City of Florence Public Art Committee Siuslaw Public Library Conference Room 1460 9th Street Florence, OR 97439 541-997-3437 www.ci.florence.or.us

April 20, 2017

AGENDA

10:00 a.m.

Members:	Harlen Springer, Chairperson	Susan Tive, Vice-Chairperson	
	Vacant, Member	Jo Beaudreau, Member	
	Ron Hildenbrand, Member	Jennifer French, Member	
Jayne Smoley, Member			
Joshua Greene, Council Ex-Officio Member Kelli Weese, Staff Ex-Officio Member			
With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired. Meeting is wheelchair accessible.			

CALL TO ORDER – ROLL CALL

Approx. 10:00 a.m.

1. APPROVAL OF AGENDA

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Public Art Committee's attention any item not otherwise listed on the Agenda. Comments will be limited to a maximum time of 15 minutes for all items.

ACTION ITEMS

- 3. USE OF CAFÉ SYSTEM FOR ARTIST RECUITMENT Consider approval of the use of Café for artist recruitment
- 4. SIUSLAW BRIDGE STEPS CALL TO ARTISTS AND NEXT STEPS Consider approval of the draft call to artists and next steps
- 5. 2017 / 2018 PUBLIC ART COMMITTEE WORK PLAN Consider approval of the draft 2017 / 2018 Public Art Committee work plan
- 6. APRIL 26th FLORENCE URBAN RENEWAL AGENCY MEETING Determine availability for April 26th Urban Renewal Agency Meeting

REPORT ITEMS

7. PROJECT TEAM PROGRESS

- Committee Vacancy Timeline Kelli
- Trash Cans & Transit Stops Ron & Jennifer
- Hwy 101 & Hwy 126 Mural Joshua & Jayne
- Siuslaw Bridge Steps Susan
- Gallery in Old Town Harlen
- Public Art Donations Harlen & Jayne
- Funding & Marketing Harlen, Susan & Jo
- 8. NEXT MEETING DATE, FUTURE AGENDA TOPICS AND HOMEWORK
 - Review upcoming meeting dates/times
 - May 15, 2017 Public Art Committee Meeting

Experience Florence

Where Every Day is a Celebration of the Arts

Working Draft Application Packet/Information for

The Siuslaw River Bridge Steps Art Installation Project

Introduction

The City of Florence and The City's Public Art Committee (PAC) are pleased to announce plans to create and install several high impact art projects around the city. Similar to many other cities large and small, the PAC believes that these projects will generate community pride and connectivity, provide artists a creative outlet with high visibility, and benefit citizens with quality and meaningful public art while driving economic development and tourism for locals, visitors and businesses.

Background

By creating public art, the Florence community can reap esthetic benefits, create conversations, join together and, create buzz for tourists that will increase economic growth. The Oregon Coast is not only known for its natural beauty, but for the art that it inspires! The PAC's mission is to make everyday a celebration of the arts in Florence.

The Siuslaw River Bridge in Old Town Florence is an historic landmark, long a symbol for the city and gateway to it's riverfront downtown area. Designed by Conde McCullough the bridge opened for traffic in 1936. At a later date a long set of steps was added north of the bridge into the hillside leading to downtown. The Siuslaw River Bridge Steps Art Installation Project is an exciting outdoor public art project designed to beautify and enhance the park-like hill and pedestrian steps leading from Old Town Florence up to the Siuslaw River Bridge. The vision for this project is to install artwork on the steps, utilizing them as a canvas while also incorporating the railings, lighting and natural incline of the landscape. The goal of this project is to bring this interesting but often overlooked area of Old Town Florence to life with eye-catching and interactive art while at the same time maintaining the functionality and safety of the steps for everyday pedestrian use. The PAC is looking for imaginative designs that include the possibility of community participation at some stage of the installation process. Design ideas that utilize a variety of media are encouraged but must take into account safe use and adhere to all applicable city safety codes.

