

CITY OF HUNTSVILLE

Public Art Master Plan



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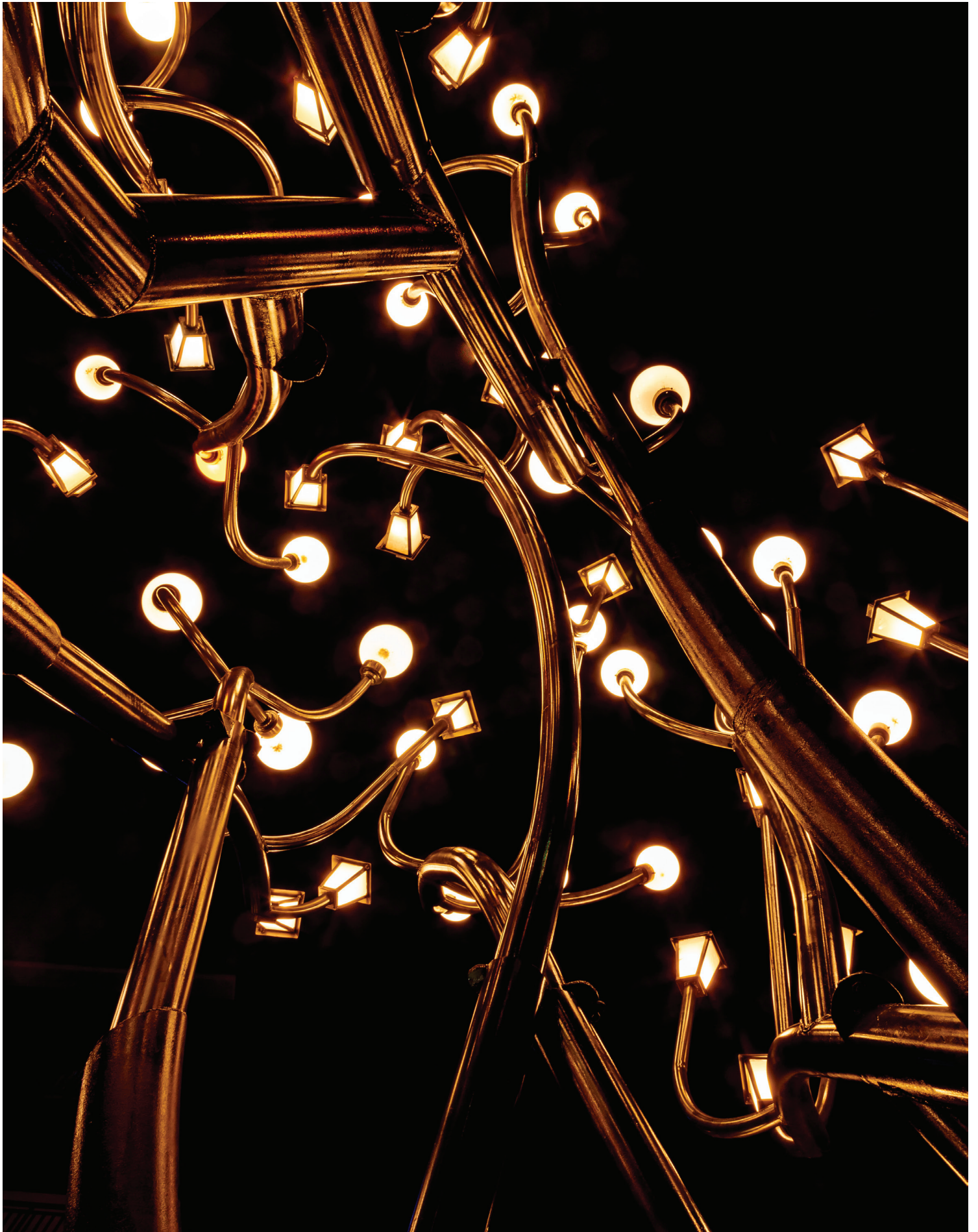
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**Huntsville is
on the move.**



I. EXECUTIVE SUMMARY

Huntsville is on the move. Long a desirable place for people and businesses to call home, Huntsville is continuing to invest in its future so that it can continue to attract new talent and new business from across the country and around the world, and create a culture that cultivates startups and entrepreneurship. As was true when the rocket engineers first established homes in Huntsville in the 1950s, the arts are a crucial component to creating this environment.

An early step towards making public art part of the cultural mix was the creation of the SPACES Sculpture Trail, an exhibition of temporary public art facilitated by Arts Huntsville in 2010. The conversation about public art and its role in the future of Huntsville began to percolate when the City of Huntsville asked Arts Huntsville to join it in applying for a National Endowment for the Arts grant to develop a Public Art Master Plan and a pilot project. The charge for the Plan and the planning process was to generate a discussion in the community about local identity, livability, public art, and to establish a formal public art program for the City.

In late 2013, the consulting firm Via Partnership, working collaboratively with urban planner and designer Todd W. Bressi, was brought on board to facilitate the development of a Public Art Master Plan. The consultants worked closely with Arts Huntsville, the City, and a Working Group consisting of Huntsville citizens, artists, art and design professionals, architects, developers, and civic leaders. As part of the planning process, a community workshop called “Imagine Art Here” was held on February 22, 2014. More than 60 people gathered to help shape a public art vision and provide input into locations for and approaches to public art throughout the community. There were also opportunities for feedback and participation online, including a Facebook page, “Art Hunt,” and an online survey asking people about goals and priorities for public art, which received more than 600 responses.

The resulting plan is a blueprint for creating a public art program in Huntsville – the first sustained public

art initiative for any city in Alabama. It includes a vision, describes key opportunities for projects, sets out an administrative and funding framework, and outlines ongoing approaches to education and outreach.

VISION

Huntsville’s vision for public art outlines how public art can impact the future growth and development of the city. The Public Art Master Plan recommends that public art in Huntsville should:

- contribute to the quality and unique character of Huntsville’s public spaces and built environment;
- build pride, ownership and connectivity throughout the entire Huntsville community;
- make the community’s creative energy and commitment to the arts a visible and tangible part of the experience of being in Huntsville; and
- lift the spirit and engage the mind.

PUBLIC ART OPPORTUNITIES

The Public Art Master Plan outlines four approaches that the City, working with Arts Huntsville, will pursue to bring new public art projects to the community.

- 1) The City will take the lead by thoughtfully incorporating public art into major City Capital Projects, including city facilities, parks and streetscapes.
- 2) The Public Art Program should work with private developers to incorporate public art into major development projects.
- 3) The Public Art Program will develop a mechanism to support neighborhood-scale public art projects that provides opportunities for community engagement.
- 4) The Public Art Program will offer project-based awards for Madison County-based artists to develop and implement art projects that creatively engage public spaces and/or community, and are located at sites in Huntsville.

ADMINISTRATIVE FRAMEWORK

The Public Art Master Plan recommends the creation of a Public Art Program for the City of Huntsville, to be administered in partnership with Arts Huntsville -- the City's long-time partner in supporting the development, presentation, and promotion of the arts in Huntsville. This relationship would combine City resources, community oversight by a city-approved Public Art Committee, and professional guidance to ensure a successful Public Art Program.

The plan recommends that day-to-day management of the Public Art Program be delegated to Arts Huntsville. The City would support the program financially, through both capital and operating funds, and own the City's collection of permanent public art. The City would also approve a Public Art Committee to advise on the selection of artists and artwork, the acceptance of gifts and loans, the de-accession of work, and public art policies and guidelines. Arts Huntsville would also develop and present an annual report of its activities and an annual work plan and budget to the City for approval.

The Huntsville Public Art Program should look to multiple sources of funds to support the commissioning and acquisition of new public art and programming related to public art. Public art commissioned as part of City Capital Projects would be funded through the City's Capital Fund. Community Projects and Artist-Initiated Projects would be funded through annual operating funds contributed by the City.

In addition, the Public Art Master Plan addresses administrative procedures regarding the review of gifts and loans and collection management.

EDUCATION AND OUTREACH

Finally, the Plan recommends a focus on education and outreach, to inform the community about the City's Public Art Program and Collection, and to build the skills of local artists to successfully execute public art projects through programming and ongoing communications.





