



"View Looking Northeast"



"View Looking North"



"View Looking East"



Palisades Oro Valley - Public Art Submittal

NEC Oracle Road (State Route 77) and Hardy Road



4.1 ORO VALLEY CONCEPTUAL PUBLIC ART DESIGN APPLICATION

Public artwork is one of the three primary elements of the Conceptual Design Review submittal and is a required element of private and public construction projects in Oro Valley as specified in the Oro Valley Zoning Code Revised. Please review Oro Valley Zoning Code Revised Section 27.3 to learn of all public art requirements.

Review of art work entails the following two stages:

- Conceptual Design Review
- Final design, including certification upon installation.

Conceptual review of public artwork must be reviewed by the Conceptual Design Review Board (CDRB) and approved by the Town Council.

Conceptual review includes review of the artist qualifications, conceptual artwork design and artwork public art review (Stage 2) by Town Staff. Please note that a separate application is required for final public art.

CONCEPTUAL PUBLIC ART DESIGN APPLICATION

Date: 1/3/12 Project Number: OV1211-08
Office Use Only

Project Name: L A Fitness- Oro Valley

Project Location /Address: NEC Oracle & Hardy Oro Valley, AZ

Project Parcel #: Portions of Block "A", Shadow Mountain Estates- East

Applicant:  Greg Gill
Please print and sign name

E-mail: gregg@lafitness.com Contact Person: Greg Gill

Phone Number: L A Fitness International, LLC 949-633-9934
Company Cell

Company Address: 2600 Michelson Drive Suite 300 Irvine, CA 92612
Street State Zip

Property Owner: Hardy Oracle Group, LLC Attn: George Larsen

Property Owner Address:

6298 E. Grant Road, Suite 100 Tucson, AZ 85712

Property Owner Phone: 520-296-0200

Street

State

Zip

E-mail: george@larsenbaker.com

- **Submittal will not be accepted if an electronic version of all submittal material in PDF format is not included.**

Artist Name:

Chris O'Rourke **Phone:** 702-858-5494

Artist Address:

5700 W. Centennial Parkway, Las Vegas, NV 89131

LA Fitness Public Art Public Submittal

1. Narrative Description of the Project & Proposed Art

Project description

LA Fitness is proposing to develop approximately eight and a half acres at the vacant northeast corner of Hardy and Oracle Roads for a new health club. Approximately one and a half acres will remain as native undisturbed vegetation. LA Fitness will be a single story 45,000 square foot facility which will include an aerobics area, cardiovascular area, strength training, indoor three lane lap pool, full size basketball court, 4 racquetball courts, spinning room, juice bar, both men's and women's showers/ locker rooms and a Kids Klub (onsite child care to be used while parent is using the facility).

LA Fitness Background

In an industry often equated with fad and fashion, LA Fitness has steadily increased its presence by focusing on the one lifelong benefit valued by everyone: good health. Born in Southern California in 1984, LA Fitness continues to seek innovative ways to enhance the physical and emotional wellbeing of our increasingly diverse membership base.

Architectural character description

The architectural design character of the exterior architectural design of the fitness center represents a unique blend of current contemporary commercial design with a hint of Arizona vernacular. Shapes, colors, textures and materials selected for the project are both consistent and aesthetically compatible with the neighboring architecture and landscape design. The project's visual elements draw on a vocabulary of simplified detail and traditional forms. A theme of blended forms and integrated materials with soft natural earth tone colors provides a relaxed and informal elegance.

Further interest is provided by variations in the design and height of the parapet lines. The facades of the building are proportioned to reflect the volumes and uses of the interior space yet provide a comfortable human scale with the use of canopies and building projections. The combination of natural colored split face and smooth face decorative masonry, textured stucco, and painted metal canopies are visually attractive and low maintenance. To reduce the visual impact on the neighbors to the east provisions have been made to blend the building into the natural landscape such as the use of a tan colored roof material and cutting the building into the grade to meet the building height restrictions.