Reasons to Apply & Participate

- Unique opportunity for creative expression
- Showcase your talent in a high visibility location
- Work with an art friendly community
- Media attention throughout the region and beyond
- Artist recognition
- Honorarium and materials fee
- Beautify everyday City objects
- Create functional Art near an historic landmark

General Application Process

- 1. Application Submission
- 2. Submit Application Supplemental materials
- 3. Confirmation by email all contents has been received
- 4. Up to 3 designs by each artist will be considered
- 5. Selections will be made by the <u>City of Florence Public Art Committee or</u> <u>subcommittee??</u>
- 6. Submissions for XZY installation will be accepted through XYZ Date
- 7. Artists will be notified if their designs are selected or not

Eligibility

- All artists, over 18 years old are eligible.
- Entries must be the original design and artwork of the entrant and suitable for viewing by all ages, (see design guidelines).
- Other eligibility requirements/preferences:
 - Designs that complement the Art Deco style of the Siuslaw Bridge are encouraged.
 - Work plans that include an element of community participation are preferred.

Application Instructions

See Questions for Committee at bottom of this document

This application is available as an editable PDF or online form. All applications submissions must be typed. We strongly encourage you to submit your final application online HERE and use the PDF as a guide for your online application.

PDF Applications:

Simply download and open this document with a recent version of Adobe Acrobat and click on the fields to type in your response. When the application is complete, save your document as your last name then first name, then email it to XZY. Please scan and/or attach EACH item of your application to your email as a SEPARATE attachment.

Online Submissions:

After hitting submit on your application, attach any additional supplemental application documents at this time to XZY.

All Submissions:

You will receive an email confirmation when we receive your application and supplemental documentation. You should not consider your application complete until you receive this email.

Design Guidelines

- Designs must take into account the pedestrian use of the steps and all City of Florence Safety Codes (see Appendix 1)
- Creativity and innovation of design are strongly encouraged.
- Art should be visible from a distance, and be engaging from multiple angles and perspectives
- Submitted artwork should exhibit excellent craftsmanship and show experience working with a natural landscape and steep gradient.
- Artists should consider the longevity and maintenance of their designs as this is a long-term installation in an outdoor location close to the Siuslaw River and exposed to the elements.
- Artists must submit a design using the provided template, submission must accurately represent the final design.
- Designs must not include any breach of intellectual property, trademarks, brands, business names, corporate or organizational branding, or images of drugs.
- Designs must not include religious references, symbols or numbers, copyrighted.
- The artwork created may not be used for advertisement or to promote a business, product or viewpoint.
- Selected artist/s must be willing to work with the PAC to adjust design, if necessary.

Important Details

- Designs that incorporate the landscape surrounding and beyond the stairs are encouraged
- This area may or may not be lit at night, incorporating solar lighting or other alternative lighting is encouraged
- No element of the design can be tall enough to be viewed by motorists traveling on Highway 101 above the top of the hill where the steps are located

Things to Consider

- The steps will be cleaned before the artists begin their work. The City of Florence, Project Manager, and Volunteers will provide this service for you. The stairs will be prepared for the artist before set date. Project manager will coordinate with artist to schedule appropriate cleaning and start dates. <u>(Need to confirm the City or contractor can do this, costs and scope of what might need to be done depending on what applicant's project)</u>
- Artist will need to cover over functional areas (masking).
- Artists must supply their own water and materials (See suggested helpful items in Appendix).
- Drop cloths should be used at all times while painting.
- Passage on the sidewalk/stairs for pedestrians must show alternative routes listed, when closed for work.
- Blocking traffic or lanes of the street is not permitted. Depending on scope of

project, a few parking spots may be blocked for specific use for this project. (Do we need a permit for this? Can use use City property to block spots and signs)

- Project completion date/s depend on type and scope of work being done and materials used, and community involvement.
- Storage shed, dry locked for storage of materials, may be provided if needed. (Can we get a storage shed on site? What permits do we need to do? Costs? Does the City have Resources?)
- The City and PAC will be helping promote and market the project. Artist is expected to help and document their process.
- The City and PAC would like to have an unveiling/opening celebration/ribbon cutting at the completion. Artist is expected to participate.

Honorarium

- Participating artists may receive a \$X stipend (\$X supply stipend upon acceptance of their designs + \$X stipend upon completion of their object). Artists are responsible for the cost of all materials required to complete their artwork beyond the supply stipend.
- Honorarium amounts vary depending on object configurations & locations.

