

ART
IN PUBLIC
PLACES

PROGRAM MANUAL

Martin County, FL





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OVERVIEW

PROGRAM MISSION:

To enhance Martin County's visual landscape by integrating public art into both natural and built environments, thereby enriching the community's cultural experience and unique identity.

PROGRAM GOALS:

- **Cultural Enrichment:** Foster spiritual, intellectual, and aesthetic enrichment through thoughtfully curated public art.
- **Artistic Variety:** Select a wide range of artworks that reflect the varied cultural and artistic fabric of Martin County.
- **Quality and Relevance:** Select artworks that possess both aesthetic value and technical excellence, ensuring they harmonize with their surroundings.
- **Professional Excellence:** Engage artists with proven professional and technical expertise.
- **Broad Accessibility:** Ensure public art is strategically placed throughout Martin County for maximum visibility and accessibility.



PROGRAM SUMMARY:

Launched in 1997, Art in Public Places (AIPP), a Martin County Board of County Commissioners program managed by the Office of Community Development, serves the community by acquiring works of art sponsored by the County to promote the spiritual, intellectual, and aesthetic enrichment of Martin County through public art.

[Chapter 13, General Ordinances, Martin County Code](#) requires a set-aside of 1% of new or remodeled county construction (except such projects located at Martin County Witham Field or constructed with bond proceeds) to be budgeted for public art. In any fiscal year that there is no revenue from this set-aside for public art, the County allocates \$50,000 annually to the Art in Public Places program.

The funds are distributed to art (70 percent) and administration and inventory maintenance (30 percent). Public art may be located at a newly constructed or remodeled County building, park, public facility or County or State-owned land in Martin County as recommended by the Public Art Advisory Committee (PAAC).

In 2017, the Martin County Board of County Commissioners (BOCC) appointed the Community Redevelopment Agency (CRA) Board members as the PAAC. This seven-member committee oversees the County's AIPP program, including identifying locations for new public art, approving the scope of work for artist calls, selecting artists and artworks, and recommending these selections, along with the proposed locations, to the BOCC for final approval.

To ensure the artwork's appropriateness to its location and surrounding community, a Public Art Advisory Selection Committee is often formed for projects at newly constructed County facilities. This Selection Committee composed of County staff and, if the project is in a CRA area, a member of the Neighborhood Advisory Committee (NAC) representing the area where the project will be installed. At the discretion of the PAAC, an additional member(s) of the public may also be appointed to the Selection Committee. The Selection Committee independently evaluates and scores all submissions in accordance with the established scoring criteria. These recommendations are then submitted to the PAAC and then presented to the BOCC for final approval.



HOW TO REQUEST PUBLIC ART:

Citizens, community organizations, and artists can request public art for their community. Artists proposing their own projects must be part of the pre-qualified artist pool. To join the pre-qualified artist pool, complete the application online at www.martin.fl.us/AIPP or request a fillable PDF version from the Office of Community Development by calling 772-419-6951.

PROCESS FOR REQUESTING PUBLIC ART:

- **Initiate the Request:** Contact the Office of Community Development at 772.419.6951 to start the process.
- **PAAC Presentation:** Present the proposed project to the PAAC, the presentation should include:
 - The community's need or desire for the art
 - The purpose of the project
 - Identification of the potential site
 - Identified theme and medium
 - Renderings of the project (if available)
 - Potential funding sources besides or in addition to AIPP funding
- **PAAC Review:** The PAAC will evaluate the project based on:
 - Alignment with the AIPP program's mission and goals
 - Community support and approval from the relevant County department
 - Site access and suitability
 - Additional funding plans (if necessary)
 - Maintenance plan and estimated costs
 - Feasibility and sustainability of the project
- **PAAC Recommendation and Approval:** The PAAC will recommend projects for funding and execution. This recommendation will be presented to relevant stakeholders. Depending on the project, this could include County departments, divisions or private property owners.
- **Final Approval:** All community requested projects will follow the outlined process and require final approval from the BOCC.



