

Public Art Overview of Selection and Approval Processes

Contents

1. Definitions
2. Summary of Mural Approval Process
3. Recap of 2020 Aurora Downtown Mural Proposal
4. Overview and Selection Process of Completed 2017-2019 Mural Projects
 - a. 54 E Galena Blvd
 - b. 83 S LaSalle St
 - c. West Fox River Trail at New York St
 - d. Viaduct Wall at SE Broadway Ave and Benton St
 - e. 118 E Galena Blvd
 - f. Utility Boxes, Various Locations
 - g. 11 N Broadway Ave
 - h. 36 W Downer Pl
5. 2016 Mural Ordinance
6. Mural Process Flowchart
7. FoxWalk Map

Definitions

- Public Art- A City of Aurora Subdivision of Community Services
- Local- current or previous resident of Aurora
- RFP- Request for a Design Proposal
- RFQ- Request for Qualifications and Portfolio of Past Work
- DP- Decision Package, City Funding for a Special Project
- FoxWalk- Specific Downtown District with Design Requirements
- Aurora Downtown- Non-Profit Group of Property and Business Owners funded by Special Service Area #One (The Aurora Downtown SSA has similar but not identical boundaries as the FoxWalk District.)

Summary of Mural Approval Process

Per the 2016 Mural Ordinance and applying only within the borders of the FoxWalk.

Per the 2016 mural ordinance, proposals go through the following approval process:

- Discussed and voted on by APAC in an open meeting,
- Sent to the Mayor's Office for consideration of the proposal's appropriateness to the City's greater plan,
- Reviewed by the Development Services Team,
- Reviewed and voted on by the FoxWalk Design Review Committee,
- Reviewed and voted on by the BZE.

Every publicly funded mural begins with a publicly marketed RFP or RFQ, open to submissions from any person regardless of experience, residency, race, gender, identity, religion, or creed.

Privately funded mural proposals are welcomed and go through the same approval process; they do not require a public call for artists.

Recap of 2020 Aurora Downtown's Mural Proposal



Location:

5 S Lake St; SW Corner of Lake St and Galena Blvd, West face of building; visible to Eastbound traffic into Downtown

The location is outside of the FoxWalk District and therefore falls under the Special Sign Ordinance, managed by Development Services rather than Public Art

Funding:

Aurora Downtown Streetscape Committee paid \$5,000 for Design, Production, and Directing of additional Aurora painters.

Selection Process:

No public call was released; Joshua Schultz was identified by the Streetscape Committee as an insurance-carrying sign painter.

Local Artist Joshua Schultz was hired to direct the project; a call for (5-10) additional local artists to assist with painting is included in the original project plan.

Timeline:

- Prior to 11/12/2020, when the first draft of the design was shared, The Aurora Downtown Streetscape Committee conceptualized the “Welcome to Aurora” sign project, obtained permission of the property owner, and selected the project director.
- 12/16/2019: Final sign design was voted on by Aurora Downtown Streetscape Committee.
- 12/30/2019: Project Director Joshua Schultz was paid \$5,000 for project in full.
- 5/4/2020: The Mayor responded positively to the design and location.
- 5/11/2020: It was clarified that Public Art is not responsible for managing the project as it is located just outside of the FoxWalk District; application management was moved to Development Services.
- 5/6/12/2020: Following several discussions over two months, Aurora Downtown was issued a Land Use Petition officially requesting the Special Sign District for a mural at 5 S. Lake Street.
- 6/22/2020: Public Notice in the Beacon News advertising the Public Hearing on July 8, 2020 at 7 PM that included information on how individuals could participate in the meeting and how to obtain additional information on the project.
- 7/2/2020: Information on the project including the Qualifying Statement by Aurora Downtown outlining the project and a picture of the mural was posted on the City of Aurora’s website.
- 7/8/2020: A Public Hearing was held by the Planning and Zoning Commission via web-conference. Staff gave an overview of the project and a representative of Aurora Downtown provided additional information including a review of their process. The Commission unanimously approved the project.
- 7/15/2020: The project went before the Building, Zoning, and Economic Development Committee via web-conference. Marissa Amoni from Aurora Downtown provided details on their process for the mural and on the agreement with the property owner regarding the mural. The Alderman requested additional documentation on the agreement with the owner be made available for Committee of the Whole. The five members voted to recommend approval.
- 7/21/2020: Committee of the Whole reviewed the application including the agreement between Aurora Downtown and the property owner and voted to place it on the consent agenda for City Council.
- 7/28/2020: The item was removed from the consent agenda and the Alderman asked to hold the item for the next City Council meeting.