**The arts are a
crucial component
to creating
Huntsville's future.**



II. INTRODUCTION: THE HUNTSVILLE PUBLIC ART PROGRAM

Huntsville, Alabama, is known for its quality of life. Its natural beauty, historic charm, outdoor recreational opportunities, educational institutions, and cultural resources have long made Huntsville a desirable place for people and businesses to call home.

The citizens of Huntsville, as well as the City government, have long understood the importance that art and culture play in the health and vitality of the community. Cultural organizations like the Huntsville Symphony Orchestra, which was bolstered by the engineers who relocated to Huntsville in the 1950s, and the Huntsville Museum of Art, which was established by the City in 1970, have brought world-class performing and visual arts to Huntsville. Today, a thriving community of local artists brings an entrepreneurial approach to making and exhibiting new work, with successful studios and businesses in Lowe Mill, pop-up art spaces in downtown, and makerspaces throughout the community.

This commitment to the arts is more important in Huntsville now than it ever has been. Huntsville competes nationally and internationally with cities to attract businesses, and the businesses in Huntsville compete nationally and internationally to attract the best talent, which is critical for the city to maintain its culture of innovation. The arts, with their capacity to lift the spirit and engage the mind, support and celebrate the City at its very best.

PUBLIC ART IN HUNTSVILLE

Public art is familiar to Huntsville. Some of Huntsville's most recognizable icons are works of public art. *The Little Lion of Big Spring Park* by local artist John Frederick Hummel dates to the early 20th Century. One of the finest examples of WPA-era regional murals, *Tennessee Valley Authority* by Xavier Gonzalez, is at the United States Court House and Post Office. The sculptures on view around the courthouse square, part of the SPACES Sculpture Trail, lend a contemporary touch to one of the City's most historic settings.

In 1989, Arts Huntsville, in conjunction with the

City of Huntsville, started an Art in Public Places Program with the goal of increasing interest in sculpture, murals, and other forms of public art. With funding from the City, a jury commissioned *Geode* by artist Ski Van Houten. In 2005 the City relocated the piece to the UA Huntsville campus in front of the Salmon Library.

While the Art in Public Places Program was suspended due to insufficient funding, in 2010, a partnership of public, nonprofit, and educational institutions collaborated to present the SPACES Sculpture Trail. SPACES connected the community with outdoor sculptures placed from UA Huntsville to downtown to Alabama A&M University. The second exhibition in 2013 expanded to include the City of Madison. SPACES successfully demonstrated the power of public art to enliven public places and generate conversation.

In recent years, other temporary public art projects have gotten off the ground, including "LIT," the "Downtown Open," and the Pop-Up Park Competition. Often, these short-term projects are produced through partnerships between artists, nonprofits, and civic organizations. They have had wide appeal, drawing people to downtown, showcasing the talents of local artists and designers, and stimulating interest in the appearance of the City and the activation of its public spaces.

WHY A PLAN, AND WHY NOW?

In 2012, at the urging of Mayor Tommy Battle, the City of Huntsville and Arts Huntsville applied for and received an Our Town grant from the National Endowment for the Arts to develop a Public Art Master Plan. Building upon the success and challenges of previous community efforts at presenting public art, this master plan seeks to define a formal public art program for the City of Huntsville, including guidelines for acquiring, managing, maintaining, and funding a collection, as well as a locational strategy for placing art. Another goal of the master planning process from the outset



was to engage the community in a discussion about local identity, livability, and public art. The process for developing the plan, and the conversations it generated, will have a lasting impact on the development of the program and the City.

The resulting plan outlines why and how the City of Huntsville can establish and manage a public art program. The plan emphasizes that a successful public art program in Huntsville will need to be considered in the context of an overall commitment by the City to design quality in what it builds and in what it encourages the private sector to build. The key recommendation is that the City must develop a formal partnership with Arts Huntsville to administer the program and manage the City's collection. In addition, there are recommendations for Arts Huntsville to serve as a consultant to assist other areas organizations.


HOW WAS THE PLAN DEVELOPED?

Arts Huntsville and the City of Huntsville hired public art planners Via Partnership and Todd W. Bressi to lead the public art master planning process. The consultants worked closely with Arts Huntsville, the City, and a Working Group consisting of Huntsville citizens, artists, art and design professionals, architects, developers, and civic leaders.

Conversations about public art took place in groups small and large, and in venues throughout the city. The consultants held a number of small roundtable discussions with artists, technologists, developers, design professionals, and civic leaders. A community workshop called "Imagine Art Here" was held on February 22, 2014. More than 60 people gathered to help shape a public art vision for Huntsville and provide critical input into identifying locations for and approaches to public art throughout the community.

There were also opportunities for feedback and participation online. A new Facebook page, "Art Hunt," invited people to help develop a crowd-sourced inventory of existing art Huntsville, as well as to share ideas for potential sites. An online survey asking people about goals and priorities for public art received more than 600 responses.

Also key to the process was research conducted into public art programs in communities across the United States that have strong relationships between a public agency and a nonprofit arts council. This benchmarking report helped to guide some of the administrative recommendations in this plan. The consultants also worked closely with City staff in the Planning Division to ensure that the recommended guidelines fit within existing City policies and procedures.



**Huntsville, Alabama,
is known for its
quality of life.**



Travelers II by Matt Niebuhr and David Dalquist (Photo courtesy of Eric Forrest - hsvphoto.com)

III. VISION AND MISSION

VISION

Public art in Huntsville:

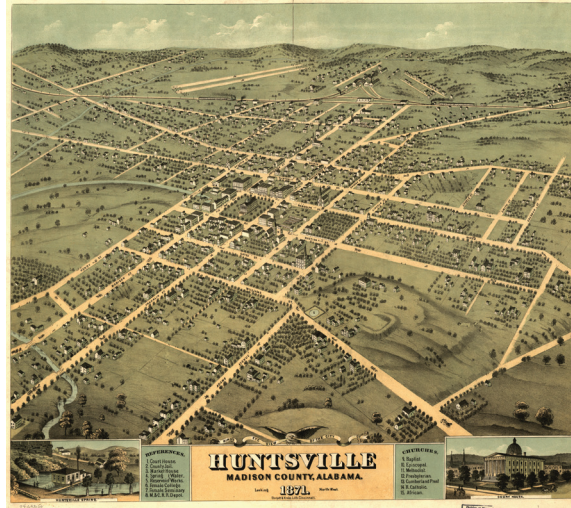
- contributes to the quality and unique character of Huntsville's public spaces and built environment;
- builds pride, ownership and connectivity throughout the entire Huntsville community;
- makes the community's creative energy and commitment to the arts a visible and tangible part of the experience of being in Huntsville; and
- lifts the spirit and engages the mind.

This vision builds upon four central ideas.

Design. Huntsville is one of the most rapidly growing cities in Alabama, and as such will be seeing new investment in community infrastructure. *Public art, along with high quality architecture and landscape architecture, can create distinctive places that add to the character of the community.*

Community. Huntsville is a community of neighborhoods with families that have lived here for generations, along with newcomers who are drawn by career opportunities, natural beauty, and a high quality of life. *Public art can tell the stories of what makes Huntsville special and unique, giving voice to the community and engaging newcomers. It can be a powerful tool in community betterment and enrichment, and creating a sense of ownership and belonging.*

Creativity. Huntsville has a long tradition of support and appreciation for the arts, with institutions such as the Huntsville Museum of Art and centers of artistic activity like Lowe Mill. For half a century, Huntsville's economy has relied on continued creativity and innovation to stay ahead in the marketplace, which means attracting and retaining a workforce that is engaged directly in and desires to be surrounded by creative activity. *Public art can make the creativity of Huntsville well known at home and outside of the community, and engage people of all ages and backgrounds in creative activity.*



Quality of Life. Huntsville is often cited as a good place to live and do business because of the quality of life in the community. *The individual lives of people who live, work and visit Huntsville can be enriched through their engagement with public art.*

MISSION

The City of Huntsville Public Art Program

The City of Huntsville Public Art Program is a collaborative effort between the City of Huntsville and Arts Huntsville.

The mission of the City of Huntsville Public Art Program is to foster the commissioning, acquisition, and presentation of permanent and temporary public art, act as a steward of the City's public art collection, and engage the public in the collection.

The Huntsville Public Art Program will accomplish this mission by directly commissioning artwork, encouraging and providing technical support for public art in private development, supporting community public art projects, and facilitating artist-initiated public art projects.

Arts Huntsville's Public Art Mission

Arts Huntsville administers the City of Huntsville Public Art Program.