PROGRAM ADMINISTRATION

GENERAL PROCEDURES:

- **Design and Planning:** When designing a new capital facility, project staff, the architect, and the Capital Projects division must collaborate with the Administration Department, Office of Community Development, and other County employees designated by the County Administrator to develop a site plan for incorporating public art, in accordance with this Program Manual and the criteria outlined in [Chapter 13, General Ordinances, Martin County Code.](#)
- **Safety Consultations:** The Administration Department will consult with the staff of each public capital facility or public place regarding safety issues related to the public art. Additionally, the public facility designer and the County Engineer will be consulted on safety matters.
- **PAAC Responsibilities:** The PAAC may hold public meetings to:
 - Solicit public input on public art projects.
 - Approve the use of a project Selection Committee if necessary.
 - Approve the methods for selecting art, artists, and sites.
 - Evaluate artistic submissions based on the chosen selection methods.
 - Recommend public art projects to the BOCC.
 - **Note:** According to the [Martin County Purchasing Manual, Section 8.1.BB](#), transactions related to "Works of art for public places, art design, maintenance, consulting, and conservation services" are exempt from competitive procurement.
 - Advise the BOCC on changes to the Art in Public Places Ordinance.
- **BOCC Review:** The BOCC will either accept or reject the recommendations from the PAAC. If the recommendations are rejected, the Board may request the Administration Department to solicit additional proposals or revise the scope of work.
- **Artist Eligibility:** All public art projects selected through the methods outlined in this Program Manual are open to professional artists.



ARTIST AND ARTWORK SELECTION METHODS:

Public art selection uses various methods to meet different needs and ensure high-quality contributions. These methods include calls to artists for specific projects, a prequalified artist pool for ongoing opportunities, and open project proposals for community-led ideas. The AIPP program also considers direct purchases, collaboration with local schools, and evaluation of art donations or loans, ensuring all selections align with the program's mission and goals.

- **Call to Artists:** A Call to Artists is a public invitation for artists to submit qualifications or proposals for a public art project, whether permanent or temporary. This can be issued as a Request for Qualifications (RFQ) or Request for Proposals (RFP). AIPP staff prepares the scope of work, detailing the project's location(s), evaluation criteria, deadlines, and budget. The Call to Artists is typically published for at least 45 days and promoted through the State of Florida Division of Cultural Affairs, MartinArts, and the County's websites.
- **Open Call Project Proposal:** Through an open call, artists, community organizations, and government agencies can submit project ideas and collaborate with the PAAC. Matching or in-kind contributions may be required. AIPP staff prepares a scope of work, including the project's location(s), evaluation criteria, deadlines, and budget. The Open Call is published for at least 45 days and promoted through the same channels as the Call to Artists. Staff time is required to explain and promote the program to potential applicants, but this can be reduced if collaborating organizations assist in managing the project.
- **Direct Purchase:** The PAAC, community members, or AIPP staff may recommend purchasing existing artwork directly from an artist, gallery, or studio. Galleries and studios may charge a handling fee of 10-15% over the artist's wholesale price. Selections are based on the location, type of art, and project-specific criteria defined in this manual. This method is also used for acquiring artworks at special exhibitions where costs are significantly below fair market value. Project-specific criteria, such as theme, purpose, location, and medium, will guide direct purchases.
- **Collaboration with Local Education Institutions:** The PAAC may involve local schools and students in suitable projects, fostering student engagement and mentoring. The PAAC should collaborate with local art teachers and MartinArts to coordinate student participation.



- **Donation or Loan:** The Art in Public Places Ordinance requires that any public art donated or loaned to the County must align with criteria defined in this manual. The PAAC will assess all donations for inclusion in the AIPP inventory, considering location, maintenance costs, and alignment with program goals. The PAAC will recommend to the County Administrator, or their designee, whether to accept the donation or loaned artwork, with the final decision resting with the County Administrator, or their designee. If accepted, the artwork will be formally added to the AIPP inventory through an Interoffice Memorandum and included in all program documents.

SITE SELECTION:

Choosing the right location is crucial for a successful public art project. The PAAC or Selection Committee will follow the Site Selection Checklist and the criteria outlined below to determine the best site.

- **Determine the Purpose:**
 - Discuss the construction or remodel project with staff and management to understand its details.
 - Ensure that the facility's purpose aligns with the placement of public art.
 - Explore art opportunities that meet the needs of both the department and PAAC.
 - Create a Selection Committee if necessary.

If the contributing construction or remodel project site is not desirable for public art, a new site may be selected using the following criteria:

- **Select the Ideal Site for Art Installation:**
 - Work with architects or County staff to define project possibilities.
 - Ensure that the scale of the artwork fits within the budget and the space available.
 - Consider how the artwork will interact with the space. For instance, a small sculpture might be appropriate for a bus stop, while a large sculpture could be overwhelming. In a lobby, a high ceiling might be suitable for a mobile, whereas a painting could be obscured by furniture and plants.
 - Ensure that the site provides a suitable backdrop for the artwork and that it will be visible and unobstructed.



