

City of Florence
Public Art Committee
Florence Events Center
715 Quince Street
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

February 26, 2018

AGENDA

10:00 a.m.

Members:	Harlen Springer, Chairperson	Susan Tive, Vice-Chairperson
	Jane Rincon, 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

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.

INFORMATION / PRESENTATION ITEMS

3. PASSPORT FOR ARTS – Jenna Bartlett

*Approx.
10:05 a.m.*

ACTION ITEMS

4. APPOINT CHAIR & VICE-CHAIR

5. REVISION FLORENCE ART INSTALLATION WORK PLAN ADDITION

PAC will review and decide on the potential addition of ReVision Florence art pieces to the Public Art Committee work plan including potential budgets, timelines, grant outline & other grant considerations.

*Approx.
10:15 a.m.*

REPORT ITEMS

6. PROJECT TEAM PROGRESS

- Trash Cans & Transit Stops
- Hwy 101 & Hwy 126 Mural
- Siuslaw Bridge Steps
- Art Exposed
- Public Art Donations
- Marketing
- Funding
- Mural Code

*Approx.
11:00 a.m.*

7. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Public Art Committee's attention any additional items. Comments will be limited to a maximum time of 15 minutes for all items.

*Approx.
11:40 a.m.*

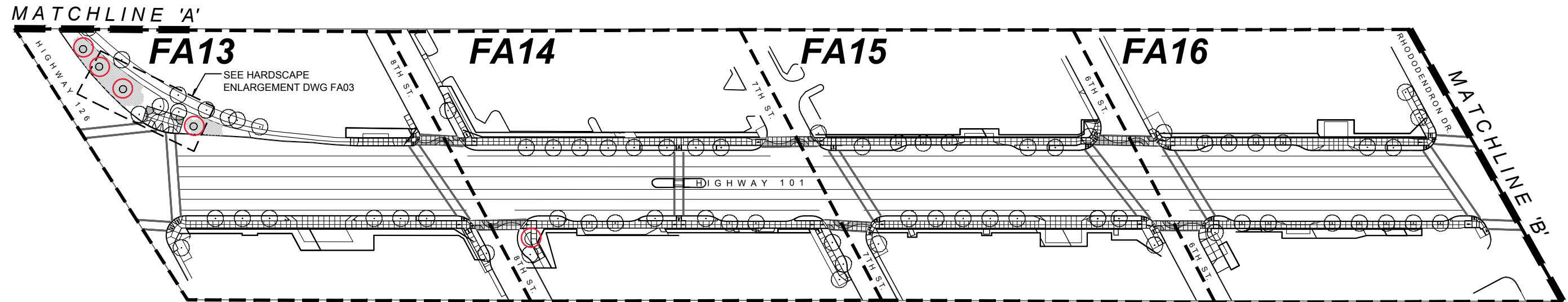
8. NEXT MEETING DATE, FUTURE AGENDA TOPICS AND HOMEWORK


- Review upcoming meeting dates/times
 - March 19, 2018 – Public Art Committee Meeting