In addition, Arts Huntsville supports other public agencies to provide artist selection and project management services for public art projects.





**Public Art in
Huntsville builds
pride, ownership,
and connectivity.**



This Girl Can by Kim Radford (Photo courtesy of Eric Forrest - hsvphoto.com)

IV. A LANDSCAPE OF CIVIC ENDEAVOR: PUBLIC ART PROJECT OPPORTUNITIES

The coming years will see a steady flow of civic improvements and development in Huntsville: from infrastructure built by the City and other public agencies, to infill development downtown and the expansion of research and institutional facilities, and City-assisted development partnerships. Collectively, these projects will create a new “landscape of civic endeavor” that reaches into many corners of Huntsville. These investments will shape the identity and livability of Huntsville not only for the current community, but also for new residents, businesses, and visitors for years to come.

To achieve the vision outlined above, the Huntsville Public Art Program will work to commission public art projects utilizing four main strategies:

- A. City Capital Projects: Integrating Public Art into City Facilities, Parks, Greenways and Streetscapes
- B. Public Art in Private Development: Commissioning Public Art as Part of Major Development Projects
- C. Community Public Art: Supporting Community-Led Public Art Projects
- D. Artist-Initiated Projects: Awarding Project-Based Grants to Local Artists to Create Public Art

Each of these strategies is outlined below, with examples of the types of projects that could result.

A. CITY CAPITAL PROJECTS: INTEGRATING PUBLIC ART INTO CITY FACILITIES, PARKS, GREENWAYS AND STREETSCAPES

The City is steadily upgrading, expanding, and adding to the public landscape of parks, greenways streetscapes, and other public facilities throughout Huntsville. These projects range from a major, long-term master plan for John Hunt Park to a new municipal center at the former Grissom High School, and to incremental improvements to streetscapes and the City’s greenway system. Public art will be incorporated into the overall planning and design of these projects, to convey a sense of Huntsville’s broader commitment to creativity and quality of life,

and to provide meaningful connections between these places and the communities they serve.

Goals

Public art will be incorporated thoughtfully into new and renovated city facilities, parks and streetscapes. The following general goals will provide direction to the projects the City commissions:

- Elevate and enhance the visual appearance of the infrastructure and facilities that the City builds.
- Create a sense of enjoyment and delight in Huntsville’s public places.
- Develop a more iconic, memorable urban fabric.
- Reveal the stories that have most shaped Huntsville.
- Creatively incorporate technologies being developed and utilized in Huntsville.

In addition, specific goals will be developed for each project in conjunction with the City’s planning and community engagement process for those projects.

Eligible Types of Capital Projects and Funding

The City of Huntsville should establish by Policy that the following Capital Projects should incorporate public art in the planning, design, and development of the Project and that funding for public art be included in the Capital Project budget at the following levels.

Major City Facilities and Parks

Capital Projects: Public art should be focused on new construction and major renovations or expansions of City facilities and parks that have a total construction budget of \$2,000,000 or greater, and that have a public function, such as City offices, community centers, recreation facilities and parks.

Funding: Two percent of estimated construction budgets should be earmarked/considered for public art, with no less than one percent of the total estimated construction budget allocated for public art.

The funding generated by the percent on each capital project would be spent for public art as a part of that

project or otherwise reserved to achieve the City's public art goals.

Greenways

Capital Projects: Public art on the greenways system should focus on newly constructed trailheads and segments of the trail where greenways connect with parks, recreation facilities, schools and other destinations or points of interest.

Funding: Two percent, and no less than one percent, of the City's annual capital funding for Greenways/ Bike Paths should be allocated for public art. This funding should be allowed to accumulate each year until there is sufficient funding to implement specific projects in conjunction with the development of segments of the Greenway system described above.

Streetscapes

Capital Projects: Public art as part of streetscape and street infrastructure projects should be focused on capital projects that incorporate pedestrian facilities (i.e.: sidewalks), bicycle facilities and/or traffic calming.

Funding: Public art should be budgeted at two percent, and no less than one percent, of the total estimated construction budget for the capital projects described above. The funding generated by each capital project would be spent for public art as a part of that project.

Major Roadway Corridors

Capital Projects: Public art integrated into or in conjunction with selected roadway corridor construction projects.

Funding: One-half of one percent of the City contribution to Restore Our Roads.

City Partnerships With Other Public Agencies

Capital Projects: Major facilities that are being developed through partnerships with other public agencies, where the City of Huntsville is contributing funding of \$2,000,000 or greater.

Funding: Public art should be budgeted for at two percent, and no less than one percent, of the City's contribution to the capital projects described above. The funding generated by each capital project would be spent for public art as a part of that project. Other public agencies participating in the project would be encouraged, but not required,

to contribute two percent, but no less than one percent, of their financial contribution to the project to public art.

Identifying Potential Opportunities

The City's Capital Improvement Plan outlines upcoming capital projects for the next ten years, and is updated frequently. The Administrative Committee of the Public Art Committee will monitor the CIP to track projects with good potential for public art, and to see when new possibilities emerge. Arts Huntsville staff will engage in regular conversations with City agencies about the potential for public art opportunities linked to capital projects.

Implementation

For public art integrated into new and renovated City facilities, parks and streetscapes, Arts Huntsville working with the Public Art Committee, must use the Project Development and Review Process for City Public Art Projects outlined on page 34-36.



Travelers I by Matt Niebuhr and David Dalquist
 (Photo courtesy of Eric Forrest hsvphoto.com)

B. PUBLIC ART IN PRIVATE DEVELOPMENT: COMMISSIONING PUBLIC ART AS PART OF PRIVATE DEVELOPMENT PROJECTS

In the coming years, the most significant changes to Huntsville’s built landscape will result from infill development Downtown and around the Medical Center District, the continued growth of the Cummings Research Park and the University of Alabama Huntsville campus, traditional neighborhood development districts like Lendon and Providence, the redevelopment of the Madison Square Mall, and the redevelopment of Huntsville Housing Authority sites.

These areas and these types of developments must be the focal point of a concerted City effort to obtain the highest quality of design for these areas of the city. These are all places that have high visibility, are centers of civic activity and commerce, and are most likely to leave a lasting impression on visitors to the city. Many of these areas (downtown, the Medical Center, and the Research Park) have already been identified for specified design treatment in special plans, in the zoning code, or through preservation districts.

The City must, as a matter of policy, expand its interest in quality design by setting the expectation – as strongly as it can – that public art will be incorporated into these developments. This will require the City to adopt a range of strategies, from persuasion to guidance to, potentially, establishing requirements.

Promoting Public Art in Private Development

The City will send a strong and consistent message that it expects development projects in the areas described above to voluntarily include public art as part of the City’s overall desire for the highest level of design quality in new projects. Short of creating a requirement for public art in private development, the City can take the following steps to convey that message.

1. The City will serve as a significant voice in the call for design quality overall, emphasizing that it is important to the city’s economic and civic health. To this end, the City will build on the productive conversations that it has already launched with the design professions and developers, and support civic organizations and developers who are bringing enthusiasm to the design and appearance of the city.

2. The City will include public art in its own construction projects, which is a key recommendation of this plan. In that sense, the City would be asking developers to voluntarily make a commitment that it is already making itself. In doing so, the City would also be demonstrating the process of commissioning public art, and the benefits public art can bring to people's urban experience of the city.
3. The Public Art Program will develop and maintain advisory guidelines for public art that explain to developers how they might approach public art on their sites.
4. The Public Art Program will create an information package for developers, architects, and landscape architects who are active in Huntsville. This package would include the guidelines described above, examples of successful integration of public art in private development (focusing on projects similar to those that would be developed in Huntsville), and resources that developers can use to help them commission public art.

City-Assisted Private Development Projects

From time to time the City provides assistance to developers who are working on complex projects or on difficult-to-develop sites. Sometimes the City assists with land assemblage; sometimes the City provides infrastructure investments to assist the development; sometimes the City provides financial incentives.

When the City provides assistance of this nature to a private development, the City must require that the project include public art, subject to the following considerations:

- The requirement will be applied only to commercial (retail, office, hotel, service), residential, institutional (education, medical), cultural and sports facilities, and the portions of mixed-used developments that include those uses. The requirement should not be applied to industrial development.
- The requirement will also be applied to cultural or sports facilities anywhere in the city, and to public spaces in traditional neighborhood

developments anywhere in the city.

