs immediately if an artwork is damaged or stolen, or if the property owner plans to move the artwork, or in any way alter its site.** On an annual basis, the Public Art Specialist will survey the condition of the public art located on the owner’s property. For more information on ownership and artwork maintenance, please see the Maintenance, Ownership and Removal of Artwork section of this packet.

**Benefits of OPTION 1: On-site Public Artwork:**

- Maximized investment in property, increased property identity recognition with signature artwork, and enhanced public image.

- The ability to leverage the impact of artwork to supplement and enhance the project by commissioning an artist to design previously budgeted items such as an entranceway or water feature.

- The developer’s choice of selecting artists and artwork that best fits within their overall scope and design of the project.
OPTION 2: **Public Art and Design Fund Contribution:**

**In-lieu of contribution to City’s Public Art Discretionary Fund:**

In-lieu of a permanent, on-site public art project, a developer may contribute 0.75% of the project’s Aggregate Job Value to the City’s Public Art Discretionary Fund. This in-lieu fee must be paid prior to the issuance of a building construction permit. There is a maximum required art expenditure of $200,000 for this choice. Following the contribution to the Public Art Discretionary Fund, the developer has satisfied the City’s public art requirement and no further action is required on their part.

**Benefits of OPTION 2: Public Art Discretionary Fund Contribution:**

- Bypass the commissioning of an artist and subsequent installation of site-specific public art on the property.
- A chance to contribute to the enhancement of Clearwater’s public spaces.
- Recognition as a civic benefactor.
- Not responsible for future maintenance of artwork within the City.

Checks should be made payable to the City of Clearwater and will be deposited into the City’s Public Art Discretionary Fund.
Frequently Asked Questions

1. What is public art?
Public art is artwork in the public realm, regardless of whether it is situated on public or private property, or whether it is acquired through public or private funding. Public art can include anything from sculpture, murals, fountains and mosaics to manhole covers, paving patterns, lighting, and other functional enhancements created by an artist.

2. Why does Clearwater want public art?
Public art is an enhancement to the urban environment and improves the quality of life for both residents and visitors alike by creating areas that offer a sense of community and a space for contemplation. Over 350 cities, counties, and states require public art in public and or private construction.

3. What qualifies as public art?
The artwork must be commissioned from a professional artist who is generally recognized by critics and peers as a professional visual artist, as judged by the quality of the artist’s body of work, educational background, experience, exhibition record, past public commissions or other appropriate criteria.

Public art projects may include building enhancements such as gates, benches, fountains, architecturally integrated features such as mosaics, fixtures, entries, as well as sculptures, murals and other more traditional art forms. Also included are artist designed landscape enhancements such as walkways, bridges, or art features within a garden.

4. What doesn’t qualify as public art?
Reproductions of original art, mass-produced art objects, business signs or logos, works that are part of the architectural or landscape design except when specifically commissioned from an artist for the site.

5. Who manages the Public Art and Design Program?
The Cultural Affairs staff manages the program. A City Council appointed board, the Public Art and Design Board (PADB) approves artwork proposals and final artworks on private property.

6. What construction projects must meet the public art requirement?
Ordinance NO. 7489-05 requires that:

- Eligible City capital projects with a cost of $500,000 or more must allocate 1% of the Total Construction Budget towards the creation and installation of works of public art. There is a maximum required art expenditure of $200,000.

- Private Development projects with an Aggregate Job Value (AJV) of at least $5 million dollars must allocate 1% for an on-site public art project or pay an in-lieu fee. There is a maximum required art expenditure of $200,000.
7. What projects are exempted from this requirement?
- Projects with an Aggregate Job Value under $5,000,000.
- Residential developments of new construction for affordable housing.
- Eligible Projects pending approval for a building construction permit that have submitted a complete application prior to October 1, 2006 provided that:
  1. The application is approved within six (6) months of the date of application.
  2. Construction begins within six (6) months of the issuance of such approval and is diligently pursued to completion.