Appendix to Application & Artist Resources

Helpful Items:

- 1. City of Florence Safety Code: ci.florence.or.us/council/city-code
 - a. PDF:

ci.florence.or.us/sites/default/files/fileattachments/mayor_and_cou ncil/page/976/florence_city_code_-_complete.pdf

- b. We need to find the section/s in document and list HERE
- 2. Installation Materials
 - Stool/chair/kneeling pad for comfort Umbrella for shade/rain protection
 - Drinking water & snacks
 - Safety Vest
 - Other

List of Questions for Committee:

How are we doing call? Online? Paper? Both? Storage Unit? Budget for survey if needed? Final budget changes? Bridge style encouraged but not preferred? Community involvement preferred? Are we planning to standardize call to artists and evals? Does full committee have to approve these for each project? How does evaluation process work, who is on committee, how many, outside participation?

Working Draft of Evaluating Applications

Evaluation Matrix

Submissions will be evaluated as per the table below:

Item Evaluation Criteria	Weight	Rating	Score
Application Completeness, all aspects submitted Professionalism (filled out correctly and followed directions) 	(This would be lowest weight) 15%		
 Qualifications History of Successful Projects Experience with this type of project Track record of projects completed 	(This would be medium weight) 25%		
Demonstrate excellence of past work in conceptual, aesthetic and technical terms • Exciting design concepts • Complete ideas • Steps of Project clearly thought out • Visuals ideas compelling • Creativity, innovation • Usage of materials	(This would be higher weight) 30%		
Ability to create a work(s) of art that meets the project goals • Fits theme:	(This would be higher weight) 30%		
	MAXIMUM POSSIBLE TOTAL SCORE		

Rating Score of:	
10	Exceeds expectations; Artist clearly understands the requirements, excellent potential for success. High level of creativity.
8	Somewhat exceeds expectations; high potential of success. Strong creativity.
6	Meets expectations; Proponent has good understanding of requirements, good potential for success. Average level of creativity.
4	Somewhat meets expectations; minor weakness or deficiencies, fair potential for success. Fair level of creativity.
2	Does not meet expectations or demonstrate understanding of the requirements, low potential for success.
0	Lack of response or complete misunderstanding of the requirements, no potential for success.

APPLICATION MATERIALS CHECKLIST (This would change per project)

Please include all of the following in your packet. Online submissions must email the contents of the packet once application has been submitted. Retain a copy of your packet for your reference. Copies will not be provided.

- 1. Artist Statement (no more than 1 page)
- 2. Artist Resume or CV detailing your experience as an artist
- 3. Artist statement for the design submitted (up to 3 designs can be submitted) each design submission requires a separate design statement & estimated general timeline (specific timeline and workplan will be required. These documents can be completed after project has been selected)
- 4. Renditions of the imagery that is intended for the object on all sides for each design. Templates are HERE (we would need to make if applicable)
- 5. 5 to 10 examples of previous work
 - a. Number each image one to 10 and include the following annotations on a separate sheet (Word or PDF):
 - i. Artist(s)' name
 - ii. Title of artwork
 - iii. Date of completion
 - iv. Dimensions
 - v. Location
 - vi. Medium
 - vii. Budget
 - viii. Brief description of goals of the project
- 6. References
 - a. Provide two current references who can speak to artistic, design and community consultation qualifications. References should include:
 - i. Company name, if any
 - ii. Contact name
 - iii. Telephone number
 - iv. e-mail address
 - v. NOTE: The City reserves the right to contact references without prior notification to the artist(s).
- First Name
- Last Name
- Email Address
- Phone number
- Physical Address (for proof of living within application area)
- Mailing address (Street, City, State, Zip)
- Title of Design Submitted

- Basic Description of Design
- Please include your links to your online artist visibility, such as your Artist Facebook page, website or other media you may have online.
- If a group submission, submit only the Lead Artist's/Contact Member of Group's application. The Lead Artist/Contact Member of Group should include the Group Application Sheet with their application.
- Have you participated in a Public Art Project before? Yes, No?

Group Submissions

The Lead Artist/Contact Member must have each person who will be working on the project together submit the following Group Application Sheet with their application. The members of the team must provide the information to the Lead Artist/Contact Member for submission.