- In all cases, the requirement will be applied only to developments with a construction valuation of more than \$15,000,000. This dollar amount should be adjusted periodically to reflect increases in construction costs.

For projects that meet the above criteria, the public art budget should be two percent, but no less than one percent, of construction costs (including site preparation, landscaping, and building systems but not including land acquisition, environmental remediation or fittings), up to a maximum of \$750,000. This dollar amount should be adjusted periodically to reflect increases in construction costs.

This requirement should be adopted as a City policy. It should be incorporated into any RFPs, MOUs, development agreements, or other documents that outline the relationship between the City and the developer.

To implement this requirement the City should develop guidelines that indicate priorities for the relationship of public art to the architecture and landscape architecture of the site, expectations for an artist selection process, expectations about public accessibility, acceptable uses of public art budgets, and limitations against using public art as commercial expression. In addition, site-specific goals will be established for each project.

When public art is commissioned as a result of this requirement, the public art will be subject to the review process described in the section Project Development and Review Process for Public Art in Private Development on [page 36](#). The artwork would be owned and maintained by the owner of the property in perpetuity, or be subject to a process for relocating or removing the artwork.

Huntsville's Guidelines and Recommendations for Public Art in Private Development are detailed in Appendices C and D on [pages 49 and 50](#).



BUFFALO SOLDIERS

NATIONAL HISTORY

OVER 180,000 BLACKS SERVED IN THE UNION ARMY DURING THE CIVIL WAR. OF THESE, APPROXIMATELY ONE THIRD LOST THEIR LIVES FOR FREEDOM AND COUNTRY.

ON JULY 28, 1866, CONGRESS AUTHORIZED THE FORMATION OF SIX ALL-BLACK REGIMENTS (TWO CAVALRY AND FOUR INFANTRY). LATER THESE REGIMENTS WERE REORGANIZED INTO THE 9TH & 10TH CAVALRIES AND THE 24TH & 25TH INFANTRIES.

WHILE THE HISTORY OF THE "BUFFALO SOLDIERS" IS NOT WELL KNOWN, THEY WORE THE UNIFORM OF THE UNITED STATES ARMED FORCES PROUDLY AND GALLANTLY. THE FOUR BLACK REGIMENTS WERE NICKNAMED "BUFFALO SOLDIERS" BY THE PLAINS INDIANS. THE NAME "BUFFALO SOLDIERS" WAS DERIVED FROM THE NATIVE AMERICANS' COMPARISON OF THE SOLDIERS' HAIR TO THE MANE OF THE BUFFALO AND GIVEN IN RECOGNITION OF THEIR COURAGE ON THE BATTLEFIELD. IT WAS

C. COMMUNITY PUBLIC ART: SUPPORTING COMMUNITY-LED PUBLIC ART PROJECTS

Huntsville has witnessed a growing interest by community centers, recreation centers, schools, and neighborhood groups organizing to create their own public art projects. These projects, generally murals, beautify and generate a sense of pride in the facilities they adorn, and often include community participation in their creation.

The Public Art Program will develop a mechanism to support high-quality, neighborhood-scale public art projects that effectively engage community. This program should support communities financially and with professional support to create a broader range of projects that visually enhance these community spaces, reflect the unique character of Huntsville's neighborhoods, generate community

pride, and have an element of community participation. Project types could include, but not be limited to, murals, sculpture, and artist-designed functional elements such as benches, picnic tables, planters, and shelters. Projects could be located at public gathering places such as recreation centers, community centers, libraries, schools, neighborhood parks, and greenway trailheads.

Goals

Community public art projects should:

- Infuse neighborhood gathering places with works of art for community enjoyment.
- Utilize public art as a tool to bring together community and engender community pride.
- Support public art ideas that come from grassroots community efforts.

- Ensure the quality of neighborhood-scale public artworks.
- Create a mechanism for neighborhoods to tell their own stories.

Funding

Support for the Community Public Art projects would come through annual public art programming support from the City.

Implementation

Arts Huntsville will develop an application process for communities to seek support for projects based on available funding. Applicants would need to communicate the goals for the project, discuss how the community would be engaged with the development of the project, identify a project site (and permission from the site owner), a community “steering committee” that would be involved in decision-making regarding the project, and name a project leader who would be the primary contact for the project. There should also be a demonstration of community support for the project.

The applicant could identify an artist they would like to work with or Arts Huntsville could work with the community to identify an artist. Arts Huntsville should also consider developing a roster of local artists who have experience developing large-scale projects and in working with community groups.

The Public Art Committee, or an ad-hoc Art Selection Panel, would review applications and select a number of projects to be awarded, based on both merit and available funds. The artist would be directly contracted with Arts Huntsville and its staff would help to manage the project. The Public Art Committee would review artist designs prior to implementation of the project, and hold responsibility for final approval, with input from the steering committee taken under consideration.

D. ARTIST-INITIATED PROJECTS: AWARDING PROJECT-BASED GRANTS TO LOCAL ARTISTS TO CREATE PUBLIC ART

Huntsville’s arts community has tremendous energy, creativity and talent. The Public Art Program will develop a project-based grant program enabling artists within Arts Huntsville’s 35-mile service area (artists who either reside or have a studio within a 35

mile radius of downtown Huntsville) to develop and implement PAC-approved art projects that creatively engage public spaces and/or community. These projects are located at sites in the City of Huntsville.

This program will enable the PAC to consider grants for artist-initiated ideas based on available funding. In addition to the financial award, Arts Huntsville would provide professional and technical support, such as assistance with getting site permissions and permits, and would work with the artists to promote the projects.

Goals

Project-based awards to artists should:

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

Funding

Support for the Artist-Initiated Public Art projects would primarily come through annual public art programming support from the City.

Implementation

Arts Huntsville will maintain an ongoing application process on its website for artists to submit proposals for public art projects based on their own ideas and part practice. The application will require artists to respond to a specific topic of community interest or importance, a specific location or type of place, specific media or a specific duration. Projects could be temporary or permanent.

Depending on the amount of funding available, Arts Huntsville could award one or multiple projects.

The Public Art Committee would review applications and grant awards based on available funding, a suitable site, and community interest.. Arts Huntsville staff would provide technical support to the selected artists as needed, especially in regard to securing site permissions and permits.

SUMMARY OF FOUR MAIN STRATEGIES FOR COMMISSIONING PUBLIC ART

	Funding Source	Process	Implementation
A. City Capital Projects	City Capital Budget	Artist selection and final concept design review done by Selection Panel, approved by the Public Art Committee	Arts Huntsville manages the project in close collaboration with City.
B. Public Art in Private Development	Developers Construction Budget	Artist selection and final concept design review done by Developer. Projects sited in whole or part within the public right-of-way are reviewed by the PAC and approved by the Planning Commission.	The Developer manages the project and coordinates with City and Arts Huntsville at key milestones. Developer may also contract with Arts Huntsville to manage the project.
C. Community Public Art	Annual Public Art Appropriation	Communities apply and are selected by the Public Art Committee. Artist selection and concept design approved by community steering committee and Public Art Committee.	Arts Huntsville contracts with the artist and manages the project.
D. Artist-Initiated Projects	Annual Public Art Appropriation	Artists apply and are selected by the Public Art Committee.	Arts Huntsville contracts with the artists and provides technical support as needed.



**These investments
will shape the
identity and livability
of Huntsville**

Photo courtesy of Eric Forrest - hsvphoto.com

V. ADMINISTRATIVE GUIDELINES

The City has long partnered with Arts Huntsville to provide support to the community's cultural institutions, present cultural events and support artist development. This strong history and relationship serves as the foundation for the City's Public Art Program and served as the model for implementation.

Through a formal partnership established by policy or by contract, the City delegates day-to-day management of the Public Art Program to Arts Huntsville. The City must support the program financially, though both capital and operating funds, and own the City's collection of permanent public art. The City must also approve a Public Art Committee (nominated by the Board of Directors of Arts Huntsville) to advise on the selection of artists and artwork, the acceptance of gifts and loans, the de-accession of work, and public art policies and guidelines.

Arts Huntsville manages the Public Art Program and acts as steward of the City's collection. It must develop and present an annual report of its activities and an annual work plan and budget to the City for approval.

This relationship combines City resources, community oversight and professional guidance to ensure a successful Public Art Program.