- **Design a Suitable Site:**

- Assess the lighting types, locations, and direction to ensure optimal display.
- Verify that signage, switches, and other fixtures can be adjusted to create clear space around the artwork.
- Consider relocating plants, modifying surfaces, and ensuring that the site provides structural support for the artwork.
- Ensure that the site complements the artwork and avoids potential issues.

- **Prevent Negative Impacts:**

- Ensure the artwork is protected from vandalism and accidental damage.
- Check if sunlight affects the artwork's visibility or viewer appreciation.
- Determine if the artwork is frequently in darkness, impacting its visibility.
- Assess whether nearby trees or objects could cast shadows or cause discoloration.
- Consider if the artwork's location could create safety or operational issues if people slow down or stop to view it.
- Verify if objects like potted plants or parked cars might obstruct the artwork.
- Evaluate if the site is well-maintained overall.
- Ensure the sprinkler system does not use water that could stain the artwork.
- Confirm that the artwork can be properly maintained at the site.

- **Visit the Site:**

- Walk the site.
- Drive to the site from different directions.
- List positive opportunities and potential challenges.
- Brainstorm and select the optimal location for the artwork.



SUMMARY OF RESPONSIBILITIES

PUBLIC ART ADVISORY COMMITTEE (PAAC)

- **General Responsibilities:**

- Promote public art throughout Martin County.
- Oversee the implementation of the AIPP Program's mission and goals.
- Recommend updates to the Art in Public Places Ordinance.

- **Support and Update Program Framework:**

- Develop and recommend updates to the Art in Public Places Ordinance.
- Approve program management document updates and the annual budget.

- **Program Management:**

- Oversee the allocation and use of public art funds.
- Provide recommendations on public art acquisitions, including purchasing, leasing, or commissioning works.
- Approve the scope of work for Calls to Artists.
- Submit recommendations to the BOCC.
- Oversee the management of funds for the repair and maintenance of public art within the AIPP inventory.
- Oversee the disposition of public art.
- Attend public art dedication events.

- **Artist/Art/Site Selection:**

- Select artists, artworks, and sites based on criteria outlined in the Art in Public Places Ordinance and this Manual.
- Consider the scope of work as defined in the Artist/Art/Site Selection Methods.
- Apply additional criteria established by the PAAC.
- **Note:** The PAAC may request modifications to criteria based on exceptional artistic proposals.



- **Long-Term Maintenance Funds**

- Allocate funds for the long-term maintenance of public art.

- **Art Donations and Loans**

- Evaluate and recommend the acceptance or rejection of donated, loaned, or temporary art intended for Martin County.

- **Engagement with Art Providers**

- Meet with individuals or entities interested in providing or promoting public art.

- **Adherence to County Procedures**

- Comply with Florida Sunshine Laws by refraining from discussing PAAC projects with other Selection Committee or PAAC members outside of legally advertised public meetings. Discussions with non-member staff and the community are allowed.
- Follow conflict of interest procedures, including declaring any conflicts or apparent conflicts of interest with artist applicants.

SELECTION PROCESS AND CRITERIA

After receiving responses, AIPP staff will conduct an administrative review to ensure each submission complies with the guidelines outlined in the Call to Artist or Request for Qualifications (RFQ). Submissions that meet these requirements will proceed to the evaluation phase.

The evaluation will be conducted by a Selection Committee, during a public meeting, composed of County staff and, if the project is in a Community Redevelopment Agency (CRA) area, a member of the Neighborhood Advisory Committee (NAC) representing the area where the project will be installed. At the discretion of the PAAC, an additional member(s) of the public may also be appointed to the Selection Committee. As an alternative to convening a Selection Committee, the PAAC may, at its discretion, designate an AIPP staff member to independently evaluate and score all submissions in accordance with the established scoring criteria. Upon completion of the evaluation, the staff member shall submit the three proposals receiving the highest total scores to the PAAC for review and recommendation.



During the public meeting, the Selection Committee will review all qualified proposals, complete the Public Art Scoring Sheet, and submit their evaluations to the designated record keeper. Proposals will be scored on five categories, with a maximum total of 100 points, as outlined below:

- **Artistic Quality & Concept – 30 Points**

- Evaluated based on visual impact, originality, composition, clarity of design, and strength of the conceptual rendering.

