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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Mon, 04/01/2019 - 3:37pm
172.16.64.18

Name

Brenda Gilmer

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

1

Do you wish to speak as a Proponent? Opponent? or Neutral?

Public comment, not an agenda item

Brief Overview of What You Wish to Discuss

Barriers to my participating as an informed citizen in city government, including scheduling council "work sessions" on the same day as a council meeting - the documents sent out of the public meeting and the work session with the advance public notices may well be different that what is presented and discussed at the evening meeting. The documents presented and discussed at the council meeting cannot be printed in advance and I am aware of no way of timely obtaining an accurate copy of those documents before (or during) the meeting. Citizen knowledge and participation are actively suppressed when this happens.

Do you Represent an Organization?

No

Name of Organization

1951

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/5011>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

CC 19 03 MUR 01

Central Lincoln PUD Mural

TESTIMONY AFTER PACKET – 04/01/19 A.M.

CC 19 03 PUD 01

CLPUD Mural

Public Testimony

Received 3/24/2019

I am sure you can do alot better than that atrosorious thing. I really hope you are not going to use it. Look at all the beach towns and the murals that they have. Alot nicer and more beachy to go with their towns.

Kitty Allsberry

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Public Arts
Date: Monday, April 01, 2019 7:54:04 AM

From: Greg Carlton <gregscanvas@gmail.com>
Sent: Friday, March 29, 2019 9:09 AM
To: Kelli Weese <kelli.weese@ci.florence.or.us>; Harlen Springer (harlens@comcast.net) <harlens@comcast.net>
Subject: Public Arts

Regarding Public Arts in Florence

First I have to say I am a new member on the Public Art Committee and the following views are mine and not those of PAC.

As we all know the ARTS include a huge number of mediums and untold views about their presentations. One clear result of their presentation is they create feedback. In some ways that is the incredible benefits of the ARTS.

Freedom to express views on the ARTS is encouraged and needed for growth. With that said we also need to understand that public art and private art have different goals.

Private art benefits the artist while public art benefits the site (community, city, town etc). While public art can benefit the artist it really supports the first impression the viewer has when viewed for the first time.

The mural that PAC has created makes an incredible FIRST impression that the viewer can relate to. The colors and subject matter fit the community in a refreshing and creative way. The mural says Florence is a fun and alive town with incredible resources for the visitor and citizens who live here to enjoy. The future of Florence will do nothing but improve culturally and economically .

The feedback about the mural project is doing exactly what it was intended to do. Art creates impressions good and not so good but it did create a spark. Will every mural or visual piece of art satisfy everyone, not a chance. Can we all agree on a shade of blue? Not a chance.

With all the incredible opportunities Florence has for visitors and residents, public ART just strengthens our uniqueness. A city in motion.

--

Greg Carlton

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Mural
Date: Thursday, March 28, 2019 6:56:32 AM

-----Original Message-----

From: laurie carruthers <laurianne58@gmail.com>
Sent: Wednesday, March 27, 2019 11:21 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Mural

I want to express my feelings on Florence having a mural .. I am not by any means in favor of a mural that turns Florence to something it is not it is not a BIG city that needs a ridiculous HUGE eye sore ! Florence is a small town and putting up a Mural is not needed .. In my opinion it's also ugly ... Listen to the the people that live here it is not for Florence !! Laurie Carruthers

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Mural
Date: Thursday, March 28, 2019 2:44:00 PM

From: bcastleman@charter.net <bcastleman@charter.net>
Sent: Thursday, March 28, 2019 12:51 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Mural

Hi Kelli,

We have been following all of the controversy on the proposed artwork for the mural. I must confess that my wife and I are not big fans of the proposed design. The colors are okay but the design is too abstract and looks like it belongs in a bigger city like say Portland or Seattle. Themes that are more naturally Oregon coast like would be more to our taste. We also ask the question of why don't we have local artists do the design?

Thank you and have a good day Kelli!

Brian and Regina Castleman



From: [Kelli Weese](#)
To: [Wendy Farley-Campbell](#)
Subject: FW: Mural
Date: Wednesday, March 27, 2019 1:58:20 PM

-----Original Message-----

From: Joanne's iPad <dalprajoanne@gmail.com>
Sent: Wednesday, March 27, 2019 12:41 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Mural

Hi Kelli,

You're brave to take this discussion on! I love the idea of murals in Florence but the one that is being presented really didn't say Florence to me at all. I made out the bridge (kinda representative of our extremely beautiful one) but nothing else was giving me our city. It looked Asian inspired which I do love but not what Florence is about. I thought those were kabuki dancers. And the flowers? Really? Rhodies are our "mascot". Those looked like tropical Hawaiian hibiscus. I don't mean we have to have "scenes" like boats and birds and whales but something that will say Florence when you look at it. Not being an artist I'm not sure what that is but just don't think this is it either. Why isn't a more local artist doing this? We have so many. Keep up the good works, Kelli. We do need to jazz up our beautiful city a bit. We do need to attract and keep a younger demographic. Thanks for your hard work

Joanne Dal Pra

Sent from Joanne's iPad

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Mural
Date: Friday, March 15, 2019 11:11:36 AM

From: Lisa Dreher <lisadreher@yahoo.com>
Sent: Friday, March 15, 2019 9:19 AM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Mural

I appreciate the mural project, and I will support whatever decision is made.

[Sent from Yahoo Mail on Android](#)

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Please vote against the proposed graffiti mural for the CLPUD building
Date: Monday, April 01, 2019 7:49:58 AM

From: Don Drozdenko <ddroz2@gmail.com>
Sent: Friday, March 29, 2019 1:24 PM
To: Joe Henry <joe.henry@ci.florence.or.us>; Geraldine Lucio <geraldine.lucio@ci.florence.or.us>; Joshua Greene <joshua.greene@ci.florence.or.us>; Ron Preisler <ron.preisler@ci.florence.or.us>; Woody Woodbury <Woody.Woodbury@ci.florence.or.us>; Kelli Weese <kelli.weese@ci.florence.or.us>
Cc: Erin Reynolds <erin.reynolds@ci.florence.or.us>
Subject: Please vote against the proposed graffiti mural for the CLPUD building

Hello Florence City Council,

This is to formally register my opposition to the proposed graffiti style mural for the CLPUD building. It does not represent Florence. Please vote against it on April 1, 2019 at the City Council meeting. I will also be there to speak against this proposed mural.

We have a Public Art Committee (PAC) working diligently on "beautifying" Florence. I commend the members for volunteering. However, committees sometimes miss the mark. Their current proposal for a mural to be painted on the CLPUD building is more akin to inner city graffiti and does not represent Florence. There are 11 members on this committee plus two ex-officio members from the City. With a population of 8,466, these 13 committee members only represent .15% of Florence residents. That's a very, very small group that simply does not represent Florence. Decisions by a small committee (.15%) to "beautify" Florence impacts all of us.

The traveloregon.com website lists Oregon cities that have significant murals painted on their buildings (Trail of Murals). These scenes depict some aspect of Oregon that is clear and concise. You can't miss the message. And you would want to visit those cities to experience what those murals are trying to convey. The major theme is "Oregon is Magic". These scenes depict our coastline grandeur, fishing, biking, horses running in eastern Oregon and our famous coastal lighthouses. What magic does Florence offer? We have fantastic sand dunes, forests, camping, lakes, a nice big river, fishing, sea lions (e.g. the Sea Lion Caves), whales passing by, dune riders etc. What "magic" is going to be conveyed by an abstract graffiti mural?

Here are some alternative mural design that should be considered:

- Sand dunes with the side-by-side off road utility vehicles - that is one of the reasons why folks visit Florence - they want to ride on the dunes, not get distracted with an inner city graffiti mural with abstract symbolism. A scenic mural with normal proportions such as the sand dunes with the side-by-side riders can still represent Florence and incorporate what an artist is trying to convey, but in a more conventional, eye pleasing presentation.

- Honor Frank Herbert, author of the book "Dune" - did you know that Frank Herbert was inspired by the sand dunes of Florence to write his famous science fiction book "Dune"? You could even have the sands of Arrakis with a sand worm lurking in the distance while the dune riders are racing over the sand hills.... (if you ever read the original book "Dune" or even have seen the movies based on the Dune series, you'll know what I am talking about). There is also a display in our local Florence library with sketches of characters and materials for the original Dune book donated by the Herbert family. I would think that a Dune theme would be more of a draw for Florence.

- Honor our U.S. Coast Guard - show one of the Coast Guard boats as it patrols the Siuslaw River with the dunes in the background and the rescue helicopter overhead. We are a Coast Guard City, are we not? Wouldn't that be more appropriate? How about an American flag?

Thank you for your consideration and time.

Regards,

Don Drozdenko



From: [tom8togirl](#)
To: [planningdepartment](#)
Subject: Planned Mural for Florence
Date: Sunday, March 31, 2019 6:28:11 AM

To whom it may concern regarding the final approval of the mural that is proposed for Florence. My husband and I are permanent residents of this beautiful City of Florence. We recently discovered that there is a large mural in the final stages of approval and we, along with many others, do not believe this is an accurate portrayal of our city. Furthermore, we believe it is not safe for drivers entering the city on Highway 126. It is too busy in subject matter, too many bright colors, and a general distraction for anyone trying to figure it out while driving. Please register this email as two votes against final approval of the proposed mural.

Regards,
Cathy and Larry Fenstermaker



Sent via the Samsung Galaxy, an AT&T 4G LTE smartphone

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: City mural florence or, bruce jarvice , sir we dont need any graffiti in key locations in our city, this is on entertaining to me, and the city can do more with their money , like physical exercise for our communitie and the citizens of florence or. L
Date: Thursday, March 28, 2019 2:45:05 PM

From: Peter Garcia <onestopshopdeliver@gmail.com>
Sent: Thursday, March 28, 2019 11:19 AM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: City mural florence or, bruce jarvice , sir we dont need any graffiti in key locations in our city, this is on entertaining to me, and the city can do more with their money , like physical exercise for our communitie and the citizens of florence or. Li...

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Support for the mural
Date: Thursday, March 28, 2019 6:57:06 AM

From: Danielle Gifford <danibrewski@gmail.com>
Sent: Wednesday, March 27, 2019 10:35 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Support for the mural

I just wanted to say that I really like the proposed mural design. Thanks for all your hard work.

-Dani Gifford

--

-Dani Gifford
bredbybitch.com

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Mural selection
Date: Monday, April 01, 2019 7:30:42 AM

-----Original Message-----

From: Julie Golden <julieagolden@gmail.com>
Sent: Saturday, March 30, 2019 1:57 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Mural selection

Thanks to Harlem Springer for the guest viewpoint in Saturday's Siuslaw News. The concise, yet detailed, information was quite helpful to me. Because of the frequent objections to the mural by Don Drozdenko, I studied images of the proposed mural. It is lovely and includes many elements of our community. Riding dune buggies is not a respectful way to appreciate our nature and history. I'm glad that image is not included as a greeting to anyone who sees the mural. Thanks for your efforts to make a sensitive decision.

Sent from my iPhone

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: A letter in support of the proposed mural
Date: Monday, April 01, 2019 7:42:46 AM

From: Ed Gunderson <uncleblasto@hotmail.com>
Sent: Friday, March 29, 2019 3:52 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: A letter in support of the proposed mural

To the City Council of Florence -

My name is Edward Gunderson. I am in full support of the proposed mural. I teach Adult Education Art classes at the Florence Campus of LCC. There is a groundswell of artistic talent in this community ready to turn this town into an

artistic destination to rival anything on the Oregon Coast, and while it should have started years ago, it needs to start

now. The Chamber of Commerce is always going on about attracting the younger generation, and this is how you do it,

It's that simple. If you want this town to thrive, this is the right direction.

As far as the criticism of being a distraction - I'm a year round resident, I love it here - always will. However, in the Winter

things get pretty bleak. A flash of color will be rather pleasant.

As an Art Instructor, I could give you a 45 minute lecture on the use of color and composition that the artist chose, and that's flat footed. This is a fantastic start.

I urge you to pass this land use permit.

Thank you for your time,

Edward Gunderson

Dear City Council,

I am writing you to convey my support for the Public Arts Committee mural project.

I was born and raised here in Florence and have always had a passion for the arts. Florence has often sought to define itself as an arts community but has never had the public art to back it up. My first real experience with public art came from the time I spent abroad attending Temple University in Tokyo, Japan. I understand that the comparison between Tokyo and Florence brings forth staggering differences, but I believe that the impact of public art on the human spirit remains the same and proves to be a valuable experience that brings people together. Wandering the streets of Tokyo was an adventure not just because it was a foreign country, but because of the surprises of public art waiting around every corner. Art is a language that everyone can speak. I returned to Florence after my four years abroad and found the city to be muted and dull in comparison, even among the natural beauty.

Public art has the magical ability to transform an ordinary space into something extraordinary. I implore the city council to take a chance and let art define our city. A work of public art has the peculiar habit of shaping its environment. I hope this mural project will be just one of many to define Florence's unique character and style for generations to come.

I encourage you to please take the mission of Public Art into consideration, and not to base your judgement off the response of social media reaction. As someone who majored in fine art, studied countless art styles, and has sat through dozens of critiques of my own work, I can say with confidence that there is no perfect work of art and there will never be complete consensus. As a proud participant of the FEC's Sea Lion project, I have heard my work be both celebrated and heavily criticized for its garish colors and whimsical content.

The critique is not an issue, but something to be expected and welcomed. One of the most valuable qualities of art is that it spurs on conversation, reaction, and reflection. It forces us to step outside of our every day lives and examine the world we live in through a different lens.

If you wish for Florence to truly be "A City in Motion" I hope you will allow our community to take a step forward in fulfilling that mission.

Thank you for your time and consideration,

A handwritten signature in black ink, appearing to read "Ellen Huntingdon". The signature is fluid and cursive, with a large, stylized initial "E".

Ellen Huntingdon

Former Downtown Revitalization Team Chair

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Agenda Item 5, CLPUD Mural
Date: Monday, April 01, 2019 7:12:06 AM

From: Susy Lacer <SLWriting@live.com>
Sent: Sunday, March 31, 2019 10:00 PM
To: Joe Henry <joe.henry@ci.florence.or.us>; Woody Woodbury <Woody.Woodbury@ci.florence.or.us>; Ron Preisler <ronspreis@outlook.com>; Geraldine Lucio <geraldine.lucio@ci.florence.or.us>; Joshua Greene <joshua.greene@ci.florence.or.us>
Cc: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Agenda Item 5, CLPUD Mural

Dear Florence City Council Members,

I am writing in support of approval of the mural application for the Central Lincoln People's Utility District building. The quasi-judicial land use hearing requires that you consider only applicable criteria in making your decision on this mural application. Personal opinions regarding the mural design cannot be considered in your decision.

"Only the code sections, comprehensive plan policies and appendices, and resolution are the policy considerations that may be applied in the decision-making process. Application materials, testimony and referrals **that speak to the criteria** may also be considered."

Florence City Code Title 10, Chapter 26 specifies that murals be allowed on a content-neutral basis.

"10-26-1: PURPOSE, GENERAL PROVISIONS: **The purpose of this chapter is to allow for murals on a content-neutral basis** while maintaining specific standards with regard to the location, size, quantity and installation."

The proposed mural meets the criteria specified in City Code.

"10-26-6 MURAL PERMIT CRITERIA.

A. The Mural is compatible with the aesthetic appearance of adjacent buildings and the surrounding community character."

As indicated in the Findings of Fact, there are no adjacent buildings. The design and composition of the mural elements were specifically chosen to reflect the history, culture, plants, animals, and people of our community, including the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians.

"B. The mural will enhance the building appearance and overall visual attractiveness of the City. The overall objective is for viewers of all ages to experience a sensation of engagement, humor, wonder or delight, or all of these emotions."

The mural will improve the appearance of CLPUD's building, as evidenced by their complete support of the project and the District Board's unanimous approval of the mural design. The colorful mural will enhance the visual appeal of the City and engage viewers, particularly with the intentional interactive 'selfie' design element of the bicycle and rhododendrons.

The Findings conclude that the application meets the applicable criteria.

"VI. CONCLUSION The proposed application meets the requirements of City Code and the Florence Comprehensive Plan with conditions."

Thank you for your service to the City of Florence and for considering this mural application based only on the applicable criteria.

Sincerely,

Susy Lacer

Florence resident

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Mural
Date: Thursday, March 28, 2019 2:45:25 PM

From: Ann Lathrop <Ann.Lathrop@csulb.edu>
Sent: Thursday, March 28, 2019 11:14 AM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Mural

Please do NOT approve this mural. I truly regard it as ugly and in no way reflects the beauty of our coastal city of Florence.

Let's get our local artists' groups together and have them present their ideas for the mural.

Thanks for listening to my opinion.

Ann Lathrop, retired educator and happy Florence resident for 5 years

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Input on one City Council meeting agenda item for Monday April 1st, 2019
Date: Thursday, March 28, 2019 2:43:19 PM

From: David Lynch <davidlynch.135@gmail.com>
Sent: Thursday, March 28, 2019 1:59 PM
To: Joe Henry <joe.henry@ci.florence.or.us>; Joshua Greene <joshua.greene@ci.florence.or.us>; Ron Preisler <ron.preisler@ci.florence.or.us>; Geraldine Lucio <geraldine.lucio@ci.florence.or.us>; Woody Woodbury <Woody.Woodbury@ci.florence.or.us>; Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Input on one City Council meeting agenda item for Monday April 1st, 2019

City Council Members,

I understand that a certain agenda item will be discussed prior to a vote at the meeting on Monday March 18, 2019. I want to address my input on the mural proposed for the PUD building on Spruce St at Highway 126.

I have looked at the proposed mural on the city web page and found two disturbing aspects of this proposal.

First there is no apparent indication of the draw that the forty miles of sand dunes provides for the city. These dunes are a tourist magnet that need to be represented in the mural rather than other less important inclusions.

Second there is apparently included in the mural two figures. One is apparently a male figure and the other is apparently a female figure. I am disappointed that the female figure is represented as facing away from the viewer but looks naked while applying a garment to her shoulders. I am personally offended by such a display and I want to state that this depiction sends the wrong message to young people from the City of Florence and may appeal to prurient interests. The naked female depicted as trying to cover herself should be removed entirely. Surely Florence and the artist can do better than this.

Because I cannot be present during the comments period I request that this letter be read into the record.

Sincerely,

David M. Lynch



From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Mural
Date: Thursday, March 28, 2019 6:58:42 AM

-----Original Message-----

From: Suzanne Mann-Heintz <smannheintz@siuslaw.k12.or.us>
Sent: Wednesday, March 27, 2019 7:16 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Mural

Hi, Kelli!

Kelli, I try to be upbeat and positive as much as possible, but I really don't like the proposed mural design. Please add my name to those who don't want it to welcome folks to Florence.

Thanks so much,
Suzanne Mann-Heintz

Sent from my iPhone

Dear People of Florence,

I am a 5th generation Oregonian. My father's side of the family came in a covered wagon by means of the Oregon Trail. They homesteaded further up north on the Oregon coast and I have loved Florence since childhood. Its natural beauty is astounding and one needs just be there to relish it. That is one of the reasons we applied for this commission, so that we could spend time in Florence. I have always been taken by the areas cliffs and beaches, and love the wind swept pines.

On the homestead, my family lived by the land. They gathered ferns and such from their property and sold them to florists. This mural connects to our lives now and through our ancestors. It gives acknowledgement to the skills of gathering indigenous plants found in the Florence area for clothing by the First Peoples, to our pioneer grandmothers quilt making and everyone's sewing arts. Through this it connects to Florence's Historical Museums and exhibits such as "Home Life" and to the many families who came to live in Florence years and years and years ago. It references the new culture of bicycling, and elements honors flowers used for dyes and the rhododendron which is the shining star of the Florence Rhododendron festival. I want to create a beautiful mural that speaks of Florence in a new way that honors new ways and the old ways.

Best Wishes,
Angelina Marino-Heidel

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: FW: Update on Public Art in Florence - large mural project
Date: Monday, April 01, 2019 9:49:36 AM
Attachments: [PAC - SNEWS article on the PAC meeting of March 25 on the mural.pdf](#)

From: HARLEN SPRINGER <harlens@comcast.net>
Sent: Monday, April 01, 2019 9:38 AM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Fwd: FW: Update on Public Art in Florence - large mural project

Kelli,

Please include this letter in the City Council packets.

Thanks,

Harlen

----- Original Message -----

From: MARQUEZ Isaac R <Marquez@eugene-or.gov>
To: "kelli.weese@ci.florence.or.us" <kelli.weese@ci.florence.or.us>
Cc: "Harlen Springer (harlens@comcast.net)" <harlens@comcast.net>
Date: March 29, 2019 at 1:25 PM
Subject: FW: Update on Public Art in Florence - large mural project

Dear Harlen,

Congratulations on your recent success with Florence's public art. You have asked me to speak on the positive impact of Public Art and specifically "high impact" murals on a City. In Eugene we have been commissioning large scale murals since 2015. We started with one mural to test the waters and since then have commissioned 18 artists who have completed a variety of murals throughout the City. Our test mural showed us that large scale murals can quickly make a positive impact.

The mural program in Eugene has changed the city's landscape by adding color, imagery and vibrancy to the city. Our mural maps are sought after

by residents and visitors and we frequently have to print more. One dynamic worth noting is that the murals have created a sense that there is more to the city and it is a place worth exploring; as a first impression they hook visitors to stick around and see what else they might find. For Eugene residents they help generate a sense of pride in our City. I regularly talk to residents who take their out-of-town guests on self-guided mural tours.

Another interesting outcome, one that we did not anticipate, is that the murals help create a feeling that Eugene is a vibrant city. And this sense of vibrancy is important to businesses who are trying to recruit and retain a talented workforce. A workforce that has many choices in where they move and where they choose to locate their families. As a public/private partnership; in 2017 42% of the mural initiative was paid for by in-kind and cash private donations.

In closing, I would like to share that our murals have been energizing for the City. They distinctly show the world that we are proud of who we are. To date we have been asked to provide tours for the League of Oregon Metropolitan Cities, The League of Oregon Cities, AARP, Peace Health rides, Portland's Regional Arts and Cultural Council and others I am not listing here. Additionally, we have been asked to present at gatherings such as the Eugene Rotary, Chamber of Commerce Leadership Institute and the Chamber of Commerce's Regional Economic Summit.

Our website is <https://www.20x21eug.com/>. I have also provide a link below to a 4 minute video - one of many videos you will find on our project.

<https://youtu.be/RNFF5udV7U0>

Once again, congratulations on the recent successes in Florence. I know it is a lot of work.

Please do not hesitate to be in touch if there is anything else I can elaborate on.

Sincerely,

Isaac Marquez

Cultural Services Director

City of Eugene





Public Art Committee recaps history, process for art selection



By: Mark Brennan/Siuslaw News - Updated: 15 hours ago

Posted Mar 26, 2019

(/tracking/social?id=110586&target=facebook)

(/tracking/social?id=110586&target=twitter)

Florence City Council will have final decision on mural on April 1

March 27, 2019 — The City of Florence's next public art installation has been the subject of extensive community discussion in recent months, taking place on social media platforms, the Siuslaw News Opinion page and at local gatherings.

The latest addition to the public art puzzle being assembled in and around the city is a large, visually striking two-paneled mural entitled, "Stitching Time, Weaving Cultures." The installation will cover two wall surfaces on the south



Menu

and east sides of the Central Lincoln Public Utilities District Building, located at the corner of Highway 126 and Quince Street. It is scheduled to begin during the upcoming Rhododendron Festival in May.

The selection of this particular piece is the result of an arduous decision process undertaken by the city's Public Art Committee (PAC), with many opportunities for public input along the way. However, this work has mostly gone unnoticed by the public until the final design was shared at a PAC meeting earlier this year, which then engendered strong community response.

That concern was not in evidence Monday, as few residents spoke during the public comments portion of the group's monthly meeting.

Harlen Springer, Chairperson for PAC, has been involved with the effort to bring public art to the attention of the Florence City Council and to the residents of the Florence area since before PAC began in July 2015.

Springer has also been insistent regarding the potential financial benefits of the inclusion of public art displays in and around Florence. He and other members of the committee see art as a critical component of attracting tourists and perhaps even future residents to the area.

Since PAC added new members in January, City Recorder Kelli Weese and committee members took the opportunity Monday to review the history of PAC and the criteria used during the selection process of art commissioned by the city. It was also a chance to address community objections, some of which were about the 125-foot-long mural, and some of which were about the overall process and criteria used to select and award the contract.

In his presentation, Springer used a series of images and a comprehensive timeline to review in detail the many steps that led from the beginning of the committee and its public art push to the final results, which are the "Stitching Time" murals.

The vibrant, modernistic panels were designed and created by Marino Heidel Studios, based in Portland, Ore.



Menu

According to the principal artists Angelina Marino and Joel Heidel, the piece is designed as a two-part tribute to the area's multicultural traditions and to the iconic architectural elements associated with Florence. The two have collaborated on a wide assortment of public art projects over the years, the results of which are available to view on the internet.

Marino is the lead on the project and her work has been featured on many murals across the state and across the country.

In a phone interview, she said the project has been tailored to be culturally relevant. She referred the public to a fuller statement provided to PAC members at the Monday meeting:

"The mural celebrates folk arts and speaks to cultural interchange. In a contemporary and original manner, this mural also stitches together ideas that represent the Florence area. The imagery is inspired by past and present folk arts of the sewing and weaving practices of many cultures. Native flora and fauna such as bear grass, cattails and tanned hides were used to create clothing, and flowers and other plants were used to create dyes used by many people, including the Kuitsh and Siuslaw people."

A main part of Springer's presentation was the inclusion of members from the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians in the creation process of the murals.

"We also went to the tribes because the depiction of people is of two Native Americans in the design, so we wanted to make sure that we were being accurate in our depiction of Native American peoples," Springer said. "We went to the Cultural Council and they had some very good suggestions, which we incorporated into our modified design. And then they approved the final design."

Springer also addressed at length the concern that the PAC process was not open and transparent during the selection process.

"In the summer of 2018 we sent out a call to artists using the company Call for Entries, or CAFÉ. CAFÉ is a national and internationally known website that most artists use when they want to find out exhibits that are available to them, and it is free to artists," he said. "We received 123 applicants from 25 states and countries. We took these entries and we used a rubric to score all of the entries and the top 25 were selected to move forward."



Menu

Springer then went over the final stages of the process, which narrowed the field to five artists.

He also mentioned that the public was invited to participate with the inclusion of two citizens at large on the selection subcommittee.

"The subcommittee brought the five finalists to the full PAC and we said, 'Here are the five we believe are at the very top,'" Springer said. "The full public art committee unanimously selected the three that would take the next step."

The final three artists presented the PAC with three renderings of their ideas for the murals before the committee unanimously selected the winner.

"We had the full PAC view all nine of the renderings so they could see not just what we selected but the others that were in the running," he said. "And they unanimously selected the Marino Heidel entry."

PAC member Annalee Griffis, who attends Siuslaw High School, said, "I am a student and I feel like the youth of Florence are craving more contemporary art. They've never been outside Florence or the confines of this town and they have never seen art like this here. Some people feel this is too 'big city' and this isn't what they like about Florence. But there are going to be more projects.

"I think a really big part of progress is having diversity — and to be a 'City in Motion,' we need to be diverse."

The next step in the approval process for the mural will take place at the Monday, April 1, Florence City Council meeting, which will be held at the Florence Events Center, 715 Quince St., at 5:30 p.m. The meeting has been moved to the events center in anticipation of larger than usual turnout.

At that time, the council will have the final say on the approval of the mural, but will only be considering a limited number of factors.

According to Weese, these factors have to do with meeting Planning Code requirements addressing murals, and not developments or actions taken earlier in the selection process.



Menu

“Planning Department staff will talk about if the mural meets the code criteria, within the Florence City Code regarding murals,” Weese said. “What they are going to be looking at is whether or not it fits Florence’s culture, from lots of different perspectives, and whether or not it fits into that neighborhood, does it have historic significance and does it reflect pieces of Florence’s identity.”

Weese reminded community members interested in commenting on the murals to either send an email to City Hall or come to the meeting.

The meeting will be at the events center at 5:30 p.m. on April 1. Those who wish to address the council will need to fill out a speaker card, available at ci.florence.or.us/council (<http://ci.florence.or.us/council>), before the meeting.

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Mural: Let Florence Be FLORENCE! CL-PUD proposed artwork
Date: Monday, April 01, 2019 7:44:06 AM

From: Rachel I. Pearson <racheli.pearson@gmail.com>
Sent: Friday, March 29, 2019 3:29 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Mural: Let Florence Be FLORENCE! CL-PUD proposed artwork

Ms. Weese and all interested parties,

RE: proposed art piece for the Central Lincoln People's Utility District building on Highways 126/101.

The mural as presented would be perfect ... for Portland. But *not* for Florence, Oregon.

Subjects in the proposed mural do not represent today's "Florence, A City in Motion," nor the land of Western Lane County that we all know and love. Other than a small silhouette of our iconic Siuslaw River Bridge, the mural is generic, choppy, and vague. The colors are out of sync with our landscape and our ReVision Florence streetscape/ Old Town District / residential areas. And parts of the mural are quizzical and disconnected: An elk on the bridge? A tsunami wave about to hit town? Flowers akin to 1960s car decals (are these rhododendrons)?

With over 1000 visual artists living in the greater Florence/Mapleton area, wouldn't it make sense to find a local resident artist or team of artists to create something organic, meaningful, and magical, as per the Sea Lions project?

We understand that a committee worked hard on this. However, since meetings were held during business hours and with little advance publicity, it is just now the general public is becoming aware of the scope of the project.

The concept of "Keep Portland Weird!" makes sense. Let's also respect the idea that we can "Let Florence be *Florence*."

Respectfully submitted,

Rachel Pearson
Lane County Resident

From: [Kelli Weese](mailto:kelli.weese@ci.florence.or.us)
To: [planningdepartment](mailto:planningdepartment@ci.florence.or.us)
Subject: FW: Urgent Letter for Council Meeting 4/1/2019
Date: Monday, April 01, 2019 7:19:03 AM

-----Original Message-----

From: Kim Pickell <kpickell@siuslaw.k12.or.us>
Sent: Sunday, March 31, 2019 7:49 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Urgent Letter for Council Meeting 4/1/2019

I'm writing this letter in support of the mural proposal at the entrance to Florence near the PUD. The design is a beautiful and unique interpretation of our community, its landmarks and natural surroundings.

I've had the pleasure of teaching art in the Siuslaw schools for 30 years. My students have inspired me with many different styles and types of art. I have encouraged them to widen their awareness and appreciation of different kinds of art. Sometimes we have to sit with artwork awhile in order to appreciate it. The beauty of the arts is the many ways we can express feelings about a person, place or just life in general. I know there are those who don't like the style or the colors of the mural proposal. There are even those that don't want any mural.

Change is sometimes difficult for a community, even if the change is a positive one like bringing more art to our town.

This brings to mind the Pyramide du Louvre that was commissioned by the President of France in 1984. The Pyramide du Louvre is a glass pyramid that provides an entrance to The Louvre, a large museum in Paris. Its construction triggered many years of very strong aesthetic and political debate. People were upset that the style of the structure was too modern for The Louvre's classic French Renaissance style and history. They considered the pyramid a symbol of death from ancient Egypt. The proposal was thought of as a frivolous and immodest idea of the president. The architect, I.M. Pei, who was Chinese-American was not French and so people thought he had no business updating the treasured Parisian landmark of The Louvre. The modern glass and metal pyramid in the Louvre museum's courtyard so angered French traditionalists, the architect was hounded on the streets!

Now, 30 years later, The French have had a change of heart. The Pyramide du Louvre is now a symbol for the centuries old institution.

Since the installation of this structure, The Louvre has become Europe's most popular museum. The Pyramide du Louvre has been used for fashion shows, political rallies and screenings. It is now considered a French monument. Heck, even the Eiffel Tower was considered monstrous and useless when it was built! Who doesn't associate Paris with The Eiffel Tower today?

If we are going to continue to attract people to our community, it is time to get beyond only depicting our lighthouse, boats and the ocean, all things we can enjoy in person. The mural will be a reminder that Florence is a vibrant, growing and changing town looking towards the future, but also honoring our past. It also shows a community rich in diversity and artistic expression. We not only want to attract tourists, but professionals and young families as well. Please do not let some people's fears of something "different" squelch the motto of The Public Arts Committee, which the council approved.

"Integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy and

diversity of Florence through the arts."

I look forward to being greeted by this mural when I come home to Florence.

Sincerely,

Kim Pickell

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Support of Mural
Date: Thursday, March 28, 2019 7:13:17 AM

From: Judy Plumery <jrplumery@hotmail.com>
Sent: Wednesday, March 27, 2019 3:17 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Support of Mural

Dear Kelli,

I am writing in support of the Marino Heidelberg mural proposed for the Central Lincoln PUD shop building. Especially after reading the article in the Siuslaw News in which the artist explained her inspiration and approach, I believe this art piece will demonstrate that Florence is not only a city with a past, but one with a future as well. It honors our roots and looks forward with energy. Please count me as an enthusiastic "YES" vote- not just for the mural, but for the efforts of our Public Art Committee.