ROLES AND RESPONSIBILITIES

Mayor and Huntsville City Council

Description: The Huntsville City Council is the legislative branch of the Huntsville city government. All official actions must be approved by a majority vote of the Council. There are five members of the City Council, elected by council district.

The Mayor of the City of Huntsville serves as the City's chief executive officer and is responsible for providing professional leadership in the administration and implementation of all City operations and the policies, goals, and vision set forth by the Office of the Mayor and City Council. The Mayor appoints all city department heads; enforces all City of Huntsville ordinances, resolutions and orders; and proposes the City of Huntsville's annual budget. The Mayor approves the financing of all City of Huntsville Operations and executes and administers contracts on behalf of

the City.

Responsibilities:

- Designates Arts Huntsville as the agency responsible for implementing the Huntsville Public Art Program.
- Approves the Annual Public Art Work Plan for City projects.
- Allocates funds in the City's operating and capital budgets.
- Approves members of the Public Art Committee.

City of Huntsville Planning Department

Description: The Planning Department will serve as the City's staff liaison for all matters related to the Public Art Program.

Responsibilities:

- Participates as an ex-officio, non-voting member of the Public Art Committee.
- Meets regularly with Arts Huntsville staff to review capital projects undergoing planning and/or coming up in the City's CIP.
- Works with Arts Huntsville on coordinating execution of public art projects on City property.
- Maintains duplicate records of the City's public art collection.

Arts Huntsville

Description: Arts Huntsville is a non-profit, 501(c)(3) organization, that advances the arts, entertainment and culture in the greater Huntsville metropolitan region. Arts Huntsville serves as the City's designated agency to develop and manage the City's Public Art Program and collection.

Responsibilities:

- Through a contract with the City of Huntsville, manages the City's Public Art Program.
- Through a contract with the City of Huntsville, ensures that the City's public art collection is properly documented, maintained, and conserved.

- Works with the Public Art Committee and Planning Division to develop the Annual Public Art Work Plan and Budget, and Annual Report.
- Oversees the commissioning and installation of new works of art for the City's public art collection, including developing the Individual Project Plan and managing the artist selection process, project implementation, documentation, and community education.
- Works with private developers who are commissioning public art through the City's public art requirement as defined in the public master plan.
- Develops and manages a grant/award program that supports community groups (financially and through technical support) in developing public art projects that enhance neighborhood gathering places.
- Develops and manages a grant/award program that supports local/regional artists (financially and through technical support) in developing art projects that take their practice out of the studio and into the community.
- Works with other public agencies (Madison County, the Huntsville Housing Authority, school districts, Huntsville Madison County Public Library, etc.) on a contractual basis to manage individual public art projects or more comprehensive Public Art Programs as funds are available.
- Investigates partnerships with local tech companies to support artists in residence projects at their companies.
- Develops programs designed to inform and engage people in the Public Art Program.
- Pursues partnerships and additional funding opportunities to support the vision and goals of the Public Art Program.

Arts Huntsville Board of Directors

Description: Arts Huntsville is a 501(c)(3) organization with a board of directors comprised of arts, civic, and corporate leadership from throughout the greater Huntsville community.

Responsibilities:

- Nominates members of the Public Art Committee.

- Approves the Annual Public Art Work Plan.

Public Art Committee

Description: The Public Art Committee is a citizen-based committee that advises Arts Huntsville and the City of Huntsville on matters related to the Public Art Program. The Public Art Committee consists of seven to nine members that are nominated by the Board of Directors of Arts Huntsville and approved by the City. Members of the Public Art Committee will serve in three-year terms and can serve a maximum of two consecutive terms. In addition, a liaison to the City's Long Range Planning Department, and the Executive Director of Arts Huntsville, serve as ex-officio, non-voting members. The Public Art Committee will annually select one member to serve as Chair. The committee will be managed and staffed by Arts Huntsville. The composition of the committee must include a mix of visual arts professionals, artists, and Huntsville residents who are involved in issues regarding the City's natural and built environment.

Responsibilities:

- Advises Arts Huntsville staff on the Annual Public Art Work Plan and Annual Report and recommends to City for approval.
- Approves Individual Public Art Projects Plans.
- Reviews and approves recommendations made by Art Selection Panels.
- Advises City on the acceptance of gifts and loans.
- Advises City on the de-accession of work.
- Advises the City on the review of developer projects for City-assisted private development projects.
- Advises the City on public art policies and guidelines.

Administrative Committee

Description: A standing subcommittee of the Public Art Committee, the Administrative Committee consists of a liaison to Long Range Planning, the Executive Director of Arts Huntsville, and the Chair of the Public Art Committee.

Responsibilities:

- Interfaces with the City's CIP planning process to determine which projects will be eligible for public art and include a percent for art in their



budget.

- Reviews Greenway and Downtown Streetscape projects and recommends to the Public Art Committee which projects present public art opportunities.
- Interfaces with developers and relevant City Departments on City-Assisted Private Development Projects.

Art Selection Panel

Description:

For City public art projects, Arts Huntsville and Public Art Committee may decide to appoint an ad-hoc subcommittee to review artists' qualifications and artist concept proposals and make a recommendation back to the PAC. The majority of members for each panel should have a professional background in the visual arts (artist, arts administrator, curator, art historian, art educator). Other members could include stakeholders that have a close connection to the site (businesses, neighbors, users) or design professionals working on the project (if part of a larger capital project). Each Art Selection Panel must include at least one member of the PAC. For public art incorporated into City Capital Projects, a representative of the City Department where the art will be located should

sit on the Artist Selection Panel as a non-voting, advisory member. Members would be recommended by Arts Huntsville staff and approved by the Public Art Committee.

Separate Art Selection Panels can be convened to review applications for Community-Public Art Projects and for Artist-Initiated Public Art Projects. Recommendations would be referred to the Public Art Committee for approval.

Responsibilities:

- Reviews artist qualifications and selects finalists for City Public Art Projects.
- Reviews finalist concept proposal and/or interview finalists and recommends selection to Public Art Committee for City Public Art Projects.
- Reviews and recommends approval of artist concept to the Public Art Committee for City Public Art Projects.
- Reviews applications for Community-Initiated Public Art projects and recommends selection to the Public Art Committee.
- Reviews applications for artist public art awards and recommends selection to the Public Art Committee.

FUNDING

Sources of Funds

The Huntsville Public Art Program should look to multiple sources of funds to support the commissioning and acquisition of new public art and programming related to public art.

Operating Support

The City of Huntsville will enter into an agreement to provide operating support to Arts Huntsville to administer the City's public art program, manage its collection, and to support community education and outreach for public art. A minimum annual appropriation of \$50,000 should be allocated to support community-initiated grants and artist-initiated projects. The remainder should be allocated to administrative support to manage the Public Art Program and care for the collection.

Capital Support

The City of Huntsville will adopt a policy to fund public art through the City's capital budget, as described below:

- Two percent, and no less than one percent, of the total estimated construction budget for new construction and major renovations or expansions of City facilities and parks that have a total construction budget of \$2,000,000 or greater, and that have a public function, such as City offices, community centers, recreation facilities, and parks. This funding for each capital project would be spent for public art as a part of that project.
- Two percent, and no less than one percent, of the City's contribution to the capital projects that are major facilities being developed through partnerships with other public agencies, where the City of Huntsville is contributing funding of \$2,000,000 or greater. This funding would be spent for public art as a part of that project. Other public agencies participating in the project would be encouraged, but not required, to contribute at the same level.
- Two percent, and no less than one percent, of the City's annual capital funding for Greenways / Bike Facilities should be allocated for public art and allowed to accumulate each year to commission public art as part of one or more

phases of the capital project.

- Two percent, and no less than one percent, of the budget for streetscape and street infrastructure projects in the CIP that incorporate pedestrian facilities (i.e.: sidewalks), bicycle facilities and/or traffic calming. The funding generated by each capital project would be spent for public art as a part of that project.
- Two percent, and no less than one percent, of funding in the CIP for Downtown Streetscape, to be allocated for public art projects in Downtown.
- One-half of one percent of the City contribution to Restore Our Roads.

Grants and Other Fundraising

Arts Huntsville will seek out grants and donors to supplement City funding.

Public Art Fund

The City of Huntsville will transfer Capital and Operating funds to Arts Huntsville's Public Art Fund. Capital funds should be tracked by capital project. The Public Art Fund will also hold funds raised through grants and other fundraising.

