



CELEBRATING
THOSE
WHO...

**PLAY
IMAGINE
PERFORM
CREATE**

MASTER PLANNING FOR PUBLIC ART

**APA – AL/MS Conference
Huntsville, AL
October 2019**

Huntsville's Path To A Public Art Master Plan



FIRST AREA PUBLIC ART COMMISSION

1989



"GEODE" RETURNS TO THE PUBLIC SPACE

2008



HUNTSVILLE'S LAUNCHES "SPACES"

2010

1970s

UAH SCULPTURE INSTALLATIONS



2000s

MURALS EMERGE IN HUNTSVILLE



2009

SCULPTURE TRAILS PROVIDE INSPIRATION



2012

HUNTSVILLE RECEIVES NEA GRANT



Why invest in public art?

- As we advocate for public art, we recognize that a variety of factors make up our community's excellent quality of life.
- Huntsville is working to balance its growing civic needs, and at Arts Huntsville we continue to remind elected officials that our regional neighbors and peer cities across the nation have weighed these same priorities and elected to invest in public art to advance quality of life:



- **Albuquerque, NM** – Art in Municipal Places Program since 1978
- **Colorado Springs, CO** – Public Art Commission since 1982
- **Austin, TX** – Art in Public Places Program since 1985
- **Nashville, TN** – Percent for Art Program since 1999
- **Chattanooga, TN** – Public Art Program since 2003
- **Arlington, VA** – Public Art Master Plan since 2004
- **Palo Alto, CA** – Public Art Program since 2005
- **Greenville, SC** – Art in Public Places Program since 2008
- **Raleigh, NC** – ½% Percent for Art Program since 2009
- **Las Cruces, NM** – Percent for Art Program since 2014



The NEA “Our Town” Grant Program

- The NEA’s creative placemaking grant program
- Program still funds cultural planning, including cultural planning, cultural district planning, cultural asset mapping and public art planning
- Our Town grants REQUIRE a partnership between a local arts or design nonprofit and local government
 - The highest ranking official of the local government is required to submit a formal statement of support
 - Additional partners are also encouraged



- Our Town grant levels are: \$25,000, \$50,000, \$75,000, \$100,000, \$150,000, or \$200,000.
- NEA grants cannot exceed 50% of the total cost of the project. All grants require a nonfederal match of at least 1 to 1. These matching funds may be all cash or a combination of cash and in-kind contributions.

Huntsville's Public Art Planning

- Arts Huntsville began working with public art consultants Meridith McKinley and Todd Bressi in 2013 to develop a public art plan for the City of Huntsville. The 18-month planning process included:
 - A 17-person working group was formed to advise on plan development. (Working group includes reps from City Planning & Mayor's Office, Lowe Mill, HMA local artists, CVB, local developers, arts patrons, etc.)
 - Focus groups of local artists, artists/engineer group, developers, architects, neighborhood groups, and civic leaders were convened



- Online community survey promoted via Facebook, e-mails newsletters, local media and discussion boards
- An "Imagine Art Here" workshop open to the public was held at UAH
- Community-cultivated, online public art inventory was developed as part of the public art planning process

City of Huntsville Public Art Master Plan

- **Capital Budget Request: 1% For Art in Targeted Projects**
 - While the Public Art Working Group recognized the limits of Huntsville's capital budget, the Public Art Master Plan specifies a 1% allocation of the proposed project budget for the following capital projects be set aside for a site-specific public art commission with the pool of eligible artists to include both local and national/international artists:
 - Major city facilities and parks
 - Greenways
 - Streetscapes
 - City partnerships with other public agencies



City of Huntsville Public Art Master Plan

- **Operating Budget Request: \$100,000 Annually**

- **Community-Led Public Art Projects**

- **Goals:**

- Infuse gathering places with works of art for community enjoyment.
 - Utilize public art as a tool to bring together community and engender community pride.
 - Support public art ideas that come from grassroots efforts.
 - Ensure the quality of neighborhood-scale public artworks.
 - Create a mechanism for neighborhoods to tell their own stories.



- **Artist-Initiated Projects**

- **Goals:**

- Infuse public spaces with new, groundbreaking work by local artists.
 - Create opportunities for local artists to realize their ideas for public art.
 - Support artists who wish to grow their practice to include public art.
 - Foster a culture of innovation and collaboration between artists and professionals from other disciplines.





Local Artists & Public Art Program Development

- Community-led and artist-initiated projects help to ensure that public art reaches into all areas of a city, further expanding creative placemaking efforts.
- Funding for locally-commissioned public art projects provide contract opportunities for local artists and makers.
- Huntsville's Lowe Mill Arts & Entertainment is home to over 200 artists and makers, and even more individual visual artists and craftspeople are located throughout the greater Huntsville metro area. Through community-led and artist-initiated projects, local artists will begin to build a body of work that will lead to additional commissioning of Huntsville-based work nationally and internationally.