- **Artist Experience – 35 Points**

- Assessed on the depth and relevance of the artist's experience, particularly in public art projects, as demonstrated in their resume and portfolio.

- **Community & Cultural Resonance – 20 Points**

- Consideration of the artwork's connection to the area's history, character, and environment as well as its relevance to the community and site.

- **Proposal Execution – 10 points**

- Evaluation of the proposal's clarity, completeness, budget detail, and overall project approach.

- **Statement of Interest – 5 Points**

- Assessment of the artist's understanding of the project's intent and the proposed connection to the site.

The PAAC reserves the right to adjust the scoring criteria to meet the specific requirements of individual projects prior to issuing a Call to Artist or RFQ.

The three proposals receiving the highest total scores will be presented to the PAAC for review and recommendation of a finalist to be forwarded to the Board of County Commissioners (BOCC) for final selection. In the event of a tie, the PAAC will rescore the submissions until a finalist is determined.

Martin County reserves the right not to select any proposal and may, at its sole discretion, reissue the Call to Artist or RFQ. The PAAC also reserves the right to reject any or all proposals, waive informalities or irregularities, re-advertise with modified criteria, or cancel the Call to Artist or RFQ entirely.



OFFICE OF COMMUNITY DEVELOPMENT

- **General Responsibilities:**

- Administer the Art in Public Places Program for Martin County.

- **Coordination of PAAC Meetings and Actions:**

- Organize regular meeting agendas and minutes.
- Manage Artist, Art, and Site Selection meetings.
- Plan and execute public art events, dedications, installations, and educational programs.

- **Preparation of Draft Documents for PAAC Approval:**

- Prepare the scope of work and solicitation documents for art, artist, and Site Selection.
- Issue Calls to Artists and public notices.
- Draft Public Art Ordinance amendments.
- Propose program budgets and update management documents.

- **Program Management and Execution:**

- Collaborate on planning with client departments.
- Manage advertising and artist/art/site selection.
- Coordinate artist contracts and collaboration with architects and contractors.
- Oversee public art installations, dedications, signage, and art disposition.
- Administer budgets and reallocate unused project funds when applicable.

- **Ongoing Maintenance Coordination for Public Art:**

- Maintain the Public Art Inventory.
- Conduct periodic artwork inspections.
- Resolve maintenance issues with relevant departments.
- Maintain detailed records, including contracts and maintenance history.



MARTIN COUNTY PROJECT RELATED DEPARTMENTS & DIVISIONS

- **General Responsibilities:**

- Recognize the PAAC as the main forum for public art input and collaboration.
- Assign a public works representative to attend PAAC meetings when relevant or as part of a subcommittee.

- **Integrate Public Art Responsibilities in Architectural Contracts:**

- Ensure architects attend PAAC meetings as needed.
- Incorporate public art into design, permit, and construction documents.
- Recommend design elements that enhance public art, such as lighting, furnishing, placement, materials, and landscaping.

- **Facilitate Artist Collaboration:**

- Coordinate artist access to the architect and general contractor for design discussions and construction needs.
- Arrange site access for the artist or subcontractors as required.
- Provide the PAAC with copies of any correspondence, meeting minutes, or contracts related to the public art project.

- **Report Budget or Schedule Issues:**

- Notify AIPP program staff immediately if PAAC or artist actions negatively impact the construction budget or schedule.

- **Coordinate Public Art Cost Estimates:**

- Handle cost estimates for specific design services related to public art, such as sculpture bases or concrete pads, included in the construction contract. The PAAC or artist may propose alternative methods to save costs or enhance quality.
- **Note:** For Design-Build or Construction Management at Risk contracts, ensure responsibilities equivalent to standard Design-Bid contracting are included in RFPs and RFQs.



- **PAAC Collaboration and Coordination:**

- Recommend a department employee for the project Selection Committee, appointed by the County Administrator or Department Director. This advisor should address safety concerns and review proposed public art for any issues.
- If managing the architectural or engineering contract, the department must coordinate meetings between architects, engineers, and the PAAC during public art planning and selection.

- **Support for Artist/Art/Site Selection:**

- Provide information to the PAAC, including:
 - Input from advisory boards or other committees.
 - Safety concerns related to the proposed public art's type, location, or color.
 - The facility's overall theme.
 - Additional department or facility details that may guide PAAC in selecting suitable public art.

