



Title: Town of Marana Public Art Policy
Effective Date: November 1, 2023
Approved: Approved by Council Resolution No. 2023-099
Revised: June 2, 2026 by Resolution No. 2026-037

Purpose

The purposes of the Town of Marana Public Art Policy are to:

- Identify community beautification opportunities that will strengthen Marana’s identity, spirit, and pride;
- Establish a Marana Public Art Fund;
- Establish a Marana Public Art Review Committee;
- Provide direction for the selection of high-quality public art.

Definitions

1. **Building Permit Valuation:** The estimated construction value of a project for purposes of calculating building permit fees, as determined using the most current International Code Council (ICC) Building Valuation Data Tool.
2. **Development Project:** A project involving the issuance of a permit for construction or reconstruction, but not a permit to operate.
3. **Marana Public Art Fund:** Either a separate account within the Town’s General Fund or a separate book or ledger entry designation for funding public art on Town owned property or Town Capital Improvement Projects.
4. **Public Art:** Artistic creations of a professional artist within a public space or spaces. The artwork is typically large scale and may include sculpture,

mosaic, painting, ceramic, video, photography, works of light, integrated artist designed land works, aesthetic landscaping and monuments, and other works determined by the Town to meet the requirements of the project.

5. **Tenant Improvements:** The customized alterations a building owner makes to rental space as part of a lease agreement, in order to configure the space for the needs of that particular tenant. For the purpose of this policy, tenant improvements shall exclude general maintenance and repair.

Marana Public Art Fund

The Marana Public Art Fund is established and dedicated to funding high-quality public art installations, and maintenance, throughout the Marana community. Contributions to the Fund shall be collected from private developments and Town of Marana Capital Improvement Projects. Decisions on how to allocate the funds shall be made by the Marana Public Art Review Committee.

Marana Public Art Review Committee

The Marana Public Art Review Committee shall designate locations for public art installation and review design proposals according to the Marana Public Art Design Principles.

The Marana Public Art Review Committee shall consist of seven members divided into two category types:

- Town Representatives:
 - Director or Deputy of Development Services
 - Director or Deputy of Parks and Recreation
 - Director or Deputy of Public Works
 - Communications Manager
 - An appointee designated by the Town Manager

For the Town Representative positions designated as either the Director or Deputy, either representative, but not both representatives, may attend and serve as a member at any Committee meeting depending upon availability.

- Local Art Community Members: Two positions each serving a four-year term. These members may seek reappointment by submitting a new application upon completion of their term.

Private Development Contributions

Any development project that meets the following conditions shall contribute to the Marana Public Art Fund in the form of a cash donation:

- New construction of a project containing 10,000 square feet or more net floor area of any commercial, industrial, or office use within any zoning district; or
- Phased projects with one or more buildings that contain a total of 10,000 square feet or more net floor area of commercial, industrial, or office use within any zoning district;
- New construction of any multi-family development site consisting of 50 or more units.

Commercial, office, and multi-family uses shall contribute 1% of the building permit valuation to the Fund. Industrial uses shall contribute 0.5% of the building permit valuation to the Fund. The contribution shall be collected at the time of the building permit issuance. If a development consists of multiple buildings, the property owners(s) shall contribute the appropriate amount with each building permit pulled.

Where a building shell is constructed and tenant improvements are done separately, the building shell will be charged 50% of the applicable contribution requirement and tenant improvements will be charged the remaining 50%.

Specific Plans

If an adopted Specific Plan includes public art requirements or provisions, the applicant may satisfy the public art obligation through one of the following ways:

1. By completing and installing public art in accordance with the requirements and provisions established within the applicable Specific Plan; or

2. By satisfying the public art requirement through a contribution to the Town of Marana Public Art Fund in the amount and manner prescribed by this Policy.

Maximum Contribution

The maximum contribution for any one private development project shall be \$150,000.

Town of Marana Capital Improvement Projects Contributions

Town of Marana Capital Improvement Projects (CIP) with an estimated budget of \$500,000 or more that involve the construction of new public assets, including but not limited to new roads, parks, and public facilities, shall include 1% of the total project cost as a contribution to the Marana Public Art Fund. The following project types are exempt from the public art contribution requirement:

1. Projects funded via a restricted funding source that does not permit expenditures for public art (i.e., impact fees, grants, loans, etc.).
2. Projects that are deemed to be solely of operational, safety, or maintenance related obligations.

The Public Works Director or designee will ensure that this 1% cost is added to the project's total budget.

All or a portion of the contributions derived from the Marana Capital Improvement Project may fund artwork for the specific CIP project, or the balance of the funds may be deposited into the Marana Public Art Fund.

Waiver: The Town Manager may waive the public art contribution when unique project circumstances warrant such consideration. Any waiver shall be made in writing and sent to Development Services to be placed in the project permit file.

Designated Public Art Locations

The Marana Public Art Review Committee shall identify locations for public art installations throughout the community. A list of locations, and priority ranking, will be presented to the Town Council for approval. The list of locations and

priority ranking shall be updated as new facilities are accepted or as priorities change.

Each installation shall allow for unrestricted viewing from a variety of vantage points. To ensure the general public has access, installations shall be within or adjacent to public parks, trails, or other publicly-owned property that is easily accessible and clearly visible to the general public.

Public art installations shall not be located in a proposed or existing Town right-of-way unless the public art installation is intended to be part of a Capital Improvement Project, or as approved by the Town Engineer.

Marana Public Art Design Principles

The committee will use the following design principles in assessing Conceptual Art Proposals.

1. *Design.* Artwork should incorporate aspects of Marana’s natural and cultural heritage and should be a “uniquely Marana” piece.
2. *Quality.* Artwork demonstrates originality, artistic quality, and excellence in design and artisanship, demonstrated through renderings, explanation of construction, materials, and artist resume.
3. *Community Relevance.* Artwork is appropriate in scale, material, form, and content for the immediate and general social, economic, and physical environments with which it is to relate.
4. *Durability.* Artwork demonstrates structural and surface integrity and permanence; material provides protection against theft, vandalism, weathering, and excessive maintenance and repair costs.
5. *Safety.* Artwork does not present a hazard or create unsafe conditions.
6. *Diversity.* Artwork contributes to a diversity of style, scale, media, artists, community values, and forms of expression within the Town.
7. *Visibility.* Artwork is visible and accessible for the purposes of public enjoyment and security, considering pedestrian and vehicular traffic, lighting, active hours on site, future development, and vegetation growth.
8. *Feasibility.* Artwork is likely to be successfully completed based on the project budget, timeline, artist’s experience, soundness of materials, and

any other relevant factors.

Appeal Process

Any developer or applicant may appeal a public art fee determination through a written request submitted to the Town Manager. The Town Manager will review the appeal and notify the applicant of their decision within 30 calendar days of filing. The Town Manager's decision is final.