8. How does the developer satisfy this requirement?
Developers have **two options** for participation in the Public Art and Design Program:

- Allocate 1% of the project’s Aggregate Job Value and contract with a professional artist to create a permanent, on-site public artwork as part of the development project. There is a maximum required art expenditure of $200,000 for this choice.
- In lieu of an on-site project, a developer may contribute 0.75% of the Aggregate Job Value to the City’s Public Art Discretionary Fund. There is a maximum required art expenditure of $200,000 for this choice.

9. When does the developer pay the fee?
Developers must allocate 1% of the project’s Aggregate Job Value for the purchase of permanent, on-site public artwork to be installed before the issuance of a certificate of occupancy. For the in-lieu of option, payment of the 0.75% of AJV must be received before the issuance of the building construction permit.

10. How does artwork on private property get selected?
First, the developer should meet with Cultural Affairs staff and discuss the project as early as possible in the planning and design process. Issues of sites, costs and artwork quality will be discussed. Once a site(s) is determined, the developer can choose from two methods:

- Employ a private, public art consultant whose services would be used to solicit or identify public artists that meet the City’s criteria for public art. Some art consultants also manage the process from start to finish. The fee for the use of a consultant can be allocated from the 1% of the AJV reserved for public art.
- The developer can directly propose an artist or work of art.

Regardless of the selection process, the Public Art and Design Board must approve the Public Art Proposal. The Board will review the plan for compliance in that a qualified artist has been selected, the budget of the artwork reflects the proper expenditure, and the artwork is accessible to public view.
11. Where would the public art be located on the property?
The developer must install a public artwork in an area clearly visible from the public sidewalk or public space. The public should be able to access the artwork during normal business hours (9-5 pm) and must be able to view the artwork from afar 24 hours a day.

12. When must the developer propose and install artworks?
- The developer must submit for review and approval an artwork proposal before the issuance of a certificate of occupancy.
- The artwork must be completed or commissioned before a certificate of occupancy will be issued.
  - Unless extended by the Public Art and Design Board, the developer has six (6) months following the issuance of certificate to install the artwork. If this deadline is missed, the developer is responsible to remit 0.75% of the project’s AJV to the City’s Public Art Discretionary Fund.

14. Who owns the artworks?
The property owner.

15. Who is responsible for the maintenance of the artwork?
The property owner.

16. What happens if the developer sells the property?
- Either include restrictions in the deed that require maintenance of the artwork and prevent its removal from the property;
- Remove the artwork and make a contribution to the Public Art Discretionary Fund in an amount equal to 0.75% of the initial Aggregate Job Value.

17. Who should be contracted for assistance regarding Public Art and Design procedures?
Contact Christopher Hubbard, (727) 562-4837
Public Art and Design Process for Private Development

- Public Art Developer’s Information Packet received by developer upon contact with Planning Department, either through a predevelopment meeting, a BPRC meeting, or review comments as part of any Level 1 (FLS) or Level 2 (FLD) application.

- Prior to meeting with the Design Review Committee, the developer contacts Cultural Affairs staff for consultation to discuss:
  - The required art investment;
  - The available choices for satisfying the public art requirement.

- Developer determines whether to satisfy the public art requirement by:
  A. Providing permanent, on-site public art on the property;
  -OR-
  B. Paying a fee to the Public Art Discretionary Fund in-lieu of installing artwork on the property.

- A. Prior to the issuance of a building construction permit, the developer must:
  Pay an in-lieu fee of 0.75% of the project’s Aggregate Job value to the Public Art Discretionary Fund. There is a maximum required art expenditure of $200,000 on this choice. No further action is required of the developer.
  -OR-

- B. Prior to the issuance of a certificate of occupancy, the developer must:
  Allocate 1% of the project’s Aggregate Job Value toward the purchase of permanent, on-site public art. The artwork must be completed and installed prior to the issuance of a certificate of occupancy. There is a maximum required art expenditure of $200,000 on this choice.

