

Criteria and Scoring Rubric for Planning Public Art Projects

| Criteria & Description |   | Low <span>←</span> <span>→</span> High   |   |  |   |  |
|------------------------|---|--|---|--|---|--|
| 1                      | Distribution of Art Throughout City Areas * | 1<br>Sited in City Area with the most city-owned public art  | 3<br>In City Area with the 2nd most city-owned public art OR art that will be replicated only in a single city area | 5<br>Art that will be replicated in two or three city areas  | 8<br>In City Area with the 2nd fewest city-owned public art                     | 10<br>In City Area with the fewest city-owned public art OR art that will be replicated in all four city areas |
|                        |   | Ensure artwork is installed broadly across the city and is decentralized   |   |  |   |  |
| 2                      | Locations of High Use and High Visibility   | 1<br>In an area of low use (i.e. low density neighborhood) AND artwork will be visually encumbered                         | 3<br>In a location of low use (i.e. low density neighborhood)   | 5<br>Location has moderate to high use and population density BUT artwork will be visually encumbered          | 8<br>Location has moderate use and population density and visually unencumbered | 10<br>Location has high use and population density OR is art that will be replicated in multiple locations     |
|                        |   | Provide the best opportunity for the most people to experience public art  |   |  |   |  |
| 3                      | Placemaking                                 | 1<br>Art is a design that will be replicated in multiple locations   | 3<br>The location is a vibrant area with a strong identity  | 5<br>In a place with a strong identity BUT lacks visually attractive elements                                  | 8<br>In a location that is without identity                                     | 10<br>In a location that is without identity AND lacks visually attractive elements                            |
|                        |   | Provide for the transformation of a place, through art, by addressing the meaning and significance of the place's identity |   |  |   |  |
| 4                      | Integrated Artwork                          | 1<br>Art will not be integrated  | 3<br>Art will be replicated and in multiple locations but not integrated  | 5<br>Art will be contextual but not integrated   | 8<br>Art will be integrated into the design of the space                        | 10<br>Will be integrated into the design of the space AND contextual   |
|                        |   | Promote integrated and contextual work   |   |  |   |  |
| 5                      | Partnership                                 | 1<br>Does not provide opportunity for partnerships   | 3<br>Promotes possible public/private partnerships  | 5<br>Provides for public/private partnership with a single partner agency                                      | 8<br>Provides for public/private partnerships with multiple agencies            | 10<br>Provides for public/private partnership AND shared staffing resources                                    |
|                        |   | Promote cooperation and a shared responsibility for the creation of artwork  |   |  |   |  |
| 6                      | Funding                                     | 1<br>Has no potential funding  | 3<br>Has uncertain funding  | 5<br>A portion of funding is available   | 8<br>Approximately half of the funding is available                             | 10<br>Funding is available to complete the art project   |
|                        |   | Ensure resources for creating artwork are available  |   |  |   |  |
| 7                      | Programming                                 | 1<br>Does not provide opportunity for programming  | 3<br>Provides opportunities for potential programming   | 5<br>Artwork provides for a single program of a specific duration OR artwork will be functional or interactive | 8<br>Artwork includes a program continuing regularly after installation         | 10<br>Artwork incorporates multiple programs AND includes programming to reach hundreds of people              |
|                        |   | Develop works that involve the public's participation before, during and after its completion                              |   |  |   |  |

\* As defined by the City's Master Plan (Planning Areas)