Arts Huntsville must pay for project and program costs out of the Public Art Fund.

Arts Huntsville must prepare an Annual Report accounting for the use of City funds and submit it to the Mayor and City Council for their review. Unexpended and unencumbered funds should be rolled forward to the next year's budget.

Uses of Funds

The Public Art Fund should be used for expenses associated with the management of the Public Art Program, and for expenses related to the selection, commissioning, acquisition, installation, conservation, maintenance and removal of works of public art.

City Capital Funds

City Capital Funds in the Public Art Fund should be used entirely for expenses related to the commissioning or acquisition of public art in conjunction with City capital projects, as identified in the Annual Plan. These expenses may include:

- Artist fees and artist travel and expenses that are related to the commissioning of a work of art.
- Artwork fabrication, storage, and installation.
- Acquisition of existing works of art.
- Required permits and insurance during the fabrication and installation of the artwork.
- Project consultants and contracted services, if related to the commissioning, acquisition, or conservation of artwork.
- Artist selection costs such as artist travel and honoraria.
- Education, outreach, and publicity for the specific public art project being funded by the capital budget, including collateral materials, symposia and special events.
- Curatorial services.
- Public art planning related to a specific public art project.

City Operating Funds

City operating funds will be used for:

- Administration of the Public Art Program, including management of artist selection processes, project management, managing the community and artist-initiated grant processes, and supporting the Public Art Committee.
- Funding the design, fabrication, and installation of projects funded through the Community Projects Program.
- Funding the design, fabrication, and installation of projects funded through the Artist-Initiated award process.
- Conservation and maintenance.
- Public art planning.
- Other purposes recommended by Arts Huntsville or Planning Division and deemed necessary for the successful implementation of the program.

Other Funds

Grants or donations received by Arts Huntsville or the City of Huntsville for the benefit of the Public Art Program should be used in accordance with the restrictions specified or required in association with the grant or donation.

Restrictions on the Public Art Fund

Public Art Fund monies will not be used for:

- Mass produced work, with the exception of limited editions controlled by the artist.
- Artwork produced or designed by artists not recommended by the Public Art Committee.
- Decorative, ornamental, or functional elements that are designed by the architect or landscape architect that has been hired by the City to design the related capital project, if applicable.
- Purchase of existing works of art outside of the selection process.

PLANNING PROCESSES FOR PUBLIC ART

Annual Public Art Work Plan and Budget

Arts Huntsville, working with the City's Planning Division and the Public Art Committee, will develop an Annual Public Art Work Plan and Budget that outlines proposed public art activities and projects, and details the uses of operating and capital funds in the Public Art Fund for the coming fiscal year. The Work Plan lists new and ongoing public art projects, including location, requested allocation, artist selection process or artist (if already selected), anticipated completion date and a brief project description. The Annual Public Art Work Plan will be approved by the Public Art Committee and the Arts Huntsville Board and forwarded to the City for its approval as part of its annual budget request. Once a public art project is in an approved Annual Public Art Plan and Budget, Arts Huntsville may proceed with the commissioning or acquisition of artwork, or the awarding of grants and awards.

Annual Report

In conjunction with the Annual Plan, Arts Huntsville will prepare an Annual Report that accounts for the expenditure of City Capital and Operating funds, and report on accomplishments from the previous year.

Individual Project Plans

Arts Huntsville staff will develop an Individual Project plan that guides each public art project. The Individual Project Plan should outline each aspect of the project, including:

- A description of the project’s location and other information regarding the proposed siting,
- The project goals, and how the project relates to the overall vision for public art in Huntsville,
- Evaluation criteria against which the artist selection and Concept Design can be evaluated,
- The budget and funding sources,
- The project schedule,
- Project stakeholders,
- The artist’s scope of work,
- The artist selection method,
- Recommended Selection Committee members with alternates, and
- A community outreach strategy.

The Individual Project Plan should be informed by the Public Art Master Plan and other planning documents related to the site.

The Individual Project Plan is developed by Arts Huntsville, in collaboration with the Planning Division, other relevant City Departments and the input of stakeholders. The Public Art Committee approves the Individual Project Plan prior to the commencement of a project.

PROJECT DEVELOPMENT AND REVIEW PROCESS FOR CITY PUBLIC ART PROJECTS

In most cases, Arts Huntsville will commission an artist to create a unique, new work of art. The selected artist is given a project brief that usually includes a site (or ideas around siting), a set of goals, a budget, and a timeline. The artist develops a concept design that is responsive to the brief. Once approved, the artist is responsible for the final design, fabrication, and installation of the artwork.

Project Identification

Throughout the course of the year, The Administrative Committee will work with the relevant City departments to identify which CIP projects will be eligible for public art, and which greenway and downtown streetscape projects will incorporate public art. When it is time to develop the Annual Work Plan and Budget, the City staff will do the research necessary with City departments and other stakeholders to gather

information relevant to determining the viability of a project.

Annual Public Art Work Plan and Budget

A project is identified in the Annual Public Art Work Plan and Budget, which is recommended by the Public Art Committee and approved by the Arts Huntsville Board and by the City of Huntsville.

Individual Project Plan

The first step for a public art project is to define the general parameters of the project in an Individual Project Plan, as described in the section “Planning Processes for Public Art: Individual Project Plan.”

Artist Selection

Each artist selection process will be uniquely designed to match the conditions of the project. However, the process must follow the basic procedures shown below.

Review of Artist Qualifications

Arts Huntsville collects artist qualifications through one of the methods outlined in “Artist Solicitation Methods.” Staff presents artist qualifications to the designated Art Selection Panel. The Panel chooses one of the following:

- Selection of 3-5 finalists to submit a proposal
- Selection of 3-5 finalists to interview
- Selection of a single artist based upon their qualifications
- Revise and re-issue the RFQ to get different artists

Review of Artist Proposals or Interviews

Finalists are commissioned to prepare a Concept Design proposal or to interview with the designated Art Selection Panel. The Panel recommends one of the following to the PAC:

- Selection of one of the finalist proposals
- Selection of one of the artists based on the interview
- Asking one or more of the artists to revise and re-submit their proposals
- Not selecting one of the artists or proposals and going back to review qualifications



Approval by the Public Art Committee

Once the final artist is selected by the Art Selection Panel, the recommendation is referred to the Public Art Committee for approval.

Artist Contract

Upon the recommendation of the PAC, Arts Huntsville prepares a contract that includes the scope of work, fee, schedule, and relevant terms and conditions. The scope of work will vary depending on the project, but will generally include final design and engineering, fabrication of the artwork and installation of the artwork.

Concept Design (Interviews Only)

If the artist is selected through an interview process, the initial step is to develop a Concept Design. Arts Huntsville organizes an informational kickoff meeting with the artist and relevant Departmental staff, contractors, and consultants to allow the artist to become familiar with the site, project, and schedule. To develop the design, the artist may also need to meet with other project stakeholders. The concept design is presented to the relevant Departmental staff for preliminary technical review and the Art Selection Panel for its review and recommendation to the PAC for its approval.

Final Design and Engineering

Once the Concept Design is approved, the artist will develop final design and engineering drawings for

technical review by the Planning Division and other relevant City Departments before proceeding with fabrication. Arts Huntsville will coordinate meetings with the appropriate City Departments to provide a technical review of the drawings.

Re-Design

If the artist proposes any significant design changes from the original concept design, Arts Huntsville will review with the relevant Departmental staff and secure the approval of the Public Art Committee before approving changes, per the terms and conditions of the contract. If the Public Art Committee requests any modifications due to changes in the project, Arts Huntsville staff will review the proposed changes with the artist. In either case, a formal change order should be submitted.

Fabrication of Artwork

Once the final design and engineering drawings have been approved by the City, the artist will proceed with the fabrication of the artwork. The fabrication may be done by the artist, or part or all may be done by subcontractors supervised by the artist. Arts Huntsville staff may request a studio visit, photographs, or written updates from the artist. In some cases Arts Huntsville may elect to contract directly with a fabricator to fabricate the work, per contract with the artists.

Installation of Artwork

In most cases, the artist will be responsible for the installation of the artwork. Arts Huntsville coordinates installation with the artist and the appropriate City Department(s) and their contractors. In some cases Arts Huntsville may elect to contract directly with a contractor to install the work, per contract with the artists.