- 1. Group Application Coversheet
- 2. Artist Statement
- 3. Artist Resume or CV detailing your experience as an artist
- 4. 5 to 10 examples of previous work
 - a. Number each image one to 10 and include the following annotations on a separate sheet (Word or PDF):
 - vi. Artist(s)' name
 - vii. Title of artwork
 - viii. Date of completion
 - ix. Dimensions
 - x. Location
 - xi. Medium
 - xii. Budget, if any
 - xiii. Brief description of goals of the project
- 7. References
 - a. Provide two current references who can speak to artistic, design and community consultation qualifications. References should include:
 - i. Company name
 - ii. Current contact name
 - iii. Current telephone number
 - iv. Street address
 - v. e-mail address
 - vi. NOTE: The City reserves the right to contact references without prior notification to the artist(s).
- First Name
- Last Name

- Email Address
- Phone number
- Physical Address (for proof of living within application area)
- Mailing address (Street, City, State, Zip)
- Please include your links to your online artist visibility, such as your Artist Facebook page, website or other media you may have online.



City of Florence 2017 / 2018 Public Art Committee Work Plan Last Update – April 20, 2017

Public Art Committee (PAC) Overview:

The City of Florence PAC was established in July 2015 in order to serve as the City's primary volunteer committee tasked with actively developing a Public Art Program and Policy for the City of Florence. The Committee's duties include...

- Establish and maintain a city art collection
- Develop a map / list of desired projects for future accessions
- Prepare for and secure funding for additional art works
- Consider projects by private developers and citizens that would result in public art

Public Art Committee Members			
Harlen Springer, Chairperson	Susan Tive, Vice-Chairperson	Vacant	
Jo Beaudreau, Member	Ron Hildenbrand, Member	Jennifer French, Member	
Jayne Smoley, Member	Joshua Greene, Council President	Kelli Weese, CR / Eco. Devo. Coord.	
	Ex-Officio Member	Ex-Officio Member	

Completion Timeline Overview:

With the completion of the adoption of public art policies and funding from the Florence Urban Renewal Agency, the public art committee has three tasks planned for the 2017/18 calendar 1. begin implementing public art programs, 2. To amend the mural code, and 3. To establish a public art strategy.

Step Overview in Work Plan Document		
Public Art Programs	Pages 2 to 4	
Further Project Funding, Marketing & Other Recurring Projects	Page 5	
Mural Code Amendments	Page 5	
Establishment of Public Art Master Plan and Follow Up Policies	Page 6	
Other Regional Art Related Economic Development Initiatives & Future Projects	Pages 7 to 8	

Process for Public Art Projects

Trash Cans & Transit Stops Beautification Project

Project Lead and/or Sub-Committee Members – Ron Hildenbrand & Jennifer French

Preliminary Budget Estimates	
Artist Stipends & Supplies	\$10,000
Locations Preparation & Maintenance	\$5,000
TOTAL	\$15,000

- 1. Complete process for accessioning artwork (PA Policy Section 3.4)
 - a. Identify the goals of the project
 - b. Inventory potential sites
 - c. Prepare estimate of total project budget
 - d. Coordinate with entities responsible for art locations (Central Lincoln PUD, Port of Siuslaw, Adjacent Private Businesses, City of Florence Transit, Public Works) & establish agreements if necessary
 - e. Coordinate with Schools / Boys and Girls Club
 - f. Establish selection process that addresses the project (PA Policy Section 3.3)
 - g. Confirm total project budget available for services, artwork & installation costs
 - h. Select an artist and/or art purchase

Hwy 101 & Hwy 126 Intersection Mural

Project Lead and/or Sub-Committee Members – Joshua Greene & Jayne Smoley

Preliminar	ry Budget Estimates	
Mural	Artist Stipend	\$40,000
	Installation, Landscaping, Lighting, Maintenance, Permitting etc.	\$15,000
	TOTAL	\$55,000

- 1. Complete process for accessioning artwork (PA Policy Section 3.4)
 - a. Identify the goals of the project
 - b. Inventory site
 - c. Prepare estimate of total project budget
 - d. Coordinate with entities responsible for art location (Central Lincoln PUD & Florence Public Works) & establish agreements if necessary
 - e. Establish selection process that addresses the project (PA Policy Section 3.3)
 - f. Confirm total project budget available for services, artwork & installation costs
 - g. Select an artist and/or art purchase