Artist Selection: Process

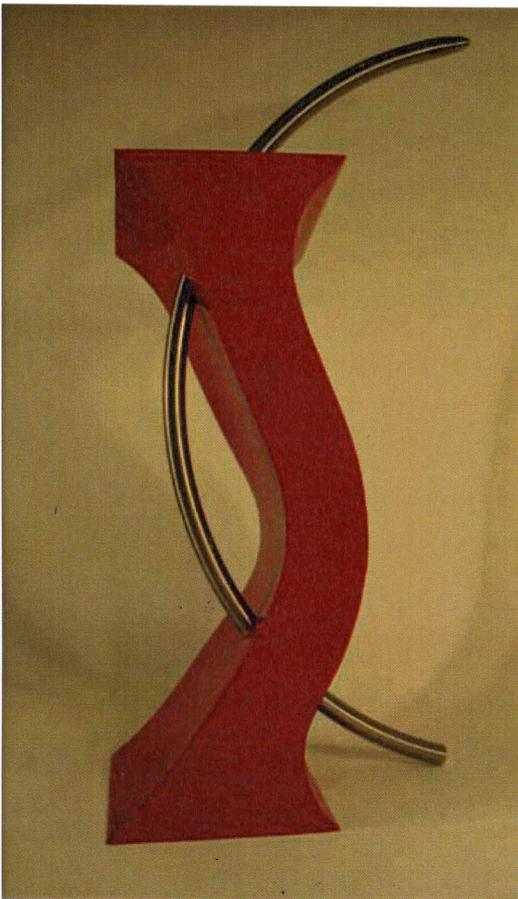
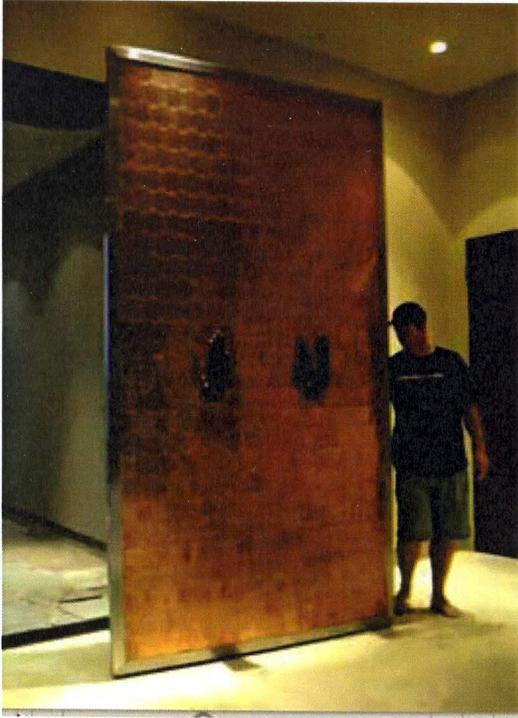
In selecting the artist/piece of art, we placed emphasis on originality, the ability to withstand the Arizona climate as well as complement both the project and the natural landscape of the surrounding region. Our request was for a vertical, three-dimensional piece of art depicting either fitness or nature. More specifically a piece of sculpture was requested in the genre of either modern, animal forms, nature inspired forms, abstract or botanical themes. We were seeking a solution that complimented the architecture of the building while maintaining a palette of natural colors. Preferred materials included: Steel, Bronze, Natural Materials, Metal, Wood, Ceramic, Stone, Concrete, Cast Stone, Plaster and other natural and durable low maintenance materials.