Judy Plumery



Sent from [Mail](#) for Windows 10

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: The PUD Building Mural
Date: Monday, April 01, 2019 7:40:45 AM

From: Sharon Snider <sharoneasterchappel@gmail.com>

Sent: Friday, March 29, 2019 4:40 PM

To: Kelli Weese <kelli.weese@ci.florence.or.us>

Subject: The PUD Building Mural

Hi, my name is Sharon Snider and it has been brought to my attention that Florence is considering painting the side of the PUD building? I can understand and appreciate the beautification of Florence with Art, because I am an Artist and have art in the galleries in Florence, and have for a few years now, I am also passionate about what kind of art would enhance Florence. I was told to contact you with my concern. Many people have been drawn to Florence because of it's natural beauty, so being careful not to become Big City Bold would be an important point to consider don't you think? Rhododendrons and Nautical Scenes, Heceta Head Lighthouse, The Sea Lion Caves, The Siuslaw Bridge, The Sand Dunes, Crabbing, etc... Would appeal more to visitors and be more in keeping with the small town charm that most of us want to see preserved. Bright and Bold in your Face colors are not in keeping with the Natural Charm & Feeling of Awe, Peace and Tranquility one gets when they visit Florence. My concern is that the design that is being considered may have been chosen by newcomers who have moved to Florence from larger cities, I know of a few people who would qualify, they are use to the big city abstract and bold art. Please reconsider the design, there is still time to tweak the painting and still use the artist you have chosen if you have already promised the contract to a particular Artist, artists understand changes take place when it comes to art and compromising with the people is always good, there are a lot of older people who visit, move to, or have lived in Florence for many years and would love to see a compromise. they have come to Florence to escape the Big City Bold in your face Abstract Art that the particular design I am referring to portrays. I am not able to physically attend the upcoming meeting so I am writing to voice my concern and offer alternative options, a compromise. I have been reading on social media, and there are so many concerns related to the boldness and abstract qualities of the mural that the committee is leaning towards. I hope you consider them. I have encouraged the hundreds concerned to attend the upcoming meeting and to write you about their concerns as well. 100's of People, you could even have a contest like you have had so many times before when a design is needed, the artist you have already chosen could still paint the design, but the people of Florence would get to feel like they have been part of the process and you might just build some town moral and keep more people involved in the future, It is too bad that you do not consider Social Media because The Florence Facebook Page has been a buzz since catching wind of the mural you are considering. If you could have placed a few on there for people to see in the beginning it wouldn't have come to this in the end, you could have had many more opinions to consider early on, the multitudes that are now speaking out, hundreds if not thousands are speaking about it... Please reconsider the design. Thank You, Sincerely, Sharon Snider

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: "Stitching Time, Weaving Cultures" Mural
Date: Thursday, March 28, 2019 2:44:40 PM

From: Dustin Williams <dustinwilliams78@yahoo.com>
Sent: Thursday, March 28, 2019 11:52 AM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: "Stitching Time, Weaving Cultures" Mural

Good morning,

I am very much in favor of the mural slated for the Central Lincoln PUD maintenance building. As a lover of the arts and a resident of Florence, I have done everything I could to gather more information about the mural and the processes of the PAC.

This particular piece represents so much about Florence. The abstract, impressionistic shapes are better suited so that an individual may quickly understand it rather than a finely detailed picture where one would need to stand for hours attempting to "take it all in". The bright colors are not out of place; they complement the bright and abstractly decorated sea lions that are scattered throughout Florence and in other nearby towns.

Art is subjective. Works of art do not appeal to all people to the same degree. Any art historian can rattle off the names of numerous "great" artists who were not appreciated in their own time.

This piece might not appeal to you, but it most definitely appeals to others. It might appeal to your neighbor. It might appeal to someone driving through town who decides to stop and shop. It might appeal to that first-grader who is visiting her grandparents for the summer. It is sad and unfortunate when individuals try to inflict their personal opinion on what is beauty and try to make others conform to those narrow notions.

I understand that you are considering whether this piece meets code criteria for Florence. If I were in your position, I would have to say that it does.

Florence's history and culture are literally all over the mural. Even a child can recognize the iconic Conde McCullough bridge, the rhododendrons, the Siuslaw River, and the native dancers. Not ever aspect of our history should be on this one mural. There will be other works to come that can choose to incorporate other historical events.

I appreciate your time in reading my feelings on this important topic.

Thank you,
Dustin Williams
Florence Resident

Sent from my iPhone

4.1.19 CC Mtg - Agenda
Item #5 - Testimony
Received 4.1.19 between
12pm and 5pm

CC 19 03 MUR 01

Central Lincoln PUD Mural

TESTIMONY AFTER PACKET – 04/01/19 A.M.

April 1, 2019

Dear City of Florence City Council Members; Geraldine Lucio, Ron Preisler, Joe Henry, Joshua Greene and Woody Woodbury,

TLDR

- Florence is a flourishing with the arts, it needs to be fostered to continue growth
- Art of all types is everywhere
- Art is a form of expression and invention
- Art asks people questions, provides learning and advancement for oneself and others
- “Art can make you think about or consider things that you would rather not. But if it evokes an emotion in you, then it is art.”
- Art in public spaces plays a distinguishing role in our country’s history and culture, creates space, connection
- Whatever the form, public art instills meaning—a greater sense of identity and understandings of where we live, work, and visit—creating memorable experiences for all.
- To explore more benefits of a robust and thriving city, visit: americansforthearts.org/socialimpact
- By dismantling and discrediting this successful City of Florence Committee, you will be destroying the City of Florence, A City in Motion.
- Art is an economic driver
- Art can be controversial, that is OK
- PAC has taken initiative and gets things DONE, an example of different types of people working together.
- I bet you didn’t read this letter, even though a TLDR was included.
- My favorite word is Chicane, what is yours?
- If you want to talk controversial art, look up: Vietnam Veterans Memorial in DC by Lin; The Last Judgement by Michelangelo; Fountain by Duchamp; L'Origine du monde by Courbet; Man in Polyester Suit by Mapplethorpe; Immersion by Serrano; Erased De Kooning by Rauschenberg

An Amazing City in Motion!

This amazing City has been flourishing with the Arts, all the arts, performing, culinary, visual and more! WOW! It is as breathtaking as the incredible natural points of interest.

Florence thrives on creativity and it keeps building on itself getting better and better. Right now you can see that the ReVision Project is vamping up and building owners, even up town, are making more atheistically pleasing facades.

Why the Arts?

Art can mean different things to different people, or the same! That is why the arts are so important. Art can do GREAT things, allow a person to express themselves, relieve pain, be a

way to communicate, problem solve, overcome challenges, provide a foundation for invention, and beyond. *Limitless.*

The arts are everywhere we live; they are on the chair you sit in, your home, what is on your walls, the vehicle you drive, the tools you use, the medicine you take, you name it – all have been influenced by art and nature.

Citizenship & Expression of Agency

I am writing to you to stress the importance of art and the places people live. I must give credit to the City Councilors, Mayor and FURA, who moved forward to establish and support the Public Art Committee. A PAC is a WAY overdue Committee in Florence since the Arts are so essential to the vitality of Florence, Oregon, the United States of America and the World. A sign of a robust and healthy city & culture is the presence of the Arts.

As directed by the Mayor, City and FURA, the Public Arts Committee (PAC) has been established and supported with volunteers who are passionate about the arts, have in depth knowledge about the Arts, and are actively involved with the Arts in various capacities.

As you know the PAC was Tasked to Create:

1. Vision and Mission
2. Draft a City of Florence Public Art Plan and Policy and Present to City Council for Approval (and continue with its mission & working with the City & its residents)
3. Establish and maintain a city art collection
4. Develop a map / list of desired sites for future accessions
5. Prepare for and secure funding for additional art works
6. Consider projects by private developers and citizens that would result in public art
7. Work with other Committees & Projects going on with the City

I'd like to share with you some items that the PAC has accomplished for what it has been tasked to do by the City Council and FURA:

1. Vision and Mission

Where Every Day is a Celebration of the Arts!

Florence Public Arts Program Mission

Integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy and diversity of Florence through the arts.

2. Draft a City of Florence Public Art Plan and Policy and present to City Council for Approval

TITLE 2
CHAPTER 4

PUBLIC ART COMMITTEE

3. Establish & Maintain a City Art Collection

Samples of Existing Art



4. Develop a map / list of desired sites for future accessions

PAC has participated (as a group and as individuals) in several field trip sessions around the City of Florence. It has had many conversations about possible locations and project ideas not only within our funding limited area, but beyond to incorporate once grants,

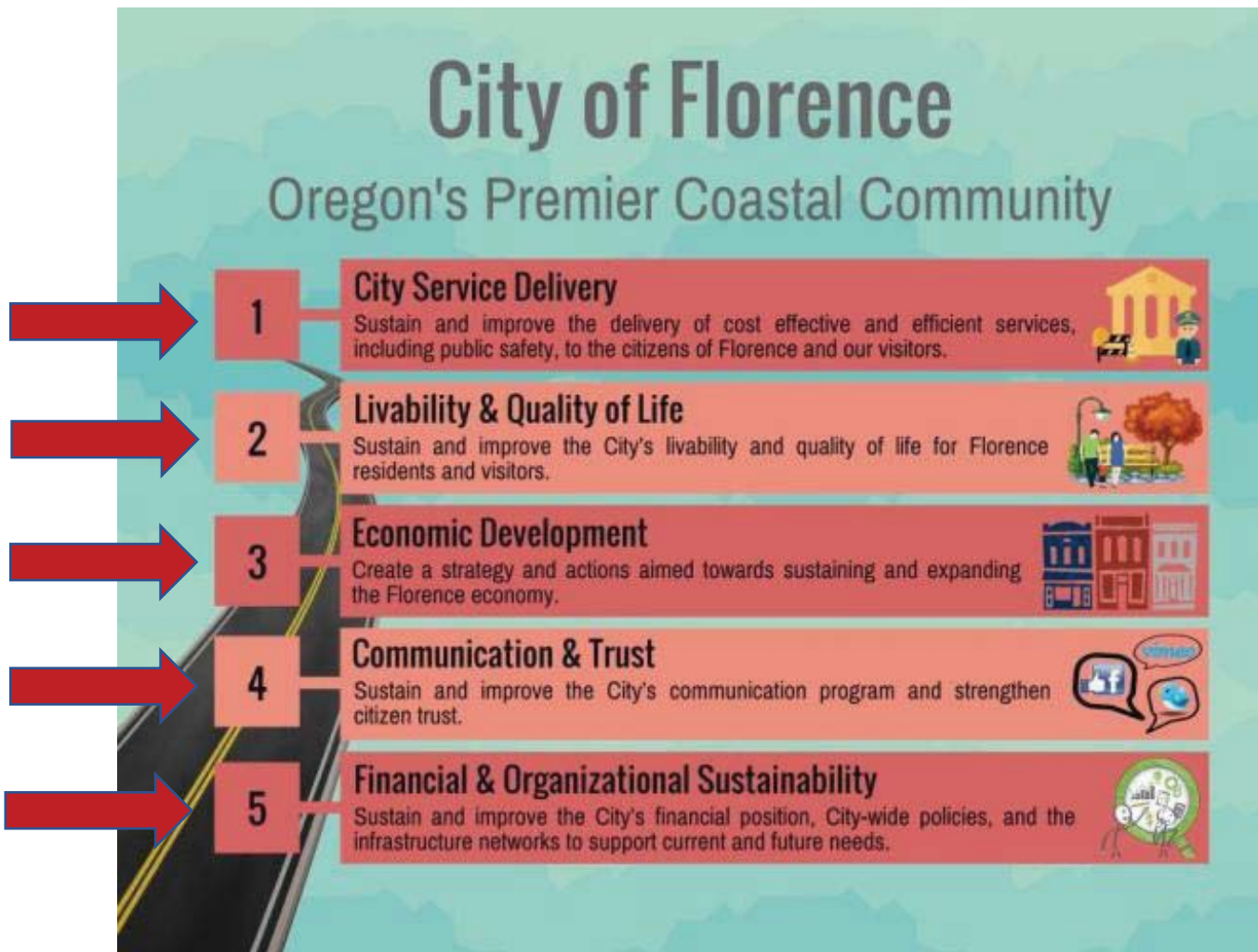
donations and other funding become available, so the City of Florence is successful in creating a more inclusive Public Art presence for all areas in town. Here is an image of potential Public, Public/Private Partnerships and Private placements of Art. These are NOT complete, final locations.

5. Prepare for and secure funding for additional art works

PAC has actively sought funding and grant opportunities to further the Goals of the City of Florence.

6. Consider projects by private developers and citizens that would result in public art

There are ample opportunities of public, private and other partnerships now and beyond, through participation of residents, government, and the various groups in Florence. Without a solid base of City Council and City Government backing of the Arts, the goals of the city can't be built upon:



7. Work with other Committees & Projects going on with City

Volunteers on the PAC have been actively involved with various businesses, committees and groups throughout the City of Florence. PAC is active and plays well with others and for the betterment of the people and City of Florence.

Art Is...



There is an age-old question about what is Art?

It is up to interpretation, and this is so spectacular!
We all have the ability to have an opinion, share,
learn and interpret.

This is a spectacular work that is very powerful and works to summarize why the Arts matter in not only today's society, but for future generations as well.



Five Reasons Why Public Art Matters

Art in public spaces plays a distinguishing role in our country's history and culture. It reflects and reveals our society, enhances meaning in our civic spaces, and adds uniqueness to our communities. Public art humanizes the built environment. It provides an intersection between past, present, and future; between disciplines and ideas. Public art matters because our communities gain cultural, social, and economic value through public art.

1. **Economic Growth and Sustainability.** By engaging in public art as a tool for growth and sustainability, communities can thrive economically. Seventy percent of Americans believe that the “arts improve the image and identity” of their community.
2. **Attachment and Cultural Identity.** Public art directly influences how people see and connect with a place, providing access to aesthetics that support its identity and making residents feel appreciated and valued. Aesthetics is one of the top three characteristics why residents attach themselves to a community.
3. **Artists as Contributors.** Providing a public art ecosystem supports artists and other creatives by validating them as important contributors to the community. Artists are highly entrepreneurial. They are 3.5 times more likely than the total U.S. work force to be self-employed.
4. **Social Cohesion and Cultural Understanding.** Public art provides a visual mechanism for understanding other cultures and perspectives, reinforcing social connectivity with others. Seventy-three percent of Americans agree that the arts “helps me understand other cultures better.”
5. **Public Health and Belonging.** Public art addresses public health and personal illness by reducing stress, providing a sense of belonging, and addressing stigmas towards those with mental health issues. Public art is noted as slowing pedestrians down to enjoy their space and providing a positive impact on mood.

(americansforthearts.org/2018/08/30/five-reasons-why-public-art-matters)

To explore more benefits of a robust and thriving city, visit:

americansforthearts.org/socialimpact

See reference in packed with information about
Arts & Housing, Art & Aging, etc...

The Arts Are Essential to The Health And Vitality Of Our Communities And Our Nation:

- Aesthetics: The arts create beauty and preserve it as part of culture
- Creativity: The arts encourage creativity, a critical skill in a dynamic world
- Expression: Artistic work lets us communicate our interests and visions
- Identity: Arts goods, services, and experiences help define our culture
- Innovation: The arts are sources of new ideas, futures, concepts, and connections
- Preservation: Arts and culture keep our collective memory intact
- Prosperity: The arts create millions of jobs and enhance economic health
- Skills: Arts aptitudes and techniques are needed in all sectors of society and work
- Social Capital: We enjoy the arts together, across races, generations, and places

(From the [Americans for the Arts National Arts Index](#), Roland Kushner and Randy Cohen)

Excitement

As you may or may not know, there have been some strong emotions about the 126/101/PUD Mural among residents in Florence. It is so spectacular that people are getting involved with their City government. What is art without provoking thought and feelings?

The PAC has taken many steps to be inclusive of all types of people in our community. It is the responsibility of our citizens and own self to read, learn, ask questions and take action as well. City government has policies on social media which have exasperated the situation. I hope that you and the City revisit the Social Media Policy for City Committees.

Furthermore, misinformation and bullying have made people pull back in FEAR of retaliation or confrontation, in being able to express themselves. This is malicious and is a detriment to our Florence Culture. Several people have used Social Media, including other members of other City Committees, to attack and spread more misinformation. Shame on them. The PAC is a Committee that has dedicated tremendous amounts of time, energy and money for the betterment of Florence.

Conclusion

Florence thrives on creativity and it keeps building on itself, getting better and better.

Art is subjective and creates conversation, an opportunity to connect with people with different opinions and perspectives.

With all this being said, as I mentioned in my short talk on your first day this Council Season that I was so excited for you and the People of Florence (really! I'm not being sarcastic), you not only represent your friends and benefactors, but ALL people, including the bum under the bridge, the people that serve Florence that live in their cars, and the wealthy that live in gated communities. And the people you don't care for. You represent and make Florence a City in Motion.

The Arts are an opportunity to connect with people with different opinions and perspectives. Use Art's power to keep our City in Motion.

Sincerely,

Jo Beaudreau

Ai Weiwei (1957-), Chinese artist, I don't think art is elite or mysterious. I don't think anybody can separate art from politics. The intention to separate art from politics is itself a very political intention.



The Creative Economy and The CREATE Act

The arts are a powerful force in the nation's economy. The Creative Economy drives tourism and commerce, and supports American workers – from graphic and software designers to scholars, architects, artists, performers, curators, and many more. The Creative Economy sector is larger than the construction, agriculture, and travel sectors. The arts mean business!

The Creative Economy supports:

\$730
Billion industry

4.2%
of the annual
GDP

\$26 BILLION
IN FEDERAL, STATE, AND
LOCAL TAX REVENUE

2.9
MILLION
American jobs in
the creative
economy

Through minor adjustments to existing federal programs, the **CREATE Act** takes steps to better invest in our country's workforce and creative industries, while empowering the entrepreneurial spirit of artists and supporting their role as contributors to the small business sector.



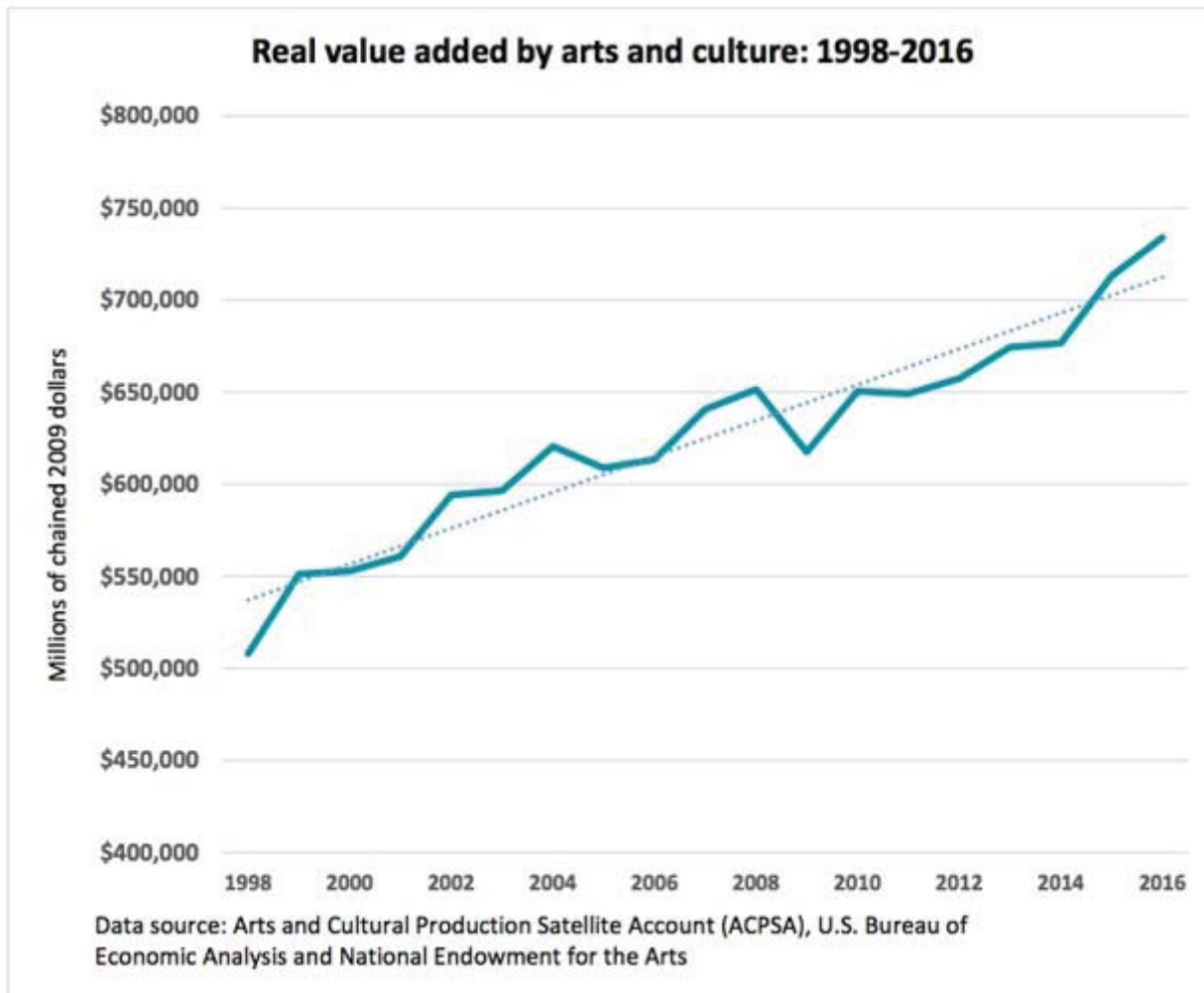
Thank you for printing content from www.citylab.com. If you enjoy this piece, then please check back soon for our latest in urban-centric journalism.



Switzerland, according to a new report.

It is often said that art feeds the soul. But culture and the arts also fuel the economy directly: The arts contribute more than \$800 billion a year to U.S. economic output, amounting to more than 4 percent of GDP.

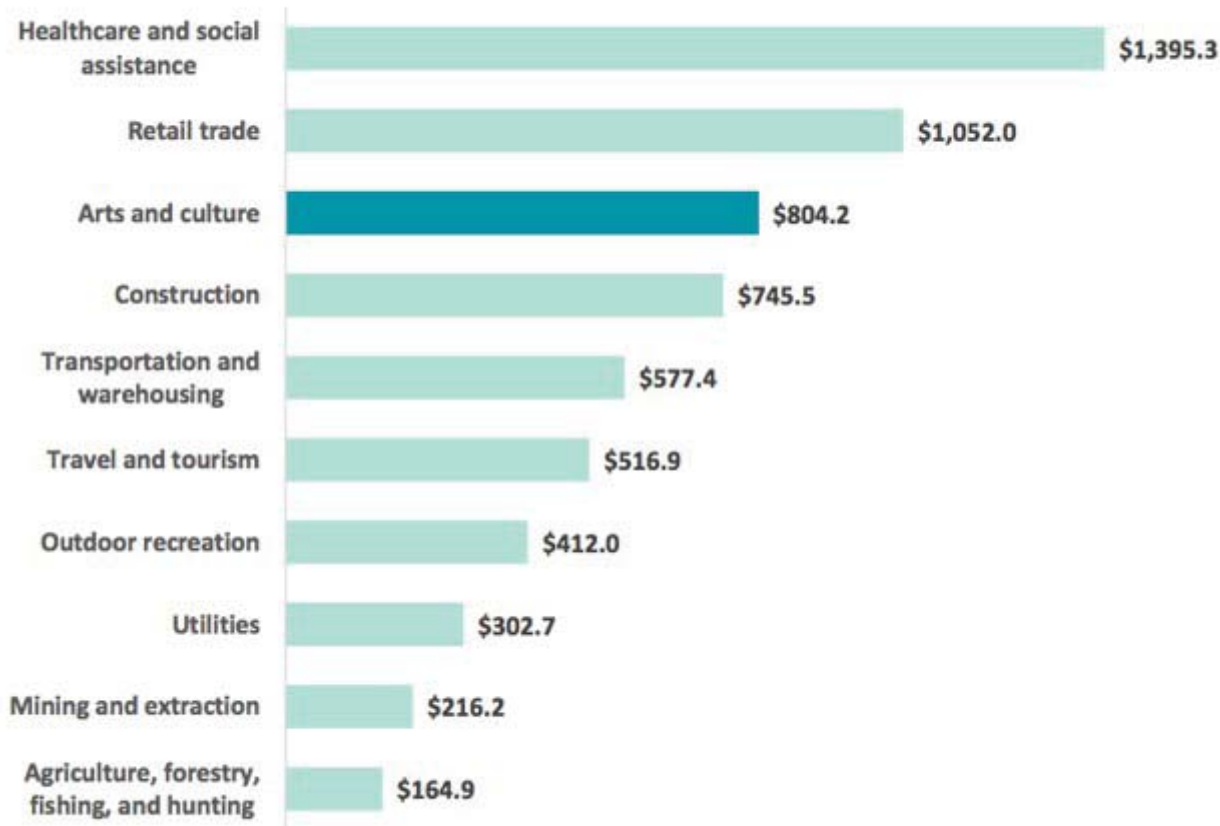
That figure is based on detailed data from the U.S. Bureau of Economic Analysis (part of the Department of Commerce) and the National Endowment for the Arts, summarized in a [report](#) released earlier this month. The report tracks the aggregate performance of 35 key arts-and-culture fields, including broadcasting, movies, streaming, publishing, the performing arts, arts-related retail, and more.



(National Endowment for the Arts)

The contribution of the arts to America's economy is equivalent to nearly half of Canada's total GDP, and bigger than the economic output of Sweden or Switzerland. Indeed, the arts account for more of U.S. GDP than industries such as construction, transportation, and agriculture. And they have been growing much faster than the economy as a whole. Over the three-year period spanning 2014 through 2016, the average annual growth rate for the arts was 4.2 percent, compared to a 2.2 percent growth rate for the entire American economy.

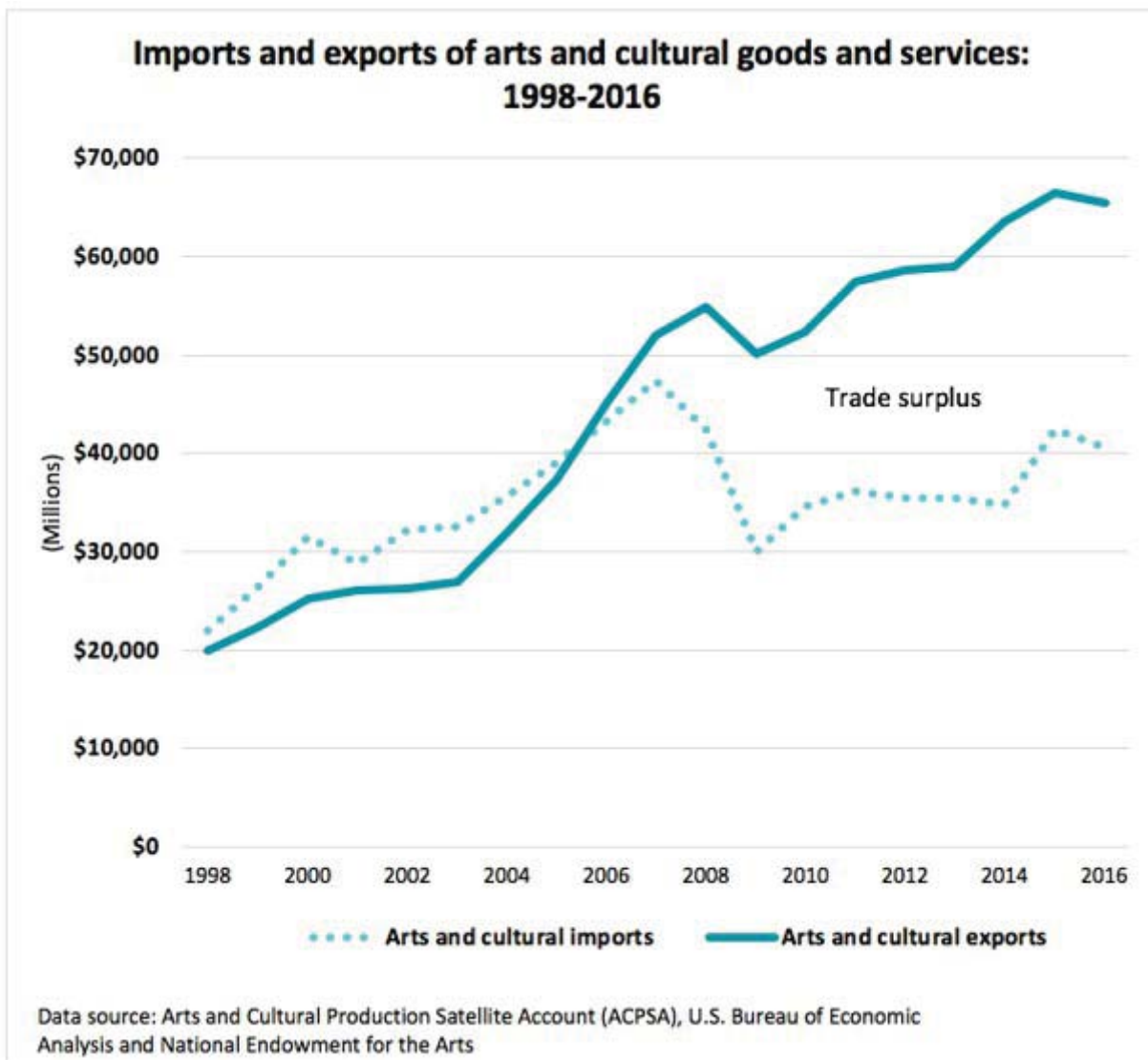
Value added to U.S. GDP by sector: 2016 (Billions)



Data source: Gross Domestic Product by Industry, U.S. Bureau of Economic Analysis

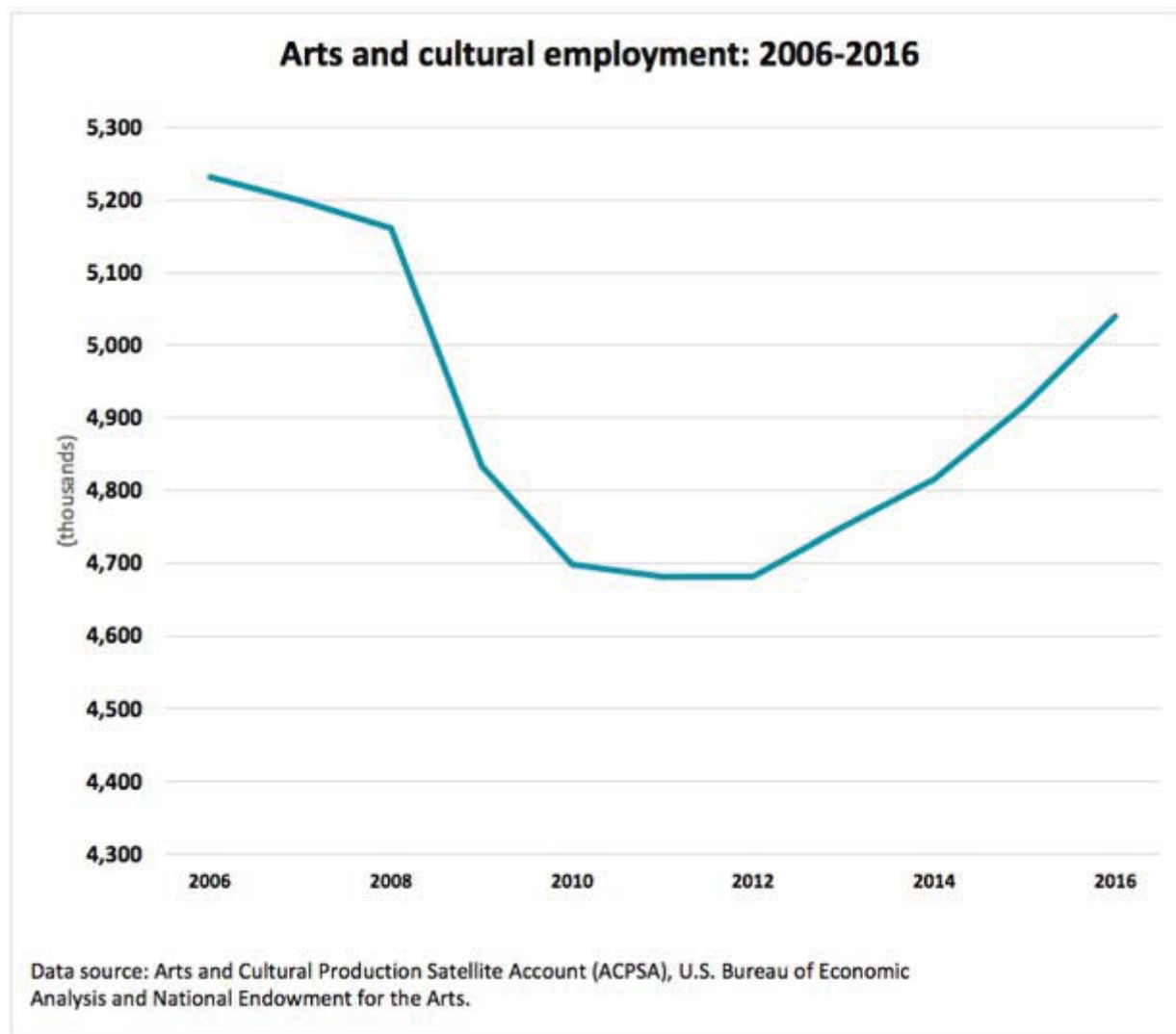
(National Endowment for the Arts)

The powerful arts-and-culture industry is export-based. In 2016, the United States ran a \$25 billion trade surplus for artistic and cultural goods and services, driven by its exports of movies, television programs, video games, and more. That is more than 10 times the amount from a decade earlier; the trade surplus in the arts was just \$2 billion in 2006.



(National Endowment for the Arts)

More than 5 million Americans work in the arts-and-culture economy. After sliding during the Great Recession, employment in the sector rebounded alongside the larger recovery, and it produced more than 200,000 new jobs between 2009 and 2016. In 2016, arts-and-culture employment generated nearly \$400 billion in wages.