Location: 54 E Galena; Rear/East Face of Aurora FastPrint

Date: Unveiled April 2017 (Additional 3D elements added later)

Funding: The property's Building Corporation, 4454 East, Inc.

Selection Process:

- Aurora Fastprint Owner Kim Granholm initiated the project.
- Aurora Artist Cheryl Holz, who has rented an art studio above Fastprint for over 20 years, was asked to design the mural.
- Considerations for selecting Holz included a preference for hiring a local artist and her decades of experience completing corporate projects.

Project Details:

- This was the first mural to be installed in Aurora under the 2016 Mural Ordinance.
- The printing of the mural and canvas was donated by Aurora Fastprint.



Location: 83 S LaSalle St, South side of building facing Benton St.

Date: 2017-2019

Funding: City of Aurora; 2017-2021 DP; \$15,000/yr for Downtown Murals

Selection Process:

- City's first Mural Design RFP launched May 17, 2017; submissions due June 16, 2017
- Proposals required design theme of Community, Local History, or Nature
- Proposals required artist to seek an available wall in FoxWalk District and obtain property owner permission
- Proposals required a color mock-up of final design
- Aurora Public Art Commission voted on a proposal at an open meeting in August, 2017
- 3 of 5 submitting artists were in attendance to give impromptu presentations
- Rebekah Axtell presented for Green Life Media
- Green Life Media team proposal was selected for \$15,000 contract

Project Details:

- The mural was completed by a local team: Rebekah Axtell, Concept and Layout Director; Joshua Schultz, Producer; Pat Finley, Veteran Sign Painter; Keri Borkowicz and Jacquelyn Fowler, Contributing Artists; Virginia Potter, Restoration Contractor and Owner Liaison.
- By the time the design passed through all levels of approval in November 2017, it was too late to begin the project as paint cannot cure properly under a certain reliable temperature.
- In June of 2018, it was discovered parts of the building exterior were crumbling and repairs were required before painting
- The mural was completed in September 2019



Location: West Fox River Trail, under New York St Bridge

Date: October, 2018

Funding: City of Aurora; 2017-2021 DP; \$15,000/year for Downtown Murals

Selection Process:

- A public call for qualifications was published 5/30/2018; submissions due 6/20/2018
- 12 artists submitted portfolios via the online form
- APAC voted 7/18/2018 for three artist portfolio finalists
- The artist with the highest budget was cut and the other two artists were offered contracts to provide design proposals for specific sites.
- APAC voted 8/27/2018 to approve the designs

Project Details:

- The River Walk wall was chosen because it is in good condition, owned by the City, and is a gateway to Downtown for pedestrians and bicyclists.
- Los Angeles Artist Bunnie Reiss was assigned to this site and to a local nature theme based on her portfolio of whimsical, colorful animal murals around the world.
- The mural design depicts the Great Blue Herons of the Fox River and local flowers along the River Walk.



