

# 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**

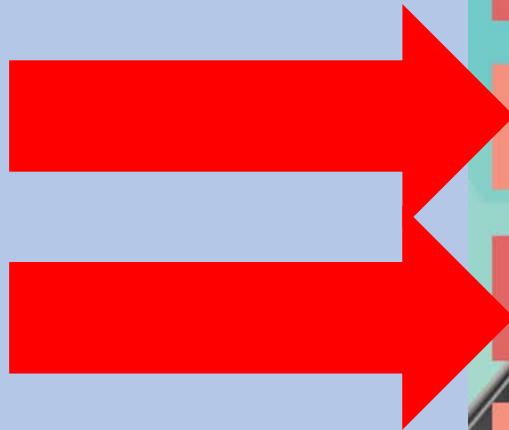
# Why Public Art Matters

- 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



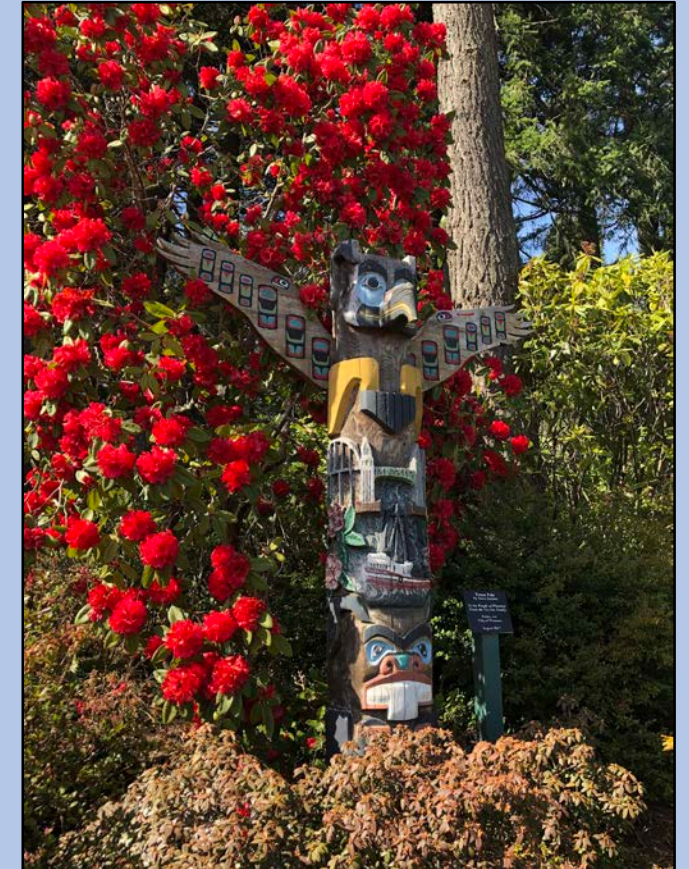
**Cascade by David Miller**

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
<b>VISUAL IMPACT (overall quality)</b>	The unique organization of art elements, content, & execution create a striking & memorable work. If selected this project has the <b>power to “wow”</b> the viewer.	The organization of art elements, content, and execution create cohesive work. The work has <b>lasting impact</b> on the viewer.	The organization of art elements, content, and execution are addressed in the work. The work <b>holds the viewer’s attention</b> .	The organization of art elements, content, and execution is incompletely addressed in the work. There is little or no impact on the viewer.
<b>INTERPRETATION &amp; CREATIVITY (completeness/effort)</b>	The design shows <b>unique and creative interpretation</b> of the project and was continued until it was as complete as possible. Effort was far beyond that required, with <b>great attention to details</b> .	The design shows <b>clear understanding</b> of the requirements and the artist’s ability to think “outside the box.” With more effort, the application might have been <b>outstanding</b> .	The design shows some creativity and <b>adequate interpretation</b> of the requirements. However, the work appears unfinished.	The <b>design requirements are fulfilled, but there is</b> no evidence of original thought or interpretation. Application is incomplete or lacks attention to details.
<b>COMPOSITION/ DESIGN (organization)</b>	Shows and effectively <b>utilizes</b> knowledge of the elements and principles of design. The design effectively fills the requirements.	Shows an <b>awareness</b> 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.
<b>CRAFTMANSHIP (made with skill of mediums and overall neatness)</b>	Demonstrates a mastery of skill and a <b>clear understanding and application</b> of specific medium qualities. The design is beautiful and complete.	Demonstrates skill and <b>some understanding</b> 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.
<b>CRITERIA</b>	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 5<sup>th</sup> 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

# 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



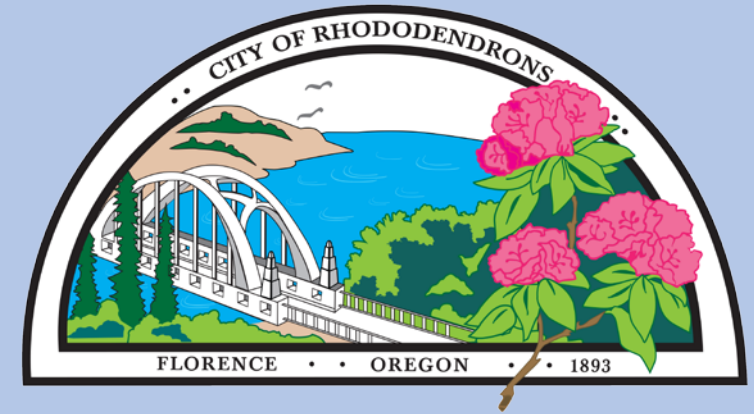
- Siuslaw Bridge
- Florence Area History
- Ethnobotany of Coastal Oregon
- Kuitsh and Siuslaw People
- Americana Folk Arts of Quilting, Embroidery, and Weaving

# 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