Artist Selection: Chris O'Rourke

While there were many fine submittals eventually we were drawn to and selected Chris O'Rourke, a metal sculptor based in Las Vegas. We were drawn to the originality, beauty and permanence that is emblematic of his work. In Chris' words: "the choice to construct and create using metal as my medium reflects a desire to create something derived of the earth from minimal materials. My fabrication process – creating shapes, cutting, bending, finishing and welding the final patinas and colorations – is something that I develop and refine constantly and consciously. Every detail of the conception, design and construction of the work is thoroughly explored through deliberate effort. When creating, I am usually striving for non-objective abstract forms that do not resemble anything at all. Then I start to contemplate the possibility of a human being, able to create something that is completely devoid of human reference."

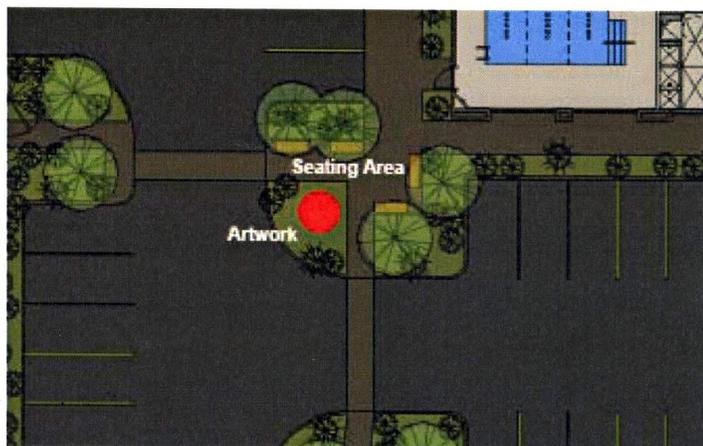
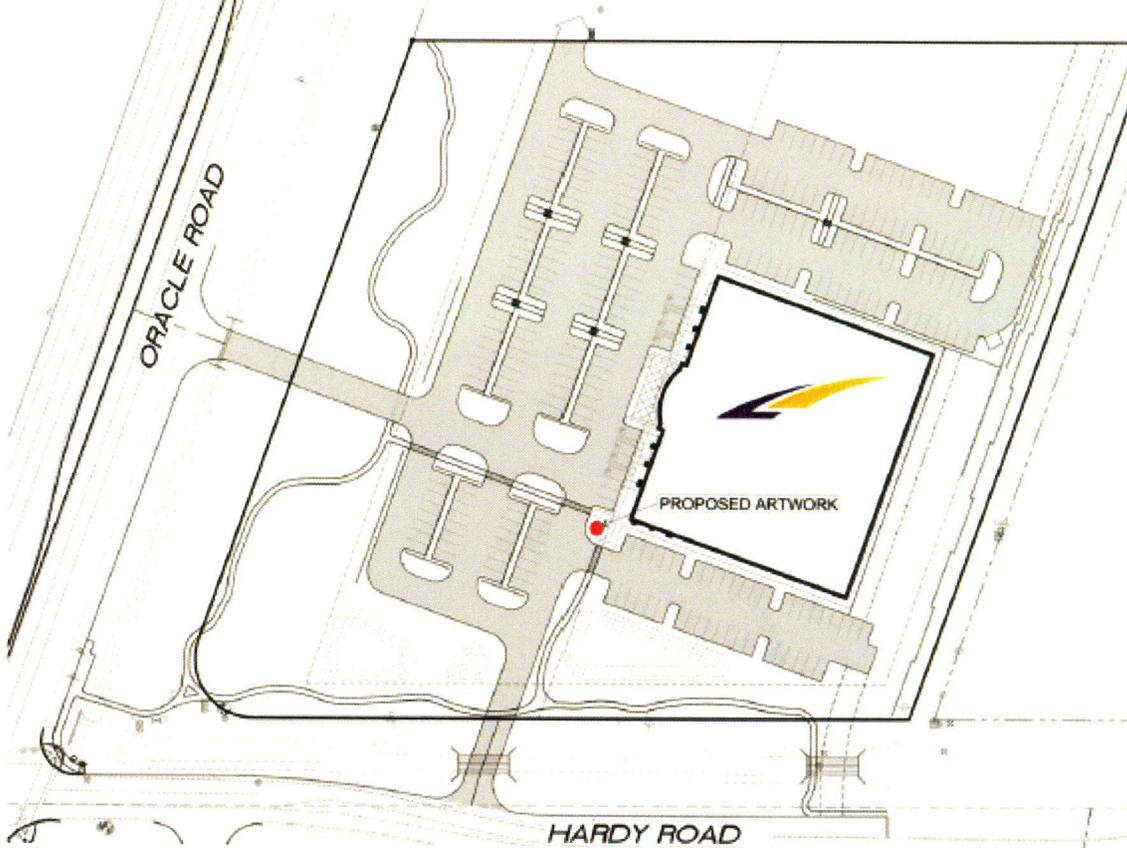
Chris further notes "that he finds it intriguing that a work of art could be no more nor less than the object itself. His goal is to create works that exude a living presence, to leave an impression of one's just having met someone, someone not likely to be forgotten". Examples of Chris' work are included below and on the following page.





