



**City of Elmira**  
**Public Art Commission**  
**Evaluation Guidelines for Public Art Projects**

**Application**

- Only complete application designs will be considered for vote.
- Evaluation based on the City of Elmira Public Art Commission Application and *Evaluation Guidelines and Rubric*.

**Mural Artists**

- All participating artists must be named at time of vote
- Artist(s) must align with each individual project site/design proposed

**Design Artists**

- If design artist is different from muralist painting at the site, please differentiate/specify each

**Complete Design Includes**

- Full color
- Full rendering
- Immaculate line work
- Fully-positioned in entirety on replicated intended space (digital program/app or freehand)
- The application templates are so the design can be provided (with accurate model ratios/dimensions) of the actual space for proposed public art on another sheet/medium

**High-priority projects include designs that**

- Create original, vibrant artwork that adds value to the cityscape
- Convey excellent artistry in drawing design and painting sample with regard to composition, color and line, in particular
- Demonstrate a unique, unexpected style and/or perspective
- Illustrate a strong sense of dimensionality
- Engage the viewer with image more than “descriptors”

### **Low-priority projects include designs that**

- Lack original, sophisticated, developed content and style
- Replicate/closely replicate buildings/landmarks that exist
- Site preference “announces”/too close to building/landmark
- Replicate/closely replicate pre-existing public art
- Overuse of verbal “descriptors”

### **Design Rules**

- Public Art Design must be appropriate for a public space and must not endorse an individual or business, contain any logos, be political in nature, or be offensive in any way.
- No design should significantly reduce hydrant or traffic signal box visibility.
- Applicant must follow the design submitted in your approved application and approved by the City of Elmira Public Art Commission.
- Approved applicants must use only the highest-quality, project-specific safety paint supplied by the City of Elmira Public Art Commission.

### **Disqualifications may include**

- Content inappropriate for a public space
- Content breaches intellectual property, trademarks, brands, images of illegal activity
- Content endorses an individual or business
- Content contains logos and/or promotes advertising
- Content includes any hidden, subliminal or camouflaged messages or statements of any kind or nature
- Content is political
- Content is religious
- Content is sexual
- Content contains negative imagery

### **Application**

- Evaluation is based on City of Elmira Public Art Commission Application and *Evaluation Guidelines and Rubric*.
- Applicants must submit a completed application including a proposed design, in full color, using the entire provided template (see *Evaluation*

*Guidelines and Rubric* for design evaluation). The applicant must submit supporting documentation of other relevant/original, color paintings (previous work samples) the applicant has created that evidences the applicant's ability.

- Completed Applications and design proposals must be scanned and e-mailed to: publicartcommission@cityofelmira.net or submitted via US Mail to: CHAMBERLAIN'S OFFICE, 317 E. CHURCH STREET, ELMIRA, NY 14901, by 4:30pmon the Thursday prior to the next City of Elmira Public Art Commission Meeting.
- Registration starts September 1, 2021 and runs through September 1, 2022. Applications received after September 1, 2021 will be processed for consideration in the spring session beginning April 2022.
- Applicants should request a specific location, understanding that for safety, construction, City Code, or other reasons, the requested space may not be available for public art.
- No work at/on the requested site may begin before the results of the City of Elmira Public Art Commission Vote.

### **Painting**

- Painting may occur starting on April 1, 2022, and must be completed by October 31, 2022.
- High-quality, project-specific, paint will be provided for hydrants and traffic signal boxes, in accordance with the applicant's design.
- Warning: The hydrant paint is of strong chemical content.
- Remove all dirt, mud, and debris from the hydrant/traffic signal box/mural wall before painting.
- Paint only the assigned entity.
- While painting, keep the public space immediately around the public art site clean and neat. Please respect the property.
- If, during the painting process, the applicant in any way changes the design from the approved design, or the painting turns out to be of poor quality, or deteriorates below public art standards, or is vandalized, the City of Elmira Public Art Commission reserves the right to alter it or paint over it.

### **General**

- The hydrant top cube and sometimes the side "caps" of the hydrant must not be painted. "Caps" identify each hydrant's water pressure.

- Nothing can be attached to the fire hydrant. The fire hydrant cannot be altered in any way other than the paint.
- Due to safety or scheduled replacement, not all hydrants, traffic signal boxes, walls are available for painting.
- Painted Hydrants should not be signed by the artist.
- Painted Traffic Signal Boxes may be signed but must be smaller than 3"x5".
- The City of Elmira has the right to use images of the artwork for promotional purposes.
- All unused or re-useable materials provided by the City of Elmira Public Art Commission must be returned to the City of Elmira Public Art Commission within two weeks of the project's completion.
- The painted hydrant, traffic signal box, mural wall remains always the property of the City of Elmira and the Elmira Water Board.
- If the rules are not followed, the public art will be painted over.
- By painting on City of Elmira property, the applicant acknowledges that the City of Elmira and its affiliates are not responsible in any way for any injury or property damage directly associated with this activity.
- Paint and painting materials are provided by the City of Elmira Public Art Commission for the hydrant and traffic signal boxes. Applicants may not use any materials for the hydrant and traffic signal boxes other than those provided by the City of Elmira Public Art Commission; otherwise, the application approval is immediately null and void.
- Immediately report any issues to [publicartcommission@cityofelmira.net](mailto:publicartcommission@cityofelmira.net).