



Boca Raton Art in Public Places Advisory Board “RED REEF PARK WEST WALL MURALS” SELECTION CRITERIA

The Art in Public Places Advisory Board (Board) shall consider the following criteria in reviewing and selecting all proposals for the Red Reef Park West Wall Murals Project (Project):

All proposals for referenced murals shall meet the following criteria:

1. Is developed enough to provide the Board with a clear understanding of the purpose, content and media of the mural and its relationship to Gumbo Limbo Nature Center, Red Reef Park West and the surrounding beaches and coastal area, and the City;
2. Is visual art that reflects and enhances the character, nature and appearance of the City of Boca Raton, Red Reef Park West, and the Gumbo Limbo Nature Center;
3. Improves the overall aesthetic appearance of the south boardwalk entrance of the Gumbo Limbo Nature Center and Red Reef West Park;
4. Generates awareness of and attracts support for the Gumbo Limbo Nature Center;
5. Encourages future public/private partnerships between local arts and culture initiatives;
6. Promotes the general view of the City of Boca Raton as a focal point for South Florida culture, creativity and entrepreneurial energy;
7. Is readily visible to the public;
8. Is of exceptional quality and enduring value subject to the potential impact from salt, weather, and fading from the sun;
9. Is appropriate scale to the Red Reef Park West Wall area as assigned;
10. Is compatible with coastal neighborhoods and adjacent golf course areas;
11. Will not be detrimental to the public welfare;
12. Will not constitute a safety hazard;
13. Does not contain graffiti-type art, nudity, profanity or political, religious, commercial, obscene or violent images, language and/or themes.
14. Meets all applicable provisions of the City Code

PREFERENCE:

15. *Preference may be granted to artist(s) who have an extensive background in street art with proven results in public spaces, civic and community engagement to create innovative temporary public visual art project(s).*

Art proposals that do not meet the above criteria (1-14) **will not** be considered by the Board for the referenced Project. All submittals must meet the noticed deadlines or they will not be reviewed by the Board nor be considered for participation in the Project.