Huntsville Master Plan Recommendation

Public Art In Private Development

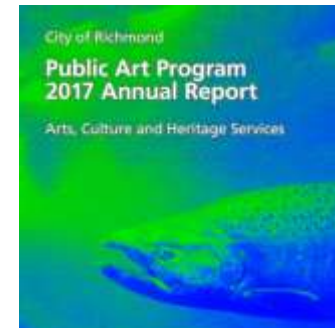
- The City should “send a strong and consistent message that it expects development projects...to voluntarily include public art as part of the City’s overall desire for the highest level of design quality in new projects.”
- In City-assisted private development projects, the City should require all developments with a construction valuation of more than \$15,000,000 to include a 1% allocation of the project budget for a site-specific public art commission, with the pool of eligible artists to include both local and national/international artists.

REQUEST FOR
QUALIFICATIONS
CITYCENTRE
PUBLIC ART PROJECT

SERVE AS A VISUAL LINK
SERVE AS ANCHORS
HAVE A STRONG VISUAL
PRESENCE
EXHIBIT AN INNOVATIVE,
MEMORABLE AESTHETIC
CELEBRATE OUR COMMUNITY'S
CORE VALUES
SERVE AS A CELEBRATION OF
COMMUNITY GIVING AND
PHILANTHROPY

The Plan: Public Art PROGRAM Management

- Annual Public Art Work Plan & Budget (project identification)
- Annual Report
- Documentation
- Project Records
- Public Art Inventory
- Conservation & Maintenance
- De-Accession and Relocation of Artworks
- Partnership Development
- Education & Outreach
- Artist Development and Advocacy

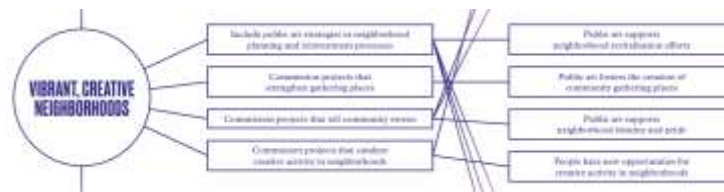


\$2.7 million in public art programming investment in 2017

6 km of new public art programming

12 places where public art programming is implemented

5 connections between public art programming and other city services



The Plan: Public Art PROJECT Management

- Individual Project Plans, including:
 - Location, goals and evaluation criteria
 - Budget and funding sources
 - Project schedule
 - Project stakeholders
 - Artist's scope of work
 - Artist selection method
 - Recommended selection committee members
 - Community outreach strategy
- Project Implementation includes:
 - Artist contract
 - Final design & engineering
 - Re-Design (as needed)
 - Fabrication & installation of artwork
 - Communications
 - Submittal of project documentation
 - Project closeout



Ascending - Commissioned Sculpture
425 NE Mock Ave
Blue Springs, MO 64014

AGREEMENT FOR COMMISSION OF PUBLIC ARTWORK

THIS AGREEMENT, is entered into this ____ day of _____, 20__ by and between [name of city, state, federal agency or public foundation] (hereinafter the "Agency"), acting by and through the [appropriate department or council] with offices at _____ and [artist's name or artist's name d.b.a. business name] (hereinafter the "Artist") with offices at _____

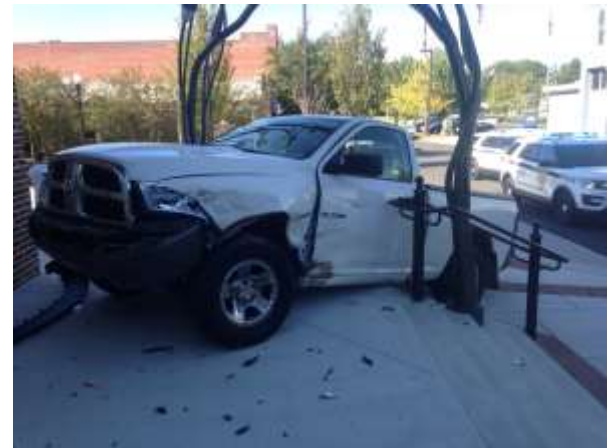
WHEREAS, the Agency has implemented [name of art program] pursuant to [applicable local, state or federal laws, ordinances and/or regulations, and/or funding source] by allocating [amount or type of funding] for the establishment and display of artwork in public places; and

WHEREAS, authority lies with the Agency to make payments for the [acquisition, design, execution, fabrication, transportation, and/or installation] of artworks, including payments for the support of an artist [selection process, design, execution and/or placement of Art]; and

WHEREAS, the Artist is a recognized artist whose work and reputation make the Artist uniquely qualified to create the Artwork; and

Key Issues In Public Art Planning

- Key Relationships
 - Planning Department Staff
 - Local Arts Commission / Arts Agency
 - Public Works or General Services Dept.
 - Landscape Management Dept.
 - Finance Department
- Key Questions
 - Who will staff the public art program in your community?





Questions & Conversation

More Info At:

Arts Huntsville

artshuntsville.org



facebook



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