#2 Location of Artwork

Originally, our preconception was that the artwork should be located near the corner of Oracle and Hardy as a welcoming gesture to the community. Subsequently, in reviewing location options with the artist, we have joint concerns that the art piece large enough to effectively "anchor" the corner location. Rather than cater to 'windshield' viewing we believe a location more integral to the project is preferred. We believe the quality of the artwork deserves a location where it can be readily viewed and touched by both members and onlookers. For this reason, it has been located central to the building entry where the two entry converge as depicted below.

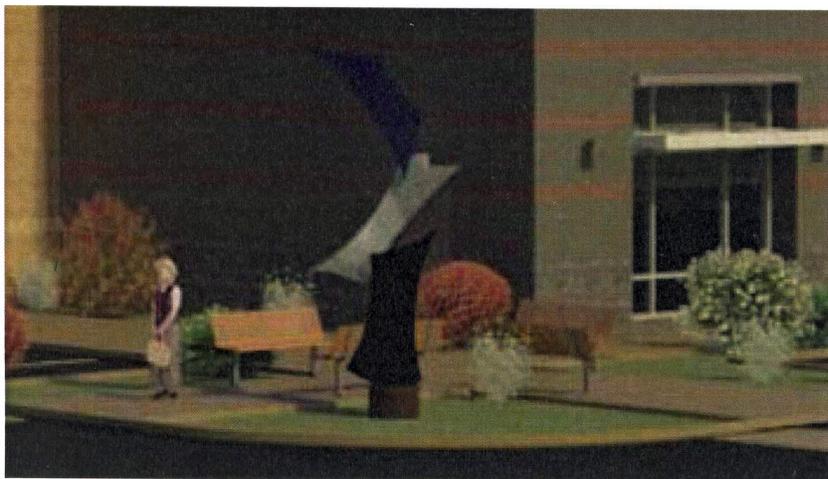




"View Looking North"



"View Looking East"



Above are images illustrating how the freestanding artwork is integrated with the building design. While the location has been selected, the final setting/material palette including landscaping, hardscape, lighting and furniture is still being designed. For this reason, the images above are place holders as the artist, architect and landscape finalize the design.