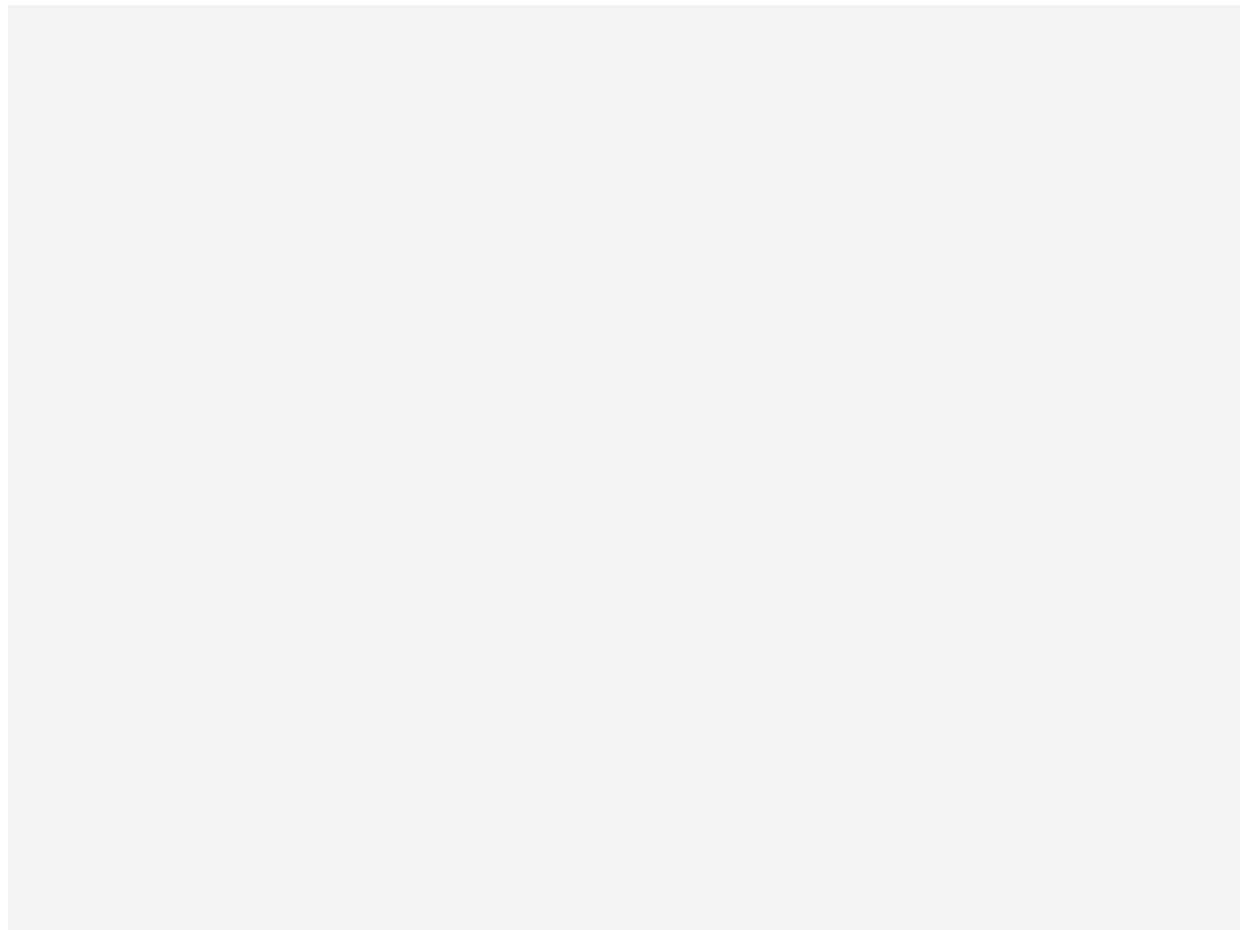
(National Endowment for the Arts)

Also, consumer spending on the arts is up, both in real terms and as a percent of all consumer spending, over the past couple of decades.

The arts are not just an amenity—a form of intellectual enjoyment or spiritual enrichment—but, as the report demonstrates, a key source of investment in today’s economy. Historically, economic investment was defined in terms of “physical capital”; that is, tangible things like factories and equipment. But in recent years, the Bureau of Economic Analysis has expanded its definition to include so-called intangible assets (e.g., software). In 2013, the Bureau also added investment in arts and cultural goods in the form of “entertainment originals,” including movies, TV programs, music, photography, and more. Investment in entertainment originals grew by more than 10 percent per year between 2014 and 2016.

The arts-and-culture economy is geographically concentrated in states including New York and California, as well as the New York and Los Angeles metros, along with Nashville and several others. But the report suggests that it has grown rapidly in a baker’s dozen (or so) of states. Topping that list are Washington, Georgia, Utah, and Nevada, all of which posted faster growth rates in the sector than California for the period 2014 to 2016.

One troubling finding: there has been a substantial decline in the level of government funding for arts-based education programs for the past couple of decades. The chart below shows the fall-off in value of arts-based education since 2012, which seems to have leveled off in 2016. Arts-education programs have fueled the development of leading arts-and-culture industries in other countries: For example, Sweden's investment in music education for its kids is widely credited with propelling its songwriters and producers to the top of popular music.



(National Endowment for the Arts)

In fact, according to the report, arts and culture together make up about half of the creative economy, which it defines as encompassing “copyright-intensive” industries. My own research finds that arts and culture are one of three key sectors, with science and technology and business management, that drive regional economic development. Today's economy is not just knowledge- or tech-based, but a broadly creative economy in which the arts and culture play a critical role.

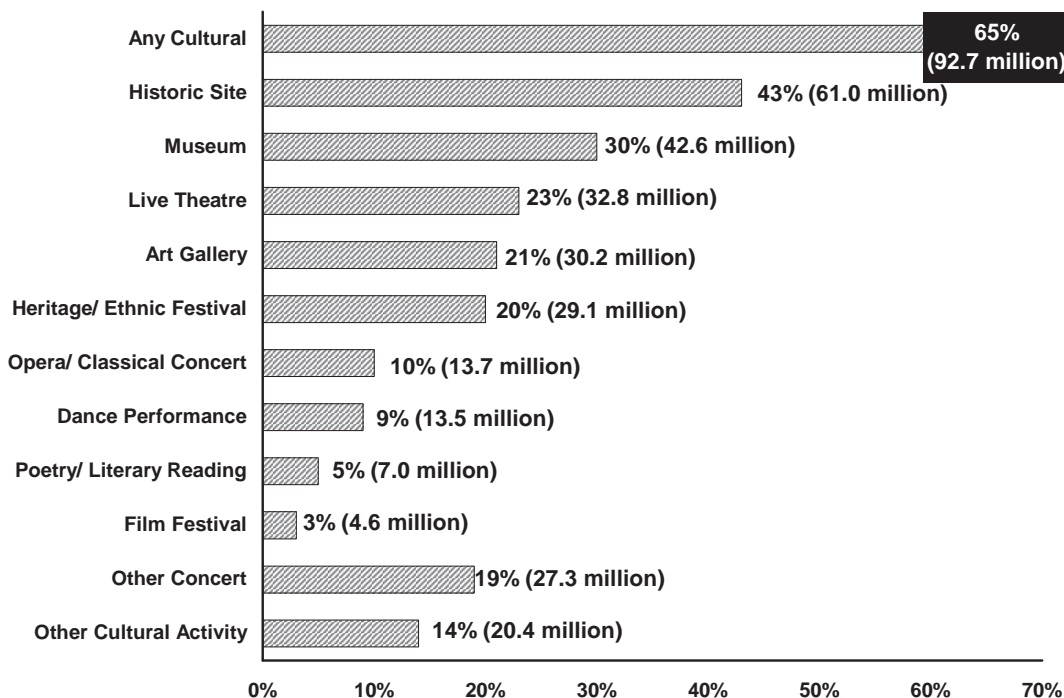
CityLab editorial fellow Nicole Javorsky contributed research and editorial assistance to this article.



Arts Facts . . . Cultural Tourism

65 percent of American adult travelers included a cultural event during a trip in 2001. Cultural travelers are ideal tourists—they spend more and stay longer.

Percentage of 143.3 million U.S. Adult Travelers that Included Cultural Events on Trips of 50+ Miles (2001)



- Two-thirds (65 percent) of American adult travelers say they included a cultural, arts, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in the past year. This equates to 92.7 million cultural travelers.
- Of the 92.7 million adult travelers who included a cultural event on their trip, 32 percent (29.6 million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event. Of those who extended their trip, 57 percent did so by one or more nights.
- Compared to all U.S. travelers, cultural tourists spend more (\$631 vs. \$457), are more likely to use a hotel (62 percent vs. 56 percent), travel longer (5.2 nights vs. 4.1 nights), and are more likely to spend \$1,000+ (18 percent vs. 12 percent).

Source: Partners in Tourism and Travel Industry Association of America, 2002.

Arts + Social Impact Explorer Fact Sheet

DIPLOMACY

ARTS + TOURISM

IMPACT POINTS

68% OF TOURISM IN U.S. DRIVEN BY ART

The arts, cultural heritage, and history drive over two-thirds of all of the tourism in the United States.¹

35.3 MILLION TRAVEL FOR THE ARTS

The arts drive travel planning. 35.3 million adults say that a specific art, cultural, or heritage event or activity influenced their choice of destination.²

CULTURAL TOURISTS SPEND 2X MORE

Research shows that cultural tourists spend nearly twice as much while traveling as other tourists do—an average of around \$1,000 versus \$600 per trip—providing important additional economic impacts to destination communities.³

68% INCREASE IN EMPATHY FOR OTHER CULTURES

Research shows that 68 percent of travelers say that traveling to another culture increases their empathy, and 77 percent say they can communicate better with different types of people after traveling.⁴

ARTS ENGAGE TOURISTS OF ALL AGES

Attracting tourists across the age spectrum is central to a community's tourism economy. Engagement in arts and culture interests rate high for Millennials (73 percent), Boomers (64.8 percent), and Gen Xers (67.8 percent).⁵

CULTURAL TOURISM = INCREASED PEACE

A growing body of literature connects culturally based tourism to "soft diplomacy" and highlights the strong links between cultural exchange and increased intercultural dialogue, mutual understanding, political stability, and peace-building.⁶

16% INVESTMENT OF LOCAL TAXES FOR CULTURE

Increasingly, communities recognize that tourism benefits from the arts and are increasing money available for local arts agencies. Sixteen percent of local arts agencies receive funding from local hotel/motel taxes.⁷

OVERVIEW

Tourism is a business that contributes economically and socially to our communities, and cultural tourism is even better business. According to the Americans for the Arts' Arts & Economic Prosperity 5 study, arts and culture travelers stay longer and spend more than other travelers, resulting in a strong economic impact for the communities with arts and culture offerings.

In addition, cultural tourism—whether you're heading to the next town over or halfway around the world—inspires connection, empathy, and a renewed appreciation for the ways of others. Communities understand the role that arts and culture have in strengthening tourism, regional identity, and person-to-person connection. Increasingly, municipal governments have allocated local hotel/motel taxes to the arts, encouraging growth and continued investment.

The arts are the fourth largest driver of tourism and influence decisions made when planning travel. Experiences can include brick-and-mortar establishments (e.g., museums and theaters) along with transitory events (e.g., festivals and community projects). They appeal not only to domestic audiences but also to foreign ones, with a significant number traveling specifically to experience new cultures.

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EXAMPLES OF PRACTICE



African American Music Trails of Eastern North Carolina, Asheville, NC



African American Music Trails helps travelers explore African American music in eastern North Carolina. Researchers, writers, and photographers have worked with local residents and arts organizations to provide in-depth insiders' views of music and musicians.

africanamericanmusicnc.com

michelle.lanier@ncdcr.gov

image: Gospel singer Latisha Scott and the Edgecombe County High School Band. Photo by Titus Brooks Heagins for the North Carolina Arts Council.

Downtown Fort Collins Creative District, Fort Collins, CO



The Downtown Fort Collins Creative District is part of the Colorado Creative Industries Creative District. It features art galleries, musical venues, theaters, and public art, as well as housing, restaurants, breweries, and other locally owned businesses.

dfccd.org

image: Artist Rachel Herrera painting the DFCD buildings. Photo by Summit Studios.

Wyoming County Rural Arts Initiative (WCRAI), Warsaw, NY



WCRAI funds artistic microenterprises and small businesses to increase tourism to the Finger Lakes Region of New York. Started in 2016, several artists have already opened shops or increased production in towns throughout the county.

wycochamber.org/about-wyoming-county/arts-and-culture/wyoming-county-rural-arts-initiative

sgardner@wycochamber.org

image: Wyoming County Rural Arts Initiative project funding recipient Robert Doyle at his photography studio speaking with colleagues about their work in July 2017. Photo courtesy of Leslie Locketz.

The City of Providence Department of Arts, Culture, and Tourism, Providence, RI



The Providence Department of Art, Culture + Tourism (AC+T) ensures the continued development of a vibrant and creative city by integrating arts and culture into community life while showcasing Providence as an international cultural destination.

<http://www.providenceri.gov/art-culture-tourism/sfortunato@providenceri.gov>

image: People in the PVD Fest 2017 parade. Photo by Erin Smithers.

top image: PVD Fest in Providence, RI

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READING LIST

Cultural Tourism: Bridging America Through Partnerships in Arts, Tourism and Economic Development



This Americans for the Arts monograph features issue papers on how collaboration, implementation, and communication help build long-lasting relationships between tourism and culture.

<https://www.americansforthearts.org/node/87668>

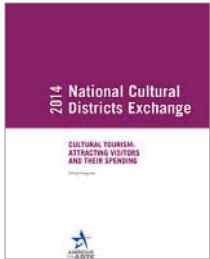
Understanding the Critical Issues for the Future of Travel and Tourism



This report from the World Travel & Tourism Council looks at the impact of environmental and sustainability issues on the future of global tourism.

<https://www.americansforthearts.org/node/100858>

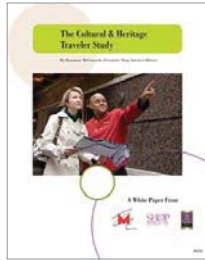
Cultural Tourism: Attracting Visitors and Their Spending



This research paper, commissioned for the National Cultural Districts Exchange, outlines definitions and strategies related to cultural tourism as it relates to arts and culture districts.

<https://www.americansforthearts.org/node/93990>

The Cultural & Heritage Traveler Study



The seventh in a series of white papers provides education and resources to increase visitation to museums and increase business at museum stores.

<https://www.americansforthearts.org/node/100857>

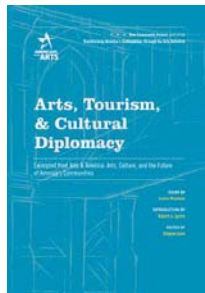
Tourism as a Driver of Peace



Countries with a more open and sustainable tourism sector tend to be more peaceful. This research from the World Travel & Tourism Council looks for the first time at the empirical links between tourism and peace.

<https://www.americansforthearts.org/node/100854>

Arts, Tourism, & Cultural Diplomacy



This essay by Laura Mandala in *Arts & America; Arts, Culture, and the Future of America's Communities* looks at the changing face of tourism in the United States, trends and associated arts interventions, and the role that the arts may play in positively impacting those changes.

<https://www.americansforthearts.org/node/90693>



ORGANIZATIONS

Cultural Tourism Alliance

The Cultural Tourism Alliance is a group of tourism marketing professionals who share the vision and challenge of increasing tourism to towns, cities, regions, and states in the United States through the promotion of authentic and unique cultural and heritage offerings.

chtalliance.com

National Trust for Historic Preservation

The National Trust works to save historic places in the United States. It believes that historic places help define and distinguish communities by building a strong sense of identity.

savingplaces.org/historic-sites

Brand USA

Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include fostering understanding between people and cultures and creating jobs essential to the

economy. Download factsheets about the tourism of each U.S. state. (https://www.thebrandusa.com/partners/state_fact_sheets)
<https://www.thebrandusa.com/>

US Travel Association

US Travel represents 1,200-member organizations in the travel industry. It provides articles, reports, and toolkits addressing the role of culture in travel.

ustravel.org

CulturalHeritageTourism.org

CulturalHeritageTourism.org provides a platform for cultural heritage and destination tourism professionals to connect and share best practices.

culturalheritagetourism.org

top image: Historic District in Fort Collins, Co

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Arts + Social Impact Explorer Fact Sheet

CULTURE & HERITAGE

ARTS + HISTORY, TRADITION, & HERITAGE

IMPACT POINTS

68% OF TOURISM IS CULTURAL

When combined with tourism, arts and cultural heritage can be a significant economic catalyst. Sixty-eight percent of long-distance (more than 50 miles) American travelers say they included a visit to an arts/cultural heritage site during their trip.¹

CONNECTING WITH COMMUNITY HERITAGE GALVANIZES INTEREST IN THE COMMUNITY'S FUTURE

A 2003 study found that a community project built around compiling living history from every age, neighborhood, ethnicity, and background in a community yielded a stronger interest from those interviewed about the current and future identity of the place.⁴

OVERVIEW

Arts, history, tradition, and heritage intersect in all sorts of important and surprising ways. The collective memory of a community resonates inside each member of that community, and if that connection to history is weakened then the ability to participate fully in the community's present and future is weakened as well. Whether culture is the core of heritage, or is the mechanism through which heritage and tradition are preserved and transformed over time, art is central to cultural health and heritage.

Arts and crafts provide economic independence for artisans in underdeveloped communities, improve educational outcomes for children, and contribute a significant amount to the economy in the form of cultural heritage-related tourism.

Thousands of cultural heritage organizations work to preserve and promote cultural heritage and identity every year. Artists help pull and transform traditional stories from communities, reconnecting members of the community in new and interesting ways. By making cultural history more accessible, we can break down preconceptions and bind our communities together.

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ENGAGING IN CULTURAL HERITAGE IMPROVES ACADEMIC SUCCESS

Three decades of research confirm that well-implemented immersion in heritage language and culture improves language acquisition, enhances test performance, increases school retention and graduation rates, college entry, and increases parent involvement and cultural pride.²

LEARNING NATIVE LANGUAGE BROADENS CHILDREN APTITUDE

Research in New Zealand showed that the stronger a child became in traditional Maori language and tradition, the more linguistic, cognitive, and cultural benefits they accrued.³

ARTS FACILITATING UNDERSTANDING CONTROVERSIAL HISTORY

Artistically preserving heritage can help reconcile difficult history, encourage self-expression, and aid family healing in service to community empowerment and change.⁵



EXAMPLES OF PRACTICE

Chamizal National Memorial, El Paso, TX



The National Park Service explores Hispanic Culture through parks and historic places across the United States, including at the Chamizal National

Memorial in El Paso, TX. Chamizal hosts the Siglo de Oro Drama Festival and the Franklin Smith Gallery showcases historical and contemporary art.

nps.gov/cham/learn/historyculture/visual-and-performing-arts.htm

image: Rodolfo Hernandez directs traditional dances performed to the music of Jalisco, Mexico. Courtesy of Chamizal National Memorial.

Ebzb Productions, Apex, NC



Ebzb Productions works with students to conduct oral history research in their local communities to uncover cultural stories and craft public theatrical

performances. Topics have included immigration, local myths, and integration.

ebzb.org/educator-tool-kit
ebzb@ebzb.org

image: A Virginia Cross Elementary student participant in Siler City, NC, as part of a student-generated oral history project, *Checkpoint: Hope for You & Me*, a collaboration of Ebzb Productions & Chatham Arts; courtesy of Ebzb Productions.

Indian Arts and Crafts Board, Washington, DC



The Indian Arts and Crafts Board works to expand the Indian arts and crafts market and promote the traditions, heritages, and cultures of American

Indian and Alaska Native communities. It maintains three museums, conducts an exhibition program, and produces a source directory.

<http://www.doi.gov/iacb>

image: logo

Alliance for California Traditional Arts, Fresno, CA



The Alliance for California Traditional Arts promotes and supports ways for cultural traditions to thrive now and into the future by providing advocacy, resources, and connections for folk and traditional artists.

<http://www.actaonline.org/>
akitch@actaonline.org

image: Avis Punkin (right) and her granddaughter and 2003 apprentice Carly Tex holding baskets made by Avis. Photo: A. Kitchener.

Kentucky Arts Council Community Scholars Program, Frankfort, KY



The Community Scholars Program trains community members to document, interpret, and disseminate their cultural resources and traditional art forms.

Project examples include a blog about bluegrass/rockabilly music and a traveling photography exhibit about Southern funeral traditions.

artsCouncil.ky.gov/KAC/Vibrant/CommScholars_projects.htm
Mark.Brown@ky.gov

image: Participants share family history and folklore at a Community Scholar training session, Bowling Green African American Museum, August 2017. Courtesy of Kentucky Arts Council.

Memphis Black Arts Alliance



The Alliance is dedicated to preserve and promote African-American arts and heritage; sharing information and resources; increasing artistic and economic self-sufficiency; and advocating increased community support for the arts.

mbaafirehouse.org

image: The Firehouse Community Arts Center was converted into a multipurpose community arts center. Courtesy of Memphis Arts Project.

top image: Courtesy of the Memphis Black Arts Alliance.

READING LIST

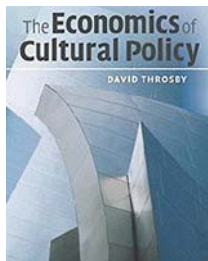
Atlas of Rural Arts & Culture



A project of Art of the Rural, this atlas maps rural arts and culture, with a focus on rural youth, rural-urban exchange, and an interest in the changing face of rural America.

placestories.com/community/RuralArtsAndCulture#!v=projects

The Economics of Cultural Policy



This book deals with policy-making in the cultural arena from an economic point of view and examines cultural policy in the arts, heritage, cultural industries, urban development, tourism, education, trade, cultural diversity, economic development, and intellectual property.

<https://www.americansforthearts.org/node/101161>

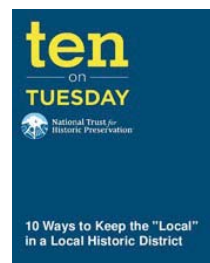
How the Arts and Cultural Sector Strengthen Cultural Values and Preserve Heritage and History



This article shows how communities' stories can contribute to the planning process. It explains how to compile the history and heritage of a place, how to involve community-based organizations (and outsiders), and how to use community venues.

<https://www.americansforthearts.org/node/100910>

10 Ways to Keep the "Local" in a Local Historic District



The National Trust for Historic Preservation's blog featured this article *10 Ways to Keep the 'Local' in a Local Historic District*.

<https://www.americansforthearts.org/node/101162>

top image: Rodolfo Hernandez directs traditional dances performed to the music of Puebla, Mexico. Courtesy of Chamizal National Memorial.

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ORGANIZATIONS

American Folklife Center

The American Folklife Center preserves and presents American folklife through research, documentation, archival preservation, reference service, live performance, exhibitions, publications, and training.

loc.gov/folklife

American Folklore Society (AFS)

AFS serves the field through folklore studies. It works to understand the intersections of art and everyday life, and the cultural communication and conflict within and across religious, geographic, and ethnic divides.

afsnet.org

International Federation of Arts Councils and Culture Agencies (IFACCA)

IFACCA is the global network of arts councils and ministries of culture, with member organizations in more than 70 countries.

<http://www.ifacca.org/en>

Museum of International Folk Art (MOIFA)

MOIFA seeks to foster understanding of the traditional arts, create a platform for folk artists to present their work, create accessible exhibitions, and share its resources.

<http://www.internationalfolkart.org>

Native Arts and Cultures Foundation

The Native Arts and Cultures Foundation (NACF) is a Native-led, nonprofit, philanthropic organization dedicated exclusively to the perpetuation of American Indian, Alaska Native, and Native Hawaiian arts and cultures nationwide.

<http://www.nativeartsandcultures.org/>

GoUNESCO

Supported by UNESCO, the website is a global, participative, engagement platform for everything heritage.

<http://www.gounesco.com>

top image: The Firehouse Community Arts Center was converted into a multipurpose community arts center. Courtesy of Memphis Arts Project.

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INFRASTRUCTURE

ARTS + HOUSING

OVERVIEW

Safe and affordable housing is a basic need that affects our health, access to education, and our access to security both financial and physical. Without it we can't thrive, and whether you're an artist or someone else in a community, the struggle to find housing that allows for the stability needed to be successful can be difficult and draining.

Artists play a critical role in the vibrancy and vitality of their neighborhood, community, and city. Neighborhoods where artists cluster often become cultural hubs, increasing the value of the surrounding neighborhood. Artmaking can provide innovative and unique ways of raising the profile of housing issues in a community and can be helpful in efforts to balance "gentrification" with "regeneration."

Activism around housing, as well as the planning, financial distribution, and communications needs of nonprofit organizations, local governments, and developers have all found solutions in arts-based interventions.

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IMPACT POINTS

20% RISE IN PROPERTY VALUES

Having a cultural organization in a community has been shown to increase nearby residential property values by up to 20 percent.¹

ARTS RAISE AWARENESS

A study in the United Kingdom found that 20 percent of people who engaged in participatory arts felt differently about their housing rights after participating.²

ARTS INSPIRES ACTION

The use of the arts to illustrate complicated issues can inspire 1,000s of people to take action who would not otherwise.³

CULTURE ANCHORS AND UNIFIES COMMUNITIES

A variety of research shows that common cultural history, whether hip hop, community murals, or immigrant heritage and craft, can provide unity in community dialogues about housing preservation that celebrates an area's unique culture and reflects the needs and values of all who live there.⁴

MORE ART = MORE VALUE

The more art, the more desirable a neighborhood is to live. A 10-year study found that an increased presence of art in neighborhoods was correlated with a faster-than-average increase in property values in those neighborhoods over that time period.⁵

EXAMPLES OF PRACTICE



National Fair Housing Alliance Poetry Slam [LOCATION?]



This annual event brings together world-renowned spoken word artists from across the country to Slam for Justice, using their vibrant words and performance skills to compel communities to do more to ensure that our society lives up to its values.

image: NFHA 2017 Poetry Slam at Busboys and Poets.
<<https://www.youtube.com/watch?v=VR1cT-TC3d8>>

ChopArt, Atlanta, GA



ChopArt uses the arts specifically to tackle issues of homelessness for middle and high school students. By creating performing arts workshops and community engagement among the homeless community, ChopArt seeks to offer alternatives and hope and to work toward housing security for those they serve. Malika Whitley, Founding and CEO talks about her journey.

<<http://go.ted.com/malikawhitley>>
<http://chopart.org/>

image: Youth perform at a ChopArt event. c ChopArt

Dorchester Art+Housing Collaborative, Chicago, IL



The Dorchester Art + Housing Collaborative (DA+HC) is a rehabilitated public housing project, a block of 32 townhomes that provides housing for artists and community members with the intent of fostering dialogue and collaboration between both groups.

<http://dorchesterarthousing.com/>
info@dorchesterarthousing.com

image: Dorchester Art Center serves as the heart of the Dorchester Art+Housing Collaborative, Chicago, IL. Courtesy of The Rebuild Foundation; Brinshore Development LLC

Paducah Mainstreet Artist Relocation Program, Paducah, KY



Working at the intersection of artist housing and community development, this unique program offers empty or uninhabited property to artists for \$1. Artist residents, through a special financing arrangement, have invested more than \$30 million in restoring the community.

paducahmainstreet.org/artist-relocation-program.htm
tracy@paducahky.gov

image: An image of Vincent Van Gogh alerts artists looking for empty, fixable homes or vacant lots in Paducah, KY Photo Credit: Noah Adams/NPR

Write a House, Detroit, MI



Write a House aims to rebuild communities in Detroit, support the arts, redevelop housing, and provide jobs. It renovates empty homes and awards them to emerging writers chosen through a competitive judging process.

<http://www.writeahouse.com/interior>
writeahouse@gmail.com

image from Write a House blog <<http://www.writeahouse.com/blog/were-talking-detroit-writing-and-point-of-view-in-palo-alto>>

top image: Once a vacant housing project, Dorchester Art + Housing Collaborative <<http://dorchesterarthousing.com/>> is now a thriving family neighborhood. Courtesy of The Rebuild Foundation; Brinshore Development LLC

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READING LIST

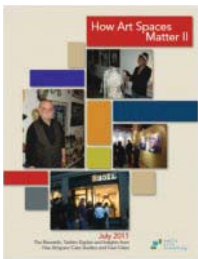
Exploring the Ways Arts and Culture Intersects with Housing: Emerging Practices and Implications for Further Action



This report is a field scan that outlines key goals or needs in the housing sector that arts and culture might address, a typology/framework for understanding how the arts might partner with the housing sector, barriers to partnership, and strategies to advance collaborations.

<https://www.americansforthearts.org/node/100637>

How Art Spaces Matter II



How Art Spaces Matter is a study of five affordable housing for artist developments built by Artspace across the country.

<https://www.americansforthearts.org/node/100634>

The State of the Nation's Housing 2017



Report from Joint Center for Housing Studies at Harvard University reviews the state of housing across the United States.

<https://www.americansforthearts.org/node/100639>

Arts and Culture in Urban or Regional Planning: A Review and Research Agenda



This overview of current and proposed future work around planning and community development offers a variety of ideas related to housing, property values, and neighborhood cohesion.

<https://www.americansforthearts.org/node/100777>



ORGANIZATIONS

National Fair Housing Alliance

The National Fair Housing Alliance (NFHA) is the only national organization dedicated solely to ending discrimination in housing.

<http://www.nationalfairhousing.org>

Rebuild Foundation

Theaster Gates' Rebuild Foundation is a platform for art, cultural development, and neighborhood transformation.

<http://www.rebuild-foundation.org>

NeighborWorks America

NeighborWorks is a national organization with local affiliates that works around issues of affordable housing and community development, including a subset of work about how the arts can be used to address housing objectives.

<http://www.neighborworks.org>

ArtPlace America

ArtPlace is a creative placemaking hub that includes numerous key areas of focus.

<http://www.artplaceamerica.org>

Artspace

Artspace is a nonprofit that uses the tools of real estate development to create affordable, appropriate places where artists and communities can intersect and live.

<http://www.artspace.org>

top image: image from Write a House blog <<http://www.writeahouse.com/blog/landscaping-101>>

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Arts + Social Impact Explorer Fact Sheet

HEALTH & WELL-BEING

ARTS + HEALTH & WELL-BEING

OVERVIEW

The intersection of the arts and the various fields that constitute the broad category of health and well-being covers everything from supplementing clinical practice, mental and physical health, community health, healthcare environments, and medical training.

As our collective understanding of healing, prevention, and next-generation practices and therapies evolve, it is becoming increasingly clear that arts and culture-based interventions offer promise in new and surprising ways.

The arts benefit patients, their caregivers, and the systems that provide the care—saving money, reducing pain medication needs and the length of hospital stays, strengthening immune levels, decreasing depression, increasing memory and cognitive function, and improving communication and behavioral skills.

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IMPACT POINTS

43% BELIEVE THE ARTS HELP

Almost half of frontline clinical staff believe that the arts have a positive effect on healing.¹

50% OF HOSPITALS HAVE ARTS PROGRAMS

More than 50 percent of U.S. hospitals now offer arts programming—and that number is rising.²

\$2.25 BILLION IN PROSPECTIVE SAVINGS

The use of arts can reduce healthcare costs. Tallahassee Memorial HealthCare saved \$567 per procedure by using a musician during the preparation period for pediatric CT scans. The savings for this procedure at the national level could exceed \$2.25 billion.³

24% IMPROVEMENT IN CLINICAL OUTCOMES

Twenty-four percent of clinical staff say the arts improve clinical outcomes.⁴

\$56 BILLION SAVINGS

Patients who see nature or art from their hospital beds recuperate almost one day faster and require fewer pain medications. A single hospital day averages \$2,300, and about 25 million people per year stay at least one night in the hospital, which adds up to a potential of \$56 billion in savings per year.⁵

INCREASED IMMUNITY FOR THOSE BATTLING TERMINAL DISEASES

Creative writing offers physical benefits to those battling terminal diseases. HIV positive patients show a strengthened immune level after just 30 minutes of writing. Similar results were found with asthma, rheumatoid arthritis, and Hepatitis B patients.⁶



EXAMPLES OF PRACTICE

Arts & Health at Duke University, Durham, NC



This program provides literary, performing, and visual arts program to Duke University Hospital and its clinics. It believes that arts are essential to the health and well-being of its patients, their caregivers, and its staff.

artsandhealth.duke.edu
sharon.swanson@duke.edu

image: William Dawson, right, of Arts & Health at Duke, plays a ukulele for Duke University Hospital patient David Stucker. Photo courtesy of David Stucker's family

Musicians On Call, Nashville, TN



Musicians On Call believes that patients, families, and caregivers should benefit from the healing power of music. In addition to live performances, it offers the Music Pharmacy, which gives each patient access to a tablet loaded with Pandora and headphones.

<http://www.musiciansoncall.org>
info@musiciansoncall.org

image: Photo by Nick Benik. Courtesy of Musicians On Call

Sing for Life, Gainesville, FL



Sing for Life works with Parkinson's patients and their caregivers on increasing vocal strength and stamina and enhancing well-being through exercises for relaxation, posture, breathing, and resonance.

arts.ufl.edu/academics/center-for-arts-in-medicine/outreach/sing-for-life
cam@arts.ufl.edu

image: University of Florida Professors Brenda Smith and Ronald Burrichter lead a Sing for Life Class, February 2018. Photo by Marissa Secades, UF College of the Arts intern

University of Washington Medical Center Arts Program, Seattle, WA



The UW Medical Center integrates art into patient care through its Arts in Healing program, permanent art collection, and music program.

uwmedicine.org/uw-medical-center/patient-resources/art-program
neuhardk@uw.edu

image: Art collection is visible throughout the UW Medical Center

Tracy's Kids, Washington, DC



Tracy's Kids uses art therapy to help young cancer patients and their families cope with the emotional stress and trauma of cancer and its treatment. It conducts more than 10,000 hours of sessions each year to ensure that the children and families are emotionally equipped to fight cancer as actively as possible.

<http://www.tracyskids.org>
tracy@tracyskids.org

image: The Washington Capitals visited Tracy's Kids at Medstar Georgetown University Hospital in December. Courtesy of Tracy's Kids

top image: Photo by Nick Benik. Courtesy of Musicians On Call

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READING LIST

Arts in Healthcare: 2009 State of the Field Report



The State of the Field report was designed as an overview of arts in healthcare in the United States. The report details the prevalence of arts in healthcare programs, makes a business case for arts and healthcare, provides a sampling of current research findings, and concludes with a look at the future.

<https://www.americansforthearts.org/node/83873>

The Connection Between Art, Healing, and Public Health: A Review of Current Literature



This review explores the relationship between engagement with the creative arts and health outcomes, specifically the health effects of music engagement, visual arts therapy, movement-based creative expression, and expressive writing.