Siuslaw Bridge Steps

Project Lead and/or Sub-Committee Members – Susan Tive & Jo Beaudreau

Preliminary Budget Estimates	
Artist Stipend & Materials	\$30,000
Installation, Landscaping, Lighting & Maintenance	\$15,000
TOTAL	\$45,000

- a. Complete process for accessioning artwork (PA Policy Section 3.4)
 - i. Identify the goals of the project
 - ii. Inventory site
 - iii. Prepare estimate of total project budget
 - iv. Coordinate with entities responsible for art location (Oregon Department of Transportation & Florence Public Works) & establish agreements if necessary
 - v. Establish selection process that addresses the project (PA Policy Section 3.3)
 - vi. Confirm total project budget available for services, artwork & installation costs
 - vii. Select an artist and/or art purchase

Gallery in Old Town

Project Lead and/or Sub-Committee Members – Harlen Springer & Jayne Smoley

Preliminary Budget Estimates	
Artist Stipends & Materials	\$3,000
Base Installation, Landscaping, Lighting & Maintenance etc.	\$15,000
TOTAL	\$18,000

- a. Complete process for accessioning artwork (PA Policy Section 3.4)
 - i. Identify the goals of the project
 - ii. Inventory sites
 - iii. Prepare estimate of total project budget
 - iv. Coordinate with entities responsible for art location (Oregon Department of Transportation, Private entities, & Florence Public Works) & establish agreements if necessary
 - v. Establish selection process that addresses the project (PA Policy Section 8.5)
 - vi. Confirm total project budget available for services, artwork & installation costs
 - vii. Select an artists and/or art purchase

Public Art Donations (As Needed)

Project Lead and/or Sub-Committee Members – Assigned by Public Art Committee As Needed

Preliminary Budget Estimates	
Base Installation, Landscaping, Lighting & Maintenance etc.	\$10,000
TOTAL	\$10,000

- b. Complete process for accessioning artwork (PA Policy Section 3.4)
 - viii. Identify the goals of the project
 - ix. Inventory site(s)
 - x. Prepare estimate of total project budget
 - xi. Coordinate with entities responsible for art location (Oregon Department of Transportation, Private entities, & Florence Public Works) & establish agreements if necessary
 - xii. Establish selection process that addresses the project (PA Policy Section 8.5)
 - xiii. Confirm total project budget available for services, artwork & installation costs
 - xiv. Select an artists and/or art purchase

2017/18 Project Budget Estimates	
Trash Cans & Transit Stops Beautification Project	\$15,000
Hwy 101 & Hwy 126 Intersection Mural	\$55,000
Siuslaw Bridge Steps	\$45,000
Gallery in Old Town	\$18,000
Public Art Donations	\$10,000
Public Art Maintenance	\$10,000
Public Outreach & Marketing	\$15,000
TOTAL	\$168,000

Further Project Funding & Marketing

Project Lead and/or Sub-Committee Members – Harlen Springer, Susan Tive, Jo Beaudreau

- a. Website Prepare initial Public Art Webpage on City of Florence website
- b. **Project Marketing -** Prepare marketing materials for projects including brochures, website updates, social media, local media notices, ground breaking / ribbon cutting events, etc.
- c. Private Fundraising Begin fundraising campaign including donations
- d. Grant Opportunities Prepare grant opportunity index, review & apply for grants as applicable
- e. General Public Outreach Maintain relationships with area organizations to ensure coordination

Other Recurring Projects

- a. Prepare catalog of current public art holdings in the City of Florence Public Art Collection
- b. Perform and/or prepare for performance of all repairs, cleaning, labeling etc.

Amendments to Florence Mural (Public Art Code)

Project Lead and/or Sub-Committee Members – Kelli Weese, Harlen Springer, Susan Tive, Joshua Greene

Step 1: Public Art Committee Prepare Amendments

a. Prepare proposed amendments to the Mural (Public Art) Code and review with City Attorney

Step 2: Work Sessions with Planning Commission & City Council

- a. Hold work session with Planning Commission
- b. Hold work session with City Council

Step 3: Public Hearing Process

- a. Planning Commission public hearing (including public notices etc.)
- b. City Council public hearing (including public notices etc.)