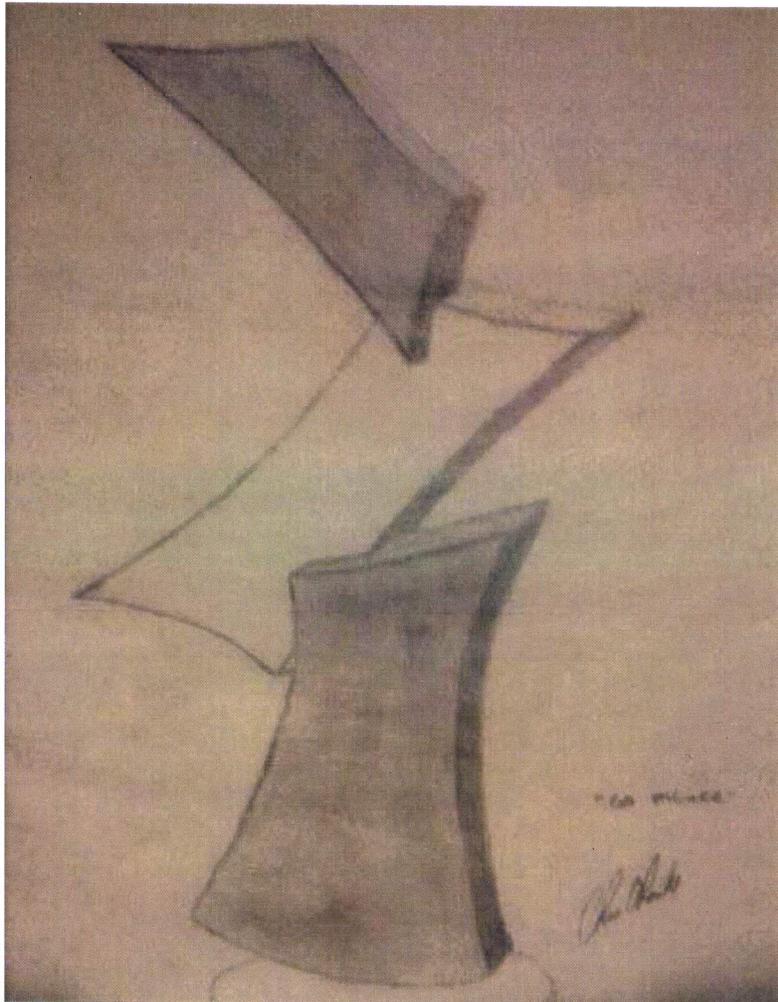
#3 Typical Art Characteristics

The art piece "Go Figure" is comprised of three six-sided, radiused, curved quadrangle shapes with flared ends...with a slender mid section to evoke the shape on an hourglass figure. The piece will be made of stainless steel with two of the elements heat-colored to create natural, blue and bronze hues. The fifteen foot tall piece will sit atop a base of similar material. As playful as its name, the three slender forms will ascend playfully along a single axis, seemingly independent, yet deeply connected; a distinct mind, body and spirit...all belonging to a single organism and reaching upward in symphony toward a perfected state of being.