Communications, Submittal of Project Documentation, and Project Closeout

A communications strategy is planned and implemented by Arts Huntsville and the relevant City Department. The artist is required to submit all required paperwork, including all drawings and a maintenance and conservation worksheet, prior to project closeout and final payment.

PROJECT DEVELOPMENT AND REVIEW PROCESS FOR DEVELOPER PUBLIC ART PROJECTS

The following section outlines a process for reviewing public art projects that are commissioned as part of private developments that receive City assistance and that fall under the public art requirements described earlier. This process should be adopted as policy or guidelines.

Project Definition

Arts Huntsville will work with City planning staff and the developer to outline the goals and parameters for the public art project(s). Arts Huntsville, working with planning staff and the developer, should create an Individual Project Plan that states the overall goals for the project; the proposed location for the artwork; the approach to integrating the project into the architecture, landscape architecture or the site; the proposed process for identifying an artist; and the proposed budget. The Individual Project Plan should be submitted to the Public Art Committee for review and to the Manager of Urban and Long-Range Planning for approval. Upon approval, the agreed-upon goals would be incorporated into any RFP, MOU, plan approval or other documents that establish the expectations for what will be developed.

Artist Selection

The responsibility for commissioning the artwork could vary. In some cases the City may request that Arts Huntsville be contracted to manage the commissioning process. In other cases, the City may require the developer to assume that responsibility.

In all cases, the City should require a competitive artist selection process, usually with an independent Art Selection Panel that functions as outlined previously for City projects. The selection of the artist must be submitted to Arts Huntsville staff to ensure the selection complies with the definition of “artist.”

Concept Development

The developer would contract with the artist and ask the artist to develop a Concept Design. Based on the nature of the project, the Concept Design phase may request that the artist visit the site and meet with stakeholders, as outlined for City projects. The artist’s Concept must be submitted to the Public Art Committee to review and make a recommendation to the Manager of Urban and Long-Range Planning, who shall approve or disapprove of the Concept.

Final Design, Fabrication and Installation

The developer will be responsible for overseeing the final design, the fabrication and the installation of the artwork, unless contracting with Arts Huntsville to manage the project. The installation deadline will be stipulated in the development agreement, with the default being before the certificate of occupancy is issued.

Ownership

The ownership of the artwork and maintenance responsibilities would be negotiated on a case-by-case basis.

Guidelines for Review

In reviewing the artist selection and artwork, the Public Art Committee and the Director of City Planning should consider the adopted guidelines for the commissioning of public art in private development, any site-specific goals for public art and any other guidance in adopted urban design plans.

GIFTS AND LOANS

Private individuals, foundations, corporations, or other organizations may wish to give or loan work or works of art for public display to the City of Huntsville or Arts Huntsville. Any work that is to be placed on City property for permanent display must be donated to the City of Huntsville and not Arts Huntsville to ensure that the work becomes part of the City's permanent collection.

Gifts and loans can be a great way to enrich Huntsville's public spaces. However, it is important to consider carefully whether the gift or loan meets the vision of the Public Art Program and ensure that the related costs and risks of the gift or loan are understood.

City staff, Arts Huntsville staff, and the Public Art Committee will review and make recommendations regarding the acceptance and display of gifts and loans of works of art. The Public Art Committee may choose to include additional stakeholders in the review process by establishing an ad hoc review committee.

Proposal Requirements for Gifts and Loans

Donors who express an interest in making a gift or loan of a work of art the City will be required to submit a proposal that includes:

- Drawings, photos and written descriptions of the artwork. This must include size, colors, weight, materials, and any information that will establish that the item has the requisite physical integrity to be placed on public display and withstand exposure to the natural elements.
- An explanation of how the artwork supports the vision for public art established in the master plan.
- Background on the artist (resume or bio).
- The proposed location for the installation.
- The method of display and required site improvements (i.e.: hardscaping, landscaping, buildings, utilities, security devices, anchoring, etc.).
- Cost estimates for installing the artwork, including but not limited to site improvements, foundations, landscaping, seating, lighting and other improvements and the funding source to cover these costs.
- Written explanation of legal issues, including but

not limited to, certifying the current legal owner of the artwork and the existence of any copyrights, patents or other title rights in or to the artwork; and an explanation of any conditions or limitations on the donation of the artwork.

- The estimated fair market value of the artwork (including appraisals if available or requested by the City).
- A condition report prepared by a conservator, an estimate of ongoing maintenance and conservation costs and the funding source to cover these costs.
- The anticipated date(s) for the gift or loan to occur.
- Any additional information the City deems necessary or appropriate.

Technical Review Criteria for Gifts and Loans

City Planning Division and Arts Huntsville staff will first conduct a technical review of the proposed gift or loan. The review will focus on the following issues:

- Ownership. If the donor is proposing to donate an existing artwork, has the donor documented that the artwork can be legally given to the City?
- Costs. Has the donor documented that the costs associated with the artwork have been adequately anticipated and can be met?
- Safety and Liability. Is artwork durable? Does it pose any safety or liability concerns?
- Maintenance and Conservation. Are the anticipated maintenance and conservation needs documented, and can they be met?
- Availability of Site. Is the proposed site available for the installation of artwork? Are necessary electrical, plumbing or other utility requirements defined and available?
- Timing. Is there sufficient time for the normal review process by the City, Arts Huntsville and the Public Art Committee? Has the donor provided timely and appropriate responses to PAC and staff requests for additional materials?

Aesthetic Review Criteria for Gifts and Loans

The Public Art Committee will review the proposed gift or loan for aesthetic and site considerations. When reviewing the work the PAC must take into account the following:

- The artist must meet definition of artist that is included in the Public Art Master Plan.

- The artwork supports the City's vision for public art.
- The artwork demonstrates excellence in aesthetic quality, workmanship and creativity.
- The artwork is appropriate to the site in scale and form, and is of materials/media suitable for the site.

Acceptance of Gifts and Loans

For permanent gifts and for loans that would be on display for ninety days or more, the recommendations from City Planning Division and Arts Huntsville staff and the Public Art Committee regarding acceptance of the gift or loan would be forwarded to Planning Commission for approval. For loans of ninety days or less, the recommendation would be forwarded to the Mayor's office for approval.

Once the loan or gift has been approved, a written agreement must be prepared detailing the roles and responsibilities of the City of Huntsville and the entity lending or donating the work of art.

COLLECTION MANAGEMENT

Ownership

All public art funded by the City of Huntsville and on City of Huntsville property must be owned and insured by the City.

Documentation of the Collection

An important aspect of collection management and, ultimately, long-term maintenance of the Huntsville Public Art Collection is keeping accurate, updated records. The main aspects of this are identifying the project on-site, keeping accurate records for each project, and maintaining a comprehensive inventory of the collection.

Arts Huntsville will be responsible for keeping records of the City's public art collection, including developing records for existing work and documenting new works entering the collection.

Project Identification

Each new artwork should be identified with a plaque stating the artist's name, the artwork title, the media and the date the work was created. The plaque must be placed in an appropriate location near the artwork that can be easily viewed by pedestrians.

Over time, plaques should be created or updated for existing works in the City's collection to ensure that the works are recognized as belonging to the City and that

people can learn about the work.

Project Records

A file should be maintained in a single location for each commission or acquisition that contains information such as:

- A copy of the artist contracts.
- A copy of project correspondence.
- The maintenance instructions provided by the artist and subsequent conservation records.
- Plans and drawings generated by the artist during the commissioning process.
- Hard copy images.
- Media clippings.

Public Art Inventory

Arts Huntsville will maintain a full inventory or database of the entire City of Huntsville Public Art Collection. This inventory will include information such as (when available or applicable):

- Name of artist
- Title of work
- Location (kept in a format compatible with the City's GIS system)
- Year completed/installed
- Owner of work
- Media
- Dimensions
- Budget/cost and source of funds
- A brief description of the work suitable for publication
- Maintenance and conservation needs as defined by the artist and conservation assessments
- Schedule of maintenance or conservation needs
- Conservation history
- A unique number assigned to each work of art that can be used for cross-referencing with hard files and other digital files.

Conservation And Maintenance of the Collection

Public art is a community asset that must be properly maintained. Conservation and routine maintenance must be undertaken to preserve artworks in the best possible condition.

