

TAB 7

PUBLIC ART

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Vision

The Aurora Crossroads is a modern take on the Classic Roadside Stop. Here, the past intersects with the future in a vibrant place for people take a step back from their journey and experience a modern taste of a bygone era. Public art within the site will create of sense of fun, colorful nostalgia with a retro vibe and Americana inspiration.

Public art is envisioned to be located at areas of high visibility and interaction with guests and visitors. The placement and designs should make a bold statement to reinforce the master design theme of the “Classic Roadside Stop.” Use of murals are also encouraged where possible.

Goals

- Provide highly recognizable, site-specific public art that creates a unique sense of place and feeling.
- Utilize public art to strengthen and unify the development’s overall Classic Roadside Stop theme.
- Evoke hints of nostalgia with a retro aesthetic by utilizing strong angular and rounded forms and unique lighting.
- Implement strong, durable materials that will be low maintenance yet bold and colorful.



PUBLIC ART PLAN

Potential Public Art Location

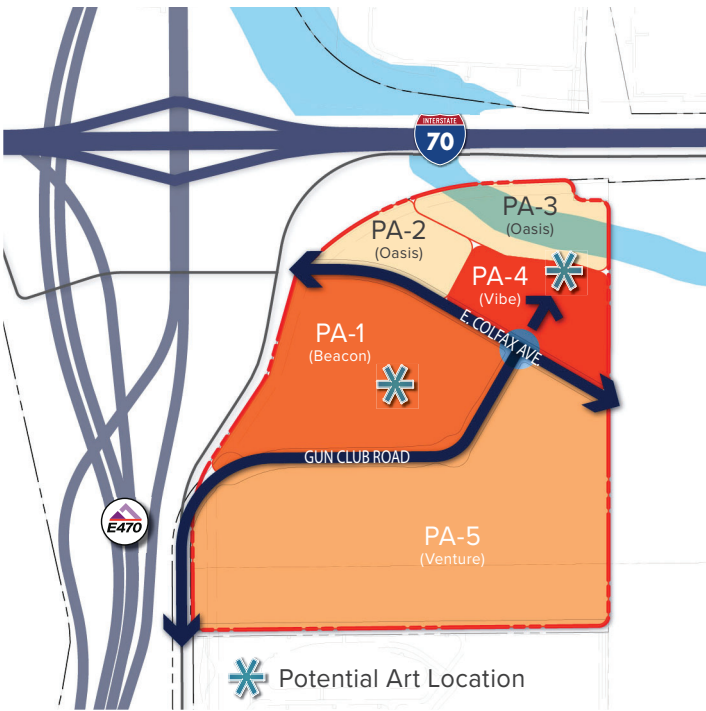
Art is anticipated to be located in Planning Areas 1 and 4 as these are highly visible and active. Both PA-1 and PA-4 will include commercial park/plazas which provides an ideal location for proposed art and serve as secondary focal points. Placing art in these highly visible locations will help with placemaking and narrative development to welcome guests and bring a sense of vibrant energy to the spaces.

Preliminary Schedule

Public Art selection and implementation will occur concurrent with the Site Plans for the applicable Planning Area.

Public Art Goals

- Create a strong sense of place
- Evoke hints of nostalgia with a retro aesthetic
- Be vibrant and bold, yet charming and welcoming
- Unify and strengthen the site’s overall theme



Note: Art locations are subject to change. The locations depicted are flexible in nature. They could be combined into one larger art location or remain as two smaller locations.

Budget Per Land Use

LAND USE	ACRES	DOLLAR / ACRE	DOLLAR / LAND USE
Non-Residential: Total Acres (PA -1, 4, 5)	105.69	\$586.88	\$62,027.35
Mixed Use: Total Acres	0	\$434.72	\$0.00
Residential: Total Acres	0	\$282.57	\$0.00
Total	105.69		\$62,027.35

Note: Mixed-Use categories throughout our document are intended to be Hospital/Medical Office Building, Office, Commercial, and similar uses. Residential and Residential Mixed-Use are not anticipated uses for the site. Should residential uses be desired in the future, the Master Plan will be amended.

Public Art Budget

CITY OF AURORA ART FEE ALLOCATION	PERCENTAGE	BUDGET
Professional Artist Budget	75%	\$46,520.51
Public Art Application Fee	5%	\$3,101.36
Project Coordinator	10%	\$6,202.74
Future Maintenance and Repairs	10%	\$6,202.74