<https://www.americansforthearts.org/node/100594>

Arts in Medicine Literature Review



This report examines the role arts can play in healthcare, especially in clinical settings. It reviews studies supporting the use of the arts in medicine, methods of delivering the arts, artmaking, training for caregivers, and recommendations for funders.

<https://www.americansforthearts.org/node/100864>

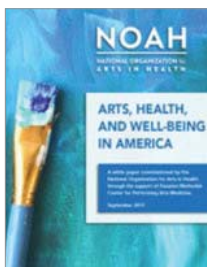
Basic Toolkit Handbook: Building and Sustaining Arts in Healthcare Programs



This guide provides information for artists trying to access healthcare institutions, community-based arts organizations hoping to reach new audiences, or healthcare institutions working to integrate the arts into a continuum of care.

<https://www.americansforthearts.org/node/90791>

Art, Health, and Well-Being in America



This white paper illustrates how the arts are being used to enhance the healing environments and patient experience, provide essential clinical-care services, support caregiver wellness, and spearhead public health.

<https://www.americansforthearts.org/node/101238>



ORGANIZATIONS

Center for Arts in Medicine

The University of Florida Center for Arts in Medicine advances research, education, and practice in arts in medicine. It works in education and training, research, and outreach.

arts.ufl.edu/academics/center-for-arts-in-medicine

The Foundation for Arts and Healing

The mission of the Foundation for Art & Healing is to use its position as a “bridge” to create and expand general awareness about art and healing, to bring forward through research and related explorations critical knowledge about art and healing and the relationship between them, and to help make this knowledge available at the individual and community level.

<https://artandhealing.org/>

ArtPlace America

Among ArtPlace’s numerous focuses is the intersection of arts and health.

<http://www.artplaceamerica.org>

Arts & Healing Network

While the network itself closed in 2015, the website, and its resources, remain.

http://www.artheals.org/resources/art_healing_organizations.html

Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation has a wide portfolio related to healing, including research on the Social Determinants of Health.

<https://www.rwjf.org/en/our-focus-areas/topics/social-determinants-of-health.html>

National Organization for Arts in Health

Provides transformational leadership to bring the field of arts in health together, and to move the field forward. Our focus is on the future of arts, health, and wellbeing; and creating tangible impact from our goals and initiatives.

<https://thenoah.net/>

top image: William Dawson, right, of Arts & Health at Duke, plays a ukulele for Duke University Hospital patient David Stucker. Photo courtesy of David Stucker’s family

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FAITH

ARTS + RELIGION AND SPIRITUAL WELL-BEING

OVERVIEW

The intersection of the arts and religion is as old as spiritual practice itself.

All art forms have served as teaching tools, instruments for praise and worship, and revelatory mechanisms. For centuries, religious institutions have also been primary funding partners of art making, and have played central roles in informal or personal practice, including choirs, fabric arts, writing, and social dancing.

The perceived liberal/conservative challenges of this moment run counter to a long and fruitful history of collaboration. Artifice continues to sit at the center of most faith traditions, and the creation of awe and wonder continue to drive a lot of art.

Involving arts in religious practice increases attendance, deepens spiritual understanding, and promotes tolerance. Moreover, the pairing of religion and the arts is a powerful way to provide a “third space” for youth and promote pro-social behavior.

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IMPACT POINTS

85%
INCLUDE
THE ARTS

85 percent of places of worship sponsor artistic activities each year.¹

47%
BELIEVE
ART RAISES
ATTENDANCE

Almost half of all churchgoers said that incorporating more music would motivate them to attend church more often.²

64%
INCREASE IN
ATTENDANCE
THROUGH MUSIC

Two out of three churches with worship practices that incorporate praise bands reported an increase in attendance.³

3-OUT-OF-4
CHURCHGOERS SEEK ART

About 75 percent of church members say churches should encourage the artistic talents of their members as part of their practice, and about 50 percent said that churches would benefit from incorporating new forms of music and art.⁴

**CHOIR PARTICIPATION
IMPROVES QUALITY OF LIFE**

Participating in a choir or religious singing group significantly improves your quality of life, according to several studies. Singing in a choir offers opportunities for social relationships, social support, emotional expression, and relaxation.⁵

EXAMPLES OF PRACTICE

Aura at the Notre-Dame Basilica, Montreal, Canada



This collaboration between Moment Factory and the Basilique Notre-Dame de Montreal is a 45-minute light and projection show conducted nightly inside a 200-year-old church. Originally created in 2016, the spectacle's mission is to encourage spectators to discover the beauty and richness of the Basilica through art.

<https://momentfactory.com/work/all/all/aura>
infoaura@basiliquenddm.org

image: A light and music extravaganza has been created in Montreal's Notre-Dame Basilica. Image: Moment Factory

Dancing for the Gods, New York, NY



The Bharatanatyam, one of the oldest Hindu dances, communicates religious stories through movement and expression and is accompanied by music and singing. Dancing for the Gods is an interactive multimedia website dedicated to Bharatanatyam and brings the form to K-12 classrooms.

<http://dancingforthegods.org/>
mail@dancingforthegods.org

image: Preeti Vasudevan performs in *Stories by Hand*. Photo by Maria Baranova. Courtesy of Thresh Inc.

Liturgical Arts Conference, Canton, MS



The Liturgical Arts Conference believes that all aspects of worship—from vestment making and mandalas to music and Stations of the Cross—are part of liturgy. It offers artistic guidance for those wishing to deepen their service in these realms.

<http://www.liturgicalartsconference.com>
ezell@graycenter.org

image: Instructor Suzanne Shleck leads the class Icons: The Gospel in Lines and Color. Photo by the Rev. Jennifer Deaton. Courtesy of Gray Center.

Namgyal Monastery Institute of Buddhist Studies, Ithaca, NY



A sand mandala, created using Tibetan iconography, is used as a tool for consecrating the earth and its inhabitants and provides a visual framework for establishing the mind of the Buddha. Namgyal Monastery creates these mandalas for exhibition worldwide.

namgyal.org/sand-mandala
office@namgyal.org

image: Johnson Museum Cornell Namgyal Monastery mandala

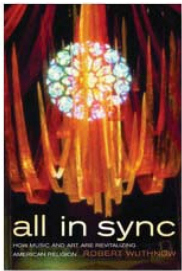
top image: A light and music extravaganza has been created in Montreal's Notre-Dame Basilica. Image by Moment Factory.

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READING LIST

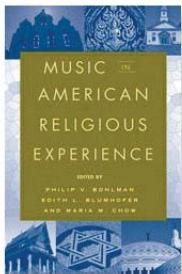
All in Sync: How Music and Art Are Revitalizing American Religion



All in Sync draws on more than 400 interviews with church members, clergy, and arts organizations, along with a national survey, to document a strong relationship between participation in the arts and interest in spiritual growth.

<https://www.americansforthearts.org/node/100826>

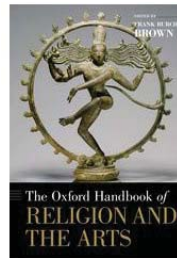
Music in American Religious Experience



The essays collected here explore the ways in which music shapes the presence of religion in the U.S. and address its role in American religious history.

<https://www.americansforthearts.org/node/100828>

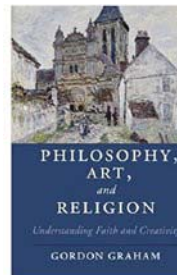
The Oxford Handbook of Religion and the Arts



The Handbook offers nearly 40 essays on the topics, issues, methods, and resources for the study of religious and theological aesthetics.

<https://www.americansforthearts.org/node/100827>

Philosophy, Art, and Religion: Understanding Faith and Creativity



This book focused on philosophy, religion, theology, and the arts, is accessibly written for use in discussion groups organized by churches, art museums, and the like.

<https://www.americansforthearts.org/node/100829>



ORGANIZATIONS

Society for the Arts in Religious and Theological Studies (SARTS)

This academic society of scholars, clergy, and artists are interested in the interrelationships among theology, religious studies, spirituality, and the arts. It works to foster collaboration to support scholarship, artistic ministries, and engaged classrooms.

<http://www.societyarts.org>

Faith on View

Faith on View has gathered resources for those who are interested in the intersection of art and Christianity.

<http://www.faithonview.com/art-faith-resources/organizations>

American Guild of Judaic Art

Founded in 1991 in New York City, the American Guild of Judaic Art's continuing mission is to promote awareness of fine art and craft objects created in the Jewish spirit.

<https://jewishart.org/>

Museum of Contemporary Religious Art (MOCRA)

Saint Louis University's MOCRA is an interfaith museum of contemporary art that engages religious and

spiritual themes. It is dedicated to dialogue between artists and faith traditions, and to serving as a forum for interfaith understanding.

<http://www.slu.edu/mocra>

The Brehm Center's Visual Faith Institute

The Visual Faith Institute is a study and exhibition center that seeks to encourage Christian engagement with the visual arts, including supporting visual artists, helping Christians understand the role of the visual arts in the renewal of culture and worship and displaying excellent art at that intersection.

<http://www.brehmcenter.com/initiatives/visualfaith/about/>

The History of Dance in the Church

Refined/Undignified is a discipleship program that seeks to equip students to be spiritual leaders and excel in dance.

<http://www.refinedundignified.com/home.html>

top image: Instructor Suzanne Shleck leads the class Icons: The Gospel in Lines and Color. Photo by the Rev. Jennifer Deaton. Courtesy of Gray Center.

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HEALTH & WELL-BEING

ARTS + AGING

OVERVIEW

Ten thousand people turn 65 each day, and the fastest-growing age group in the United States is women 85 years of age and older. By 2050, the U.S. population over 65 will more than double, to 86.7 million people, and the global average lifespan is expected to extend by 10 more years. This increase in an aging population will weigh heavily on the already-stressed social services and medical sectors, as well as on the caregivers of these older adults.

Getting older can be both a joy and a challenge. It's a new time of celebration, freedom (for many) from daily work, the opportunity to learn new skills, explore new places, and enjoy life. It can also be a time of periods of loneliness, declining health, and the grappling with the end of life. The arts are there for all of it.

Arts participation can improve health, decrease depression and loneliness, and increase participation in other kinds of activities. It also has been shown to decrease anxiety, which affects cognitive performance and decision-making, and lower the risk of dementia. Using the arts to engage with aging effectively provides life-long learning, increases social engagement, decreases loneliness and isolation, and improves frail health and memory loss at home or in care facilities.

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IMPACT POINTS

\$43.3 BILLION IN SAVINGS FROM REDUCED DOCTOR VISITS

After a year of singing in a chorale, older adults visited their doctor an average of 2.5 times less per year. This saves \$500 per person, or up to \$43.3 billion for the 86.7 million older adults in the United States each year.¹

63% REDUCED RISK OF DEMENTIA

Activities like dancing, playing an instrument, and reading lower the risk of dementia. Older adults who do at least 11 cognitive or physical activities per month are 63 percent less likely to have dementia.²

ARTS MAKE LIFE BETTER

When older adults participate in the arts, they demonstrated statistically significant higher levels of five positive well-being indicators (interest, sustained attention, pleasure, self-esteem, and normalcy).³

10 WEEKS OF ARTS PARTICIPATION TO A STRONGER BRAIN

The arts literally make your brain grow. Participating in the visual arts for as little as 10 weeks has been shown to increase the resiliency and neural connectivity of the brain, making for increased self-awareness and better memory processing.⁴

ARTS PROGRAMS IMPROVE THE HEALTH OF OLDER ADULTS

Professionally conducted participatory arts programs impact older adults by improving health, decreasing depression and loneliness, and increasing participation in other kind of activities.⁵

ARTS KEEP PEOPLE ENGAGED IN LIFE

Research into social dancing shows that such activities lead older dancers to feel more engaged with their life and allows them to connect with pleasant memories while also building new ones in an active, social setting.⁶

EXAMPLES OF PRACTICE

Stagebridge, Oakland, CA



Stagebridge, the nation's oldest theater company of older adults, provides professionally taught classes for adults over 50, entertainment and

hands-on classes brought to community venues that serve both active and frail elders, and performance-based staff training to healthcare workers and senior services providers.

<http://www.stagebridge.org>

info@stagebridge.org

image: ©Stagebridge, Stuart Kandell

MeetMe at MoMA, New York, NY



MoMA's MeetMe at MoMA program (2007–2014) provided education programs for people living with Alzheimer's disease and other forms of dementia and their caregivers. The resources MoMA shares from their experiences are valuable tools to aid others in forming programs for this population, including video from related special initiatives and a series of instructional training videos on how to plan and implement art discussion and art-making programs for this audience.

<https://www.moma.org/meetme/index>
accessprograms@moma.org

image: Group tour from the Meet Me at MoMA program. Photo: Jason Brownrigg.

Young@Heart Chorus (Y@H), Florence, MA



Featured in a E*TRADE commercial during the 2018 Super Bowl, Y@H is a community group that formed in 1982. Since then, the chorus has

performed in Europe, Australia, and Canada. The group often works with other community groups in their Massachusetts town to create mash-ups that are fabulous forums for singing at all ages.

<http://www.youngatheartchorus.com/gallery.php>
info@youngatheartchorus.com

image: Young@Heart at Hampshire County Jail - May 2015

TimesSlips, Milwaukee, WI



TimesSlips infuses creativity into elder care relationships and systems. Founded by MacArthur Fellow Anne Basting, TimeSlips provides hope and improves well-being through creativity and meaningful connection.

<http://www.timeslips.org/>
info@timeslips.org

image: Members of a TimesSlips, Milwaukee, WI, workshop explore their creativity. ©TimeSlips

Cognitive Dynamics, Tuscaloosa, AL



Cognitive Dynamics is a program that uses various artforms to work with people with cognitive disorders, such as Alzheimer's, and their caregivers. The program provides education, research, and supportive, innovative care models that promote human dignity, especially through expressive arts and storytelling.

cognitivedynamics.org/home/
info@cognitivedynamics.org

image: Man works on water color as part of his art therapy. ©Cognitive Dynamics.

top image: ©Stagebridge, Stuart Kandell

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READING LIST

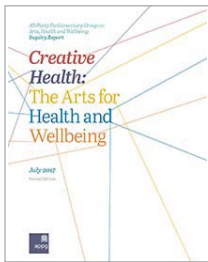
The Creativity and Aging Study



This 2006 study conducted by the National Endowment for the Arts and George Washington University demonstrated strikingly positive differences in the those involved in intensive participatory arts programs.

<https://www.americansforthearts.org/node/100548>

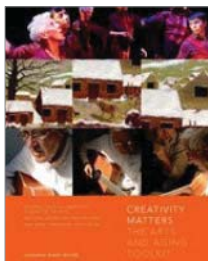
Creative Health: The Arts for Health and Wellbeing



This 2017 study out of the UK is the result of a three-year inquiry into the state of practice and research at the intersection of the arts and social care and provides recommendations on improvements of policy and practice.

<https://www.americansforthearts.org/node/101135>

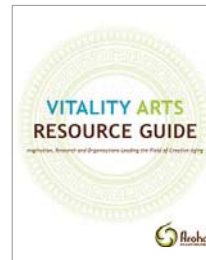
Creativity Matters: Arts and Aging Toolkit



This comprehensive resource provides tools and case studies on how to create effective arts programming for older adults.

<https://www.americansforthearts.org/node/100558>

Vitality Arts Resource Guide: Inspiration, Research, and Organizations Leading the Field of Creative Aging



This resource from Aroha Philanthropies is designed to provide an overview on the field of creative aging. It provides a strong platform to find inspiration, discover current research, and locate leading organizations in the field.

<https://www.americansforthearts.org/node/101139>

Arts & Culture



This resource from the organization Grantmakers in Aging provides an overview of the impact of the arts in aging, as well as research, participating organizations, and funders in the space.

<https://www.americansforthearts.org/node/101140>

top image: Young@Heart Chorus (Y@H), Florence, MA

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ORGANIZATIONS

Grantmakers in Aging

Dedicated to promoting and strengthening grantmaking for an aging society, Grantmakers in Aging works to ensure that older people have the ability to amplify their creative potential by leading and serving a diverse network of organizations and individuals to advance the creative aging field.

<http://giaging.org/>

National Center for Creative Aging

This group is dedicated to fostering an understanding of the vital relationship between creative expression and healthy aging and is developing programs that build on this understanding.

<http://creativeaging.org/>

Vitality Arts/Aroha Philanthropies

This program of Aroha Philanthropies compiles information on artful aging and funds projects centered on creative processes that bring connection, improve health and well-being, and provide a renewed sense of purpose to older adults in community and residential settings.

<https://www.vitalityarts.org/>

The National Association of Area Agencies on Aging (n4a)

Identifies and promotes the most up-to-date tools and strategies for engaging older adults in creativity. It is a clearinghouse for trends, resources, and best practices.

<https://www.n4a.org/engaged>

National Guild for Community Arts Education

Works to ensure that all people have opportunities to maximize their creative potential. It is increasingly focusing on creative aging and lifelong learning.

nationalguild.org/About.aspx

National Organization for Arts in Health

Provides transformational leadership to bring the field of arts in health together, and to move the field forward. Our focus is on the future of arts, health, and wellbeing; and creating tangible impact from our goals and initiatives.

<https://thenoah.net>

top image: Group tour from the Meet Me at MoMA program. Photo: Jason Brownrigg.

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Americans for the Arts developed this Fact Sheet as part of the Arts + Social Impact Explorer.

AMERICANS
for the
ARTS

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Art mural on Central Lincoln Building
Date: Monday, April 01, 2019 1:38:14 PM

-----Original Message-----

From: Dona Candela <candeladh@gmail.com>
Sent: Monday, April 01, 2019 1:02 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Art mural on Central Lincoln Building

I favor a halt to this current project. I agree with those who say the proposed mural is too symbolic. Modern art is wonderful, but requires time to study the message being expressed. Not a chance of doing that in a drive-by location. Please reconsider.
Dona Candela, Florence resident.

Sent from my iPad

From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Vote AGAINST MURAL :I'm voicing my opinion on the PUD bldg. (mural) for the meeting A Florence Event Center, on 4/1/19
Date: Monday, April 01, 2019 1:40:14 PM

-----Original Message-----

From: JAN MAXWELL <mandnexpressions@wildblue.net>
Sent: Monday, April 01, 2019 10:57 AM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Vote AGAINST MURAL :I'm voicing my opinion on the PUD bldg. (mural) for the meeting A Florence Event Center, on 4/1/19

I am submitting this for your consideration!

I am definitely OPPOSED, as NOT appropriate,(not fitting to the Oregon Coast) nor do I approve of the location of that busy intersection!!

Pls. include MY "NO" VOTE against it!

Thank you!
Respectfully,

Jan A. Maxwell



APRIL 1, 2019

THIS IS NOT AM APRIL FOOL JOKE

DEAR CITY COUNCIL
FLORNCCE, OREGON 97439

I DONT USUALLY MAKE A FUSS ABOUT WHAT THE CITY DOES IN PUBLIC, BUT I AM WRITING BECAUSE I FEEL THAT THE NEW PROPOSED MUREL IS NOT FLORENCE, AND THE PERSON THAT PAINTED IT IS NOT FROM FLORENCE AND DOES NOT OBVIOUSLY KNOW OUR TOWN. SO SHE OF HE DOES NOT KNOW WHAT FLORENCE IS REALLY ABOUT OR WHAT WE HAVE TO OFFER PEOPLE WHO VISIT OR CHOOSE TO LIVE HERE.

I HAVE LIVED HERE 64 YEARS AND OUR SAND DUNES, HARBOR AND CITY ITSELF IS NOT DEPICTED IN THE PROPOSED MUREL THAT YOU CAN VISUALIZE, THERE FOR I AM VOICING MY OBJECTION TO THE PROPOSED MUREL ON THE PUD BUILDING AND HOPE THE CITY AND THE FLORENCE ARTS' COUNCIL CHANGE THEIR MIND ON THIS VERY PUBLIC DISTRACTING PIECE OF ART.

*Most Sincerely
Mrs. Artes
Elmon*



From: [Kelli Weese](#)
To: [planningdepartment](#)
Subject: FW: Art Mural
Date: Monday, April 01, 2019 3:16:00 PM

From: Karen Nichols <nicholskaren222@gmail.com>
Sent: Monday, April 01, 2019 3:16 PM
To: Joe Henry <joe.henry@ci.florence.or.us>; Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Art Mural

I just wanted to let you know that I am supportive of the art Committee. However, if there is a change in the selection, it might be wise to put a voting ballot say of the top three in the S News . like their best of . . . all the business vote. That way more public input would leave nothing to complain about. Good luck
Karen and Ralph Nichols

Script for Quasi-Judicial Land Use Public Hearing

Mayor: We will now move on to Item No.5 on the agenda concerning the Central Lincoln PUD Mural. We will be conducting a public hearing on this item to allow for comments from all interested parties.

Oregon land use law requires several items to be read into the record at the beginning of each and every land use public hearing. The City Recorder will read the material, your patience is appreciated as these statements and instructions are read.

City Recorder: Thank you Mayor Henry.

This evening we will be holding a public hearing on Resolution No. 5, Series 2019, a resolution for a mural permit request for Marino Heidel Studios to paint a mural entitled 'Stitching Time, Weaving Cultures' on the eastern and southern walls of the Central Lincoln Storage Building, located on the northwest corner of Quince Street and Hwy 126.

These proceedings will be recorded.

These hearings will be held in accordance with the land use procedures required for an evidentiary hearing as required by the City and the State of Oregon.

As part of the hearing tonight, staff will identify the applicable substantive criteria which have also been listed in the staff report. These are the criteria the City Council must use in making its decision.

All testimony and evidence must be directed toward the criteria or other criteria in the City's Comprehensive Plan, City Land Use Regulations or state law which you believe apply to the decision per ORS 197.763(5).

Failure to raise an issue accompanied by statements or evidence sufficient to afford the City Council and parties involved an opportunity to respond to the issue, may preclude an appeal based on that issue.

Failure of the applicant to raise constitutional or other issues related to proposed conditions of approval without sufficient specificity to allow the City Council to respond to the issue may preclude an action for damages in circuit court.

Any proponent, opponent, or other party interested in this land use matter may challenge the qualification of any Councilor to participate in such hearing and decision on the basis of conflicts of interest, ex-parte contacts, or bias. Such challenge must state facts relied upon by the party relating to Councilor's conflicts, ex-parte contracts, or bias from which the party has concluded that the Councilor will not make a decision in an impartial manner.

The hearing will proceed with the staff report, followed by the applicant and those in support of the application. All those who are opposed to the application will then be allowed to speak, followed by those with general comments who are neither for nor against the application. The Council may ask questions after each speaker. The applicant will be given a final opportunity to rebut the testimony or evidence.

If you have any documents, photos, maps, or letters that you wish to have considered by the City Council, they must be formally placed in the record of this proceeding. To do that, either before or after you speak, please leave the material with me, the City Recorder. I will then make sure your evidence is identified and placed in the record.

Time limits will be set for parties looking to testify to those delineated in the City Council Rules of Procedure, Chapter 6 – Land Use Hearings. Those limits are as follows:

- Applicant: No Limit
- All other speakers: 5 minutes

Please remember that all presentations will be timed. You will be informed when your allotted time has expired. All speakers exceeding the time limit will be asked by the Mayor to immediately conclude his or her remarks. If you do not finish your presentation, be sure to provide a copy of your statement to staff.

In order to minimize repetitive testimony, organizations are encouraged to have only one person speak for the group, with other members of the organization standing to show their support. Each person may testify only once, unless called back to the podium at the request of the Council to respond to a question.

For anyone wishing to speak, we are asking you complete a speaker's card which is available on the City of Florence website with additional copies as you walked into the room. Is there anyone in the room who would like to speak at this public hearing who has not yet completed a speaker's card? ***[if yes, then distribute]***

When coming up to speak, you must state your name for the public record. We ask for your address on the speaker's card so that we may provide you notice of the City's eventual decision in this matter.

Thank you for your cooperation.

City Recorder: With those instructions about the public hearing out of the way, I will turn the proceedings over to our City Attorney.

City Attorney: I would ask if any Councilor wishes to disclose any conflicts of interest?

Councilors: Makes Declarations *(if any)*

City Attorney: Now is the time to declare and discuss any ex-parte contacts the Council may have read, heard or otherwise received after the land use application was deemed complete on February 28, 2019. Examples of exparte contacts include any newspaper articles, social media posts, or site visits, or other forms of information received.

Does any Councilor wish to declare any ex-parte contacts?

Councilors: Makes Declarations *(if any)*

City Attorney: Now we will turn our attention to potential biases. Councilor Greene, as the City Council ex-officio member to the Public Arts Committee, you have been very involved in the workings of the Committee since it's inception in 2015. During that time, you have participated in the determination of projects for the program, in particular that of the Central Lincoln PUD Mural. You have participated in the sub-committee and selection committee for the Central Lincoln PUD Mural and have stated your position in favor of the arts and of the Mural on numerous occasions.

Mr. Greene, given all you have heard about your potential biases, do you still feel that you can make an impartial decision on this action item, based upon the evidence placed in the record?

Councilor Greene: Yes / No

City Attorney: Councilor Woodbury, during the January 30, 2019 Florence Urban Renewal Agency meeting, you indicated your concern for the funding of the Public Arts Program in Florence and your overall concern for the design of the proposed mural.

Mr. Woodbury, given all you have heard about your potential biases, do you still feel that you can make an impartial decision on this action item, based upon the evidence placed in the record?

Councilor Woodbury: Yes / No

City Attorney: Mayor Henry, during the January 30, 2019 Florence Urban Renewal Agency, you indicated your concern for the funding of the Public Arts Program in Florence and your overall concern for the design of the proposed mural.

Mayor Henry, given all you have heard about your potential biases, do you still feel that you can make an impartial decision on this action item, based upon the evidence placed in the record?

Councilor Woodbury: Yes / No

City Attorney: Does any other Councilor wish to declare any biases?

Councilors: *Makes Declaration – If Any*

[actual conflict of interest – Councilor must announce the conflict and step down]

[potential conflict of interest - Councilor must announce the conflict & state whether (s)he is able to be impartial. If so, Councilor may participate; if not, decision-maker must step down]

[ex parte contacts - Councilor must announce the substance and context of the communication, then may participate.]

[If Declarations of Bias are Made]

City Attorney: Councilor _____, do you believe that you can make a decision on this issue in an impartial manner?

Councilors: *(Councilor replies, if yes continue; if no, Councilor may recuse him/herself)*

City Attorney: Any person, during his or her testimony, has the right to rebut the substance of the ex-parte communications just disclosed.

City Attorney: Does any member of the public wish to challenge a Councilor’s ability to hear this matter?

(If none, move on; If some, Councilor has the opportunity to rebut statement and makes a decision whether or not to continue or to recuse him/herself)

City Attorney: Thank you for your cooperation, I will now turn the proceedings back to our City Recorder to officiate the public hearing.

City Recorder: Thank you Mr. Williamson, I now open the hearing for Resolution No. 5, Series 2019. It is _____ o’clock.

May we please have the staff report?

Planning Staff: Presents staff report

[Staff introduces the topic, staff report, and presents background information, and states list of criteria for approval.]

Mayor: Does any Councilor have questions of the staff?

[Council Questions of Staff – No Deliberations]

[PUBLIC HEARING PROCEDURE]

City Recorder: We will be taking testimony from the applicant, proponents, opponents and those that are neutral. Copies of the written comments received prior to the hearing this evening have been distributed to the City Council.

[Applicants]

City Recorder: We will now begin the public hearing starting with the applicant. Mr. Harlen Springer, please feel free to come up to the table to speak.

Applicant: Gives Testimony *[if any]*

City Recorder: Councilors, do you have any questions of the applicant?

Councilors: Ask Questions *[if any]*

[Proponents]

City Recorder: We will now take testimony from proponents, Mr. / Ms. _____. Please feel free to come up to the table to speak.

[OR]

There have been no proponents who have signed up to speak.

Proponents: [if any]

City Recorder: [After each speaker] Councilors, do you have any questions of Mr. / Ms. _____.

[Opponents]

City Recorder: We will now take testimony from opponents, Mr. / Ms. _____. Please feel free to come up to the table to speak.

[OR]

There have been no opponents who have signed up to speak.

Proponents: [if any]

City Recorder: [After each speaker] Councilors, do you have any questions of Mr. / Ms. _____.

[Neutral Parties]

City Recorder: We will now take testimony from neutral parties, Mr. / Ms. _____. Please feel free to come up to the table to speak.

[OR]

There have been no neutral parties who have signed up to speak.

Proponents: [if any]

City Recorder: [After each speaker] Councilors, do you have any questions of Mr. / Ms. _____.

[Staff Rebuttal]

City Recorder: Does the staff wish to respond to any of the testimony received?

Staff: Offers response [if chooses]

City Recorder: [if staff responds] – Councilors, do you have any questions of the staff?

[Applicant Rebuttal]

City Recorder: Does the applicant wish to respond to any of the testimony received?

Applicant: Responds [if chooses]

City Recorder: [if applicant responds] – Councilors, do you have any questions of the applicant?

[DECISION TO CLOSE OR LEAVE OPEN PUBLIC HEARING AND RECORD]

City Recorder: Now is the opportunity to discuss closing the public hearing and the record. The City Council may elect to close the public hearing this evening. If the Council has additional questions that it wishes to hear additional evidence on, the Council may elect to either continue the hearing to a future meeting, or may close the hearing but keep the record open for a set period of time within which the public may submit written evidence and argument.

Mayor: Does the City Council or staff see any reason to continue the public hearing or hold record open to allow for additional testimony?

Council/Staff: Discussion

Mayor: [Announces the decision on the public hearing]

[Likely] – I now close the public hearing for Resolution No. 5, Series 2019 at _____ o'clock.

[If Public Hearing is left open or hearing is continued]

Mayor: The City Council will continue discussions on Resolution No. 5, Series 2019 at the April 22, 2019 City Council meeting. – [DONE WITH AGENDA ITEM - MOVE ON TO NEXT ITEM ON AGENDA]

[If Public Hearing is Closed – Council Deliberations / Decision]

City Recorder: Pursuant to ORS 197.763(6)(e), the applicant has the right to submit final written argument that will be included in the record. This submission must be made within seven days and may not contain new evidence; the submission must only contain written argument. If the submission contains any new evidence, the Council will reject the new evidence and only consider the written argument. The applicant also has the right to waive the submission of final written argument.

If the applicant does not waive the submission of final written argument, the Council will not be able to make a final determination on the application tonight. Does the applicant wish to waive the submission of final written argument?

[No, the applicant wishes to submit final written argument within seven days.] As a result of the applicant's choice, the deliberations on this matter will be continued until the next meeting on April 22, 2019.

[Yes, the applicant waives final written argument.] The applicant waives its right to submit final written argument, so the Council may discuss and deliberate on this matter.