Location: BNSF Viaduct Wall, SE Broadway Ave & Benton St, facing West on Broadway Ave

Date: Completed October, 2018

Funding: City of Aurora; 2018 DP for Public Art mural of sculpture, \$15,000

Selection Process:

- A public call for qualifications was published 5/30/2018; submissions due 6/20/2018
- 12 artists submitted portfolios via the online form
- APAC voted 7/18/2018 for three artist portfolio finalists
- The artist with the highest budget was cut and the other two artists were offered contracts to provide design proposals for specific sites.
- APAC voted 8/27/2018 to approve the designs

Project Details:

- The viaduct wall was chosen because it is a high-traffic gateway to Downtown.
- Chicago Artist Ruben Aguirre was assigned to this site based on the graffiti-inspired aesthetic of his murals and the inspiration he takes from growing up along the railyards in the Pilsen neighborhood of Chicago.
- The mural design is an abstraction of the feeling of the rails as though they were a river, referencing the two historical arteries running through Downtown Aurora.



Location: 118 E Galena Blvd, facing east, visible to Westbound traffic into Downtown

Date: Completed October, 2018

Funding: Privately initiated mural; \$5,000 stipend paid by Aurora Township, \$500 in materials paid by COA Public Art, additional donations taken by Culture Stock

Selection Process:

- Aurora Artist Sam Cervantes proposed the idea to the City in August 2018; Cervantes did not submit an application to the RFQ for that year's DP-funded murals; DP-funded mural contracts were signed at time of initial proposal to Public Art

Project Details:

- Sam reached out to the property owner to gain permission.
- Public Art assisted with all paperwork and design presentation requirements, and attended all approval committee meetings and the DST meeting.
- The mural was completed the first week of October, 2018.



Location: 10 Utility Box Murals are located Downtown, 1 is located at SE corner of Broadway Ave and Post Office Dr, 1 is located at SE corner of Eola St and McCoy Dr

Date: RFP released June 2018; 11 were completed by October, 2018; 1 was completed in August 2019.

Funding:

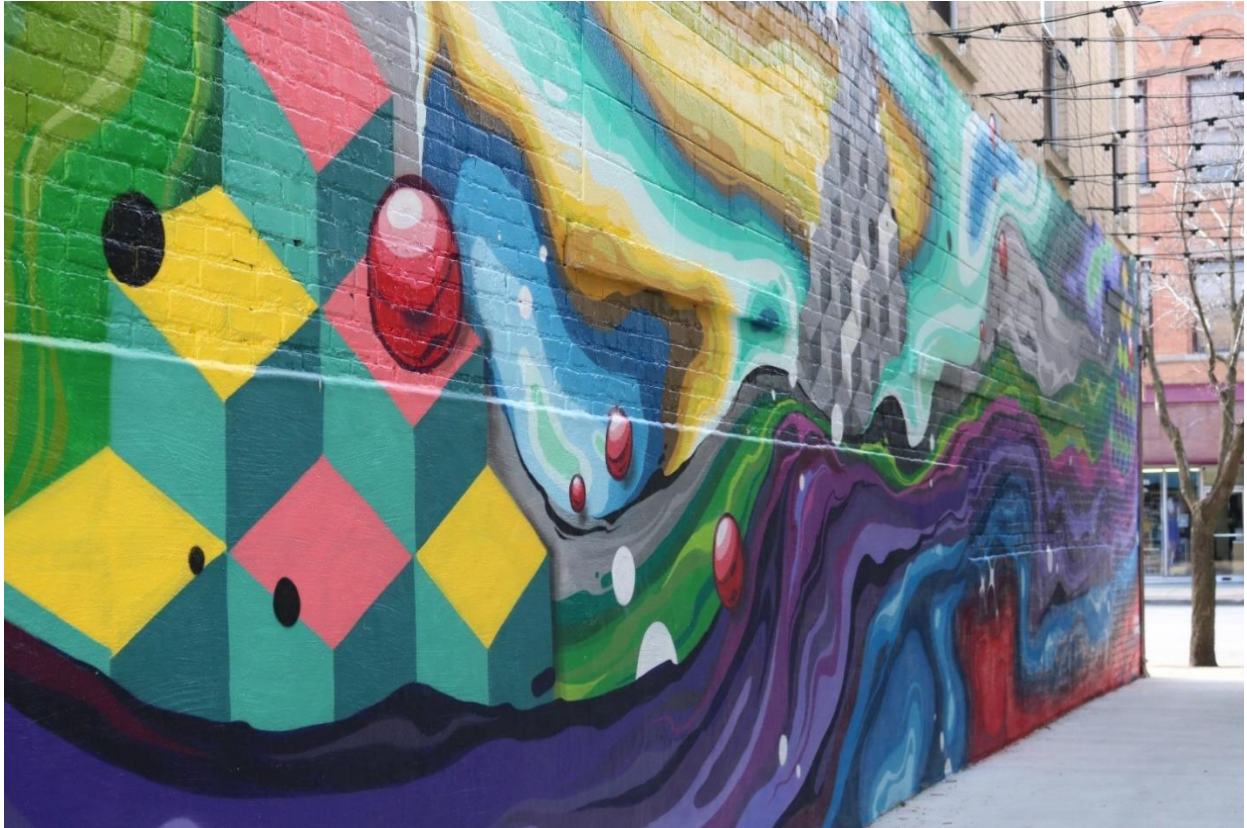
- 2018 \$5,000 Decision Package for Utility Box Murals (Alderman Mervine)
- 9 of 12 Utility Box Murals were sponsored by local businesses at \$700/box