- Once a determination has been made for either option, a building construction permit is issued to the developer.
If B. is selected, then prior to receiving a certificate of occupancy the developer must prepare and submit a Public Art Plan to the Cultural Affairs staff, which includes the following:

- Concepts and budget for the proposed artwork.
- Location and visibility of proposed artwork.
- Name and resume of selected artist.

City review/approval of developer’s Public Art Plan by Public Art and Design Board. At this stage, the key points of review are:

- Is the artist chosen an active professional?
- Is the proposed artwork visible to the public?
- Does the proposed budget satisfy the allocation requirements?

After the developer’s Public Art Plan is approved by the Public Art and Design Board the following must occur:

- Artist commissioned
- Artwork installed on-site and in a location visible to the public

Once the artwork is installed, the developer notifies Cultural Affairs that the artwork is completed and ready for inspection.

Upon notification the Public Art and Design Board will City review and provide final acceptance of artwork provided it meets the key points of review:

- Is the artist chosen an active professional?
- Is the proposed artwork visible to the public?
- Does the proposed budget satisfy the allocation requirements?

If all art criteria are met, a Certificate of Occupancy is issued to the developer.
Developer receives Developer’s Information Packet

Developer contacts Public Art Specialist to discuss Public Art requirement and available options to comply with the Ordinance

**Developer will satisfy Ordinance by:**

- Provide permanent, on-site public art on property valued at 1% of project’s AJV
- Pay in-lieu of fee of 0.75% of project’s AJV to City’s Public Art Discretionary Fund

Prior to the issuance of a Building Construction Permit, the Developer must:

- Allocate 1% of project’s AJV to the purchase and installation of permanent, on-site public art
- Deposit 0.75% of project’s AJV to City’s Public Art Discretionary Fund

Building Construction Permit issued

- Developer creates Public Art Plan for proposed permanent, on-site public artwork valued at 1% of project’s AJV
- Public Art and Design Board (PADB) reviews and approves Developer’s Public Art Plan
- Artist commissioned
- Artwork installed
- Artwork completed, installed and ready for PADB approval
- PADB reviews and approves installed artwork

Certificate of Occupancy issued

No further action required
Public Art Plan

The City of Clearwater strongly recommends that the developer meet with the Public Art Specialist very early in the project planning process to discuss the Public Art and Design Program and the Public Art Plan approval process. The Public Art and Design Board (PADB) will review and approve the Public Art Plan if it complies with the public art requirements stated in Ordinance NO. 7489-05 and the adopted Guidelines.

The Public Art Plan should include the following:

1. Description of artwork, including overall length, width and height, materials, and method of construction;

2. Detailed drawings or photographs of the proposed work;

3. Detailed drawings of the specific public art site showing:
   a. Location of artwork(s)
   b. Location of any electricity, landscaping, parking, plumbing or other amenities for artwork(s)
   c. Location of plaque for artwork(s).

4. Statement on maintenance requirements.

5. Itemized budget including installation, artist fees and any art consultant fees.

Review Criteria

Once submitted to the Public Art and Design Board, the Public Art Plan will be evaluated on the following criteria:

- Amount of funds allocated to satisfy the Public Art requirement;
- Visibility of artwork to pedestrian and/or vehicular traffic;
- Experience and past-performance of chosen artist;
- Quality and originality of the artwork;
- Appropriateness of the artwork to the site.
Artwork Budget

The Public Art and Design Board must review the Public Art Plan budget to be certain that the proposed budget meets either one (1) percent of the project’s Aggregate Job Value, or the maximum required art expenditure of $200,000. It is necessary that the budget be adequate to cover all costs for the design, fabrication, insurance, transportation, storage, and installation of the proposed artwork, plus reasonable unforeseen circumstances.

Itemized Budget
An itemized budget should be prepared for the Public Art Plan including:

- Artist fees, both design and fabrication;
- Transportation fees;
- Installation fees, including lighting, electricity and plumbing as necessary;
- Additional amenities as expressly related to the public art installation;
- Arts Consultant fees;

Eligible Costs
Eligible costs that may be charged against the required public art expenditure include:

- Artist costs for design and/or fabrication including materials, insurance, permits, taxes, site preparation, etc;
- Pedestals, foundations or other structures to support the artwork;
- Delivery, and installation;
- Art consultant fees;
- Acknowledgement / identification plaque.