Mayor: Now is the opportunity for the City Council to discuss and deliberate on the testimony and evidence concerning this item. Would any Councilor like to discuss the item? [If no one offers, then go down the line and allow each Councilor the opportunity to speak]

Central Lincoln PUD Mural

CC 19 03 MUR 01



Introduction

- **February 28, 2019** – Application was submitted to City of Florence
- **March 8, 2019** – Application was deemed complete by Community Development department
- **March 12, 2019** – Notice was posted on the property, in the Siuslaw News, and mailed to surrounding properties

Criteria

Florence City Code:

Title 10 Chapters:

- 1: Zoning Administration, Section 1-6-3
- 6: Design Review, Section 6-6
- 26: Mural Regulations, Sections 1 through 7, and 9 through 12 and 14
- 27: Mainstreet District, Sections 5B, G & J
- 34: Landscaping, Section 3
- 37: Lighting, Section 5

Title 4:

Chapter 7: Sign Regulations, Section 25

Florence Realization 2020 Comprehensive Plan

Chapter 1: Citizen Involvement: Policies 4 through 6

Planning Commission Resolution: PC 17 08 CUP 05

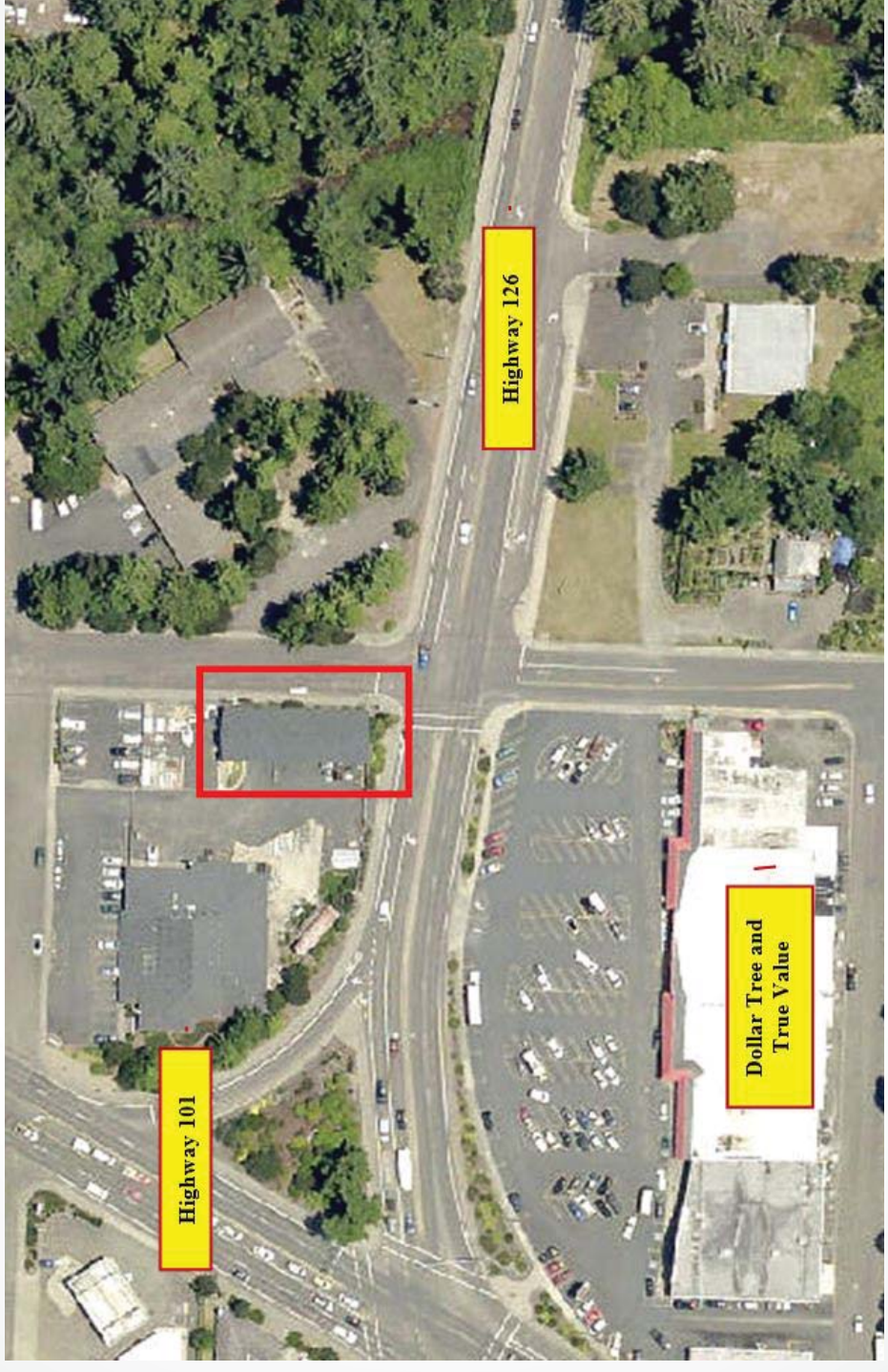
Applicable Criteria

- No internal illumination
- Flat planes of walls only
- Durable and withstand coastal climate
- Coasting resistive to vandalism and graffiti
- Muralist under contract
- Mural is original work of art
- Design Review compliant if changing building

Applicable Criteria

- Compatible Aesthetic Appearance with adjacent buildings and surrounding community character
 - Architectural & Design of surrounding building features
 - May reflect diversity of the world
 - May reflect historic, cultural or natural heritage
 - Respects original character of building and surrounding buildings
- Enhance building appearance overall attractiveness of the City. Humor, delight, wonder
 - Not adversely dominate building or surrounding area.
 - Not create traffic or safety hazards
 - Harmonious with scale, color, details, materials & proportion of building

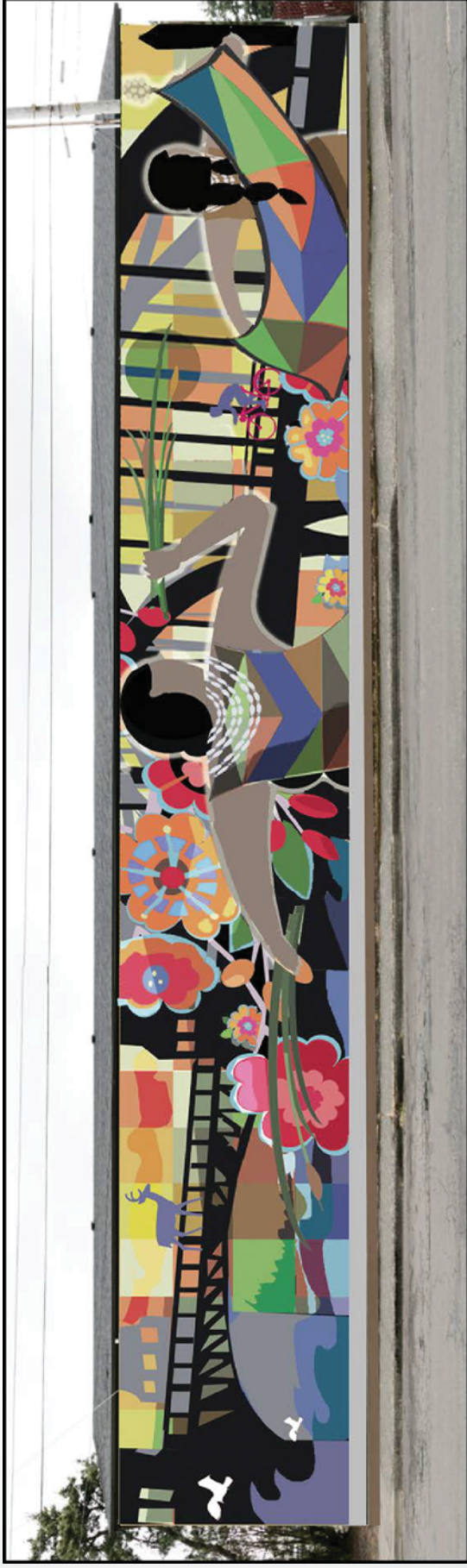
Aerial of Site



Proposed Mural



East Wall Mock-Up



South Wall Mock-Up



Testimony

- Referral Comments:
 - March 12: Request for Referral Comments sent to ODOT, Florence Chamber of Commerce, Urban Renewal District, Siuslaw Pioneer Museum, and the CTCLUSI
 - March 24: Request for Referral Comments sent to Florence Police Department
- Public Written Testimony:
 - Exhibit M- 24 submitted before 3/27 at Noon
 - Exhibit N- 24 submitted after 3/27 at Noon including: Allsberry, Carlton, Carruthers, Castleman, Dal Pra, Dreher, Drozdenko, Fenstermaker, Garcia, Gifford, Golden, Gunderson, Huntingdon, Lacer, Lathrop, Lynch, Mann-Heinz, Marino-Heidel, Marquez, Pearson, Pickell, Plumery, Snider, and Williams
 - After Noon 4-1-19: Ulman, Beaudreau, Candela, Nichols, Maxwell

Staff Recommendation

Staff finds that the proposed application meets the requirements of City Code with the conditions as follows, and recommends approval of the application.

Conditions of Approval

1. No modifications of approved design- if mural is modified, CD Director or Planning Commission approval will be required.
2. " Agreement of Acceptance" submittal
3. Original Work of Art statement by artist
4. Final Inspection required by CD Director
5. Revised Landscaping Plan
6. Revised Lighting Plan

Informational

1. The applicant shall ensure that the mural meets the requirements for ORS 377.700 to 377.840 and shall obtain an ODOT Outdoor Advertising permit if needed.
2. A one-time extension of 12 months may be requested and granted subject to the criteria of FCC 10-26-9-C.
3. Thirty days prior to removal of the mural the property owner must submit notice to the Community Development Department.
4. A lighting inspection will be performed in conjunction with the Mural Permit inspection to ensure the requirements of Title 4 Chapter 7 Section 25-F are met.

Alternatives

1. Approve the application with the conditions of approval as proposed
2. Modify the findings, reasons, or conditions and approve the proposal
3. Deny the application and change the findings and resolution citing reasons for denial
4. Continue the Public Hearing to a date certain if more information or time is needed to ascertain your decision and its basis.

Questions?

Published on *City of Florence Oregon* (<https://www.ci.florence.or.us>)

[Home](#) > [Request to Address the City Council \(Speaker's Card\)](#) > [Webform results](#) > [Request to Address the City Council \(Speaker's Card\)](#)

Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Thu, 03/28/2019 - 5:17pm
172.16.64.18

Name

Harlen Springer

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

Do you wish to speak as a Proponent? Opponent? or Neutral?

Proponent - Presenting for Applicant

Brief Overview of What You Wish to Discuss

Presenting for PAC Mural Applicant

Do you Represent an Organization?

Yes

Name of Organization

City of Florence Public Arts Committee

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4911>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

Central Lincoln PUD Mural

April 2019

Harlen Springer, Public Arts Committee Chairperson

Presentation Overview

- Why Public Art Matters
- Brief History of Public Arts Committee (PAC)
- Process for the Central Lincoln PUD Mural Decision
- City Code Criteria Review
- Next Steps



Why Public Art Matters

- Economic Impact
 - **Eugene:** \$62 Million Industry Supporting 2,400 Jobs; more than 1/3 of spending is done by *visitors*.
 - **Lincoln County:** \$10.4 Million Industry Supporting 272 FTE jobs*

“Communities that support the arts and culture are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism”

* 2015 Americans for the Arts Study



WHY PUBLIC ART MATTERS

Why Public Art Matters

- Community Impact
 - 70% of Americans believe that the arts improve the image and identity of their communities*
 - Half of people with college degrees say they would strongly consider if a community is rich in the arts when deciding where to locate for a job*

*2018 Americans Speak Out About the Arts Study



Why Public Art Matters



Public Arts Committee Formation

- **2014-15:** Interested citizens formed a Public Art Steering Committee to investigate potential sites and interest in Public Art
 - With support of the Port of Siuslaw, placed a sculpture from a local artist with a Nautical Theme at the entrance to the Port of Siuslaw
- **March 2015:** Public Art Steering Committee came to the City Council with a proposal to establish a Public Art Program
- **April 2015:** The City Council unanimously approved the establishment of the Public Art Ad-Hoc Committee to develop a proposal for a Public Arts Program for the City



Kat Cunningham's Scenic Column Installed
9.18.2015 at the West End of the
Boardwalk in Old Town.

Public Arts Program Formation



- **Spring 2015 – Spring 2016:** Public Arts Ad-Hoc Committee (PAC) met every other week and did in-depth research into Public Art Programs in other cities, large and small, rural and urban, to prepare recommendations.
- **March 2016:** PAC presented proposed Public Art Guidelines and Permanent Public Arts Committee Bylaws
 - Council unanimously approved the Public Arts Committee proposal (Resolution No. 4, 2016)

Public Arts Committee – Who We Are

- Public Arts Committee is composed **Volunteers** of...
 - Local Business Owners
 - Gallery Owners
 - Artists
 - Variety of Ages & Backgrounds are Represented
- PAC Applicants were interviewed by City Council and appointed by the Mayor.



Public Arts Committee Vision & Mission

- Public Art Program Mission:

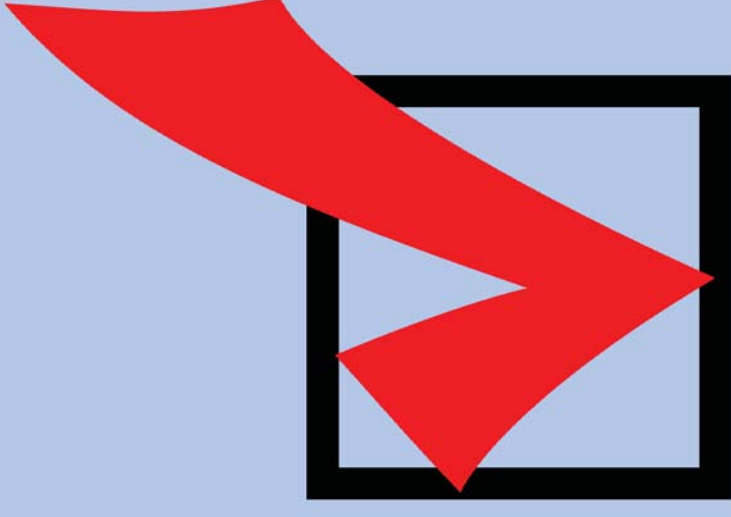
Integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy and diversity of Florence through the arts.

Experience Florence

Where Everyday is a Celebration of the Arts

Public Arts Program Formation

- **Public Arts Committee Responsibilities**
 - Vision and Mission
 - Draft a City of Florence Public Art Plan & Policy and Present to City Council for Approval
 - Establish and Maintain a City Art Collection
 - Develop a Map/List of Desired Sites for Future Accessions
 - Prepare for and Secure Funding for Additional Art Works
 - Consider Projects by Private Developers & Citizens that Would Result in Public Art
 - Work with Other Committees & Projects Going on with City



Public Arts Committee Formation

- **April 2017:** Public Arts Committee presented to the Florence Urban Renewal Agency (FURA) the following...

- Public Arts Program Mission & Vision
- Public Art 2017-2019 Work Plan

Florence Urban Renewal Agency Unanimously Approved the following:

- Inclusion of the Public Art Committees work plan cost estimates into the 2017-19 Budget
- Authorize the Public Art Committee to proceed with included projects within the City's financial policies and with continued reporting to FURA



Public Outreach



- **August 2017:** PAC held Public Form at City Lights Cinema to ask for community input on proposed projects
 - Presented proposed projects, alternatives, & locations
 - Allocated time for direct public comment and discussion
 - Followed up with comment cards
 - Siuslaw News indicated support for public engagement for program and PAC developed system for monthly updates to the paper.

Continuous Updates

- Presentations given to City Club, Rotary, etc...
- Updates given to FURA every 60 days
- City Council updates given monthly
- Public Art Committee meetings public with time set aside for Public Comments
- Continuous support of other art related activities, including Radio interviews, Florence Art Passport

PAC Progress Since April 2017

ArtExposed: Rotating Art Gallery



West Coast Overlook by Jesse Swickard

Interpretive Center, June 2018



Copper Leaf Tree by Pancho Clark

Gazebo Park, May 2018



Sitting Wave by Jesse Swickard

Interpretive Center, June 2018



Transformation by Paul Reimer

Interpretive Center, May 2018

PAC Progress Since April 2017



Cascade by David Miller

Donated by Harold & Elizabeth Anson
Located at Gallagher Park, August 2017



Running Horse Sculpture
Created with Recycled Oil Drums
by Kabiria Metal Works in Nairobi, Kenya

Donated by Sam Spayd & Ron Green
Located at Florence Senior Center, April 2018



Totem Pole by Steve Benson

Donated by the Curran Family
Located at Gallagher Park, August 2017

Central Lincoln PUD Mural Selection Process

- **April 2018:** City signs IGA with Central Lincoln PUD for Mural Placement.

Agreement includes:

- Future & Condition of Building
- Longevity of the Mural
- Maintenance



Central Lincoln PUD Mural Selection Process



- **Summer 2018**: Call for Artists Published
 - Considerations for Artist Selection:
 - PAC's Mission is to create art that is exciting, engaging – what we call the 'Wow' factor.
 - The art is not limited to the area or its history.
 - We are looking for an artist whose work could be at home anywhere in the world, not just the Oregon Coast.
- Received 103 Applicants from 25 States and 4 Countries
 - Including local artists submittals

Central Lincoln PUD Mural Selection Process

- **October 2018:** PAC Subcommittee Reviewed Submittals and Scored Each Submittal Based on Criteria (*next slide*):
 - Narrowed Down to Top 25 Submittals
- PAC Subcommittee Met and Reviewed Top 25 in Depth and Through Thorough Discussion Narrowed List to Five Artists
- **October 2018:** Subcommittee Brought Five Artists to the Full PAC Public Meeting who Unanimously Voted on for a Final Three
 - Welcomed Public Input at Meeting

Central Lincoln PUD Mural Selection Process

Excellent	Very Good 6-7	Good 5-4	Okay/Fine 3-2	Needs Work 1
VISUAL IMPACT (overall quality)	The unique organization of art elements, content, & execution create a striking & memorable work. If selected this project has the power to "wow" the viewer.	The organization of art elements, content, and execution create cohesive work. The work has lasting impact on the viewer.	The organization of art elements, content, and execution are addressed in the work. The work holds the viewer's attention.	The organization of art elements, content, and execution is incompletely addressed in the work. There is little or no impact on the viewer.
INTERPRETATION & CREATIVITY (completeness/effort)	The design shows unique and creative interpretation of the project and was continued until it was as complete as possible. Effort was far beyond that required, with great attention to details.	The design shows clear understanding of the requirements and the artist's ability to think "outside the box." With more effort, the application might have been outstanding.	The design shows some creativity and adequate interpretation of the requirements. However, the work appears unfinished.	The design requirements are fulfilled, but there is no evidence of original thought or interpretation. Application is incomplete or lacks attention to details.
COMPOSITION/DESIGN (organization)	Shows and effectively utilizes knowledge of the elements and principles of design. The design effectively fills the requirements.	Shows an awareness of the elements and principles of design, using one or two main elements and/or principles.	The application was completed, yet lacks conscious planning and little evidence that an overall composition was thought through. The design partly filled the space.	The artist showed little evidence of any understanding of the elements and principles of art; no evidence of planning. The installation space is somewhat used.
CRAFTMANSHIP (made with skill of mediums and overall neatness)	Demonstrates a mastery of skill and a clear understanding and application of specific medium qualities. The design is beautiful and complete.	Demonstrates skill and some understanding of specific medium qualities. The design is pleasing and partially complete.	Application demonstrates partial skill and understanding of specific medium qualities. The design is fair.	Application lacks understanding of specific medium qualities. The design is a bit careless in creation of the work.
CRITERIA	All criteria of the project's requirements have been met. Artist demonstrates the best example of following directions for assignment.	Most of the required criteria have been followed.	Some of the criteria have been met.	Only one criterion has been met.

Central Lincoln PUD Mural Selection Process

- **October 2018:** Three Artists Invited to Submit Three Renderings on the Proposed Site – for a Total of Nine Final Submissions
- **November 2018:** PAC Sought Applications for Selection Committee Members from the Public. Committee Included:
 - Representative of the Central Lincoln PUD
 - Two PAC Members
 - Two Citizens at Large

Central Lincoln PUD Mural Selection Process



- **December 2018:** Public Notices Sent Prior to PAC Decision:
 - Notices to Property & Business Owners within 500 Feet of Project
 - Press Release Submitted
 - Notices Posted on City of Florence Website & Social Media Platforms

Central Lincoln PUD Mural Selection Process

- **December 10, 2018 - Public Art Committee Meeting**
 - PAC Reviewed Final 9 Submittals from Top 3 Artists at a *Public Meeting*
 - Selection Committee Made Recommendation to PAC that Marino-Heidel Studios be Chosen Based Upon a Number of Factors, Including:
 - Prior Work History and Community Endorsements
 - Design Incorporation of Local History including the Siuslaw River Bridge, Mountains, Rivers and Wildlife, Local Flowers, Native American Figures, and the Bicycle Culture representing *A City in Motion*
 - The 'Wow' Factor - Representing Creativity and Visual Impact
 - Public Input Received and Used to Provide Comments to the Artist for Slight Modifications
- PAC Unanimously Approves Marino-Heidel Design Recommendation

Central Lincoln PUD Mural Selection Process

- **December 19, 2018:** Presentation by PAC to Central Lincoln PUD Board
 - After Discussion Board Unanimously Approved Mural Design
- **December 22, 2018:** Front Page Article in Siuslaw News including Picture of Proposed Design
- **January 2019:** PAC Works with Artist on Proposed Modifications

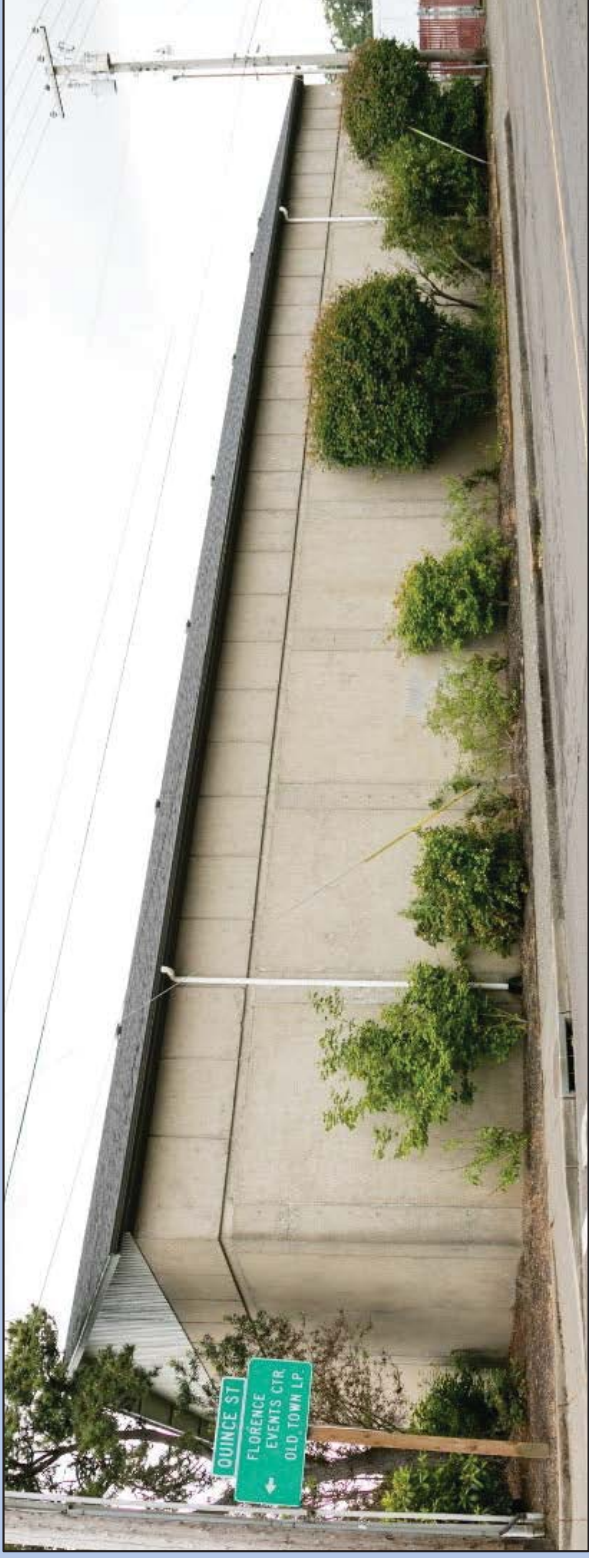
Central Lincoln PUD Mural Selection Process

- **Collaboration with Confederated Tribes**

- February 2019: After Input from Cultural Committee of the Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, PAC works with Artist to Include Modifications to Improve Cultural Accuracy
- February 14, 2019: PAC Presented Proposed Final Design to the Cultural Committee who Unanimously Approved Design

Central Lincoln PUD Mural Selection Process

- February 25, 2019: PAC unanimously Approves Final Design
- February 28, 2019: PAC Submits Land Use Mural Application



Visual Impact

The Design has the
Power to “Wow”
the Viewer

Composition & Design

The Artist Effectively
Utilizes Knowledge of
the Elements &
Principles of Design

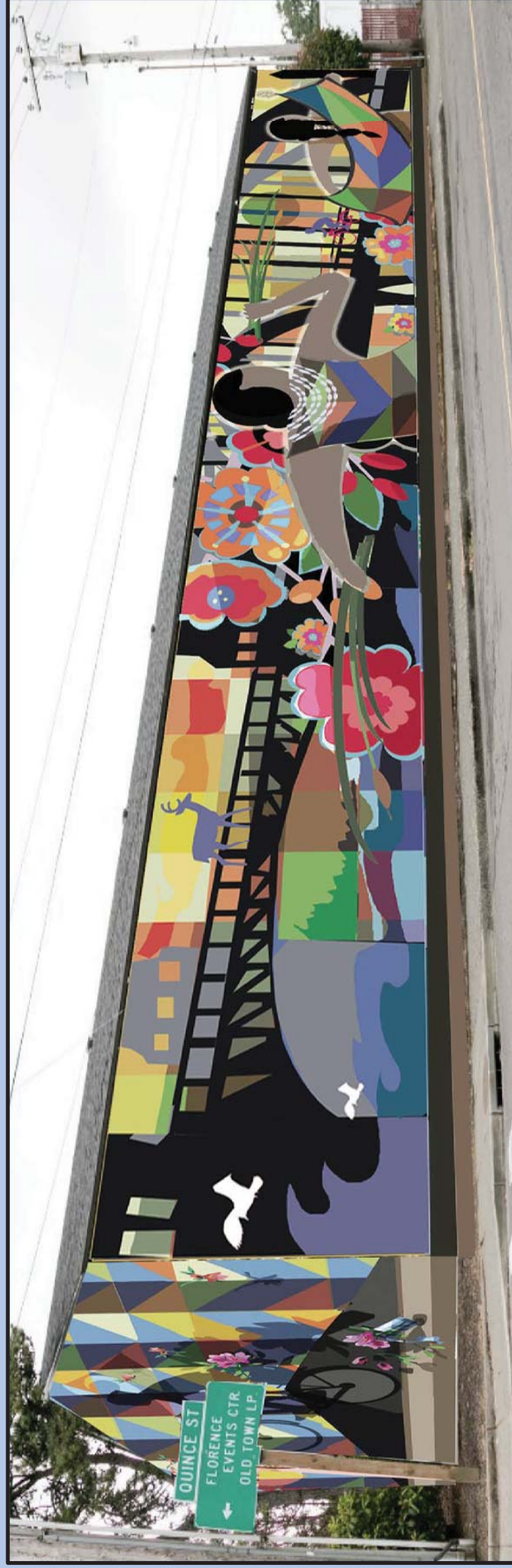
Interpretation & Creativity

The Design Shows
Unique & Creative
Interpretation

Craftsmanship

The Artist has a
Clear
Understanding &
Application of the
Specific Medium

Stitching Time, Weaving Cultures
by Marino-Heidel Studios



Stitching Time, Weaving Cultures by Marino-Heidel Studios

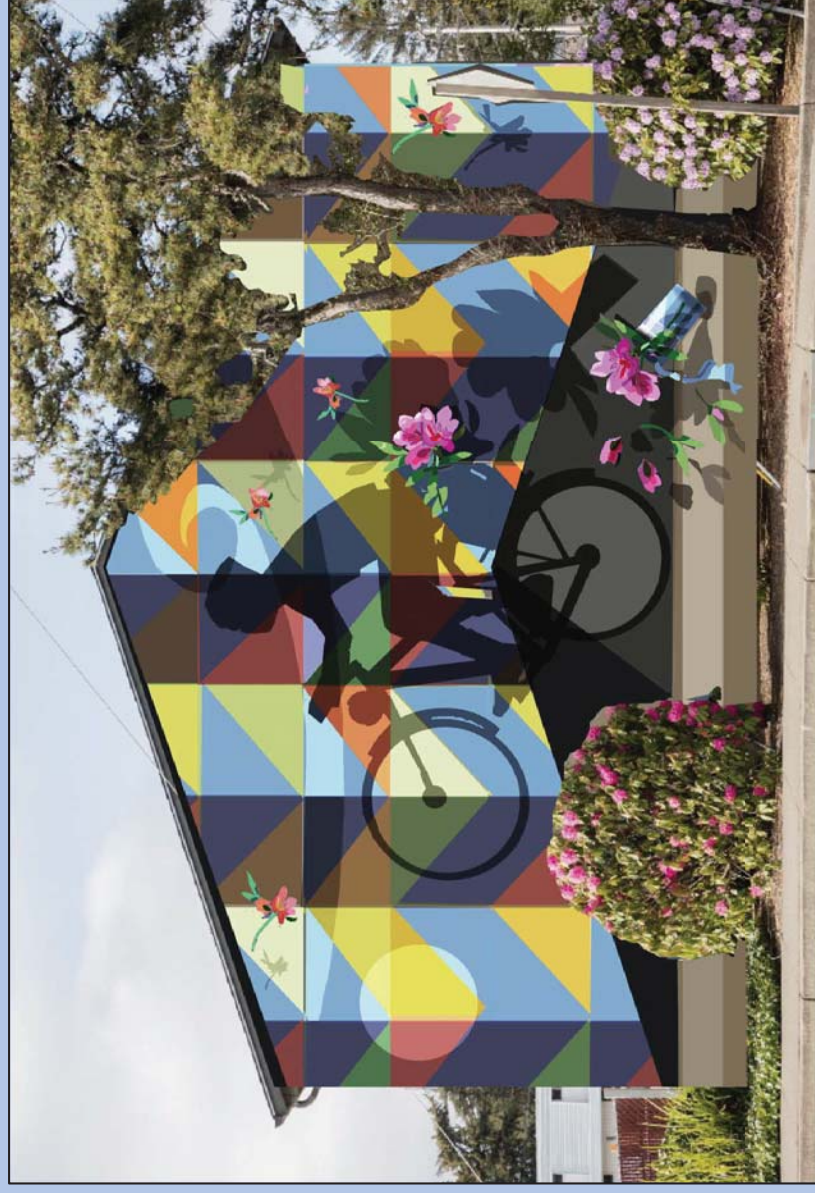


- Siuslaw Bridge
- Florence Area History
- Ethnobotany of Coastal Oregon
- Kuitsh and Siuslaw People
- Americana Folk Arts of Quilting, Embroidery, and Weaving

Stitching Time, Weaving Cultures

by Marino-Heidel Studios

- Rhododendrons
- Mountains & Rivers
- Chevron Quilting Pattern
- Bicycle Culture
- ***A City in Motion***



Dear People of Florence,

I am a 5th generation Oregonian. My father's side of the family came in a covered wagon by means of the Oregon Trail. They homesteaded further up north on the Oregon coast and I have loved Florence since childhood. Its natural beauty is astounding and one needs just be there to relish it. That is one of the reasons we applied for this commission, so that we could spend time in Florence. I have always been taken by the areas cliffs and beaches, and love the wind swept pines.

On the homestead, my family lived by the land. They gathered ferns and such from their property and sold them to florists. This mural connects to our lives now and through our ancestors. It gives acknowledgement to the skills of gathering indigenous plants found in the Florence area for clothing by the First Peoples, to our pioneer grandmothers quilt making and everyone's sewing arts. Through this it connects to Florence's Historical Museums and exhibits such as "Home Life" and to the many families who came to live in Florence years and years ago. It references the new culture of bicycling, and elements honors flowers used for dyes and the rhododendron which is the shining star of the Florence Rhododendron festival. I want to create a beautiful mural that speaks of Florence in a new way that honors new ways and the old ways.

Best Wishes,

Angelina Marino-Heidel

Code Criteria Review

- The Overall Objective is for Viewers of All Ages to Experience a Sensation of Engagement, Humor, Wonder, or Delight, or All of These Emotions. (*FCC 10-26-6-B*)
- The Mural Will Enhance the Building Appearance and Overall Visual Attractiveness of the City (*FCC 10-26-6-B*)

Code Criteria Review

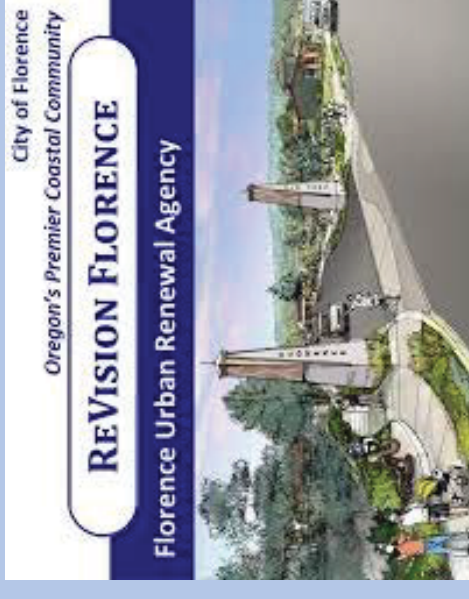
- In Evaluating this Criterion, the Following are Examples of Factors that Can be Used to Measure Compatibility and Community Character.
(FCC 10-26-6-A)
 - The Mural is Harmonious With or Integrates Aspects of Special Architectural and Design Features of Surrounding Buildings and the Larger Neighborhood
 - The Mural May Reflect the Diversity of the World
 - The Mural May Reflect Historic, Cultural, or Natural Heritage

Code Criteria Review

- The Mural Will Not Create Traffic or Safety Hazards. *(FCC 10-26-6-B-2)*
- ODOT Representatives Indicate Mural is Exempt from Sign Permitting Requirements. Safety Considerations Include:
 - No Moving or Rotating Parts or Lights,
 - Cannot Resemble an Official Traffic Signal or Device,
 - Cannot Have Lights that Project onto the Roadway or Impede the Sight of Travelling Motorists

Code Criteria Review

- The Mural Will Not Create Traffic or Safety Hazards (*FCC 10-26-6-B-2*)
 - ReVision Florence Streetscape Integration
 - Primary goals of ReVision Florence (*ReVision Florence Construction Survival Guide*):
 - Reinvestment in Highway;
 - Promotion of Tourism and Expansion of Tourist Areas
 - Project Includes Pedestrian Safety Improvements Including....
 - Sidewalk Widening,
 - Pedestrian Scale Lighting, &
 - Street Furniture
 - Murals & Urban Design
 - Creates a Feeling of Placemaking which Serves to Slow Traffic, Enhance Livability & Walkability, Enhance Communication Among Residents and Increase Pedestrian Safety



Mural Mock Up from Highway 126



Stitching Time, Weaving Cultures by Marino-Heidel Studios



- Siuslaw Bridge
- Florence Area History
- Ethnobotany of Coastal Oregon
- Kuitsh and Siuslaw People
- Americana Folk Arts of Quilting, Embroidery, and Weaving

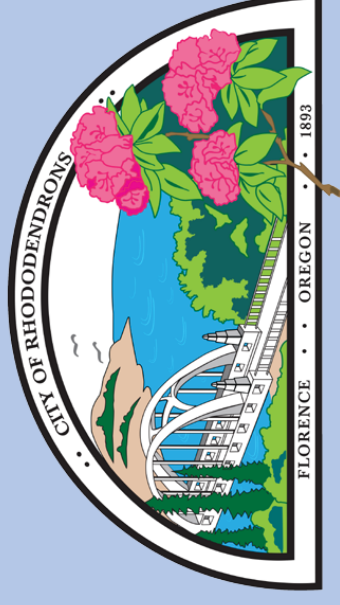
Conclusion

- Project Meets Florence City Code Criteria
- Thorough Decision Making Process
- Extensive Public Outreach

- Recommend City Council Approve of Resolution No. 5, Series 2019

Next Steps...

- 6-8 Week Installation Process, Starting Around Rhody Days
- Six Artists to Complete the Mural
- Public Paint: Help the Artists' with the Mural and Leave Your Mark on Florence's Public Art
- Potential Artist Workshops with Local Students at Siuslaw Schools



City of Florence

A City in Motion

FURA

FLORENCE URBAN
RENEWAL AGENCY
OREGON



Furthering the Public Art Program

- Program Objectives:
 - Offer a Variety of Art Throughout the Community – Not just Old Town



Furthering the Public Art Program

- There Will be More Opportunities for Other Specific Themed Projects in the Future

•Join Us!