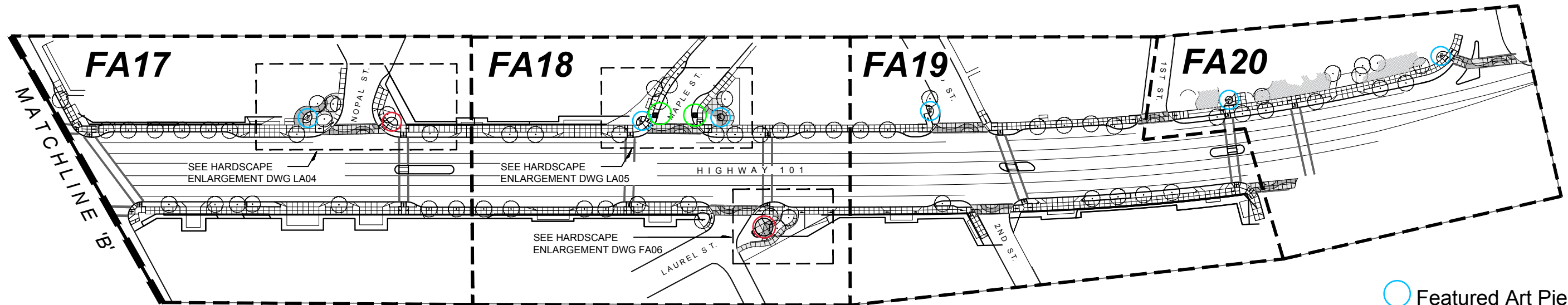
*Approx.
11:50 a.m.*

Experience Florence




Where Every Day is a Celebration of the Arts

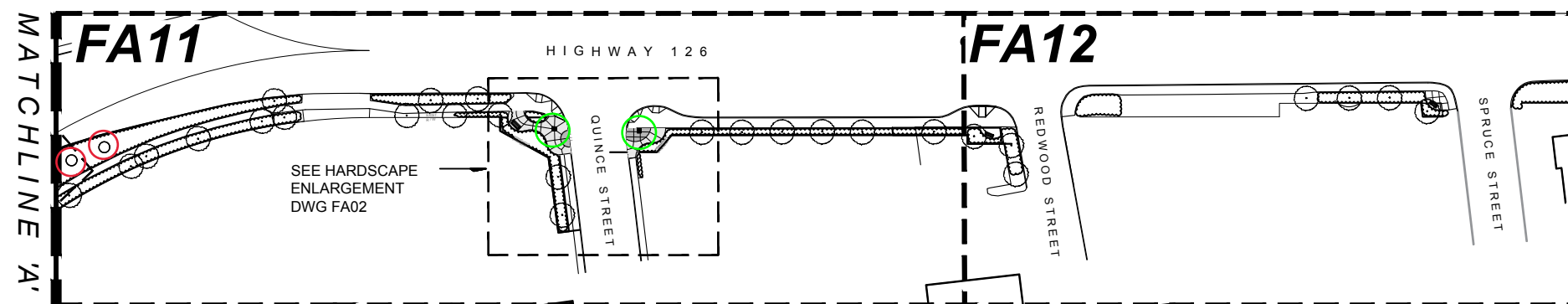



HWY 126 / HWY 101 INTERSECTION TO RHODODENDRON ST  NORTH

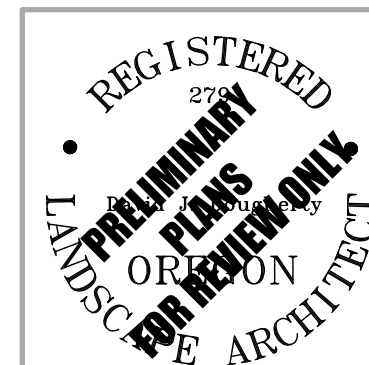




RHODODENDRON ST TO OLD TOWN WAY  NORTH

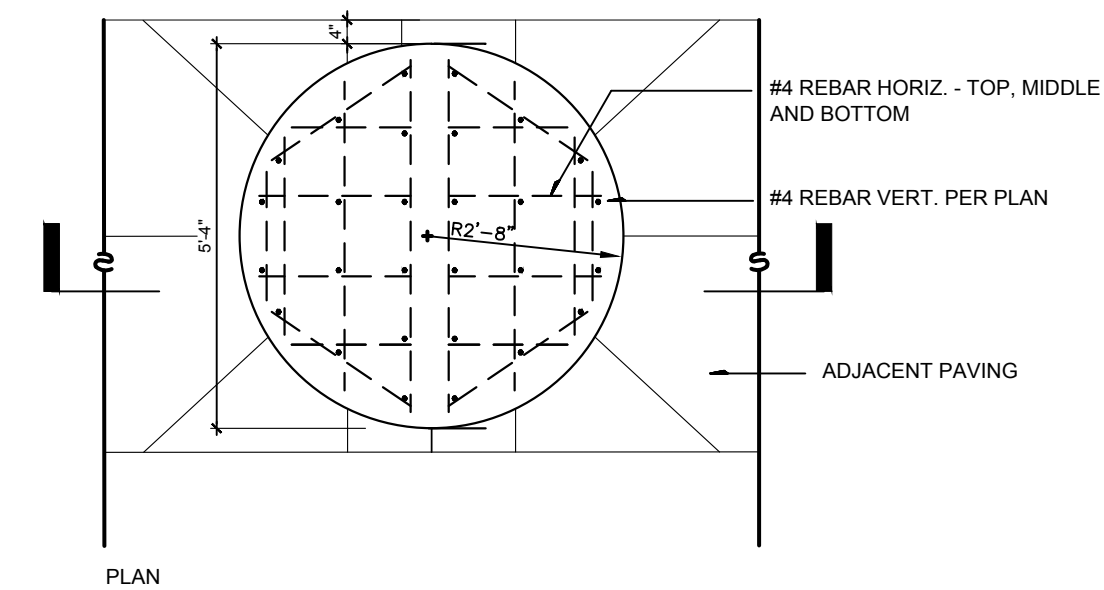
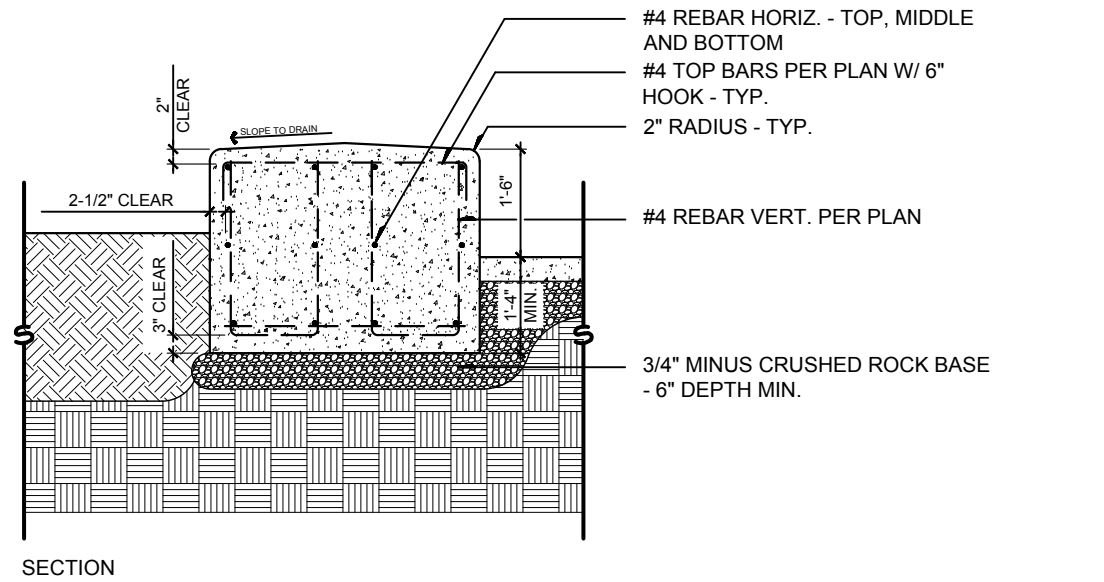
-  Featured Art Pieces
-  Art Exposed
-  Gateway Monuments



HWY 126 / HWY 101 INTERSECTION TO SPRUCE STREET  NORTH



DOUGHERTY LANDSCAPE ARCHITECTS 474 Willamette Street, Suite 305, Eugene, Oregon 97401 www.dladesign.com P 541.683.5803 F 541.683.8183		 
OR126/US101: SPRUCE ST—SIUSLAW RIVER BRIDGE OREGON COAST HIGHWAY AND FLORENCE—EUGENE HIGHWAY LANE COUNTY		
Designer:DJJ Drafter:LS	Reviewer:DJJ Checker:DJJ	DATE JULY 2017
Master Plan & Drawing Index		SHEET NO. FA01