Selection Process:

- A public call for design proposals was published 5/30/2018; submissions were due 6/20/2018
- APAC voted on 12 design proposals, all by local artists, based on appropriateness of content and rendering for the project.
- The APAC-approved designs did not go through the Mural Ordinance process of additional approval committees; per the request of the P&D they will in the future.

Project Details:

- Artists were given \$200 for paint and supplies before beginning
- Artists were paid \$400-\$700 after project completion to paint their designs, based on the size of the utility box.
- Artists were offered an additional \$200 to wash, sand, and prime their boxes; this was not part of the original contract. One of the artists (Sam Cervantes) was paid to prepare boxes for any artists who did not want to, and \$100/box to apply anti-graffiti sealant.



Location: 11 N Broadway (Pedestrian Walkway to Lot E)

Date: September 2019

Funding: JH Real Estate Partners

Selection Process:

- This was a privately-initiated project.
- Chicago street artist StukOne was chosen based on his previous work around the country.

Project Details:

- Public Art assisted with application paperwork and attended the DST and all approval committee meetings for the contractor in order to make the mural ordinance process faster.



Location: 36 W Downer, East Face, overlooking River

Date: 2019

Funding: Property Owners Kit and Ernesto Ochoa

Selection Process:

- The property owners became aware of Aurora Artist Pierre Lucero's artwork and sought him out for a mural on their building.

Project Details:

- This project was begun before obtaining a FoxWalk Certificate of Approval, per the 2016 Mural Ordinance.
- The property owners were informed by the City that fines would be levied if the project continued and was not painted over.
- Public Art approached the property owners to explain the mural process and explore potential solutions.
- Public Art assisted with the paperwork and attended approval meetings for the property owners to streamline the process to 1 month.
- The City did not wish to set a precedent for approving murals after projects were started; but ultimately provided the FCOA.
- Contributing factors to the approval were the value of the Mexican Heritage theme and the recognition of a need to educate the public on the relatively new mural ordinance.



CITY OF AURORA, ILLINOIS

RESOLUTION NO. R16-207
DATE OF PASSAGE June 28, 2016

A Resolution Adopting new Section 8.4 "Murals" to the FoxWalk Overlay District Design Guidelines, Regulations, and Procedures, as an Appendix to the Aurora Zoning Ordinance

WHEREAS, the City of Aurora has a population of more than 25,000 persons and is, therefore, a home rule unit under subsection (a) of Section 6 of Article VII of the Illinois Constitution of 1970; and

WHEREAS, subject to said Section, a home rule unit may exercise any power and perform any function pertaining to its government and affairs for the protection of the public health, safety, morals, and welfare; and

