



Public Art in Private Development: Valuation Verification Process Guide

A copy of the [Public Art in Private Development Ordinance no. 5226](#) and Application materials are available at <https://www.cityofpaloalto.org/publicart> under the [Policies and Documents](#) tab.

Applicability: The Public Art Requirement applies to all developments (including mixed use projects), including new construction, remodels (including associated tenant improvements that require planning entitlements), additions and reconstruction that have a floor area of 10,000 sf or more.

Review the Ordinance for exemptions or contact the Public Art Program Office at (650) 617-3517.

Definitions for the Purposes of Public Art

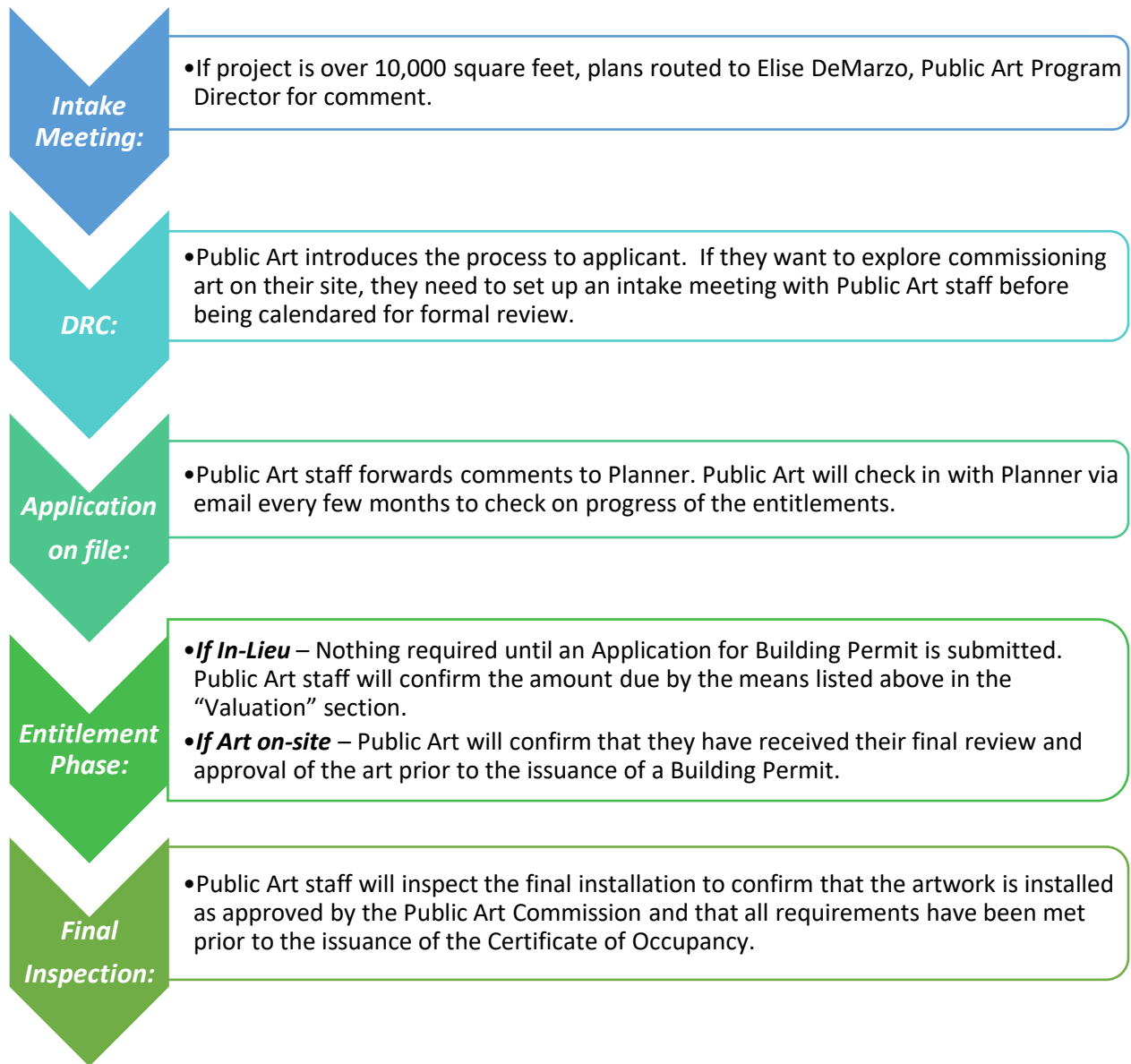
Floor Area: Floor area shall include the definition of gross floor area as defined in [18.04.030](#) as well as roof decks, parking, and all paving and landscaping area associated with the construction project.

Valuation: There are two valuations for each project:

- 1- Valuation assigned by [Development Services](#) for the purposes of cost recovery (**Job Value**).
- 2- Valuation given by the applicant that reflects the labor and material cost to build the project (**Given Valuation**). This is the valuation used for the Public Art Application. To verify the given valuation, Public Art staff may request a copy of the executed contractor's contract with the not-to-exceed amount. If such contract has not been drawn up, then the latest itemized construction estimate could be requested, generated through MS Means or similar software. Public Art staff will draw from the administrative funds in the Public Art Fund to pay a qualified contract estimator to review/verify the documentation and verify the construction amount.

Timeline/Process (see the next page):

The Public Art process runs concurrently with the entitlement process.



Contact Elise DeMarzo, Public Art Program Director at (650) 617-3517 with any additional questions.

Learn more about the Public Art in Private Development Ordinance at

<https://www.cityofpaloalto.org/Departments/Community-Services/Arts-Sciences/Public-Art-Program/Policies-and-Documents>