Maintenance
While routine maintenance of the public art installation will be the responsibility of the property owner, future costs for the operation, conservation and maintenance of the artwork cannot be reserved from the original budget.
Artwork Qualities

Eligible Media and Forms of Public Art
The Public Art and Design Guidelines identifies the following as eligible media and forms for public art installations, but is not limited to: paintings, sculptures, statues, engravings, carvings, frescos, stained glass, mosaics, mobiles, tapestries, murals, photographs, video projections, digital images, bas-relief, high relief, fountains, kinetic, functional furnishings such as artist designed seating and pavers, architectural elements designed by an artist, and artist designed landforms or landscape elements.

Ineligible Objects/Artworks
The following do NOT satisfy the requirements of the Public Art and Design Program Ordinance:

- Directional elements, except where these elements are integral parts of the original work of art, designed and/or executed by an artist;
- “Art objects” which are mass-produced of standard design such as playground equipment, fountains, or statuary objects;
- Reproductions, by mechanical or other means, of original works of art, except in cases of film, video, photography, printmaking or other media arts;
- Decorative, ornamental, or functional elements that are designed by the project architect, landscape architects or their consultants;
- Landscape architecture and landscape gardening except where the artist(s) designs these elements and/or are an integral part of the work of art by the artist.
- Artworks that too closely resemble a business logo or sign.

Further Considerations for Artwork
In order to create a successful public art project, the City of Clearwater recommends that these considerations be addressed in the Public Art Plan:

- Site-specific artwork is encouraged and preferred. Ideally, the artist should be involved in the development project at the conceptual stage.
- Site Selection: Often, high quality artworks fail in public situations because they are of an improper scale for their assigned location, hidden by an architectural feature, situated in an unused site, or improperly lit. Developers are encouraged to consult artists in the selection of site for their artwork and in arranging for proper lighting at the site.
- Exterior installation sites are encouraged for maximum public access and viewing, both day and night.
Professional Artist Qualification

Selecting the appropriate artists, whether to create a discreet artwork or to participate in a design collaboration, is the single most important decision in the public art process. Special care must be taken in all aspects of artist selection in order to ensure the best possible public art project, taking into account the goals of the project, the community served, the nature of the site, and the other members of the design team.

If desired, support will be available from both Cultural Affairs staff and the Public Art and Design Board (PADB) to assist in the selection of an artist. Additionally, a professional art consultant may be hired to assist the developer in the selection of qualified artists that will meet the requirements of the PADB. The cost of the consultant is considered an eligible expense in the calculation of the required value (cost) for the public art project. An experienced public art consultant is the best assurance of implementing a successful public art project. The consultant should be available to: work with City staff, advise on art resources, art and site compatibility, and on all technical aspects of the project such as contracts, copyright requirements, installation and maintenance.

In their examination of the artist recommended in the developer’s Public Art Plan, the Public Art and Design Board will closely examine the proposed artist’s resume and past performance. A professional art consultant may be hired to assist the developer in the selection of qualified artists that will meet the requirements of the PADB. The qualification excerpts listed below are taken from the definition of “artist” as listed in Ordinance NO. 7489-05 Section 4.6.

To meet the requirements of the PADB for the selection of a proposed artist, the artist must be:

- A practitioner in the visual arts, generally recognized by critics and peers as a professional of serious intent and ability, with income realized through the sole commission of artwork and frequent or consistent art exhibitions. In general, these elements should reveal a consistent practice as a visual artist over a number of years. Critics are defined as recognized art critics from art publications and other professional organizations and associations. Qualified exhibitions are those that have been held in quality or accredited galleries and museums specializing in the visual arts.

- Represented in the placement of artwork in public institutions, museums, corporations or major private collections. Other qualifying factors include similar artworks in public art collections of merit, sculpture parks of merit, and/or museums of state, regional or national respect.