WHEREAS the Aurora City Council has previously adopted various amendments to the Fox Walk Overlay District Guidelines, Regulations, and Procedures; and

WHEREAS, Sections 5.1-3.1 of the Fox Walk Overlay District Guidelines, Regulations, and Procedures state, "The DRC shall annually review this document and may propose amendments to it to be approved by the City Council."; and

WHEREAS, at its June 9, 2016 meeting, the Design Review Committee voted unanimously to recommend approval of a new Section 8.4 "Murals" as set forth in the attached Exhibit A;

WHEREAS, the proposed modifications will assist the City of Aurora in implementing its goals and objectives within the Comprehensive Plan;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Aurora, Illinois, hereby adopts a new Section 8.4 "Murals", included herein as Exhibit A, to the Fox Walk Overlay District Design Guidelines, Regulations and Procedures, as an appendix to the Aurora Zoning Ordinance.

RESOLUTION NO. R116-207
DATE OF PASSAGE June 28, 2016

PASSED AND APPROVED ON June 28, 2016

AYES 10 NAYS 0 NOT VOTING 0 ABSENT 2

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Alderman Bohman, Ward 1

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Alderman Mesiacos, Ward 3

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Alderman Franco, Ward 5

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Alderman Hart-Burns, Ward 7

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Alderman Bugg, Ward 9

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Alderman Irvin, At Large

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Alderman Garza, Ward 2

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Alderman Donnell, Ward 4

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Alderman Saville, Ward 6

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Alderman Mervine, Ward 8

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Alderman Johnson, Ward 10

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Alderman O'Connor, At Large

ATTEST:

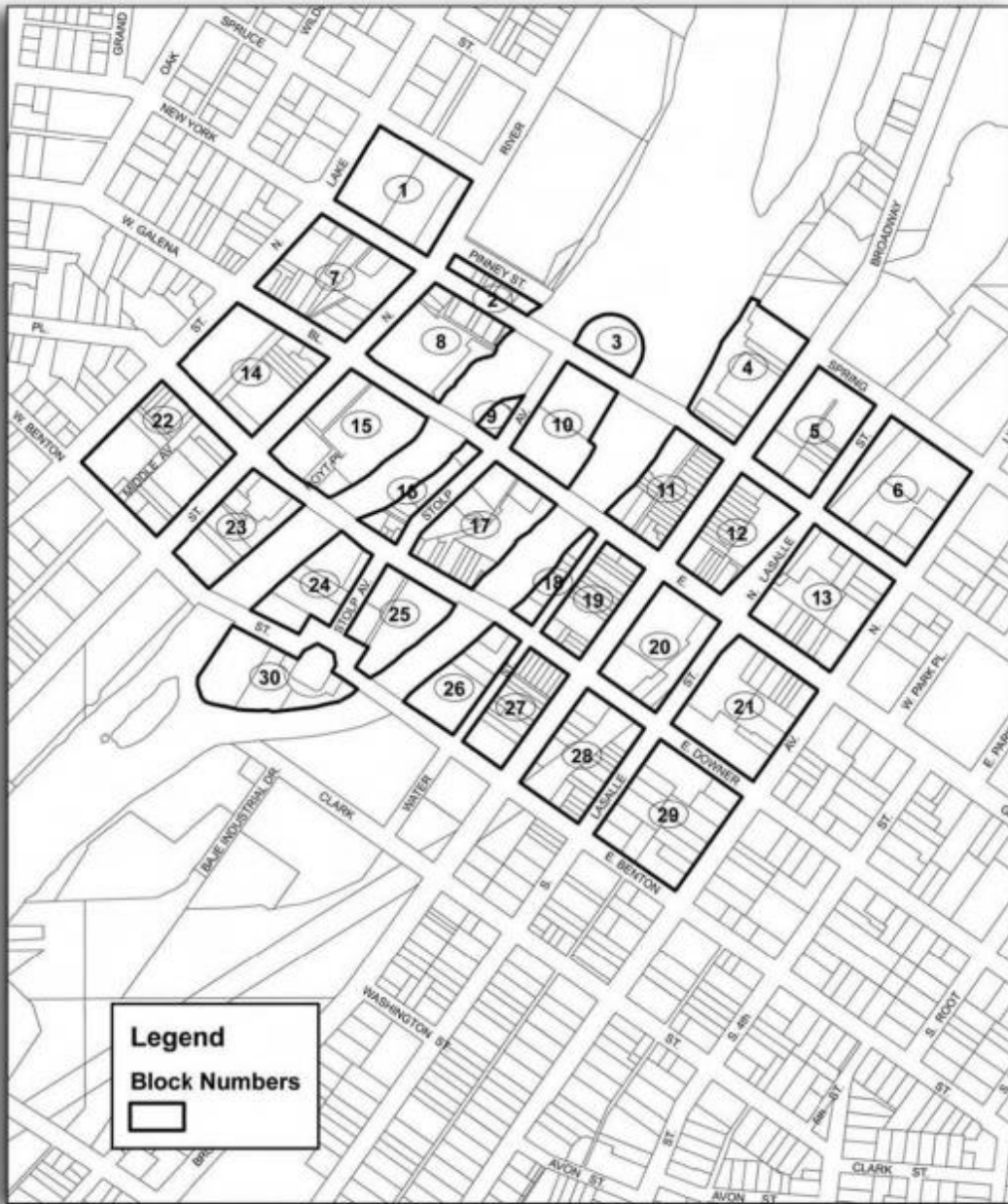
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City Clerk