- **Site Maintenance for Public Art:**

- The responsible County department, not PAAC, must maintain the area around public art, including cleaning and landscaping.
- Ensure the installation and operation of lighting for public art.

- **Public Information on Public Art:**

- Provide access to an informational sheet about the artist and public art to share with the public upon request.

- **Awareness of Public Art Ordinances and Contracts:**

- Be familiar with the Art in Public Places Ordinance, Program Management documents, and artist contract provisions relevant to the department's public art.



MARTIN MURALS PROGRAM

Established in 2022, the Martin Murals Program aims to foster creative expression and encourage private/public partnerships through public art. By offering artists and Martin County-based businesses up to \$7,500 for their mural projects, the program encourages vibrant, meaningful art that enhances the community. This initiative supports artistic endeavors while promoting collaboration between professional artists, local government and businesses, enriching Martin County's cultural landscape, igniting tourism, nurturing civic pride, and driving economic growth.

MARTIN MURALS PROGRAM GUIDELINES:

- **Eligibility:** All professional artists as defined in [Section 13.2 of the Art in Public Places Ordinance, Chapter 13, General Ordinances, Martin County Code](#) and private non-residential properties in Martin County are eligible to apply. Funds are distributed on a first-come, first-served basis, with a maximum funding amount of \$7,500 per project.
- **Mural Placement:** Murals may be located on public or private non-residential properties throughout Martin County. Proposals involving County-owned buildings or facilities require approval by the BOCC. All murals must be created on exterior walls visible from the public right-of-way or parking lots, as applicable.
- **Maintenance and Agreement:** Murals are “temporary” works of art and must be maintained for at least 5 years by the applicant and/or artist. An agreement detailing the project’s terms, design, and maintenance must be signed by both the property owner and the artist. This agreement ensures that murals retain their vibrancy and allows artists to create new works that reflect the evolving perspectives and styles of the community.



- **Non-Commercial Nature:** A mural may not use letters, words, numerals, figures, emblems, or logos (or any parts or combinations thereof) to advertise a business, goods, services, or merchandise. These are not commercial signs.
- **Pre-Application Meeting:** Prior to submitting an application, the applicant must schedule a pre-application meeting with the AIPP program staff to discuss project ideas, site selection, design concepts, and to ensure all application requirements are understood.
- **Funding Distribution:** Applicants awarded funding will receive 30% of the total committed funds at the start of the project and the remaining 70% upon completion, after a final inspection and approval by the AIPP program staff.
- **Project Timeline:** If a project is not fully completed within one year of the County's initial approval, the funding will be reallocated to another project, and the Applicant will be required to return the 30% of funds received. Extensions may be granted under special circumstances, subject to review and approval by AIPP program staff.

By adhering to these guidelines, applicants can successfully contribute to the vibrant and evolving artistic landscape within Martin County.

“Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”

Americans for the Arts. *Creative Placemaking*.





APPLICATION PROCESS FOR MARTIN MURALS PROGRAM:

To apply for the Martin Murals program, complete the application online at www.martin.fl.us/AIPP or request a fillable PDF version from the Office of Community Development by calling 772.419.6951.

Make sure to include the following required documents in your application:

- **Completed Documents:**

- Martin Murals Program Application.
- Budget Worksheet.

- **Proof of Property Ownership:**

- Proof of ownership of the property.
- For murals on private property, include a signed contract agreement.

- **Artist Information:**

- Artist biography of no more than one (1) page.
- A current professional resume of no more than two (2) pages emphasizing public art experience and public commissions (if any).
- A signed conflict disclosure statement regarding any professional or personal relationship with any Martin County official, employee, or advisory committee member.

- **Visuals:**

- A minimum of one (1) and maximum of three (3) renderings of the proposed mural design. The images shall be in JPG, PNG, 300dpi, 5MB max. Image files must be properly labeled with artist's last name and a number (1-3) assigned (e.g.: smith_1.jpg, smith_2.jpg).
- One (1) photograph of the location site, showing the surroundings, and one (1) photograph of the building or structure where the mural will be placed. The images shall be in JPG, PNG, 300dpi, 5MB max.

- **Project Details:**

- Project timeline.
- If additional materials such as panels or mixed media will be used, you must submit a materials list, drawings, and attachment plans (note that a building permit may be required).
- Any additional documentation requested by the AIPP program staff during the pre-application meeting.
- **Review Process:** All Martin Murals applicants whose submissions meet all required project documents and eligibility requirements will have their proposed projects presented to the PAAC at a publicly noticed meeting.