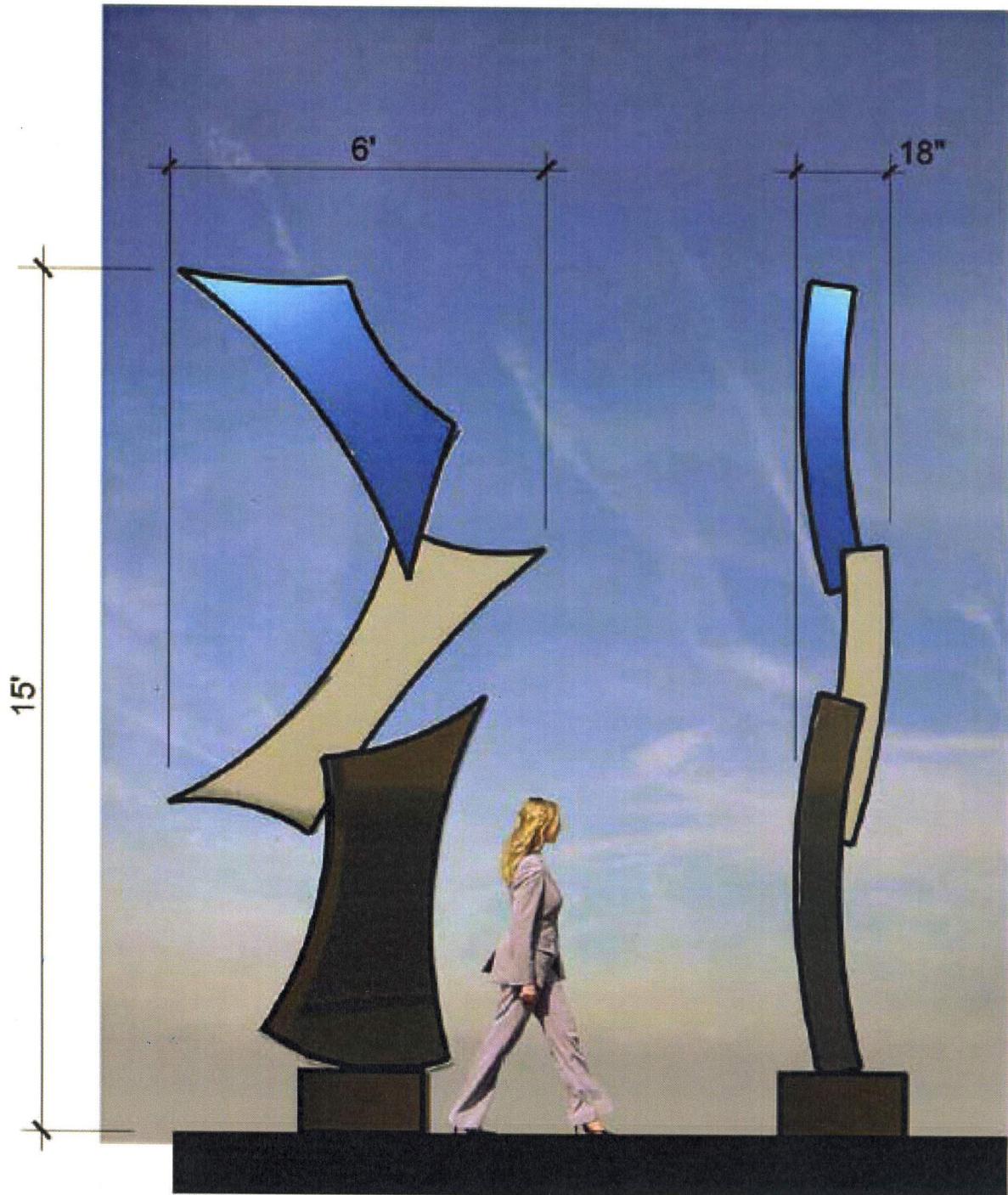
Since it's difficult to convey the rich color and subtle reflections with our rendering software, we are including the images below illustrating stainless steel some of which is colored and heat treated. They are generic and not Chris' work.



Chris' rendering of "Go Figure" is below left; our architect's rendered version is on the right.

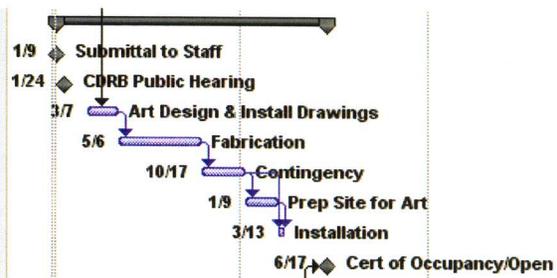


Below is an enlarged, colored, 2D drawing illustrating "Go Figure" including dimensions.