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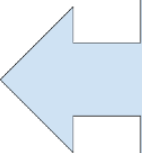
Mayor

B. District Map by Blocks



FoxWalk District

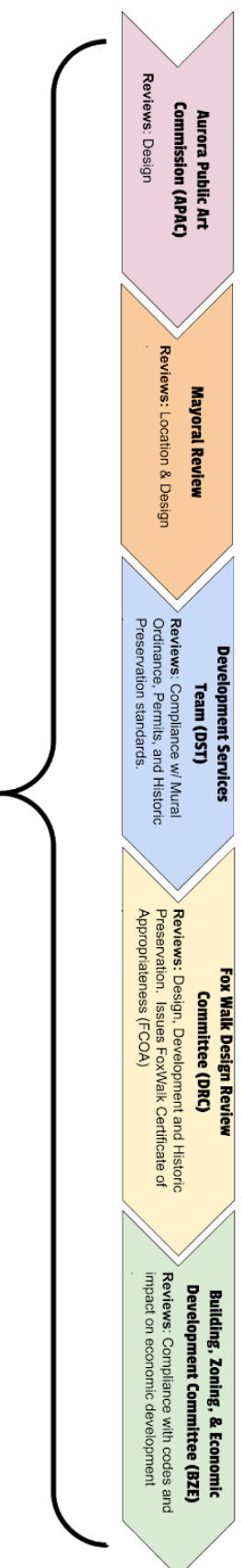
Director of Public Art
Email: JEvens@aurora-il.org
Include: Location, Design, Dimensions



Start here. Contact Aurora Public Art during the planning process - we are happy to assist you in the early planning stages to help ensure success.

Please note:

- No funding should be invested (paying artists or for materials) prior to initiating the review process
- In general, proposals must be submitted by March for installation during the calendar year.
- The approval process takes 3-6 months to complete.
- Unapproved installations are subject to removal by the City. The property owner is subject to fines in addition to removal cost.
- Pending City funds, grants may be available for privately-initiated outdoor art
- Please see attached Mural Ordinance and Outdoor Art Master Plan



Business/Building owners are welcome to attend these approval meetings, but they are no longer required to be present. The Director of Aurora Public Art will walk each proposal through the process from APAC meeting through BZE and notify the business/building owner of the outcome.