We Welcome Public Participation:

- Attend PAC Meetings,
- Provide Comments,
- Join a Subcommittee,
- Sign Up for Email Distribution



4.1.19 CC Mtg - Agenda Item
#5 - Passport to Art Brochure

The brochure cover features a vibrant orange background with artistic brushstrokes in green, yellow, and purple. The title 'PASSPORT' is prominently displayed in white, bold, sans-serif font. Below it, a thin horizontal line is centered, with a small black decorative flourish. The text 'FLORENCE | OREGON' is written in a smaller, white, serif font. The word 'ART' is the largest, in a white, serif font. The bottom of the cover is decorated with stylized green leaves, a purple wavy line, and a trail of small yellow heart shapes.

PASSPORT

FLORENCE | OREGON

ART

**WELCOME TO THE 2018-2019
FLORENCE PASSPORT TO THE ARTS PROGRAM**

Florence is an art lover's destination. The galleries of Florence present art that is unique to the Oregon coast, inspired by our ocean, rivers, dunes, historic bridge and wildlife.

On the second Saturday of every month, Florence residents and visitors alike celebrate the art community by visiting our galleries, drinking wine, sharing stories and enjoying the variety of new art pieces showcased at each location. Festivities get underway at 3 p.m. and go to 5 p.m. That means you can browse the hotspots around town before heading to dinner and enjoying some more shopping!

Art lovers will be delighted to find that art is not just confined to galleries in Florence; it is everywhere you look, with several pieces of original public art on display in prominent locations through the city. Thanks to our Public Arts Committee, Florence will be home to several new pieces of original public art this year.

To help you navigate all the Florence art community has to offer, when you visit any of the locations featured in this passport, be sure to collect a sticker for the entry form in the back of the booklet. You're eligible for prizes once you collect all 11 stickers. More information is listed on page 23.

Enjoy your Florence Art Passport adventure.



Jenna Bartlett,
Publisher, Siuslaw News



GALLERIES

Florence is Blooming with the Arts!

The Florence Art Passport is your ticket to discover and explore the Arts in Florence.

Visit the participating Art Passport locations (**Red**), get your stickers and return your entry form (see form & instructions) to win from a selection of exciting gifts from our local artists and businesses.

Be sure to check out the other suggested areas of interest around town (**Teal**). There is a plethora of art locations to discover! Share your experiences on your favorite social media site using #FlorenceArtPassport.



OLD TOWN

1. Florence Area Chamber of Commerce

290 Highway 101
541-997-3128
FlorenceChamber.com
facebook.com/FlorenceOregon

2. Siuslaw Pioneer Museum

278 Maple Street
541-997-7884
SiuslawPioneerMuseum.com

3. FRAA - Florence Regional Arts Alliance

120 Maple Street
541-997-4435
FRAAOregon.org
facebook.com/
FlorenceRegionalArtsAlliance

4. Backstreet Gallery

1421 Bay Street
541-997-8980
BackstreetGallery.org
facebook.com/BackstreetGallery

5. The River Gallery

1335 Bay Street
541-902-2505
TheRiverGallery.org

MIDTOWN

6. Dragon Art

494 Highway 101
541-999-6451
KassyKeppol.com
facebook.com/DragonArtCo

7. Rodger Bennett Photography

1234 Rhododendron Street #7

8. Florence Events Center

715 Quince Street
541-997-1994
EventCenter.org
facebook.com/FlorenceEventCenter

GALLERIES

MIDTOWN Continued

9. Siuslaw Public Library

1460 9th Street
541-997-3132
SiuslawLibrary.info
facebook.com/Siuslaw-Public-Library-42354854110

10. Serene Abundance Studio

1525 12th Street #8

UP TOWN 101

11. BeauxArts Fine Art Materials & Gallery

2285 Highway 101 Suite H
541-991-8213
BeauxArtsFineArt.com
facebook.com/
BeauxArtsFineArtMaterials

12. Frames of Florence

2285 Highway 101 Suite G
541-997-2043
facebook.com/framesofflorence

13. Silver Lining Boutique & The Gallery Above

2217 Highway 101

14. Oregon Coast Military Museum

2145 Kingwood Street
541-902-5160
OregonCoastMilitaryMuseum.com
facebook.com/
OregonCoastMilitaryMuseum

OTHER BUSINESS THAT SHOWCASE LOCAL ART

Oregon Pacific Bank
PeaceHealth Peace Harbor Medical Center
Fresh Harvest Café
Pacific Frameworks
Driftwood Shores Lobby Gallery
Oregon Coast Tattoo & Gallery
Alissa Clark Clayworks
The Studios at Jayne Smoley Design
Old Town Coffee & Gallery
The Hideaway Gallery
Heffy's Gallery
Old Town Barbershop
Purple Pelican
Digital Dunes Photography
Siuslaw News

Florence Public Art

Local Public Art initiative is a vital ingredient in the cultural fabric and streetscape of this creative city.

See Pages 6-10

Dancing with Sea Lions Map

Visit the publicly displayed Dancing with

Sea Lions locations.

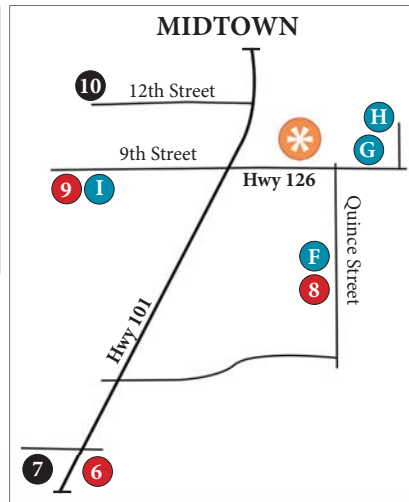
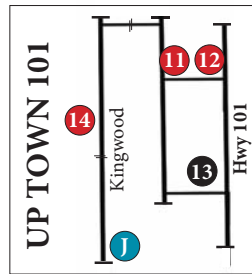
See Page 11

Information About Passport Participating Businesses

Learn more about the business that help paint the canvas of Florence.

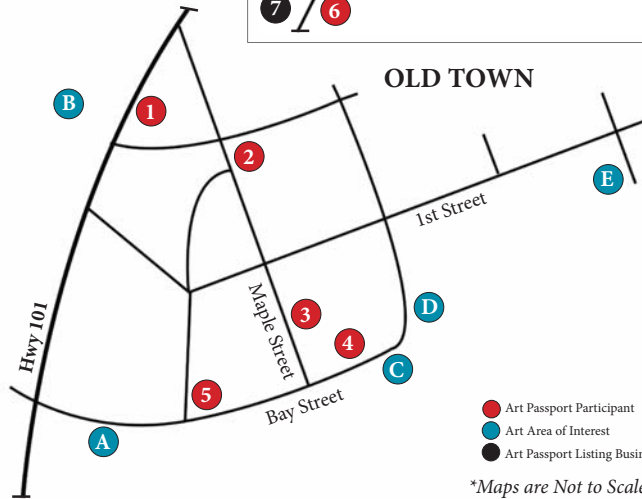
See Pages 12-22

Florence Art Passport Map



Interactive OnlineMap:
bit.ly/ArtPassport

Be Sure to Share your
Experience with Us on
Social Media
#FlorenceArtPassport!



- Art Passport Participant
- Art Area of Interest
- Art Passport Listing Business

**Maps are Not to Scale*

FLORENCE PUBLIC ART

Art increases the livability, human interaction and artistic richness of a city by making art a permanent part of the environment and a legacy for future generations. The Florence Public Art Program, along with area artisans, galleries and businesses, plays a strong role in the community itself and in stimulating economic vitality.

The local art initiative is a vital ingredient in the cultural fabric and streetscape of this creative city.

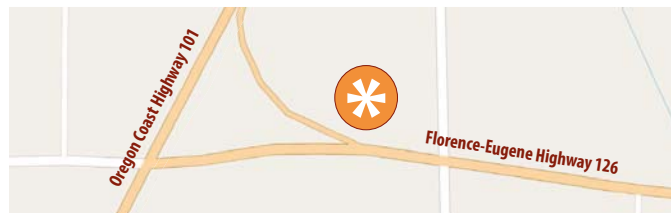
Florence's art collection is held in trust for the public. It seeks to engage people and capture the essence, diversity and personality of the Siuslaw region. The art collection complements the city's mission of enhancing the lives of its citizens.

For more information, stay tuned to ci.florence.or.us/bc-pac/public-art-program — and keep your eyes open for more displays of public art in the Florence area.



Gateway to Florence Mural

Public Art Committee has been hard at work to establish a welcoming mural at the Highway 126 and 101 entry into the City of Florence. Look for updates at ci.florence.or.us.



A Art Exposed — Dynamic Public Art

Public Art Committee's outdoor rotating gallery is now open, featuring locations on Bay Street in Historic Old Town Florence.

Copper Leaf Tree

Created by
Pancho Clark



Transformation

Created by
Paul Reimer



Sitting Wave Part II

Created by
Jesse Swickard

West Coast Overlook

Created by
Jesse Swickard



Art Exposed gallery pieces are for sale through the City of Florence.

B Got Sand?

Mural painted
by Rosy Clark
The Sportsman,
249 Highway 101



C Sea Life Mural

Painted mural
by Mark Storaasli
ICM Restaurant,
1498 Bay Street



D Florence Scenic Column

Painted tiles by Kat
Cunningham
Port of Siuslaw
Boardwalk,
Nopal & Bay streets





E Bridgeport Girl
Bronze sculpture
by Mack Holman
Bridgeport Market,
75 Harbor Street #100

F Porter Performs
Painted by Colleen
Goodwin-Chronister
*For 2016 Dancing With
Sea Lions Event*
Florence Events Center,
715 Quince St.



G Cascade
Metal sculpture
by David Miller
*donated by Harold &
Elizabeth Ann Anson*
Gallagher's Park,
Spruce Street
& Highway 126



H Totem Pole

Wood sculpture
by Steve Benson
donated by Gerald Curran
Gallagher's Park,
Spruce Street
& Highway 126

I Stories of the Sea

Tile mosaic done by
community members
With direction from
Lawrence D. Adrian, Dina
Dené Kirk & Daniel Kirk
Siuslaw Public Library,
1460 Ninth Street



J Horse Sculpture

Created by Kenyan artists
from recycled oil drums
donated by Sam Spayd &
Ron Green
Florence Senior Center,
1570 Kingwood Street



Even though the Dancing with Sea Lions Project has ended, most Sea Lions can still be enjoyed!

Visit the publicly displayed *Dancing with Sea Lions* locations from Waldport and Yachats through Florence and south to Reedsport on Hwy 101.

Take the *Where Are They Now Tour* of the *Dancing with Sea Lions* via our interactive online map:

bit.ly/WhereAreTheyNowDancingWithSeaLions

Be Sure to Share your Experience with Us on Our Facebook Page (facebook.com/DancingWithSeaLions) and #DancingWithSeaLions!

FLORENCE AREA SEA LIONS

- 1. *Thalassa* by Brian Bloss; Now Located at 91560 Hwy 101 (Sea Lion Caves)
- 2. *Moonburst* by Jane Connelley; Located at 91560 Hwy 101 (Sea Lion Caves)
- 3. *Diver's Story* by Kassie Keppol; Now Located at 1355 Hwy 101 (Oregon Pacific Bank)
- 4. *Pinniped Parade* by Terry Woodall; Located 5647 Hwy 126 (Three Rivers Casino & Resort Florence)
- 5. *Porter Performs* by Colleen Goodwin-Chronister; Located 715 Quince St (Florence Events Center)
- 6. *Rhody* by Frances Rogers; Located 715 Quince St (Florence Events Center)

- 7. *Green-Eyed Sue* by Matt Hawk; Located across from Siuslaw News, 148 Maple Street
- 8. *Umi No Nami* by Ellen Huntingdon; Located at City of Florence Interpretive Center
- 9. *Sunny the Sea Lion* by Isabella Castle; Now Located at 290 Hwy 101 (Florence Chamber of Commerce)
- 10. *Feeling Fabulous* by Rosy Clark; Located 777 Hwy 101 (Banner Bank)
- 11. *Eco and the Ecosystems of Oregon* by Benjamin Cahoon; Located 1460 W 9th St (Siuslaw Public Library Florence Location)
- 12. *Heceta Takes Flight* by Julie Larson; Now Located at 400 W 9th St (PeaceHealth Florence)

FLORENCE Detailed Map
*Not to Scale

This project was made possible by our generous sponsors, underwriters, in-kind donors, artists, and community members.

Thank you for your generosity and supporting the arts in our community.

ORIGINAL UNDERWRITERS & SPONSORS

bit.ly/DwSLSponsorship

9th Street

HWY 101

HWY 126 West

WALDPART

REEDSPORT



FLORENCE AREA CHAMBER OF COMMERCE

Supporting the Arts...

Exhibiting local artists, photographers and three dimensional work in our newly renovated visitor center.

Mon-Fri 9-5, Sat 10-2, Closed Sunday
290 Highway 101 , Florence, OR
541-997-3128 • FlorenceChamber.com



SIUSLAW PIONEER MUSEUM

is the home of historic displays, pictures and other information about the Siuslaw River area, including The Pioneers and the City of Florence.

**278 Maple St,
Florence Oregon
541-997-7884**



**Admission: Adults \$4,
children under age 16,
if accompanied by adult
and Members free.**

Museum Hours:
May 1st through September 30th
Open 6 days a week 12:00 p.m. to 4:00 p.m.
Closed Monday

3

**Art Gallery • Open Studio
Classes • Literary Events**



FLORENCE REGIONAL ARTS ALLIANCE

**Paintings • Prints
Photography • Cards
Books • Ceramics
Wood • Fiber Art
Glass • Jewelry**

**Our mission is to enrich cultural life by
unifying, supporting and encouraging
all the arts**



**Art Center • 120 Maple Street • Florence OR
Wed-Fri 12-5 pm, Sat 10 am-5 pm, Sun 12-5 pm
541-997-4435 www.fraaoregon.org**

4



BACKSTREET GALLERY

A Co-op of Local Artists

1421 Bay Steet, Florence, OR 97439

backstreetgallery.org 541-997-8980



5



The River Gallery

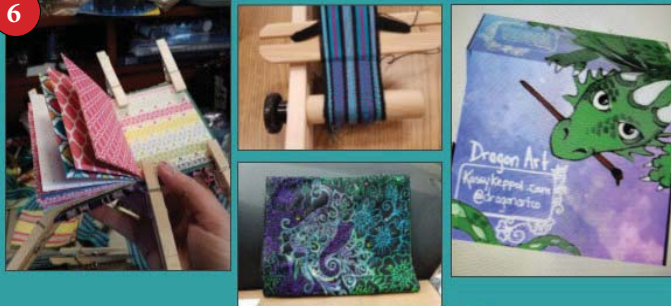
*Featuring the work of more than 20 local artists
and
A wide variety of hand-blown Oregon glass floats*

1335 Bay Street • Open 7 Days a Week
(Corner of Laurel & Bay St.)

541-902-2505

TheRiverGallery.org

6



Dragon Art

Creating innovators

Stories of dragons span all cultures and all time

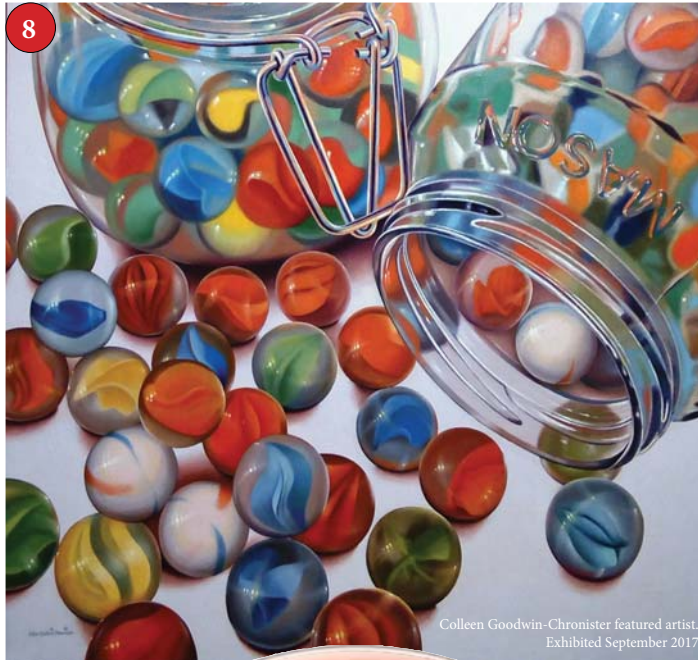
-like our art

Dragon Art is a small art gallery and studio space in Florence, Oregon. We teach art classes, illustrate books, and hold parties and events. This year we have launched the Dragon Art Craft Box-a monthly subscription box. Each box will include: full color instructions for at least three projects, online videos, materials, and tools. These crafts are taught by today's artisans.



@dragonartco
kassykeppol.com
kkeppol@gmail.com





Colleen Goodwin-Chronister featured artist.
Exhibited September 2017



ART GALLERIES

Dozens of Artists Featured

Monday - Friday • 9am - 4pm

715 Quince Street Florence, OR

541-997-1994 • eventcenter.org

9



Discover the "JOY OF ART"

@ the

Siuslaw Public Library



1460 9th Street • Florence, OR
97439
541-997-3132

www.siuslawlibrary.org

The Library is proud to offer:

- ✍ Displays of ever changing local and regionally known artists
- ✍ Four galleries exhibiting paintings, framed art and many things in between
- ✍ A Rafter Gallery exhibiting everything from kites to quilts
- ✍ Display cases for collections, 3D arts & crafts, community events and more
- ✍ Permanent artwork including "Joy", "Eco" and "Find Your Word" - a community demARTS project!

BeauxArts

Fine Art Materials



Find the Art Supplies & Gifts You Need!

Whether you are a novice or master artist, BeauxArts is your one stop shop. We carry various types of paints, mediums, surfaces, drawing materials, artists tools, & other creative helpers. Be inspired at what you'll discover!

Come Visit, Engage & Create!

2285 Highway 101, Suite H (Coastal Fitness Plaza)
541.991.8213 | BeauxArtsFAM@gmail.com
[facebook.com/BeauxArtsFineArtMaterials](https://www.facebook.com/BeauxArtsFineArtMaterials)

EMPOWERING YOUR CREATIVITY

12

Quality Custom Framing

FRAMES *of* FLORENCE

Shadowboxes • Needlework • Mirrors
Oils • Photography • Watercolors

541-997-2043

2285 Hwy. 101, Suite G,
Florence, OR 97439

Whether you need a frame for
your family treasures or a gallery
wall of prints, we can create the
custom design your art deserves.

14



OREGON COAST MILITARY MUSEUM

**Art-work depicting
military
heritage
Full-sized
dioramas**



**General Admission is \$5.00.
Kids 12 and under are free.
Members are free.**

Visiting Hours:

**Open: Thursday - Saturday:
10am - 4pm**

Closed: Sunday-Wednesday

2145 Kingwood St
Florence
(541) 902-5160



OREGONCOASTMILITARYMUSEUM.COM



INSTRUCTIONS

WE HOPE YOU ENJOY THE PASSPORT TO THE ARTS!

Place stickers from the participating locations on the Entry Form, on the other side of this page. Be sure to include your contact information in the box below. When your travels are complete, please turn in your entry form to be eligible to win a fantastic piece of art donated by our participating locations (a minimum of 6 locations must be visited to qualify for contest).

- One lucky name will be pulled each month.
- Prizes will be eligible for pick up the last day of the month.
- Some shipping costs may occur if you are out of the area.
- One prize entry per person.
- Deadline to complete this Passport is March 31, 2019.

Return this Completed Florence Oregon Art Passport to:

1. Siuslaw News (Mail to: PO Box 10, Florence, OR 97439 or Drop off 148 Maple Street, Florence)
2. Florence Area Chamber of Commerce (Mail or Drop off to 290 Highway 101, Florence, OR 97439)

**For more information or questions, please call the
Siuslaw News at 541-902-3524.**

ENTRY
FORM



Name: _____

Address: _____

Phone: _____

Email: _____

Thank You for Participating &
Supporting Local Arts!

4.1.19 CC Mtg - Agenda Item #5 -
Art Exposed Brochure

ART EXPOSED



City of Florence
A City in Motion



COPPER LEAF TREE - PANCHO CLARK

Inspired by a previous work installed in Hollywood, this local artist created this piece from hand-forged steel and copper.
- Offered at \$3,500

TRANSFORMATION - PAUL REIMER

Created from retired railroad tracks, Reimer strives to represent the transition from an industrialized economy to a more environmentally friendly economy
- Offered at \$15,000



**SPONSORED BY THE CITY OF FLORENCE,
FLORENCE URBAN RENEWAL AGENCY, AND THE PUBLIC ART COMMITTEE**



WEST COAST OVERLOOK
- JESSE SWICKARD
The birds on the Oregon Coast inspired this piece of art. "They always seemed to be perched up on something-always on the lookout," writes the artist.
- Offered at \$7,500

SITTING WAVE PART II
- JESSE SWICKARD
Inspired by the ocean waves, artist Jesse Swickard of Portland created this sitting bench out of pieces of cedar and fabricated steel.
- Offered at \$2,800



ART EXPOSED IS AN OUTDOOR ART GALLERY FOR ALL. EVERY PIECE IS AVAILABLE FOR PURCHASE. FOR MORE INFORMATION, PLEASE CONTACT THE CITY OF FLORENCE



Get Involved! You're Invited!

City of Florence Public Art Meetings are open to the public and participation is encouraged. At each meeting, time dedicated to Public Comment. Check the City Calendar for the current meeting location, date and time.

Other City of Florence Committee meetings are also open to the public and attendance is encouraged.

All City Committee Meeting Agenda's and Supporting Materials are provided on the City Website.

For more information about the Public Art Program, please contact Community and Economic Development Assistant, Sarah Moehrke (Sarah.Moehrke@ci.florence.or.us).

Please consider signing up for the Public Art Committee or any other committees distribution list by visiting the City Website ci.florence.or.us/newsletter/subscriptions or contacting Kelli Weese (kelli.weese@ci.florence.or.us) or Sarah Moehrke (Sarah.Moehrke@ci.florence.or.us).

Florence Public Art Mission
Integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy and diversity of Florence through the arts.

Art increases the livability, human interaction, and artistic richness of the City by making art a permanent part of the environment and a legacy for future generations. The City of Florence public art program plays a strong role in community and helps stimulate economic vitality. The art initiative for the City of Florence is a vital ingredient in the cultural fabric and streetscape of our creative city. The initiative provides opportunities to increase awareness, appreciation, knowledge and education of public art by developing a sense of place, community pride and identity through the creation of new works. Public art provides an opportunity for artists to reach creative solutions to aesthetic opportunities.

The art collection of Florence is held in trust for the public. It seeks to engage people and capture the essence, diversity and personality of the City of Florence. The art collection complements the City's mission of enhancing the lives of it's citizens.

The City's Public Art Program is supported nearly entirely by the City of Florence's Volunteer Public Art Committee. The Public Art Committee is tasked with the work in establishing the program including maintenance, development and removal of all pieces.

Public Art Website & Information

ci.florence.or.us/bc-pac
ci.florence.or.us/bc-pac/public-art-program

Public Art



Come Be A Part of the Process!



Project 1 - Beautification of Municipal Objects
Other objects such as Bus Stops, Hydrants & Utility Boxes Project Shelved for RARE & Grant Work Plan & Writer

Project 2 - Highway 101 & 126 Mural
Public/Private Project Agreements Made; Call to Artists for Portfolios; Portfolio Review & Selection of Artists; Top Artists Submit Proposal/s; Final Artist/s Selected; In Process

Project 3 - Siuslaw Bridge Steps; Selection and Approval of Siuslaw Bridge Step Project Artist – Jessilyn Brinkerhoff; In Process

Project 4 - Gallery Rental Program (ArtExposed); *Copper Leaf Tree* by Poncho Clark Installed in May (Gazebo Park); *Sitting Wave & West Coast Overlook* by Jesse Swickard Installed in June (Interpretative Center); *Transformation* Installed by Paul Reimer (Interpretative Center); In Process

Interest in Public Art Increasing in the Community

Upgrade the Current Mural Policy
Working with Attorney; In Process

Art Donations
Running Horse Sculpture Created by Kabiria Metal Works in Kenya Donated by Sam Spayd & Ron Green (Senior Center); PAC Donated *River Bend* to Siuslaw Museum

Outreach
125th Birthday Celebration Rock Painting; PAC Nominated for Siuslaw Award; Siuslaw News Publishing Monthly Updates; Oregon Public Art Trail; Florence Art Passport; Celebrated Arts & Humanities Month in October with City Proclamation; Rhody Committee Paints the Town with Rhody for Scholarships; Public Works has been Placing Various Season Theme Lights in Interpretative Center, etc...

2018

Vision & Mission Finalized!

Continued Partnership with Working with other Groups on Projects & Ideas

PAC Work Fits Perfectly with ReVision Florence that is Underway & is Consistent with the City of Florence's Work Plan – Goal #3 **improve the City's livability and quality of life.**

-Chamber Video to Feature Art
-Dancing with Sea Lion Project
-Donations of Art

Visit & Map of FURA District Locations & Future Locations Around Florence

Foundational Steps for Projects
- Cost
- Overall Impact ("Wow" Factor)
- Timing
- Potential Community Impact

Project Ideas Developed & Deployed

Project 1 - Beautification of Municipal Object
Beautification (Utility Boxes/Trashcans/Hydrants); High Impact, Low Cost, Potential Community Involvement

Project 2 - Highway 101 & 126 Mural;
Very High Impact/Visibility, Public/Private Partnership

Project 3 - Siuslaw Bridge Steps
"Wow" Project with Potential Community Involvement

Project 4 - Gallery Rental Program (ArtExposed)
High Impact/Visibility, Low Cost

Project 5 - Info Kiosk

Upgrade the Current Mural Policy

Develop Policy & Application

Art Donations

Committee Project Developed & Assigned to Subcommittees

Continuous & Regular Updates on Progress & Projects to FURA, City Council, City Club, Rotary, Radio, Press, Presentations, etc...

2016

Watch for More Information!

Be Sure to Sign up for the City of Florence Newsletter & the PAC News Letter!

Join a Sub-Committee!

Contact Us with Questions!


All Meetings for All City Committees are Open to the Public! Check City Calendar for Current Dates & Times.

Moving Forward in the City In Motion!

Siuslaw Awards
January 11th Annual Florence Area Chamber of Commerce Siuslaw Award Recipient (Innovation in Business)

112th Rhody Days Theme: Coastal Canvas

Expanded PAC with New Members!



2019

Further Progress Made on Projects

Project 1 - Beautification of Municipal Objects
Trash Receptacles Temporary Art Project with Siuslaw School District to Invite Youth to Paint

Project 2 - Highway 101 & 126 Mural
Working with PUD on Accepting Invite for Joint Venture, Working on Project Guidelines

Project 3 - Siuslaw Bridge Steps; Call Opens 8.15.17; Deadline for Applicants 1.15.2018

Project 4 - Gallery Rental Program (ArtExposed); Call Opens 1.3.18; Deadline for Applicants 2.25.2018; Artists Notified Week of 3.19.18; Installed the Week of 4.23.2018

Project 5 - Info Kiosk
Project Shelved until Money Available & Spearheaded by a Group to Develop & Maintain Project

Upgrade the Current Mural Policy
Working with Attorney

Art Donations
Installation of Totem Pole by Steve Benson; Donated by Curran Family & Cascade by David Miller; Donated by Harold & Elizabeth Anson in Gallagher Park

Outreach
Bringing Art to the Streets Public Form; Florence Oregon Passport for the Arts; Siuslaw News publishing a monthly updates; Celebrated Arts & Humanities Month in October with City Proclamation; Rhody Committee Paints the Town with Rhody for Scholarships; Public Works has been placing various season theme lights in Interpretative Center, etc...



2017

July 6, 2015 – 1st Meeting!

Committee Scheduled to Meet Every Other Week to Research, Develop PAC Program in a Timely Manner.

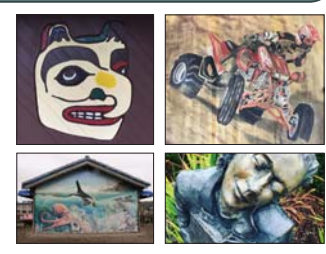
Reviewed & Discussed in Detail Existing Public Art Policies & Practices from Cities of Various Sizes throughout United States

Working with other Groups (DRT, EDC, City, Chamber, Siuslaw Vision) on Project Ideas; Banners, Flower Baskets, Info Kiosk, Bike Rack & Vision Focus Groups

Primary Tasks

- Vision and Mission
- Draft a City of Florence Public Art Plan & Policy and Present to City Council for Approval
- Establish and Maintain a City Art Collection
- Develop a Map/List of Desired Sites for Future Accessions
- Prepare for and Secure Funding for Additional Art Works
- Consider Projects by Private Developers & Citizens that Would Result in Public Art
- Work with Other Committees & Projects Going on with City

Actively Working on Draft of Public Art Regulations Title 10, Chapter 28




2015

The City of Florence Public Arts Committee (PAC) was established to serve as the City's primary committee tasked with actively developing a Public Art Program and Policy for the City of Florence (Resolution No. 7, Series 2015, Spring).

Call for Applicants for this new City Committee; Interviews & Selection of Committee Members are Completed.

Public Art Steering Committee worked with Port of Siuslaw to Create & Execute Kat Cunningham's Scenic Column Installed 9.18.2015 at the West End of the Boardwalk in Old Town.



Pre 2015

Published on *City of Florence Oregon* (<https://www.ci.florence.or.us>)

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Wed, 03/27/2019 - 4:33pm
172.16.64.19

Name

Kurt M. Vander Bogart

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

Do you wish to speak as a Proponent? Opponent? or Neutral?

Proponent

Brief Overview of What You Wish to Discuss

1) Art is Art: It's Polarizing, It's Multi-Generational, It's Non-Gender, It's Non-Economic, It's Multi-Cultural, It doesn't depend on Population, It's Non-Geographical. 2) Art Filters: Can't be any good if it doesn't have a: Lighthouse, Sea Lion, Bridge, Dune, Ocean, Beach, Rhododendron, Sea Gull, Fish, Boat or 3) "Florence Art": Dancing With The Sea Lions, Florence Scenic Column, Bill's Auto. 4) Non "Florence Art": JOY, Horse, Transformation. 5) Selection - Color Palette? I also have a PowerPoint/PDF deck. Can we show during talk. I've got 25 minutes of material, but if it's a 3 minute gig, #5 (above) will do.

Do you Represent an Organization?