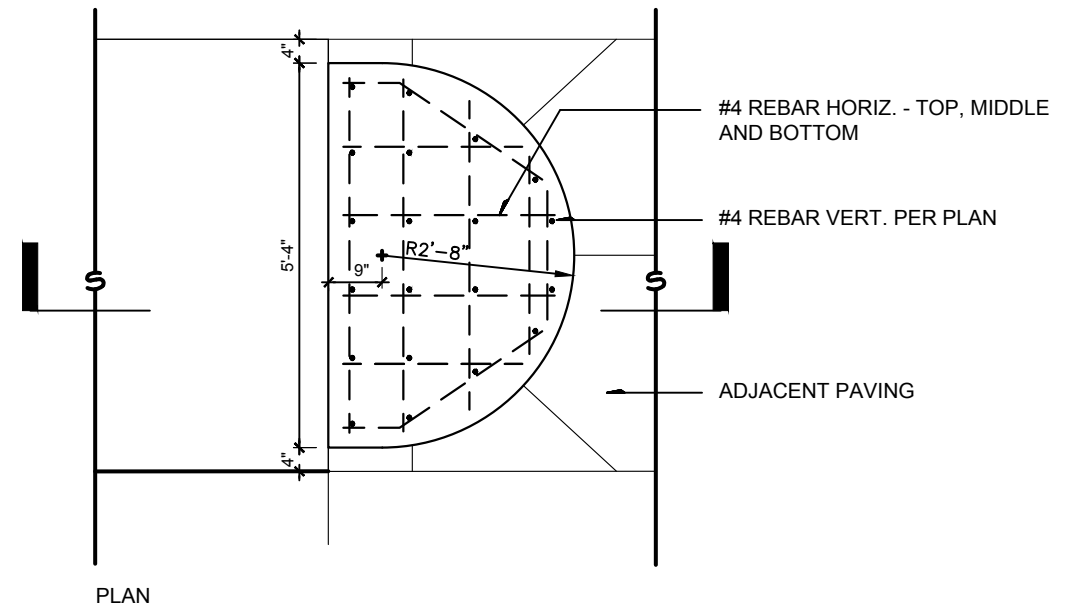
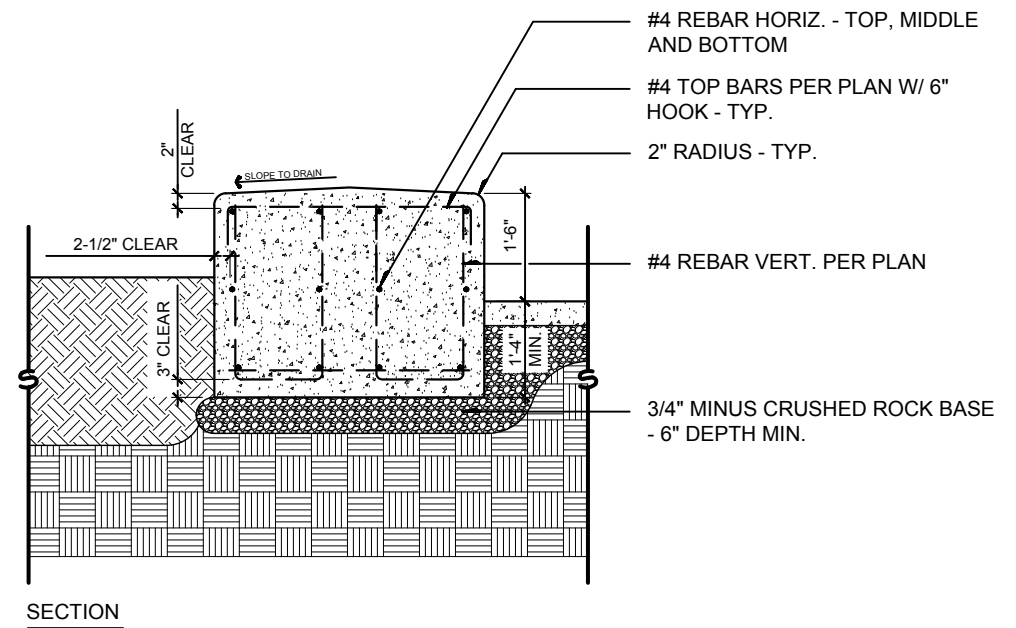


1
FA08

CONCRETE ART PLINTH - A

SCALE: 3/8" = 1'-0"

NOTE: SIZES & SHAPES SHOWN ARE APPROXIMATE. ACTUAL SIZES AND SHAPES TO BE DETERMINED



2
FA08

CONCRETE ART PLINTH- B & C

SCALE: 3/8" = 1'-0"

ART PLINTH DETAILS- 60% SUBMITTAL

	DOUGHERTY LANDSCAPE ARCHITECTS 474 Willamette Street, Suite 305, Eugene, Oregon 97401 www.dladesign.com P 541.683.5803 F 541.683.8183			
	OR126/US101: SPRUCE ST-SIUSLAW RIVER BRIDGE OREGON COAST HIGHWAY AND FLORENCE-EUGENE HIGHWAY LANE COUNTY			
	Designer: DJD Drafter: L.S.	Reviewer: DJD Checker: DJD	DATE JULY 2017	
	Hardscape Enlargement		SHEET NO. FA08	



Public Art Committee

Public Art Committee Update

To: Florence Urban Renewal Agency Board

From: Florence Public Art Committee | Chair Harlen Springer & Vice-Chair Susan Tive

Date: February 28th, 2018

The Public Art Committee is continuing to implement its Public Art Workplan. Input from stakeholder groups through public and private meetings and discussions with appropriate governmental bodies has generated a high level of excitement about Public Art in Florence.