Step 4: Implementation

- a. Prepare informational brochure / application booklet
- b. Begin outreach with various private entities about changes to mural code

Process for Establishment of a Community Public Art Master Plan

Step 1: Research

- 1. Create a vision and mission for Public Art in the Community
- 2. Refresh our review of other community's public art plans, determine common themes and vote on favorite to use as template
- 3. Develop Goals & Guiding principles

Step 2: Development

- 4. Begin 'where are we now' and 'where do we want to be' data gathering for Public Art Plan and Policy
- 5. Review template public art plan and draft according to Florence's needs
 - a. Executive Summary
 - b. Where are we now
 - c. Framework for public art
 - d. Funding
 - e. Artist Selection & Design Review
 - f. Art Commission vs. Public Art Committee
 - g. Advocacy, development and outreach
 - h. Review funding and program options
 - i. Review types of public art projects
- 6. Consider community outreach methods
 - a. Identify key community stakeholders / leaders who may be interested in being involved in the planning process
 - b. Consider holding focus group, one-on-one interviews, and/or community forums to determine interest levels and obtain comments / support
- 7. Compile Draft Public Art Guidelines and Procedure & Provide recommendation for approval to the City Council

Step 3: Community Outreach and Approval

- 8. Participate in Joint Work Session(s) with City Council and/or Planning Commission (should land use codes be proposed) to review draft public art master plan, policies and community outreach plan
- 9. Implement community outreach methods
- 10. If Necessary, amend draft public art master plan, policies and community outreach plan to reflect guidance received
- 11. Bring forth draft public art master plan for adoption by the City Council
- 12. If Land Use Code Amendments are proposed, City Council may initiate those at the same time Public Art Plan & Policy is adopted
 - a. Next steps would be a Planning Commission Public Hearing, followed by City Council public hearing

Other Regional Art Related Economic Development Initiatives

PAC Members may choose to participate at many different levels in the following Economic Development related initiatives:

1. Florence Urban Renewal Agency

PAC Sub-Team Members: Joshua Greene, Kelli Weese

- a. ReVision Florence (Hwy 101 & Hwy 126 Streetscape project)
 - Participate in public outreach from Murray Smith and Associates, the consultant hired to perform streetscaping design for Hwy 101 between Hwy 126 and the Siuslaw River Bridge.

2. Downtown Revitalization Team

PAC Sub-Team Members: Harlen Springer, Kelli Weese

a. The Downtown Revitalization Team (DRT) is a subset of the Florence Area Chamber of Commerce tasked with continuing to unify and revitalize the downtown area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors around a main-street theme.

3. Florence Regional Arts Alliance

PAC Sub-Team Members: Harlen Springer, Ron Hildenbrand, Jennifer French

a. Florence's local non-profit art alliance whose mission is to unify and support all of the arts, enrich cultural life, and stimulate the economic vitality in Florence through the arts.

4. Siuslaw Pathways (Go-Team & Vision Keepers)

PAC Sub-Team Members: Jo Beaudreau, Joshua Greene

a. Siuslaw Pathways Visioning Project members are a diverse group that includes local business professionals, non-profit leaders and volunteers, and governmental representatives, along with people from around the Siuslaw region.

Potential Future Public Art Committee Projects

The following public art projects have been considered by the Public Art Committee and will continue to be evaluated after completion of the first five projects:

- Murals
 - Additional trash cans, electrical boxes, and transit particularly North of Hwy 126 and 101 intersection
 - Eastern Façade of BJ's on Bay Street
 - Second Story of Lovejoys in Old Town
 - Fire Station in Old Town
 - \circ 2nd Floor of Antique Row on Hwy 101
 - Side of Pirate's Popcorn in Old Town
 - Side of Mason Building in Old Town
 - Side of Old Rite Aid Building on Hwy 101
 - o Eastern Side of Grocery Outlet and City Lights Cinemas Building
 - o Water Tower
- Sculptures
 - o Hwy 101 & 126 Intersection