

# Public ART Master Plan

Commerce City Cultural Council

February 25, 2013



# Why an Art Plan?

- Encourage Public Art
- Formalize Program
  - Identify Vision and Goals
- Consistent Selection Procedures
  - Sites
  - Artwork
- Manage and Maintain Art
  - Inventory
  - Conservation

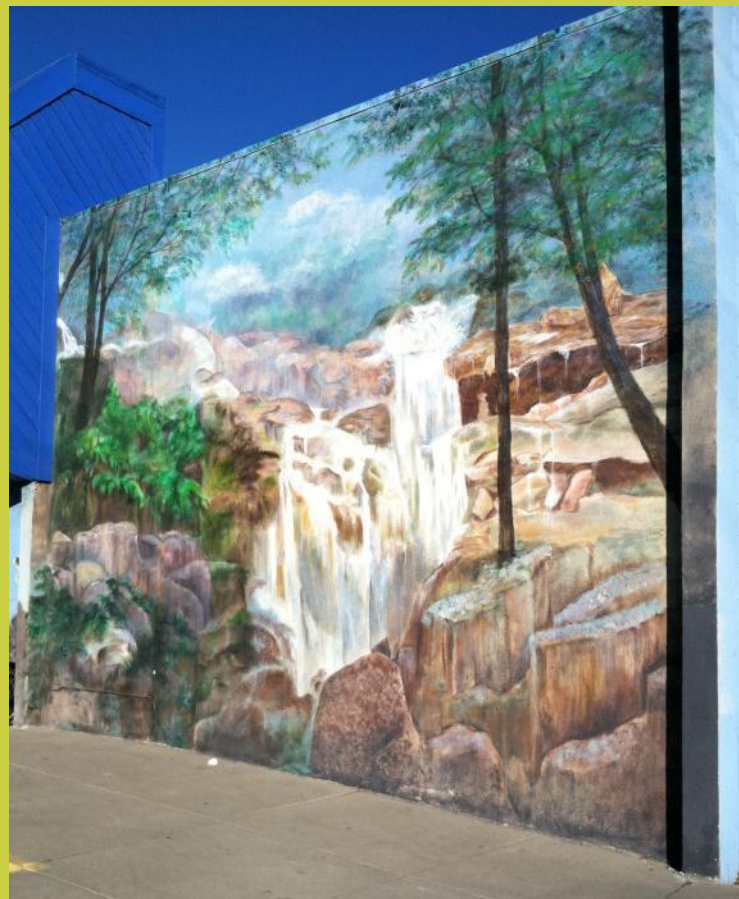
## Plan Objective:

Provide a framework to guide the Commerce City Cultural Council in selecting the most appropriate public artwork that reflects the community's values and culture for designated location throughout the City.



# Plan Elements

- **PLAN BACKGROUND**
  - Why do we need a Public Art Plan?
  - Plan Framework
- **PLAN VISION AND GOALS**
- **ARTWORK AND SITE SELECTION**
  - Public Art Administration
  - Site Selection
  - Themes
  - Art Work Selection Process
  - Art Donation and Gift Policy
  - Temporary Exhibitions
  - Art- on-Loan
  - Maintenance and Conservation Procedures
  - Deaccessioning Procedure
- **IMPLEMENTATION**



# Need, Vision and Goals

## The Need for Public Art

- Art is an investment in community
- Adds visual appeal to public spaces
- Stimulates creativity
- Commitment to quality lifestyle
- Showcases community's uniqueness and heritage



## General Goals:

- Give preference to local artists
- Find art that speaks to location and context
- Celebrate Commerce City's...
  - Heritage
  - Natural Environment
  - Multi-cultural Population
  - Innovation
- Never limiting artistic potential

# Site Selection

## Location Criteria

- must be visible and accessible to the general public, including persons with disabilities
- create a supportive setting for the artwork and remain relatively free of other visual distractions that compete with the artwork
- shall not endanger public safety nor interfere with pedestrian or vehicular traffic
- future development plans, whether built environment or potential changes to the natural environment, also shall be considered
- should not interfere with routine maintenance, landscaping maintenance, or snow removal in the area



## Possible Locations

- Parks and open space areas,
- Public buildings to which the public has access - interior and exterior sites,
- Trails and trailheads,
- Traffic circles/medians,
- Bridges and overpasses,
- Sidewalks – benches that are functional and decorative,
- Street corners or civic plazas, and
- Gateways