No

Name of Organization

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4861>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

Art is Art

City of Florence Council Meeting

April 1, 2019

Kurt Vander Bogart

Art is Art

1. It's Polarizing
2. It's Multi-Generational
3. It's Non-Gender
4. It's Non-Economic
5. It's Multi-Cultural
6. It doesn't depend on population size
7. It's Non-Geographical
8. It's _____

Art Filters

Art can't be any good if it doesn't have a:

- Lighthouse
- Sea Lion
- Bridge
- Dune
- Ocean
- Beach
- Rhododendron
- Sea Gull
- Fish
- Boat
- _____

Art can't be any good if it doesn't follow this style:

- Art Noveau
- Land art / Earth Art
- Pop Art
- Futurism
- Impressionism
- Surrealism
- Performance Art
- Minimalism
- Avant-garde
- Expressionism
- and 15 more styles

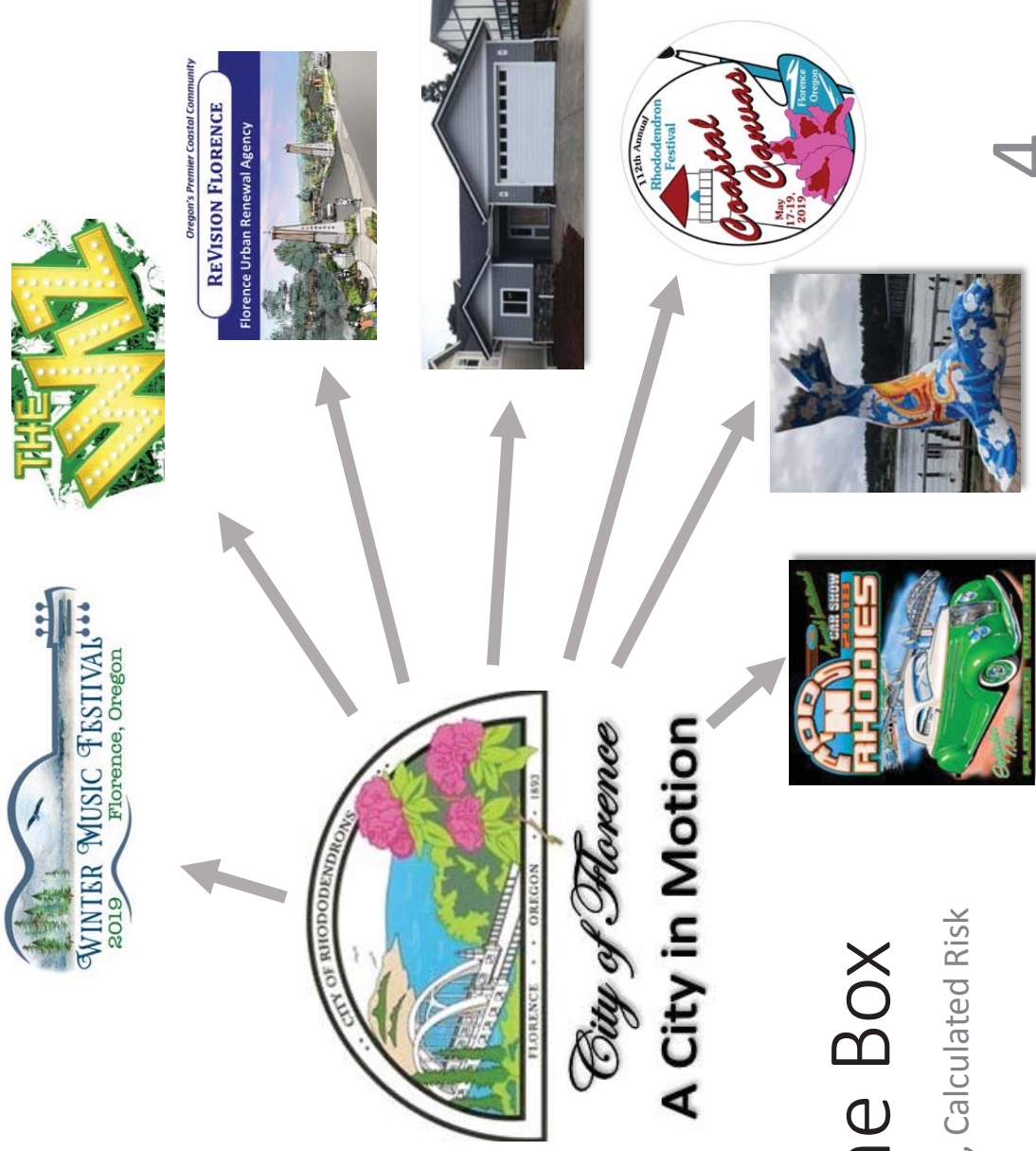
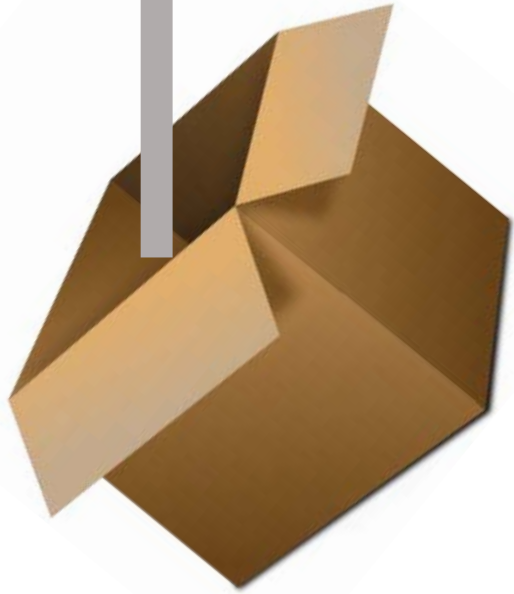


Land art / Earth art



Pop Art

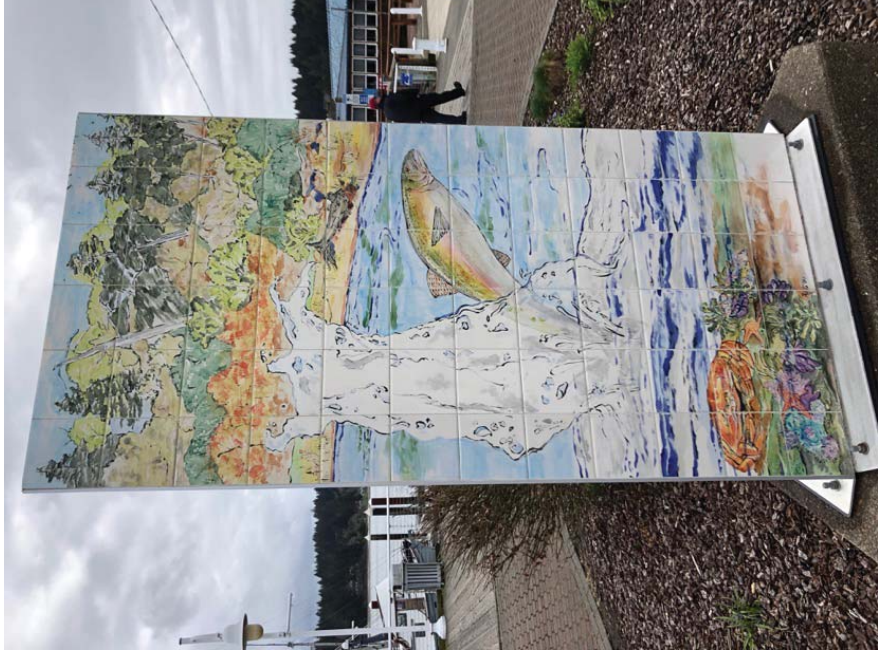
A City in Motion



Cannot Stay Inside the Box

Think Outside the Box, Growth, Thought Leadership, Calculated Risk

Florence Scenic Column - 2015



Regional:
Water, Fish,
Birds, Beach,
Trees

Dancing With The Sea Lions - 2016



Heceta Takes Flight

Rhody

Regional:
Lighthouses, Sea Lions,
Fish, Rhododendrons, Sea
Gulls, Old Town Florence,
Octopus, Horse, Dancers,
Pirates, Turtles, Mermaids,



Bill's Auto – Water based Regional



City of Florence Global Art

JOY 2013



"Horse" 2018



Transformation 2018



Other Possibilities



SHANGHAI, CHINA
Color, Way of Love Project by Nippon Paint



"DAYBREAK ALONG THE RIVER", WINSTON-SALEM, NC
Commissioned by the City of Winston-Salem, NC, USA
Photo: Aerial Access

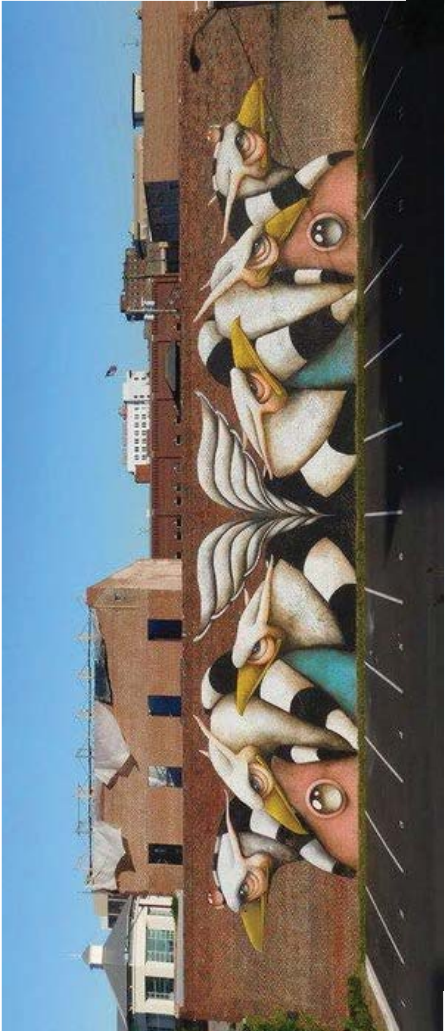


GREENSBORO, NC
Commissioned by Kotis Properties for Tracks Bazaar.

Other Possibilities



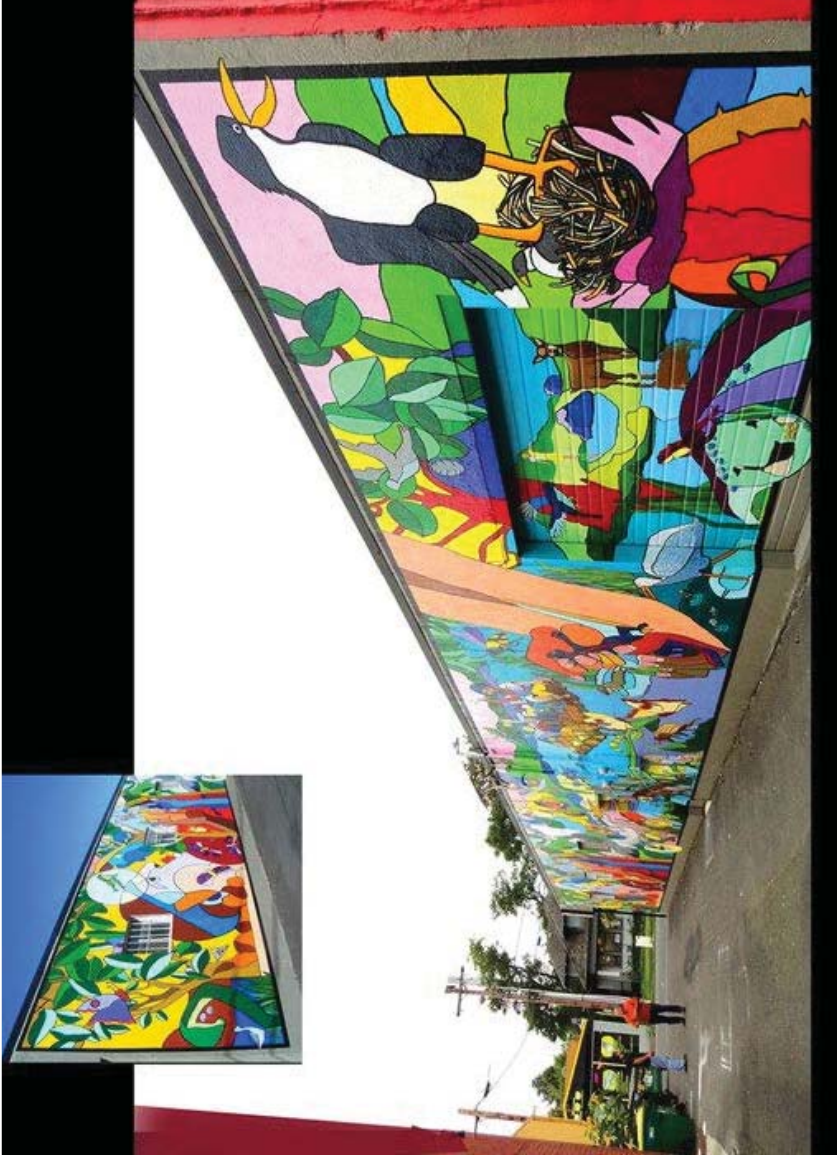
Other Possibilities



Other Possibilities

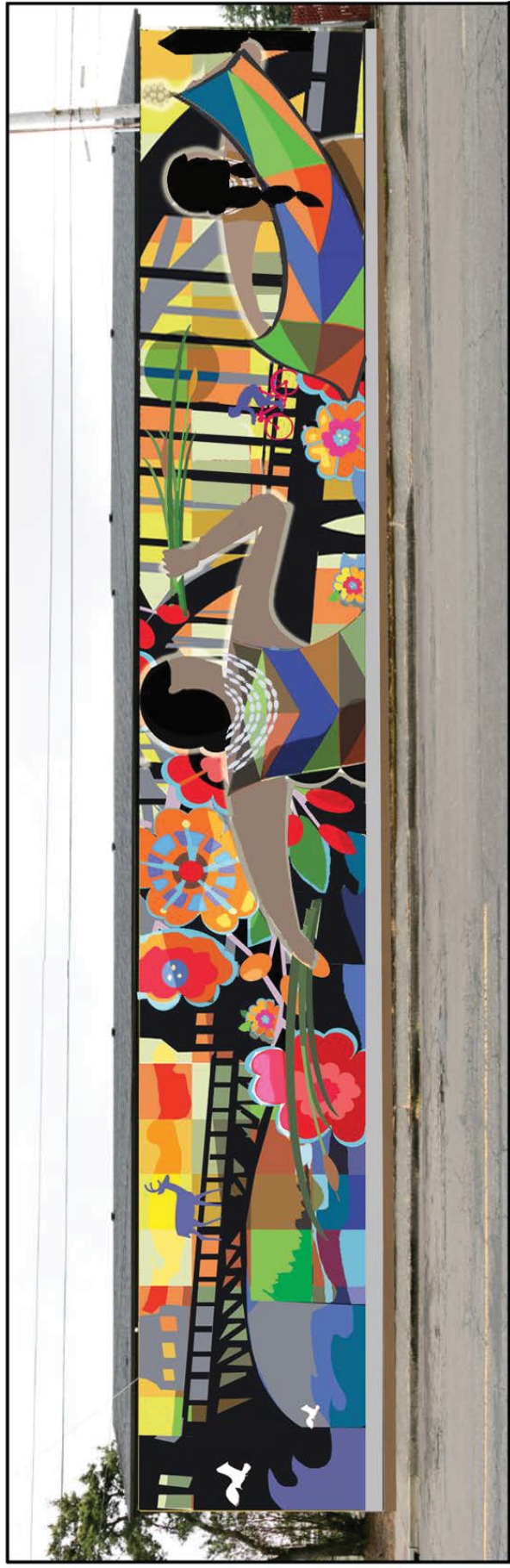


What's This?





Current Consideration



Natives, Sea Gulls, Bridge, Water, Flowers, Bike Rider, Deer, Buildings, Cat Tails

Thank You

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Thu, 03/28/2019 - 10:51am
172.16.64.19

Name

Jo Beaudreau

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

Do you wish to speak as a Proponent? Opponent? or Neutral?

Proponent

Brief Overview of What You Wish to Discuss

Public Arts Committee & the health and wellbeing of the City of Florence.

Do you Represent an Organization?

No

Name of Organization

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4881>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Thu, 03/28/2019 - 4:18pm
172.16.64.18

Name

Mark Freeman

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

5

Do you wish to speak as a Proponent? Opponent? or Neutral?

Proponent

Brief Overview of What You Wish to Discuss

Central Lincoln PUD's support of the mural.

Do you Represent an Organization?

Yes

Name of Organization

Central Lincoln PUD

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4901>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Fri, 03/29/2019 - 2:55pm
172.16.64.18

Name

Edward Gunderson

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

Do you wish to speak as a Proponent? Opponent? or Neutral?

Proponent

Brief Overview of What You Wish to Discuss

I support the proposed mural.

Do you Represent an Organization?

no

Name of Organization

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4931>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Sat, 03/30/2019 - 2:31pm
172.16.64.19

Name

Sally Wantz

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

5

Do you wish to speak as a Proponent? Opponent? or Neutral?

In favor of the mural

Brief Overview of What You Wish to Discuss

I wish to share my gratitude for the countless hours and dedication of the Public Art Committee. I believe their selection for the PUD mural is a great expression of contemporary and historical art and a wonderful introduction of more public art to come.

Do you Represent an Organization?

no

Name of Organization

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4961>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

Sally Wantz
2190 13th Street
Florence OR 97439

Good evening City Councilors and Mayor Henry.

I invite you to take a good look at the logo for the slogan “A City in Motion”. It’s a WOW factor in my opinion. And it’s interesting how the PUD mural resembles ~~the~~ its vibrant colors and images ... it evokes imagination of what a city in motion looks and feels like.



City of Florence
A City in Motion

This logo is far from representing a City in Stagnation. The mural we are discussing tonight is fabulous, and in case you haven't figured it out, I am whole heartedly in support^{of} it on behalf of the PUD.

I am pleased with the transparent process the Public Art Committee followed, opening its arms to every citizen of Florence and to those to the South, North and East of Florence to share their voice.

This mural will be a welcome addition to anyone who's never been to our town, it'll be a fresh awakening for those who have taken our town for granted that it has only those services that the regular visitors have become accustomed. We are not one dimensional anymore. We can't stand still ... because you have declared we are a city in motion and that motion needs to be vibrant, ~~exciting~~^{exciting} and yes it must evoke conversations ... piquing interests of those who thought they knew what Florence was all about. Instead, they will be more interested to explore the meaning of the mural ... to get involved. Stay a little longer. Talk about it amongst the business owners. Great conversations start with great & interesting art.

Shortly after moving to Florence in 2003, I was a proud co-founder of the Backstreet Gallery. One the artists challenged us to help create Florence as an "art movement" in the central Oregon coast.

Tonight is the night we can fulfil that vision.

I encourage you to vote YES on the PUD mural and help bring the WOW factor to all ~~how~~^{who} enter our City of Rhododendrons ... and so much more.

Thank you.

From: [Greg Carlton](#)
To: [Kelli Weese](#)
Subject: Speaker's Card
Date: Sunday, March 31, 2019 8:34:22 PM

Request to Address the City Council (Speaker's Card)

Name: _____ Greg Carlton _____

(Please Print)

City Council Meeting Date: _4-1-19_____ Agenda Item No.:

___5B___ Proponent Opponent Neutral Brief Overview of What You Wish to Discuss: _My
views on the Mural _____

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

Lane _____

City, State, Zip: _Florence, OR

97439 _____

Email (Optional): _____ Phone

No. (Optional): _____

Would you like to be added to the City of Florence Email Distribution Lists? Newsletter City
Council

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--

Greg Carlton

4.1.19 CC Mtg -
Agenda Item #5 -
Proponent #7



City of Florence

Request to Address the City Council (Speaker's Card)

Name: Roney Richard
(Please Print)

A City in Motion City Council Meeting Date: 4-1-19 Agenda Item No.: 5
 Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: _____

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: _____

Email (Optional): _____ Phone No. (Optional): _____

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Newsletter City Council

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4.1.19 CC Mtg -
Agenda Item #5 -
Proponent #8



City of Florence

A City in Motion

Request to Address the City Council

(Speaker's Card)

Name: Daniel Okonshi
(Please Print)

City Council Meeting Date: 4-1-2019 Agenda Item No.: 5

Brief Overview of What You Wish to Discuss: Moral Approval
 Proponent Opponent Neutral

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: Florence, OR 97534

Email (Optional): _____ Phone No. (Optional): _____

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Newsletter City Council

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4.1.19 CC Mtg -
Agenda Item #5 -
Proponent #9



Request to Address the City Council (Speaker's Card)

Name: ANNIE SCHMIDT
(Please Print)

A City in Motion City Council Meeting Date: _____ Agenda Item No.: 5? (ART)

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: ART PROJECT

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: _____

Email (Optional): _____ Phone No. _____

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Newsletter City Council

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City of Florence

A City in Motion

**Request to Address the City Council
(Speaker's Card)**

4.1.19 CC Mtg -
Agenda Item #5 -
Proponent #10

Name: Julie Peake

(Please Print)

City Council Meeting Date: 4/1/19 Agenda Item No.: _____

Brief Overview of What You Wish to Discuss: Mural in the community
 Proponent Opponent Neutral

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: # _____

Email (Optional): _____ Phone No. (Optional): _____

Would you like to be added to the City of Florence Email Distribution Lists?

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Fri, 03/29/2019 - 5:22pm
172.16.64.18

Name

Jesse Beers

City Council Meeting Date

Mon, 03/25/2019

Agenda Item Number

5

Do you wish to speak as a Proponent? Opponent? or Neutral?

Neutral

Brief Overview of What You Wish to Discuss

The positive way in which the City has worked with the Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians in the matter of this artwork project in order to reflect our people as accurately as possible within an abstract piece of work.

Do you Represent an Organization?

Yes

Name of Organization

The Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians.

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4941>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

4.1.19 CC Mtg -
Agenda Item #5 -
Proponent #12



City of Florence

**Request to Address the City Council
(Speaker's Card)**

Name: Cynthia Griffiths
(Please Print)
City Council Meeting Date: 4/01 Agenda Item No.: 5

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: Mural

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: FL

Email (Optional): _____ Phone No. (Optional): _____

Would you like to be added to the City of Florence Email Distribution Lists?
 Newsletter City Council

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4.1.19 CC Mtg -
Agenda Item #5 -
Proponent #13



City of Florence

A City in Motion

Request to Address the City Council

(Speaker's Card)

Name: John Scott

(Please Print)

City Council Meeting Date: 4/1/19 Agenda Item No.: 5

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss:

MURAL PERMIT

Do you represent an organization? Yes No Name of Org.: FURCA

Residence Address:

City, State, Zip: _____

Email (Optional): _____ Phone No. (Optional): _____

Would you like to be added to the City of Florence Email Distribution Lists?

Newsletter City Council

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Sun, 03/17/2019 - 7:08pm
172.16.64.19

Name

Brian Jagoe

City Council Meeting Date

Wed, 04/24/2019

Agenda Item Number

Do you wish to speak as a Proponent? Opponent? or Neutral?

Opponent

Brief Overview of What You Wish to Discuss

Mural

Do you Represent an Organization?

No

Name of Organization

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4761>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]

Submitted by Visitor (not verified)

Wed, 03/20/2019 - 9:12pm

172.16.64.19

Name

nina stianson

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

Do you wish to speak as a Proponent? Opponent? or Neutral?

opponent

Brief Overview of What You Wish to Discuss

please please don't paint mural in florence

Do you Represent an Organization?

NO

Name of Organization

None

Residence Address

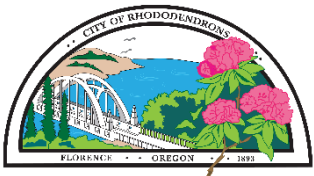
Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4821>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>



Request to Address the City Council (Speaker's Card)

4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #3

Name: Don Drozdenko

(Please Print)

City of Florence
A City in Motion

City Council Meeting Date: Apr. 1, 2019 Agenda Item No.: 5

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: Against the proposed graffiti style mural for the CLPUD building

Do not vote for it.

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: Flo _____

Email (Optional): _____ Phone No. (Optional): _____

Would you like to be added to the City of Florence Email Distribution Lists?

Newsletter City Council

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(See Reverse Side for Instructions)

INSTRUCTIONS

Please fill out and hand to City Recorder Kelli Weese. The City Recorder will advise the Mayor (Presiding Officer) when requests to speak are in hand. If filling the card out in advance, please submit:

1. Via email to kelli.weese@ci.florence.or.us,
2. Via mail to Florence City Hall – Attn: Kelli Weese; 250 Hwy 101; Florence, OR, 97439
3. In Person at Florence Public Works (2675 Kingwood Street) – Attn: Kelli Weese
4. Online at <http://www.ci.florence.or.us/council/request-address-city-council-speakers-card>.

The Speaker's Card must be submitted at least five (5) minutes before the meeting is scheduled to begin.

To maximize time for speakers of varying topics, time limits have been set for speakers wishing to address the Council, and each speaker may only speak once to each agenda item. Under normal circumstances, those time limits are listed below. Speakers may not yield their time to others. For more information, visit the City of Florence website at <http://www.ci.florence.or.us/council/rules-procedure>.

General Public Comments – 3 minutes

Public Hearing Comments – 5 minutes

NOTE: In special circumstances, the Mayor (Presiding Officer) may establish longer and / or shorter time limits.

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Submission information

Form: [Request to Address the City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Thu, 03/28/2019 - 11:58am
172.16.64.19

Name

Tony Cavarano

City Council Meeting Date

Mon, 04/01/2019

Agenda Item Number

Do you wish to speak as a Proponent? Opponent? or Neutral?

Opponent

Brief Overview of What You Wish to Discuss

Mural on PUD Building

Do you Represent an Organization?

NO

Name of Organization

Residence Address

Email

Phone Number

Source URL: <https://www.ci.florence.or.us/node/8523/submission/4891>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

12:15

4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #5



Request to Address the City Council (Speaker's Card)

Name: Sheldon Meyer

(Please Print)

City of Florence
A City in Motion

City Council Meeting Date: 04/01/2019 Agenda Item No.: _____

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: Mural

Do you represent an organization? Yes No Name of Org.: _____

Residence Address:

City, State, Zip: _____

Email (Optional): Phone No. (Optional):

Would you like to be added to the City of Florence Email Distribution Lists?

Newsletter City Council

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INSTRUCTIONS

Please fill out and hand to City Recorder Kelli Weese. The City Recorder will advise the Mayor (Presiding Officer) when requests to speak are in hand. If filling the card out in advance, please submit:

1. Via email to kelli.weese@ci.florence.or.us,
2. Via mail to Florence City Hall – Attn: Kelli Weese; 250 Hwy 101; Florence, OR, 97439
3. In Person at Florence Public Works (2675 Kingwood Street) – Attn: Kelli Weese
4. Online at <http://www.ci.florence.or.us/council/request-address-city-council-speakers-card>.

The Speaker's Card must be submitted at least five (5) minutes before the meeting is scheduled to begin.

To maximize time for speakers of varying topics, time limits have been set for speakers wishing to address the Council, and each speaker may only speak once to each agenda item. Under normal circumstances, those time limits are listed below. Speakers may not yield their time to others. For more information, visit the City of Florence website at <http://www.ci.florence.or.us/council/rules-procedure>.

General Public Comments – 3 minutes
Public Hearing Comments – 5 minutes

NOTE: In special circumstances, the Mayor (Presiding Officer) may establish longer and / or shorter time limits.

4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #6



City of Florence

Request to Address the City Council (Speaker's Card)

Name: TRISHA WYMORE
(Please Print)

City Council Meeting Date: 4/1 Agenda Item No.: 5

Brief Overview of What You Wish to Discuss: MURAL
 Proponent Opponent Neutral

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: _____

Email (Optional): _____ Phone No. (Optional): _____

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4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #7



City of Florence

A City in Motion

**Request to Address the City Council
(Speaker's Card)**

Name: RUSSELL WYMORE
(Please Print)

City Council Meeting Date: 4/1 Agenda Item No.: 5
 Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: MURAL

Do you represent an organization? Yes No Name of Org: _____

Residence Address: _____

City, State, Zip: _____

Email (Optional): _____ Phone No. (Optional): _____

Would you like to be added to the City of Florence Email Distribution Lists?

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4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #8



City of Florence

**Request to Address the City Council
(Speaker's Card)**

Name: Jacquie Beveridge
(Please Print)

A City in Motion City Council Meeting Date: _____ Agenda Item No.: 1

Brief Overview of What You Wish to Discuss: The proposed mural
 Proponent Opponent Neutral

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: Florence, SC

Email (Optional): _____ Phone No. (Optional): _____

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4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #9



**Request to Address the City Council
(Speaker's Card)**

Name: RON CAPATO (Please Print)

A City in Motion City Council Meeting Date: 4/16/11 Agenda Item No.: MAJED

Brief Overview of What You Wish to Discuss: CHOICE OF ART
 Proponent Opponent Neutral

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: _____

Email (Optional): _____ Phone No. (Optional): 503-325-1111

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4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #10



City of Florence

A City in Motion

Request to Address the City Council

(Speaker's Card)

Name: Joel Marks

(Please Print)

City Council Meeting Date: 4-1-2019 Agenda Item No.: _____

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: _____

Mural

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____



City, State, Zip: _____

Email (Optional): _____

Phone No. (Optional): _____

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4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #11



**Request to Address the City Council
(Speaker's Card)**

Name: Lita E Edwards
(Please Print)

City Council Meeting Date: 4-1-19 Agenda Item No.: 5

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: Opposition to the mural

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: 3 _____

Email (Optional): N/A Phone No. (Optional): _____

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4.1.19 CC Mtg -
Agenda Item #5 -
Opponent #12



City of Florence

Request to Address the City Council

(Speaker's Card)

Name: Roger McCorkle
(Please Print)

A City in Motion City Council Meeting Date: 4-1-19 Agenda Item No.: 5

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: Mural Not in the
Spirit of Florence

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: F _____

Email (Optional): _____ Phone No. (Optional): _____

Would you like to be added to the City of Florence Email Distribution Lists?

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4.1.19 CC Mtg -
Agenda Item #5 -
Neutral #1



City of Florence

**Request to Address the City Council
(Speaker's Card)**

Name: Alicia Hickson
(Please Print)

A City in Motion City Council Meeting Date: 4.1.19 Agenda Item No.: 5B

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: Neutral

Do you represent an organization? Yes No Name of Org.: _____

Residence Address: _____

City, State, Zip: _____

Email (Optional): _____ Phone No. (Optional): _____

Would you like to be added to the City of Florence Email Distribution Lists?

Newsletter City Council

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Pine Street at 32nd Street Vacation

CC 19 01 VAC 01



Introduction

- Dave Bielenberg applied for vacation of Pine St. between 31st and 32nd Streets rights-of-way January 24th, 2019.
- Area proposed is approximately 7,200 square feet (60' x 120').
- The applicant has made a separate application to construct townhouses on his properties on 32nd Street

Introduction

- Hearing #1 of 3: Council initiated vacation procedures on 02/04/2019
- Hearing #2 of 3: Planning Commission passed Resolution PC 19 01 VAC 01, recommending approval, on 02/26/2019

Introduction

- **Hearing #3 of 3: After the hearing is closed, the Council shall determine whether the consent of the abutting owners has been obtained, whether notice has been duly given, and whether the public interest will be served or prejudiced by the vacation of the public way or part thereof. (from FCC 8-3-6-2)**

Criteria

Florence City Code, Title 8:

Chapter 3: Property Vacations, Sections
4-1 through 6-3

Florence City Code, Title 10:

Chapter 36: Public Facilities, Section 2-1-A

Oregon Revised Statutes:

ORS 271: Use and Disposition of Public Land Generally,
Easements; ORS 271.005 – ORS 271.230

Aerial of Vicinity



32nd Street

31st Street

Oak Street

Pine Street ROW

U.S. 101

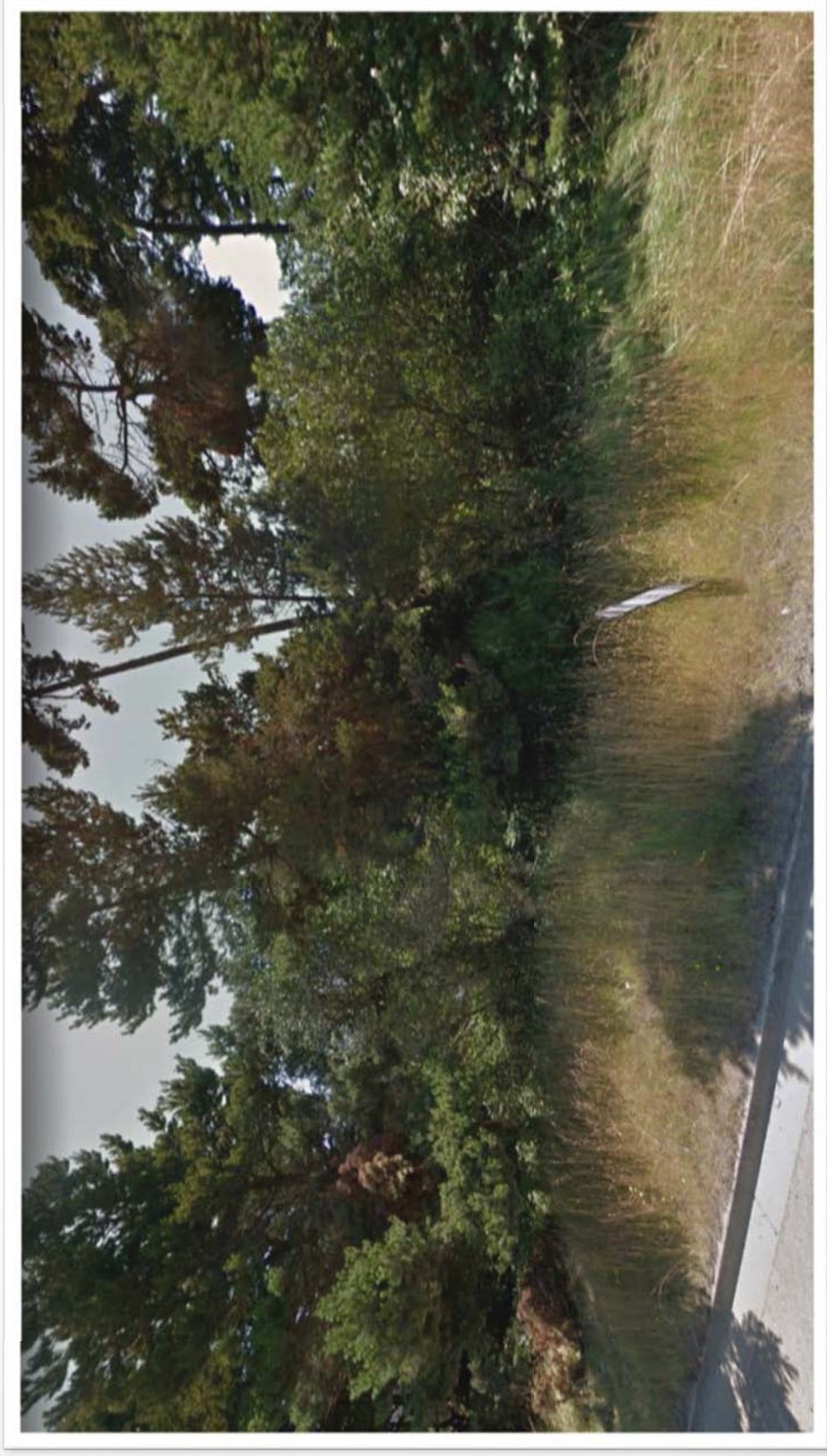
● Pine Street at 32nd Street Vacation – CC 19 01 VAC 01

4/1/2019 ● 6

Abutting Properties Map



Current Use of Site



Site Condition

- Currently unpaved & undeveloped
- Adjacent & proposed development:
 - North – Viking Concrete, Copeland Lumber
 - South – residences
 - East – residences, Hwy 101
 - West – undeveloped lot, LCC
 - Site - townhouse project

Utilities & Access

- Water and sewer utilities run full length of the right-of-way
 - Easements would be required for maintenance and protection
- Does not provide vehicle access
 - Pine St. vacated both north & south

Current Zoning



Total Land Valuation

Easement Value

\$5.03/sq.ft. x 25%

\$1.26/sq.ft. x 4,310 sq.ft.



\$1.26/sq.ft.



\$5,419.83

Total Estimated Land Value

\$5.03/sq.ft. x 7,200 sq.ft.