#4 Implementation Schedule

Public Art Schedule	442 days	Mon 1/9/12	Mon 6/17/13
Submittal to Staff	0 days	Mon 1/9/12	Mon 1/9/12
CDRB Public Hearing	0 days	Tue 1/24/12	Tue 1/24/12
Art Design & Install Drawings	60 days	Wed 3/7/12	Sat 5/5/12
Fabrication	150 days	Sun 5/6/12	Tue 10/16/12
Contingency	60 days	Wed 10/17/12	Tue 1/8/13
Prep Site for Art	45 days	Wed 1/9/13	Tue 3/12/13
Installation	10 days	Wed 3/13/13	Tue 3/26/13
Cert of Occupancy/Open	0 days	Mon 6/17/13	Mon 6/17/13



#5 Valuation

Building Construction	\$4,000,000
Site Construction	\$1,500,000
Sub Total	\$5,500,000
Contingency	\$300,000
Total	\$5,800,000
Art Fee Gross (1% Total Const)	\$58,000
Admin Fee - SAACA (5% Total)	-\$2,900
Admin Fee - LA Fitness + Arch Rendering	-\$2,100
Art Cost	\$53,000

#6 Compliance with Zoning Code Review Criteria

- "Go Figure" is distinctive and will be integrated into the overall project development
- The natural and heat colored stainless steel forms will complement the earthen materials used in the building. The polished surfaces will be an appropriate counterpoint to the textured building finishes.
- The artwork does not possess any corporate advertising elements relating to LA Fitness.
- The artwork will be structurally sound and appropriately connected to the base. The stainless steel material is extremely durable. Durability and safety of materials shall be considered including potential areas of excessive wear or damage, which shall be mitigated.
- Care has been taken that mature landscaping will not obstruct views to the art.
- "Go Figure" is an original piece of art commissioned for this project.

#7 Installation of the Artwork

The design, engineering and construction of this sculpture will include an integral structural element that will withstand most foreseeable forces of nature, including floods, high winds and earthquakes. The sculpture will be freestanding and ground lit during nighttime operating hours. The artist will participate fully in each step of the development, fabrication and installation of the sculpture. As an artist and metal fabricator, Chris O'Rourke will be onsite to ensure that attention to detail will be paramount in every step of the process.

#8 Artist Biography

Education and Awards

Dana Hills High School, Dana Point Ca. Received scholarship to trade school.
Universal Technical Institute, Phoenix Az. Mechanical and Electrical Certificate.
Awarded Best of Class Honors 8 times out of 12.

Bibliography and publications

March 2001. "Look Ma, No Chrome," Easy Rider Magazine.
June 21 2008. "Iron It Out," Las Vegas Review Journal.
June 23 2009. "Art That's Made to Last," Las Vegas Centennial View
May 6, 2010. "The Arts District," City Life Las Vegas.

Exhibitions

Sept 2001 Home Show, Cashman Field, Las Vegas NV
May 2003 Michael Wardle Gallery, Arts Factory, Las Vegas NV
Jan 2005 First Friday Art Festival, Las Vegas NV
Dec 2005 First Friday, Funk House, Las Vegas NV
April 2010 Indian Wells Fine Arts Festival, Palm Springs CA
April 2010 Boulder City Fine Arts Festival, Boulder City NV
*1st place Metal Sculpture Category
April 2010 Wine and Art Walk at Turnberry, Las Vegas NV
May 2010 Duarte Pop-Up Gallery, Holsum Lofts, Las Vegas NV
Aug 2010 Sculpture Invitational, Loveland Colorado
Sept 2010 Duarte Pop-Up Gallery, Holsum Lofts, Las Vegas NV
Nov 2010, Thunderbird Artists Show, Carefree AZ

Galleries and Collections

Renee Taylor Galleries, Telaquepaque Center, Sedona AZ
Wilmington Hospital Sculpture Garden, Wilmington, North Carolina

Related Work Experience/Professional Experience

CO Creations. Artist-owned studio specializing in the design and production of commissioned pieces for private purchase, the interior design industry, and public sculpture projects

Schuff Steel. Sept 2002-Feb 2003. Structural steel construction for the Local 433. Projects included the addition to the Sands Expo and Convention Center.

Onics. July 2001-Sept 2002. Steel and aluminum structure and artistic design for interior and exterior casino signs



“Go Figure”

 **LA | FITNESS** - Palisades of Oro Valley

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