# Art Acquisition

Artwork will be selected by commission or direct purchase

- Artwork Selection Criteria
  - Artistic excellence
  - Technical competence
  - Suitability to potential site
  - Conceptual compatibility
  - Relationship to the function of the site
  - Relevance of contribution to the historic, ethnic, cultural, or other characteristics of the site
  - Scale, material, form, and content
  - Structural integrity
  - Accessibility to the public
  - Resistance to damage by vandalism, weather, or theft
  - Ease of maintenance, minimal-and low-cost maintenance
  - Compliance with applicable public safety codes



## Selection Committee

- One or more members of the Commerce City Cultural Council
- Visual artists (2-dimensional work)
- Visual artists (3-dimensional work)
- Department or agency representative(s)
- Technical advisors
- Site representatives
- Community members
- Business representatives
- Other professional representatives, as needed
- Architect and/or landscape architect
- Donor representative, if appropriate to the project

City Council's role is to ensure that the procedures for artwork selection have been observed

City staff members will advise the selection committee as well

# Maintenance

The proper maintenance and conservation of artwork is vital to preserving any art collection.

Public art in Commerce City will be documented and cared for according to standards set forth in this document.



## GOAL:

To provide appropriate and timely care for public art assets through regular maintenance, annual inventory and assessment, and conservation, as needed.



# Create a Public Art Fund

Public Art Fund dollars will be used for:

- providing a site for artwork
- commissioning, acquiring, and installing artwork
- maintaining artwork
- supporting cultural events that promote local artists or artwork
- funding administrative costs associated with public art



# Potential Funding Opportunities

- Public Funding Sources
  - Percent for Public Art
    - Capital improvement projects
    - Per Capita
- Private Development Funding Sources
  - Require Public Art in New Development
  - Allocation of Public Space
  - Fee-in-Lieu
- Grant Funding



# Implementation

## Targeted starting points

- Commerce City Civic Center and the surrounding Victory Crossing Development;
- Mile High Greyhound Park redevelopment project;
- King Soopers Marketplace Development, or future commercial developments in the Northern Range;
- Derby;
- Civic locations in the Northern Range, such as the Commerce City Police Annex in Reunion;
- Future FasTracks stations and other transit centers.



## Priority locations for artwork:

- Parks and open space areas;
- Civic plazas or street corners;
- Public buildings – exterior and interior sites;
- Trails and trailheads;
- Bridges and overpasses;
- Activity centers identified within the City's Comprehensive Plan;
- Historical communities;
- New developments.

## Priority types of artwork:

- Sculpture - in-the-round, bas-relief, mobile, fountain, kinetic, and electronic or digital;
- Painting - all media, including portable- and permanently-affixed works;
- Earthworks and environmental installations;
- Mosaics;
- Decorative or ornamental embellishments.

# Measures of Success

The **SUCCESS** of the public art master plan will be gauged by the following measures:

- The number of public artwork pieces installed within the year installed by Cultural Council and installed by private development.
  - The amount of diversity added to the collection by the number of each type of artwork installed, (i.e., sculpture, mosaic) and the number of non-traditional pieces installed (i.e., art incorporated into infrastructure).
  - The number of temporary exhibits held within the year.
  - The percentage of pieces contributed by previously commissioned artists.
- The number of grants applied for within the year.
  - The number of public artwork pieces that are damaged or require non-routine maintenance.
  - The total amount of funds spent on public art.
  - The number of grants received with the year.
  - The attendance at temporary exhibits.
  - The percentage of pieces provided by local artists.



# Next Steps

- Work with Commerce City's Council to have this plan recognized and adopted.
- Survey and prioritize potential public art sites, including a time line that matches the considerations of the site to the availability of funds for public art projects.
- Explore partnerships with private entities or developers to expand opportunities for placing artwork in the public areas of private development.
- Establish long-term funding programs. Work with city and civic groups to identify and secure funding for public art projects.
- Engage those responsible for city infrastructure improvements, such as the Commerce City Public Works Department, to discuss the means by which public art can be incorporated as part of future infrastructure projects, when and where appropriate.
- Refine the relationship with city government, in order to secure a strong voice in city planning and economic development. Work towards codifying requirements for public art installations.
- Actively seek out grant funding to expand the collection.



# Cultural Council's Request

- Recognize Public Art Plan
  - By Resolution
- Consider including a Percent for Public Art in 2014 Budget
  - % of CIP or % Per Capita
- Consider amending the LDC to incorporate public art requirements in private development.





Questions?