\$36,215.24

Total: \$36,215.24 - \$5,419.83



\$30,795.42

Easement Area

Easements

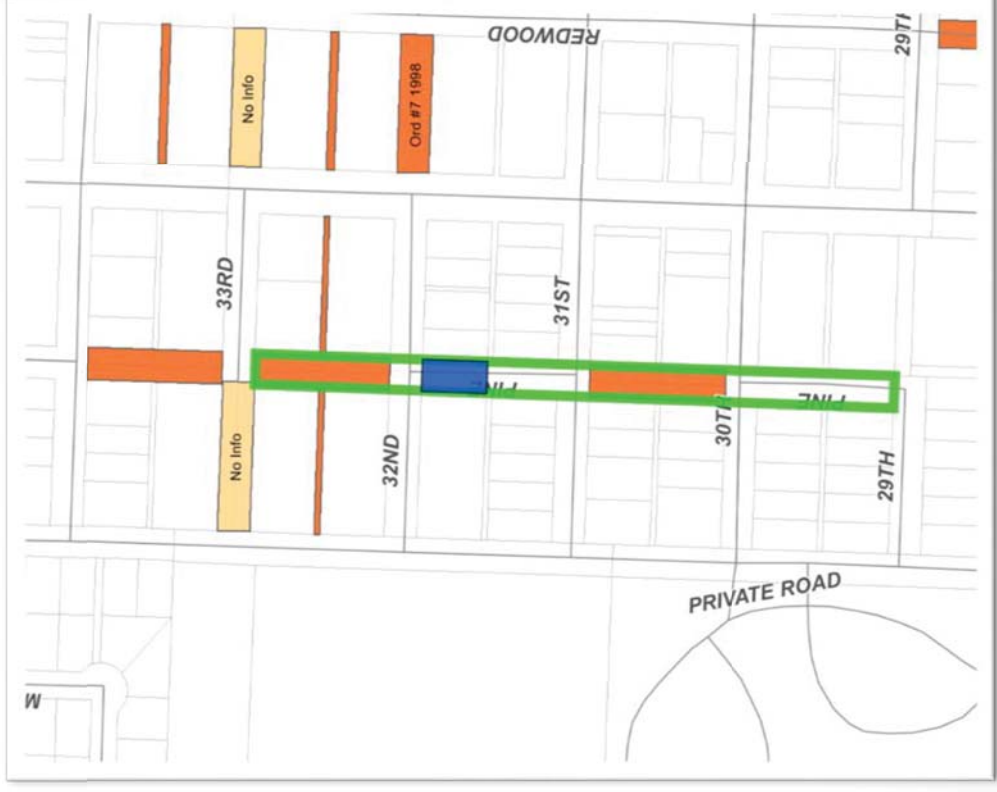
- Public pedestrian access, sewer & water line easements would overlap.
- Total easement area needed includes:
 - 3,960 sq. ft. for utility lines (33' x 120')
 - 150 sq. ft. for an existing fire hydrant
 - Two 100 sq. ft. areas for sewer and water servicing.

Total Easement Area  4,310 sq. ft.

Applicable Plans

- Planned Use:
 - Transportation Systems Plan - No vehicular, bike, or pedestrian development plans
 - Parks Master Plan - Neighborhood or linear park
 - Pine Street from 29th St. to 33rd St.
 - 2 out of 4 blocks previously vacated

Recreation Potential Designated Area



Recreation Potential Designated Area



Alternatives

1. Approve the vacation based on the findings,
2. Modify the findings and approve the request as modified,
3. Deny approval of the vacation based on the Council's findings and provide reason for the denial through a resolution, or
4. Continue the Public Hearing to a date certain if more information is needed.

Staff Recommendation

Approve the vacation based on the findings of compliance with City regulations and the Florence 2020 Comprehensive Plan, with additional easement details provided in Exhibit B.

The public interest seems to be better served through vacation than in maintaining the right-of-way for street development.

Questions?



City of Florence

July 1, 2019 – June 30, 2021

Work Plan

Preliminary Priority		Goal(s) Addressed
1	Housing Efforts & Initiatives <i>(Development, Regulations, Workforce/ Affordable Projects & Support, Homelessness & Incentives)</i>	<ul style="list-style-type: none"> • <i>Goal 2: Livability & Quality of Life</i> • <i>Goal 3: Economic Development</i> • <i>Goal 5: Financial & Org. Sustain</i>

Development Regulations

Objective 1: Continue working with the Oregon Department of Land Conservation & Development (DLCD) to complete residential zoning code audit and amend residential land use codes to streamline regulations and address barriers concerning development of housing.

- **Task 1:** Host code concepts work session with Community & Economic Development Committee (CEDC) and invite Council and Planning Commission.
- **Task 2:** Prepare amendments to Florence City Code based upon priorities of community.
- **Task 3:** Evaluate proposed code amendments for viability.
- **Task 4:** Host public open house.
- **Task 5:** Amend proposed code amendments based on public input and receive recommendation from CEDC.
- **Task 6:** Host joint public hearing process with Planning Commission & City Council.
- **Task 7:** Create marketing materials/ Public Service Announcements/ etc. to notify builders and public of changes.

Objective 2: Update Florence City Code Titles 10 and 11 to address deficiencies outside of the DLCD Technical Assistance program scope or funding availability.

Objective 3: Update Comprehensive Plan and Zoning Maps in support of housing and economic opportunities analysis completed in 2018.

Objective 4: Evaluate and amend short term rental policies to ensure adequate housing supply for workforce.

Housing Development

Objective 1: Support community partners in development of workforce/ affordable housing.

- **Task 1:** Support Neighborhood Economic Development Corporation (NEDCO) with development of Airport Road site.
- **Task 2:** Support other non-profit efforts to provide additional workforce/ affordable housing.

Objective 2: Evaluate the City's role and potential costs/ locations for city participation in workforce housing development projects.

- **Task 1:** Work with Community & Economic Development Committee to perform rental market study and market efforts to developers.
- **Task 2:** Evaluate City, government partners, and non-profit owned property to determine viability for use in workforce housing projects.
- **Task 3:** Explore local and regional funding options to support development of housing for low- and moderate-income households.
- **Task 4:** Work with partners to pursue state and federal grants to design and finance workforce housing projects.
- **Task 5:** Pursue partnerships with local partner agencies to develop student housing, including but not limited to, Lane Community College, Siuslaw School District, Peace Health, Port of Siuslaw, and the Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians.

Objective 3: Coordinate with major local employers in efforts to develop and support housing affordable to their workforce.

- **Task 1:** Including, but not limited to Peace Health, Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, Siuslaw School District and City of Florence.

Objective 4: Explore options for accommodating transitional housing and make necessary code updates.

Old Town/ Main Street Development

Objective 1: Support the Florence Urban Renewal Agency's (FURA) work to market and recruit for five catalyst sites for housing and commercial uses.

- **Task 1:** Reach out to property owners to determine interest in partnering with the City and FURA for marketing/ development opportunities and for design assistance.
- **Task 2:** Work with property owners to determine barriers to development and potential solutions.
- **Task 3:** Work with property owners to develop marketing materials including video, brochure, web presence etc.

Financial Incentives

Objective 1: Evaluate options and long-term financial sustainability for financial incentives to promote workforce housing development.

- **Task 1:** Evaluate System Development Charge structure for long-term viability of workforce housing incentives.
- **Task 2:** Evaluate opportunities for implementing property tax exemptions for workforce housing projects.
- **Task 3:** Evaluate other public funding/ incentives mechanisms as appropriate.
- **Task 4:** Work with funding partners to identify different types of housing subsidies and funding options.

Preliminary Priority		Goal(s) Addressed
2	Family Wage Jobs & Workforce Development (Retention, Expansion, Marketing, Infrastructure & Incentives)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Infrastructure

Objective 1: Complete utility infrastructure expansion projects along transportation corridors to promote development opportunities.

- Task 1: Complete North Hwy 101 Sewer Extension, West Side.
- Task 2: Complete North Hwy 101 Sewer Extension, East Side.
- Task 3: Complete Hwy 126 Water & Sewer Extension.
- Task 4: Complete Hwy 126 Water & Sewer Extension, Phase 2.

Business Retention & Expansion

Objective 1: Work with the Florence Area Chamber of Commerce to determine interest and financial implications of a partnership to accomplish the City of Florence's Business Retention & Expansion program.

Objective 2: Develop a business retention & expansion program in coordination with community partners.

- Task 1: Develop and implement annual business survey.
- Task 2: Follow up with business survey submittals on business needs in the community.

Objective 3: Support the Florence Urban Renewal Agency's (FURA) efforts to continue a predevelopment grant program.

- Task 1: Continue management of the predevelopment grant program.
- Task 2: Analyze the financial feasibility of accepting additional applications for the program.

Objective 4: Continue to monitor new business licenses & perform outreach.

- Task 1: Create new business welcome program to local businesses to educate them on permitting and building requirements before they purchase a property or sign a lease.

Objective 5: Work with the Florence Urban Renewal Agency (FURA) to develop and implement a Façade Improvement Program.

- Task 1: Analyze the financial feasibility of the creation of a Façade improvement program, and if feasible develop and deploy program.
- Task 2: Work with community groups to develop and/ or enhance award program for façade and landscaping improvements.

Marketing & Recruitment

Objective 1: Expand marketing for the Pacific View Business Park and research available methods to help promote development.

- **Task 1:** Evaluate the possibility of streamlining the purchasing process for lots by preparing public hearing process for all lots prior to potential sales.
- **Task 2:** Develop marketing materials including video, brochure, web presence etc.
- **Task 3:** Coordinate with Business Oregon, Lane County and the South Coast Development Council for out of area marketing.

Objective 2: Maintain information on available properties, buildings and businesses in Florence.

- **Task 1:** Update Available properties map quarterly.
- **Task 2:** Develop online portal for available properties through www.florencebusiness.org and ensure its interface with the Florence Area Chamber of Commerce's website.

Objective 3: Update and maintain florencebusiness.org website and information.

Tourism Promotion

Objective 1: Review transient room tax (TRT) allocation methodology, as well as marketing and visitor information center contract.

- **Task 1:** Support efforts of tourism marketing agencies including but not limited to Travel Oregon, Travel Lane County, Oregon Coast Visitor's Association, and the Florence Area Chamber of Commerce.

Objective 2: Discuss investment in Florence tourism promotion with Lane County.

Objective 3: Continue to support community driven efforts toward public space beautification, recreational opportunities and culture.

- **Task 1:** Work with community groups to develop a City-wide Holiday lighting program.

Objective 4: Work with Florence Urban Renewal Agency (FURA) and the Transportation Committee to consider amendments to parking requirements in Old Town.

- **Task 1:** Consider supporting efforts to research and determine whether to conduct a parking analysis and take steps for parking management in Old Town.
- **Task 2:** Work with Old Town businesses on potential strategies for parking management.

Entrepreneurship & Innovation

Objective 1: Continue to support the Regional Accelerator & Innovation Network (RAIN), Small Business Development Center (SBDC), and Florence Area Chamber of Commerce entrepreneurship programs.

- **Task 1:** Evaluate progress and determine whether to fund additional service years.
- **Task 2:** Assist in marketing entrepreneurship events and trainings.
- **Task 3:** Provide support to business and potential business participants as necessary.

- Task 4: Support and advance efforts to obtain additional funding and incentives for entrepreneurship programs through grants or statewide funding initiatives.
- Task 5: Work with partners to build a program to educate local middle and high school students in the value of entrepreneurship.

Objective 2: Conduct feasibility study for redevelopment of key sites for public/ private development ‘incubator’ and ‘makers spaces’.

Education & Workforce

Objective 1: Support entities that provide education, workforce training, apprenticeship, and/ or internship opportunities to local students and residents.

- Task 1: Consider holding joint work session with Siuslaw School District to discuss School improvements, workforce training, and art/ music curriculum.
- Task 2: Work with Lane Education Service District, Lane Workforce Partnership, and other partner agencies to develop tools for student/ teacher workforce training, apprenticeships and/or internships.
- Task 3: Develop and market workforce recruitment video and other marketing materials.

Economic Development Community Outreach & Program Structure

Objective 1: Improve communication with Council and Community regarding the City’s economic development efforts.

- Task 1: Create and update lead tracking sheet for internal communication.
- Task 2: Create process to quantify private economic development improvements in the community.
- Task 3: Develop monthly newsletter/ web/ social media outreach on Economic Development efforts
- Task 4: Prepare quarterly reports to Council.

Objective 2: Develop Community & Economic Development Committee to assist in work plan efforts and outreach.

Objective 3: Develop long term staffing plan for economic development efforts.

Objective 4: Leverage resources by maintaining partnerships with regional agencies.

- Task 1: Including (but not limited to) Cascade West Economic Development District (CWEDD), South Coast Development Council (SCDC), Lane Workforce Partnership (LWP), Small Business Development Center (SCDC), Business Oregon, Lane County, Lane Community College, and the Florence Area Chamber of Commerce.

Preliminary Priority		Goal(s) Addressed
3	ReVision Florence Community Outreach & Completion (Hwy 101/ 126 Streetscape & Paving)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Objective 1: Public Outreach and Agency Coordination.

- Task 1: Coordination with ODOT through project construction.
- Task 2: Public outreach and communication during construction.

Objective 2: Plan for installation and funding of items removed from contract.

- Task 1: Purchase and installation of pedestrian amenities.
- Task 2: Funding plan, purchase and installation of pedestrian light arms and banner arms.
- Task 3: Funding plan and installation for construction of gateway monument pillars.
- Task 4: Determine funding strategy, timeline and installation to systematically complete Public Art within the streetscape project including both Art Exposed and permanent installations.
- Task 5: Coordination with the Chamber of Commerce on expanding the flower basket and banner program to Highway 101 in the project area.

Preliminary Priority		Goal(s) Addressed
4	Development of Quince Street Property (Hotel/ Mixed-Use/ Housing, Trail, Infrastructure & Incentives)	<ul style="list-style-type: none"> • Goal 3: Economic Development • Goal 5: Financial & Org. Sustain.

Objective 1: Concept plan for property.

- Task 1: Develop concept plan for property and hotel feasibility analysis.
- Task 2: Determine financial strategy and complete necessary preliminary assessments including but not limited to lot line adjustments, geotechnical analysis, floodplain analysis, regrading, tree management, subdivision, etc.

Objective 2: Marketing & Development.

- Task 1: Develop marketing materials including video, brochure, web presence etc.
- Task 2: Hire commercial real estate broker and develop strategy for marketing property development including cost/ benefit analysis of RFP process for developer.

Preliminary Priority		Goal(s) Addressed
5	Parks & Park Improvements (Gallagher, River & Miller Parks and Estuary Trail)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Objective 1: Construct and develop new Siuslaw River Beach Access Park.

Objective 2: Plan and complete Siuslaw Estuary Trail – Hwy 126 to Port Property.

Objective 3: Conversion of Old Public Works to Gallagher Park.

- Task 1: Public outreach on what type of park amenities are desired for Gallagher park.
- Task 2: Create a master plan for the development of Gallagher Park over the next 2-5 years.
- Task 3: Design for new amenities and cost estimates.
- Task 4: Seek and obtain grant funding for park development.
- Task 5: Bid process for construction of new park facilities.
- Task 6: Construction of Gallagher Park expansion.

Objective 4: Support Community group grants to improve or create new parks.

- Task 1: Implement vision that was developed for the General Ben King Memorial Airport Gateway.
- Task 2: Work with school district and community volunteers to develop new soccer fields at middle school site.
- Task 3: Work with Siuslaw Baseball Association, Siuslaw Youth Soccer, and other community partners to rehabilitate and expand sport/ fitness opportunities at Miller Park.

Objective 5: Improve parks, trails, and walkability.

- Task 1: Develop trail brochure and update City webpage.
- Task 2: Complete major trail maintenance & repaving.
- Task 3: Expand park amenities in Old Town.
- Task 4: Expand pickleball opportunities at Rolling Dunes Park or Gallagher Park.
- Task 5: Relocate community gardens to Rolling Dunes Park.

Objective 6: Complete Park Master Plan Update.

- Task 1: Complete Park Master Plan update with specific projects and costs.
- Task 2: Seek long term financing plan to improve parks, trails and walkability.

Preliminary Priority		Goal(s) Addressed
6	Infrastructure & Capital Improvements (Water, Sewer, Stormwater & Streets)	<ul style="list-style-type: none"> • Goal 1: City Service Delivery • Goal 2: Livability & Quality of Life

City Facilities

Objective 1: City Hall Remodel and Expansion Completion.

- Task 1: Completion of items outside of the City Hall construction contract, such as signage, records storage system, other items for facility utilization.
- Task 2: Employee training on new facility procedures and systems.
- Task 3: Development and completion of City Hall landscaping.
- Task 4: Construction of new retaining wall and staircase on the east side of the facility.

Objective 2: Deconstruction of Old Public Works.

- Task 1: Clear out items stored at the old facility.
- Task 2: Transition remaining Public Works Inventory and other items to the new public works facility.
- Task 3: Asbestos abatement for all facilities on the site.
- Task 4: Deconstruction and disposal of buildings after asbestos abatement.

Objective 3: Construct City Public Works Facility Phases 2 & 3.

- Task 1: Pursue grants for items not installed/ completed as part of the project, including 175 KW emergency power generator, video conferencing equipment and hybrid yard lighting.
- Task 2: Purchase new storage racks with correct weight limit rating for maintenance building.
- Task 3: Design and construct new 3-sided pole building(s).
- Task 4: Pave out parking lot.
- Task 5: Pursue grants for new fueling depot to be constructed on lot south of new Public Works.

Transportation

Objective 1: Complete Safe Routes to School Project.

Objective 2: Complete annual Chip/ Fog Seal Program.

Objective 3: Reconstruct Rhododendron Drive – Wildwinds to 35th including realignment, separated multi-use path and improved river overlook/ parking area.

Objective 4: Construct separated 12’ multi-use path along Rhododendron from 35th to North Jetty Road.

Objective 5: Construct separated 12’ multi-use path along Rhododendron from North Jetty Road to Heceta Beach Road.

Objective 6: Develop approach and funding to address deferred street maintenance.

Objective 7: Fix Spruce Street Culvert Failure.

- Task 1: Develop Plan.
- Task 2: Seek grant opportunities as available.

Objective 8: Work with Transportation Committee to audit and correct errors in the 2012 Florence Transportation Systems Plan.

- **Task 1:** Prepare updates to the Transportation Systems Plan.
- **Task 2:** Prepare corresponding updates to the Florence City Code, Comprehensive Plan and Capital Improvement Plan.
- **Task 3:** Determine methods for public outreach and input on proposed amendments and implement.
- **Task 4:** Host joint public hearing process with Planning Commission and City Council based on recommended amendments.

Objective 9: Enhance pedestrian and ADA crossing opportunity on Nopal and Bay Streets.

Objective 10: Support the Florence Urban Renewal Agency's (FURA) potential projects to complete sidewalk improvements within the FURA district.

- **Task 1:** Complete quick response sidewalk and ADA improvements in the area of Maple Street and Laurel Street.
- **Task 2:** Complete sidewalk replacement project along 2nd Street to address gaps and inadequate sidewalks, including ADA and installation of pedestrian scale lights.

Objective 11: Continue efforts to increase public transit opportunities to Eugene and Coos Bay and support continuation of Yachats pilot program.

Stormwater

Objective 1: Complete Old Town Stormwater Drainage Project – 6th Street Juniper to Hemlock and Hemlock to 1st Street.

Objective 2: Complete 2nd Street Stormwater Project.

Objective 3: Complete Stormwater Master Plan Update.

Objective 4: Complete Pine Court Stormwater Project.

Water

Objective 1: Complete 16-inch water line on 9th Street from Rhododendron to Kingwood, including stormwater repair at 9th and Hemlock.

Objective 2: Update Water Management and Conservation Plan.

Wastewater

Objective 1: Develop Facilities Plan for the Wastewater Treatment Plant.

- **Task 1:** Select consultant and develop scope.
- **Task 2:** Develop facilities plan to guide major equipment replacement and set the stage for expansion.

Objective 2: Develop plan for providing sewer to North Urban Growth Boundary.

- **Task 1:** Select consultant.
- **Task 2:** Develop 'master plan' for providing sewer to North UGB.
- **Task 3:** Explore and obtain grants to construct new gravity sewers in North UGB.

Airport

Objective 1: Complete Airport Runway/ Taxiway seal coat and lighting project.

Objective 2: Implement Airport Improvements according to Airport Master Plan.

Other Objectives and Tasks proposed to be included within the work plan are as follows:

Goal(s) Addressed	
Public Safety <i>(Police, Dispatch, Jail, Court, Emergency Management, Code Enforcement)</i>	<ul style="list-style-type: none">• <i>Goal 1: City Service Delivery</i>• <i>Goal 2: Livability & Quality of Life</i>

Police, Dispatch, Jail

Objective 1: Develop permanent funding for School Resource Officer

Objective 2: Expand community support through National Night Out.

Objective 3: Continue to implement proven best practices for public safety agencies regarding homelessness, drug usage, mental illness, and other social concerns and support non-profit and government partners in community driven approaches.

Objective 4: Complete patrol squad room remodel / upgrade.

Objective 5: Complete 911 System and Dispatch Center Upgrade.

- **Task 1:** Communications Center Remodel.
- **Task 2:** Train Communications Officers on new system.

Objective 6: Maintain Compliance with Criminal Justice Information Services (CJIS) and Federal Crime Reporting.

- **Task 1:** Complete computer aided dispatch update with justice connect.
- **Task 2:** Complete Oregon national incident-based reporting system (ONIBRS).

Objective 7: Implement eCitations program.

Objective 8: Develop policies and procedures for Jail.

- **Task 1:** Continue to attend pertinent trainings.
- **Task 2:** Implement written polices

Court

Objective 1: Implementation of the e-conviction program for processing DMV convictions electronically.

Objective 2: Program implementation for collection of fines and fees through the Department of Revenue.

Objective 3: Continued implementation of process improvement and modernization.

Emergency Management

Objective 1: Continue to participate and lead efforts of the West Lane Emergency Operations Group (WLEOG).

- **Task 1:** Coordinate efforts to update and maintain the Emergency Operations Plan.
- **Task 2:** Develop departmental procedural checklists for City supported functions of the Emergency Operations Plan.
- **Task 3:** Assist in the coordination of and participate in local and regional emergency exercises.

Objective 2: Continue to develop and implement City emergency preparedness policies.

- **Task 1:** Develop a continuity of operations plan for the City.
- **Task 2:** Develop internal departmental procedures, policies, and checklists for emergency response.
- **Task 3:** Continue to ensure that all employees receive ICS 100, 200, 700, and 800 training.
- **Task 4:** Continue to coordinate specific ICS trainings for identified employee roles.

Code Enforcement

Objective 1: Update City's nuisance codes to remove inconsistencies, improve clarity, and address unaddressed issues.

Objective 2: Implement code violation and citation tracking software to improve Code Enforcement workflow and communication among departments and to the public.

Objective 3: Create code enforcement operations manual to create the opportunity for professional volunteer assistance.

Objective 4: Explore funding options for additional code enforcement officer.

Goal(s) Addressed

Community Beautification & Aesthetics

- *Goal 2: Livability & Quality of Life*
- *Goal 3: Economic Development*

Community Gateway Signage

Objective 1: Develop welcoming gateway signage (N,S,E).

- Task 1: Identify locations.
- Task 2: Develop concepts for gateways.
- Task 3: Construct gateways.

Landscaping & Lighting

Objective 1: Improve Curb Appeal and protect natural areas from weed encroachment.

- Task 1: Support the Environmental Management Advisory Committee to update vegetation preservation city code to eliminate inconsistencies and reflect current community quality of life goals.
- Task 2: Create and implement a noxious weed control program to educate the public, eradicate problem areas and recognize business, group and individual positive efforts.

Objective 2: Research industry standard parking lot lighting level standards and revise lighting code to ensure safety and improve quality of life.

Public Art Program

Objective 1: Discuss and consider amendments to the process for acquisition of public art and the role & responsibilities of the Public Arts Committee through review of the Public Art Guidelines (Resolution No. 4, Series 2016) and the Public Arts Committee duties per FCC 2-4.

Objective 2: Central Lincoln PUD Mural Installation.

- Task 1: Work with Florence Urban Renewal Agency (FURA) on artist contract approval.
- Task 2: Complete City Council Hearing per Mural Code.
- Task 3: Prepare for art installation including public outreach, site logistics, etc.

Objective 3: Siuslaw Bridge Steps Art Installation.

- Task 1: Prepare for art installation including public outreach, site logistics etc.
- Task 2: Coordinate with ODOT for Intergovernmental/ Maintenance Agreement.

Objective 4: Art Exposed Program. Task 1: Continue to market preliminary four pieces on Bay Street for sales.

- Task 2: Replace four pieces in old town with new pieces.
- Task 3: Research locations for additional pieces within the Art Exposed Program including ReVision Florence and throughout the City, prepare financing plan, & installation timelines for Art Exposed pieces for ReVision Florence project.

Objective 5: Complete actions to encourage private funding and/ or donations of public art to leverage City funding.

- Task 1: Limit funding sources for the Public Art program to the City of Florence general fund, grants and private donations, and do not include funding from the Florence Urban Renewal Agency.
- Task 2: Research grant opportunities and prepare grant applications through staff and volunteer time.
- Task 2: Develop public art donation program.
- Task 3: Support efforts for nonprofit development of public art funding.

Objective 6: Public Outreach and Marketing of Public Art Program.

- Task 1: Improve communication with public concerning public art program objectives including monthly Siuslaw News Articles, speaking opportunities with community groups, social media and City website.

Objective 7: Prepare for next public art projects and long-term objectives/ strategies.

- Task 1: Perform public outreach on interest in public art program and art types.
- Task 2: Prepare master plan for next projects for Council consideration.

Objective 8: Complete Mural Code revisions with revisions to sign code where necessary.

- Task 1: Review potential options for Mural Code Amendments.
- Task 2: Prepare code amendments.
- Task 3: Joint work session with Council/ Planning Commission.
- Task 4: Complete public hearing process with the Planning Commission & City Council.

Objective 9: Determine viability of the development of a private property mural program/ match program.

- Task 1: Review cost/ benefits and potential structure of private property mural program.
- Task 2: Implement program via public outreach informational materials, application booklet and outreach to potential private partners etc.

Objective 10: Consider opportunities for sustainable funding/ staffing options.

Goal(s) Addressed	
Sustainability & Conservation	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

City Bio-Solids Program

Objective 1: Expand biosolids composting facility.

- Task 1: Perform a curbside yard debris collection cost-benefit/ feasibility study.
- Task 2: Identify and secure funding sources for expanding Flo-Gro processing.
- Task 3: Develop plan to market Flo-Gro product.

Recycling & Litter Reduction

Objective 1: Support Environmental Management Advisory Committee’s work to enhance efforts toward recycling and litter reduction.

- Task 1: Implement program to place garbage & recycling containers in identified problem areas of the city.
- Task 2: Continue community discussion to eliminate availability of single use plastic shopping bags including considering programs to reduce litter and updating city codes.
- Task 3: Consider community discussion on eliminating availability of plastic straws.
- Task 4: Modify solid waste collection fees to include yard debris collection.
- Task 5: Implement Five “R” Restaurant rating program recognizing, awarding and educating sustainable environmental practices.
- Task 6: Support local community business endeavors that seek to recycle plastic, including but not limited to the ‘Precious Plastics’ program.
- Task 7: Develop informational materials to educate the community on best practices for recycling and materials that can be recycled locally including but not limited to a video, brochure, website, and social media releases.

Goal(s) Addressed	
Misc. Code & Process Amendments	<ul style="list-style-type: none"> • Goal 1: City Service Delivery • Goal 4: Communication & Trust

Flood Insurance Rate Map Amendments

Objective 1: Update Titles 4 and 10 and the Florence Comprehensive Plan in support of 2018-19 Flood Insurance rate map amendments.

Land Use Housekeeping Amendments

Objective 1: Perform general housekeeping updates to Titles 10 and 11.

Objective 2: Work with State of Oregon to identify and pursue a path to update the Florence Realization 2020 Comprehensive Plan consistent with state requirements and community needs.

City Licensing

Objective 1: Reassess and update the City’s various licensing where appropriate.

- Task 1: Street Closure.
- Task 2: Business Licenses.
- Task 3: Special Events & Parades.
- Task 4: Liquor Licenses.
- Task 5: Taxi Codes.

Elections

Objective 1: Update elections ordinance to clarify city deadlines.

Goal(s) Addressed	
Committee, Commission & Board Management	<ul style="list-style-type: none">• <i>Goal 1: City Service Delivery</i>• <i>Goal 4: Communication & Trust</i>

Florence Urban Renewal Agency (FURA)

Objective 1: Review FURA Bylaws, City Code and FURA Plan to ensure consistency with current objectives and practices.

City Committees & Commission Coordination

Objective 1: Implement updated City Committee & Commission policy manual.

- Task 1: Ensure committee/ commission volunteers are appointed and trained for posts for city processes, public meetings law and Oregon government ethics laws.
- Task 2: Improve communication between City Council and committees via monthly reports, ex-officio memberships, committee work plan approvals, and committee work sessions for input into the City work plan.
- Task 3: Convert Planning Commission meeting materials to digital delivery system and train members on usage.

Objective 2: Ensure Committee & Commission effectiveness in supporting Council Goals & Work Plan.

- Task 1: Evaluate Committee’s work plans in context of overall City work plan objectives.

Goal(s) Addressed

Internal City Processes & Procedures

- *Goal 1: City Service Delivery*
- *Goal 5: Financial/ Organizational Sus.*

Customer Service

Objective 1: Implement customer service updates at the remodeled City Hall.

Objective 2: Evaluate potential amendments to City Hall office hours.

Human Resources

Objective 1: Complete Administrative Services Department Restructure.

Objective 2: Complete negotiations with the Florence Police Association for contract ending 2020.

Objective 3: Implement City intranet system for all employees to use.

Objective 4: Ensure staff are trained for their positions and in applicable state laws including ethics, public records, harassment etc.

- **Task 1:** Ensure new staff are trained during on-boarding process and all other staff are trained every two years.

Objective 5: Develop system to track employee trainings.

Objective 6: Improve employee safety and risk management.

- **Task 1:** Adopt updated safety manual and continue work towards safety committee, volunteer policies, and learning center trainings.

Objective 7: Improve employee experience and improve employee retention.

- **Task 1:** Update City personnel handbook and other policies.
- **Task 2:** Update City's performance evaluation/ reviews procedure.
- **Task 3:** Participate in 3rd party trainings as appropriate.
- **Task 4:** Complete salary survey.
- **Task 5:** Develop strategies for succession for key personnel positions.

Objective 8: Analyze building department organizational structure and hire Building Official position and hire and/or contract for provision of building and electrical plan review and inspection services.

Records Management

Objective 1: Improve City’s records management and retention program.

- Task 1: Determine viability of staff assistance for records program.
- Task 2: Research and determine best methods for short- and long-term records.
- Task 3: Research and implement off-site storage options.
- Task 4: Setup protocols to relocate records for long- and short-term storage.
- Task 5: Continue to digitize and index the City’s permanent and long-term records.
- Task 6: Setup protocols and processes for retention of City email records.
- Task 7: Research and potentially implement records retention software.

Objective 2: Update Public Records Request Policies and research software solutions for potential implementation.

Communication Guidelines

Objective 1: Development of a City-wide communications and style guide.

- Task 1: Press release and public service announcement template utilization across City.
- Task 2: Updates to the press release distribution list and procedures.
- Task 3: Define how information is shared with different stakeholder groups to provide consistency across the organization.
- Task 4: Employee training on new procedures.

Goal(s) Addressed	
Financial Processes & Transparency	<ul style="list-style-type: none">• <i>Goal 1: City Service Delivery</i>• <i>Goal 4: Communication & Trust</i>• <i>Goal 5: Financial/ Organizational Sus.</i>

Contracting Rules

Objective 1: Update the City’s Contracting and purchasing rules according to ORS requirements.

Financial Sustainability

Objective 1: Review and update long-range financial forecasts annually for all funds. Identify funding gaps and approaches to ensure financial and organizational sustainability.

- Task 1: Evaluate general fund specific considerations – perform research on property valuations and impacts to property taxes and next steps.
- Task 2: Evaluate strategies to address City public employee retirement system (PERS) obligations.

Objective 2: Prepare biennial budget consistent with adopted work plan.

- Task: Prepare biennial budget incorporating five-year financial forecasts, identify goals and objectives and/ or funded, and those that remain unfunded and/ or require action by Council or others.

Objective 3: Ensure timely financial reporting.

- Task 1: Prepare quarterly reports that include financial, operational or capital performance and status
- Task 2: Adjust budgets timely to reflect changes in budgeted resources and/ or expenditures to achieve work plan objectives.
- Task 3: Secure clean opinion on audited financial statements.

Objective 4: Continue processing and negotiating franchise agreement with current and future telecommunications providers.

Objective 5: Review and update building and planning permitting fees to recuperate costs in accordance with state statutes and city policy.

Goal(s) Addressed	
Florence Events Center	<ul style="list-style-type: none">• <i>Goal 2: Livability & Quality of Life</i>• <i>Goal 3: Economic Development</i>• <i>Goal 5: Financial & Organizational Sus.</i>

Objective 1: Create sustainable funding options.

- Task 1: Increase number of conferences & events.
- Task 2: Develop and implement an endowment program.
- Task 3: Consider booking bigger name acts with consideration to risk vs. benefit.

Objective 2: Development of North property.

- Task 1: Establish plan for increased parking & storage.
- Task 2: Implementation.

Objective 3: Improve Marketing Efforts.

- Task 1: Reevaluate marketing plan and increase marketing efforts.
- Task 2: Increase marketing budget.

Objective 4: Improve Florence Events Center Facility and Operations.

- Task 1: Increase east parking lot lighting.
- Task 2: Increase interior storage/ mezzanine expansion.
- Task 3: Review and update FEC policies and procedures.
- Task 4: Research and implement booking software solution.
- Task 5: Upgrade fire panel and sensors.

Objective 5: Friends of the Florence Events Center & Volunteer procurement.

- Task 1: Improve volunteer procurement and management.
- Task 2: Support fundraising events presented by Friends of the FEC.

Goal(s) Addressed

Community Outreach

- *Goal 1: City Service Delivery*
- *Goal 4: Communication & Trust*

News & Media

Objective 1: Monthly distribution of City Newsletter.

Objective 2: Distribution of news items to local and regional media outlets.

- **Task 1:** Continue weekly City Manager interview with Coast Radio.
- **Task 2:** Continue project specific outreach to media outlets.
- **Task 3:** Continue educational public service announcements.

Objective 3: Continue development of informational videos to add to the City's video library.

Objective 4: Continue outreach on the City's social media platforms to provide City news and updates.

Objective 5: Develop Communications Policy

Website

Objective 1: Continue to improve the City's website and the information available.

- **Task 1:** Implement the City Staff directory.
- **Task 2:** Continue to enhance the City project pages.

Citizen Participation

Objective 1: Development and implementation of Citizen's Academy.

Objective 2: Continued participation in activities such as Public Works, City Day and National Night Out.

Community Designations & Awards

Objective 2: Tree City USA Designation.

- **Task 1:** Work with the Environmental Management Advisory Committee (EMAC) on application for Tree City USA.
- **Task 2:** If Tree City USA designation is obtained, work with EMAC on plan to maintain status.

Objective 3: Coast Guard City.

- **Task 1:** Determine next steps to ensure appropriate memorialization of Coast Guard City designation.