- A recipient of honors and awards. Honors and awards can range from fellowships to grants, and should be awarded from organizations such as national and state art agencies, major metropolitan area arts councils, prominent arts foundations, and national organizations such as the National Endowment for the Arts.

- Trained in the arts.
Maintenance, Ownership and Removal of Artwork

Maintenance of Artwork
Routine maintenance of public art located on City of Clearwater property will be the responsibility of the property owner. Suggested maintenance will be outlined in the artist’s contractual agreement with the site developer. The property owner must notify the Public Art Specialist or Cultural Affairs immediately if an artwork is damaged or stolen, or if the property owner plans to move the artwork, or in any way alter its site.

On an annual basis, the Public Art Specialist will survey the condition of the public art located on the owner’s property. A condition report with prioritized recommendations for the restoration or repair of the artwork will be completed and submitted to the property owner. In performing the report, the Specialist will examine the artwork for general condition and comparison with original photographs. Any failure to maintain the artwork may result in a citation for code compliance violation. A sample copy of the “Artwork Condition Report Form” is listed in the appendix of this packet.

Property owners will be required to maintain the work of art in good condition in the approved location, as required by law or other applicable guidelines, including, but not limited to normal code enforcement rules to ensure that proper maintenance is provided. In this one case, the owner is not responsible for creating new artwork. The owner should be aware of the Visual Artists Rights Act (VARA) of 1990, which prohibits the willful destruction of a work of visual art. For more information on VARA, see the “Visual Artists Rights Act” section of this packet.

Deaccession/Removal of Artwork
Deaccessioning is the procedure followed to remove an artwork from the public art collection. In some circumstances, deaccessioning an artwork is necessary, however in general practice, deaccessioning should a seldom-employed action that operates with a strong presumption against removing artworks from the Public Art Collection. The Public Art and Design Board as provided in Ordinance NO. 7489-05 shall oversee the process for removal of artwork from the City’s Public Art Collection. The PADB will follow the process outlined in the City’s Deaccession Policies and Procedures.

The property owner may request that the artwork be removed from the site due to hardship with the approval of the Public Art and Design Board. In addition, in the event there is a condition that occurs outside the reasonable control of the owner, such as an Act of God, then this provision may be implemented with the approval of the Board.

Transfer of Property Ownership
Upon installation, the property owner maintains ownership and retains the title to each work of art and is responsible for maintenance and conservation. Should the property be sold, the seller may either:

- Include restrictions in the deed that require maintenance of the artwork and prevent its removal from the property;
- Remove the artwork and make a contribution to the Public Art and Design Fund in an amount equal to 0.75% of the initial Aggregate Job Value.
Redevelopment of the Property
Should the property be redeveloped in the future, the artwork installed on-site may be in jeopardy. If the artwork can be removed without injury to the work of art, the City recommends the re-use of the artwork on site. The artwork cannot be altered, modified, relocated or removed without the prior approval of the Public Art and Design Board. If the artwork is integrated with the building or site elements to be demolished and the Public Art and Design Board agrees that the artwork cannot be safely removed, then the artwork may be deaccessioned from the public art collection. In accordance with Ordinance NO. 7489-05, any redevelopment with an Aggregate Job Value of equal to or greater than $5 million must comply with the public art requirement. Re-installation of the pre-existing artwork on site will not satisfy the ordinance requirement.
Visual Artists Rights Act (VARA)

With the creation of the Visual Artists Rights Act (VARA) of 1990, Congress for the first time legislated limited moral rights for the attribution and integrity to authors of works of visual arts. These rights, following the model suggested in the International Berne Convention for the Protection of Literary and Artistic Works, mirror rights granted to authors by most industrialized nations of the world. They guarantee to authors of fine arts and exhibitions the right to claim or disclaim authorship in a work; limited rights to prevent distortion, mutilation, or modification of a work; and the right, under some circumstances, to prevent destruction of a work that is incorporated into a building.