Highlights

Here are highlights of the implementation plan for the following projects to date, each have corresponding images on later pages in the document:

1. **City Beautification Projects:** Implementation of the 'beautification of trash cans' project was coordinated with Public works and involved student participation. 15 cans were painted by students and placed in Old Town on Bay Street in May 2017.
2. **Donated Art Program:** Two donations of large sculptures were generously gifted to the city. These were placed in Gallagher Park in 2017. A third donation has been accepted and is being prepared for placement at the Senior Center.
3. **Siuslaw Bridge Steps Art Installation:** A "Call to Artists" was posted nationally with an entry deadline of January 15th. A selection committee is been formed and the final selection will be reviewed with ODOT prior to installation.
4. **'Art Exposed-Dynamic Public Art':** This outdoor gallery rental / purchase program will install sculptures in Old Town on Bay Street. "Calls to Artists" have gone out with a deadline for entries of February 25th. Depending on entries, up to 5 locations may be awarded.
5. **PUD Building Mural (Hwy 126 and 101):** Agreement is being finalized with the PUD board and details of preparation of the surface are in progress.

Other Activity

- To ensure continued public awareness of PAC activities, we worked with the Siuslaw News and will place a monthly update in the Community Voices section of the paper & participated in Florence Art Passport.
- Interest in Public Art is increasing in the community – purchase of outdoor art placed at the marina at Bridgeport Market.
- Assisted with Donation from City of Florence to the Siuslaw Pioneer Museum.
- Began cataloging current art owned by City and Privately, but publicly visible.
- Celebrated Arts & Humanities Month in October with City Proclamation.
- Coordinating with the Oregon Coast Visitors Association to produce a "Public Art Trail" - a map of public art locations in all 27 coastal Oregon cities.



Public Art Committee

Future Activity

PAC will be working closely with the City and other agencies on the “Revision Florence” project, where 15 locations for Public Art have been identified. This will become a priority for PAC, and we will work on timing, types of artwork, and funding.

FURA Board Action

Attached: 2017/18 Public Art Committee Work Plan

Images of Projects

City Beautification Projects Images



Donated Art Program Images (Left & Center at Gallagher Park & Right to be installed at Senior Center)





Public Art Committee

Siuslaw Bridge Steps



Art Exposed (Locations on Google Map)





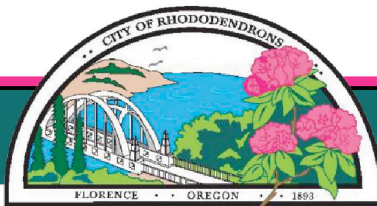
Public Art Committee

PUD Building Mural (Hwy 126 & 101)



Donation from City of Florence to Siuslaw Pioneer Museum (Bend in the River)





Public Art Committee

Bridgeport Market Private Art Installation in Public View



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.

Cataloging City Art (Select Images)

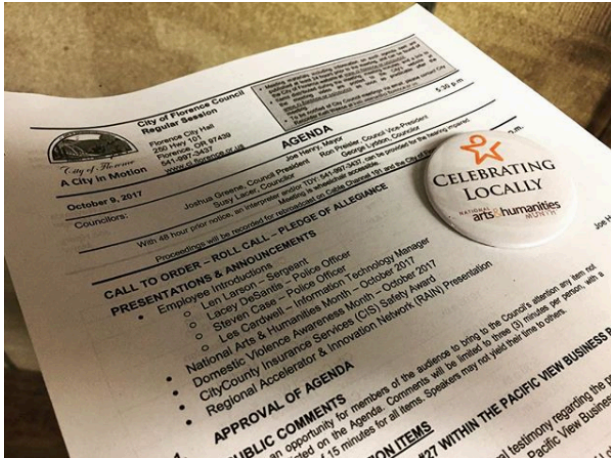




Public Art Committee

Celebrating National Arts & Humanities Month

Florence Art Passport



FLORENCE PUBLIC ART

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, along with other arts, plays a strong role in community and helps stimulate economic vitality. The art initiative is a vital ingredient in the cultural fabric and streetscape of our 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 City of Florence. The art collection complements the city's mission of enhancing the lives of its citizens. Some art displayed in Florence is publicly displayed, but privately owned.

Stay tuned for more information and public art!
Visit the City of Florence for more information,
ci.florence.or.us/bc-pac/public-art-program.