As it pertains to public art, property owners and developers should be aware of VARA, a section of the Federal Copyright Legislation. Among other things, this law forbids the willful destruction of a work of visual art. For further information regarding VARA, see United States Code Annotated, Title 17. Copyrights, Chapter 1 – Subject Matter and Scope of Copyright, Current through P.L. 105-153, approved 12-17-97.
Assessment of Public Art Required Expenditure

TO BE COMPLETED BY APPLICANT (PLEASE PROVIDE ALL INFORMATION APPLICABLE TO PROJECT):

Date: __________________________
Project Name: ______________________
Project Address: ______________________
Developer/Contact: ______________________ Phone: ______________________
Address: ______________________ Email: ______________________
Aggregator Job Value (same as used for building construction permit): $ __________
Is this project going to be constructed in phases:  Yes  No  _________
If yes, total projected aggregate job value for all phases: $ __________

I choose to meet Ordinance No. 7489-05 by (check one):

• Providing 1% of the job value to install public art on the project site. _________
• Providing .75% of the job value in cash to the City to construct public art. _________

I ATTEST THAT THE INFORMATION PRESENTED ABOVE IS CORRECT, COMPLETE AND TRUE.

Property Owner/Authorized Representative Signature  Date

NOTE: Installation fees will be deposited into a City escrow account. All fees payable to the “City of Clearwater” and submitted to the Parks and Recreation Department in the Municipal Services Building, 100 South Myrtle Avenue. Timing of payment: prior to issuance of building construction permit.

FOR OFFICE USE ONLY:

REQUIRED EXPENDITURE CALCULATIONS

On project site - not to exceed $200,000 per project:

Aggregator Job Value: $ __________

\[ \text{TOTAL DUE: } $ \] __________

In lieu payment - not to exceed $200,000 per project:

Aggregator Job Value: $ __________

\[ \text{TOTAL DUE: } $ \] __________
**Florida Public Art Programs**

**Broward Public Art & Design Program**
Broward County Cultural Affairs Council
100 South Andrews Avenue
Ft. Lauderdale, FL 33301
[www.broward.org/arts/pad/welcome.htm](http://www.broward.org/arts/pad/welcome.htm)

**Palm Beach County Art in Public Places**
3200 Belvedere Road, Building 1169
West Palm Beach, FL 33406
[www.pbcgov.com/fdo/art](http://www.pbcgov.com/fdo/art)

**Coral Springs Public Art Program**
9551 West Sample Road
Coral Springs, FL 33065
[www.coralsprings.org/publicart/](http://www.coralsprings.org/publicart/)

**Pinellas County Public Art & Design**
13805 58th St. North, Suite 2450
Clearwater, FL 33760
[www.pinellasarts.org/public_art_and_design.htm](http://www.pinellasarts.org/public_art_and_design.htm)

**Florida’s Art in State Buildings Program**
500 South Bronough Street, Room 405
Tallahassee, FL 32399
[www.florida-arts.org/programs/statebuildings](http://www.florida-arts.org/programs/statebuildings)

**St. Petersburg Art in Public Places**
P.O. Box 2842
St. Petersburg, FL 33731
[www.stpete.org/publicart.htm](http://www.stpete.org/publicart.htm)

**Jacksonville Art in Public Places**
Cultural Council of Jacksonville
33 W. Water Street, Suite 201
Jacksonville, FL 32202
[www.culturalcouncil.org](http://www.culturalcouncil.org)

**Tampa Public Art**
306 East Jackson Street
Tampa, FL 33602
[www.tampagov.net/publicart](http://www.tampagov.net/publicart)

**Miami-Dade Art in Public Places**
111 NW 1st Street, Suite 610
Miami, FL 33128
[www.co.miami-dade.fl.us/public](http://www.co.miami-dade.fl.us/public)

**Volusia County Art in Public Places**
Cultural Council of Volusia County
202 North Florida Avenue
Deland, FL 32720
[www.celebratingculture.com](http://www.celebratingculture.com)