A Got Sand?
Mural painted by Rosy Clark
The Sportsman, 249 Highway 101



B Pioneer George Melvin Miller
Wood relief sculpture
Florence City Hall, 250 Highway 101



C Art to the Streets Project
Handpainted receptacle lids by Siuslaw School District students and the City of Florence Public Art Program
Historic Old Town
Florence

D Whale Mural
Painted mural by Mark Storaasli
ICM Restaurant, 1498 Bay Street



E Florence Scenic Column
Painted tiles by Kat Cunningham
Port of Siuslaw Boardwalk, Nopal Street

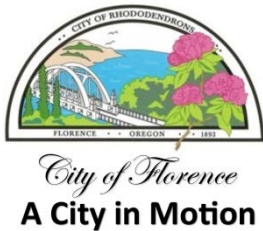
F Joy
Bronze sculpture, by Mack Holman
Siuslaw Public Library, 1460 Ninth Street



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

H Totem Pole
Wood sculpture by Steve Benson,
donated by the Curran Family
Gallagher Park
Spruce Street and Highway 126





City of Florence

2017 / 2018 Public Art Committee Work Plan

Last Update – December 11, 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	Jane Rincon, Member
Jo Beaudreau, Member	Ron Hildenbrand, Member	Jennifer French, Member
Jayne Smoley, Member	Joshua Greene, Council President Ex-Officio Member	Kelli Weese, CR / Eco. Devo. Coord. Ex-Officio Member

Completion Timeline Overview:

With the completion of the adoption of public art policies and development of funding from the Florence Urban Renewal Agency, the public art committee has three tasks planned for the 2017 Calendar year, those being to begin implementing public art programs, amend the mural code, and 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 Beatification 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

Preliminary 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

First Year Project Preliminary Budget Estimates	
Trash Cans & Transit Stops Beatification 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
Continual Public Art Maintenance	\$10,000
Public Outreach & Marketing	\$15,000
TOTAL	\$168,000

Further Project Funding

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

- a. **Private Fundraising** - Begin fundraising campaign including donations
- b. **Grant Opportunities** - Prepare grant opportunity index, review & apply for grants as applicable

Marketing

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

- c. **Website** - Prepare initial Public Art Webpage on City of Florence website
- d. **Project Marketing** - Prepare marketing materials for projects including brochures, website updates, social media, local media notices, ground breaking / ribbon cutting events, etc.
- 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)
 - i. 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
 - 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
 - Eastern Side of Grocery Outlet and City Lights Cinemas Building
 - Water Tower
- Sculptures
 - Hwy 101 & 126 Intersection
 - Sculpture underneath Siuslaw River Bridge

Public Art Article Idea Schedule for Publication in Siuslaw News & City of Florence Newsletter

Siuslaw News 'Community Voices' (Published 2nd Wednesday of Month)
City of Florence Newsletter (Published by 1st Friday of the Month)

Month	Overall Article Content	Who will Write?	Deadline to Kelli <i>(3 days before 1st Deadline)</i>	Siuslaw News Deadline <i>(1st Wed. of Month)</i>	City of Florence Deadline <i>(25th – ish of Month Prior)</i>
March			March 2nd	March 7 th	March 26 th
April			March 30th	April 4 th	April 25 th
May			April 27th	May 2 nd	May 25 th
June			June 1st	June 6 th	June 26 th
July			June 28th	July 3 rd <i>(Moved up due to Holiday)</i>	July 25 th
August			July 27th	Aug. 1 st	Aug. 24 th
September			Aug. 31st	Sept. 5 th	Sept. 25 th
October	Art & Humanities Month		Sept. 28th	Oct. 3 rd	Oct. 25 th
November	Join the PAC Committee	Kelli	Nov. 2nd	Nov. 7 th	Nov. 26 th
December			Nov. 30th	Dec. 5 th	Dec. 21 st
January			Dec. 28th	Jan. 2 nd	Jan. 25 th

Article Content Ideas:

- Art Passport
- Siuslaw Bridge Steps
- Horse
- ReVision Florence Art
- Current Art – New City Hall Art
- Art Donations (what has been donated, why? How can you be a donor to the arts?)
- Hwy 101 & 126 Intersection Mural
- Public & Private Partnership Projects

All articles should list:

- Meetings are public to attend
- Check the City website for more current meeting schedule
- Members of the public are encouraged to sign up for the PAC distribution list
- Be posted on City Page
- Be listed in the City Newsletter
- Post on FB, & shared to various pages
- Have at least 1 image to go with it
- Contact person?