Conservation

Conservation is the regularly scheduled examination, documentation, treatment, and preventative care of public art conducted by a professional art conservator. The City of Huntsville will fund Arts Huntsville to oversee the conservation of the collection. Arts Huntsville will regularly conduct, or hire a professional conservator to conduct, a survey of the condition of each work in the Huntsville Public Art Collection and make recommendations for conservation, cost estimates, and a recommended schedule for implementation. Arts Huntsville will be responsible for subsequent conservation work. Conservation should be paid for by annual public art programming funds received by Arts Huntsville from the City or through special grant funds or funds set aside specifically for conservation.

In addition, Arts Huntsville will take steps to identify conservation needs prior to the fabrication and installation of new works. Arts Huntsville can require, when necessary, that artists consult with a conservator during the design development phase of the project to identify the conservation needs of the project. Alternately, Arts Huntsville could have design documents reviewed by an independent conservator prior to executing the fabrication and installation portion of a contract. For commissioned works, artist must provide Arts Huntsville with a worksheet that identifies the conservation and maintenance needs of the work, including the frequency, methods, and materials recommended.

Maintenance

Maintenance is the routine care and repair of works of public art that does not require specialized expertise (i.e.: dusting, washing, lubrication of moving parts). Arts Huntsville will coordinate with City Departments to ensure appropriate routine maintenance.

Routine maintenance of public art located on City property will be the responsibility of the City Department that maintains the facility and/or site where the art is located.

Works of art must be maintained in a manner outlined in the above-mentioned maintenance and conservation worksheet, appropriate to the medium and characteristics of the artwork, and in accordance with the Visual Artists Rights Act of 1990.

The City Department should not conduct any non-

routine maintenance or conservation unless requested by Arts Huntsville or the Planning Department. The City Department must notify Arts Huntsville immediately if an artwork is damaged or stolen, or if the City Department plans to move the artwork or in any way alter its site. Any work that is recommended for relocation or de-installation would be subject to the de-accession policy.

De-Accession and Relocation of Artworks in the Collection

De-accession is a term for the permanent removal of a work from the City's public art collection by selling, donating, or destroying it.

Instead of de-accession, relocation of artwork is an option that may be considered when the artwork is deemed to no longer be appropriate for its current site.

The City will seek to ensure the ongoing integrity of the artwork and the sites for which they were created, to the greatest extent feasible, in accordance with the artists' original intentions, and consistent with the rights afforded by the 1990 Visual Artists Rights Act. However, there will be circumstances when the City will deem it necessary to move or remove a work of art.

Arts Huntsville and Public Art Committee will review any proposal for de-accession or relocation of an artwork. Consideration of de-accession must involve the same degree of careful review as a decision to commission a work of art. Decisions should be informed by professional judgment and should be made in the interests of the public. In addition, works of art commissioned with the intention of permanent display should only be considered for de-accession only after being in the collection for a minimum of 10 years.

Procedure

- The City will not remove any artwork from the site for which it was selected, nor remove it from display, without prior review by Arts Huntsville and the Public Art Committee.
- The Public Art Committee shall review the circumstances surrounding the proposed de-accession or relocation. The Public Art Committee may choose to hold a public meeting for the purpose of gathering community feedback on a proposed de-accession, relocation, or removal. The PAC may alternately gather community input through other methods.

- The Public Art Committee may recommend de-accession, relocation, or removal of a work of art for any of the following conditions:
 - The condition or security of the artwork cannot be reasonably guaranteed;
 - The artwork requires excessive maintenance or has defaults of design or workmanship and repair or remedy is impractical or unfeasible;
 - The artwork has been damaged and repair is impractical or unfeasible;
 - The artwork endangers public safety;
 - Significant changes in the use, character, or design of the site have occurred which affect the integrity or relevance of the work;
 - Significant adverse public reaction has been documented over an extended period of time (a minimum of five years);
 - The work is of inferior quality or is judged to have little aesthetic and/or cultural value;
 - A suitable location for the artwork has been identified that better satisfies the original goals of the project; or
 - The artist requests removal due to concerns listed above.
- During the review process, unless there is imminent danger to the public, the artwork shall remain accessible to the public in its original location.
- The Public Art Committee will make a recommendation to Arts Huntsville.
- Arts Huntsville will make a recommendation to the City of Huntsville, which makes the final decision regarding de-accession, relocation and removal.
- Arts Huntsville staff should make a good faith effort to notify the artist that his or her work is being considered for de-accession.
- If the artwork is site-specific, Arts Huntsville staff should make a good faith effort to notify the artist that his or her work is being considered for relocation.
- De-accession and removal of artwork shall be done in a manner that complies with all other applicable city, state and federal procedures, policies and regulations. For example, de-accession, relocation, and removal actions

must comply with applicable procedures and laws relating to the disposition of city property and with laws protecting artists' rights.

PARTNERSHIPS

Arts Huntsville should develop the capacity to consult with other public agencies, such as the Huntsville Housing Authority, the Port of Huntsville, Madison County, school districts, Huntsville Madison County Public Library, etc., to provide artist selection and project management services as outlined below.

Community Consultations

As a service to Huntsville area public agencies, Arts Huntsville staff will make themselves available to speak with public agencies about the public art process and point agencies toward resources to assist them in commissioning public art.

Project Management Services

For a fee, Arts Huntsville may provide the services of managing public art commissions and acquisitions for other public agencies. The review and approval process for these projects would be determined by the public agency and would not go through the process outlined for the City of Huntsville Public Art Program.

These services could include:

- Development of Individual Project Plans
- Creation of Call to Artists
- Identification of Potential Artists
- Distribution/Promotion of Call
- Management of Applications
- Communications with Applicants
- Selection Panel Creation and Meeting Design, Facilitation and Coordination
- Artist Commission Contract Negotiations and Execution
- Oversight of design process, fabrication and installation
- Publicity and Dedications



Public art is most successful when it complements good architecture and urban design.



VI. EDUCATION AND OUTREACH

The City of Huntsville and Arts Huntsville should work together to inform the community about its Public Art Program and Collection through programming and ongoing communications.

COMMUNITY AWARENESS

Listed below are many strategies for building awareness. Whenever possible, these strategies should be employed to communicate with the many audiences that will encounter the works of art. As budgets for projects are being built, consideration should be given to the opportunities listed below and accounted for so that they are possible to achieve.

Press/Media Releases

There are always a few media-related opportunities around the installation, dedication, and activation of a public artwork. Cultivating the local and regional media can bring attention to the artist, artwork, and community.

Dedication and Celebration Events

As each project is completed, it creates an opportunity for a community celebration. All those involved in the selection and creation of the artwork, the general public and media should be invited to celebrate it and welcome it into the community. These events can be as simple as a press conference, or they may turn into a block party depending upon the scope of the project and its location.

Maps/Public Art Tours

As the public art collection begins to grow, and as funding is available, Arts Huntsville will develop a digital map highlighting public art locations throughout the city with information about each piece in the collection. Arts Huntsville could also develop a docent program that can develop public art tours.

Website and Social Media

A page on Arts Huntsville's website should be dedicated to the Public Art Program, or a site specific to the Program should be developed. This webpage can share the vision and goals of the program, including an annotated map highlighting

the City's existing public art collection, and information about new projects. The website/page can also serve as a good place to host Calls to Artists and announcements about progress on projects. Often photographic and video updates on the progress of the creation of a new artwork can help to build excitement about a coming project.

Social media platforms and public photo sharing sites could be utilized. These channels should be evaluated in terms of the efficacy and breadth of outreach versus the staff resources that are required to manage them on an ongoing basis.

Collateral Materials

While strong temporary public art projects live forever in the memories of those who experience them, collateral materials can be a physical document that extends their life. Photography and video of projects from fabrication through installation helps to ensure that the creative process is honored, as it is often as much a part of the piece as the final project itself.

ARTIST DEVELOPMENT

Arts Huntsville should develop programming that helps local artists develop the skills to take their practice out of the studio and into the community.

Application Development Workshops

Arts Huntsville should consider developing artist workshops focusing on aspects of putting together qualifications packages and applications, such as developing an artist statement and artist resume, photographing and documenting work, and budgeting. These skills are important to competing for public art projects or awards, but also can be applied to other applications processes that artists might consider outside of the Public Art Program.

Lectures and Master Classes

As artists come to Huntsville to work on public art projects, Arts Huntsville should partner with other arts organizations or educational institutions to host public lectures and/or master classes. Through such programs, the artist can share their expertise with a broader audience and build anticipation for the work they are creating.

Mentoring

Mentoring can be a professional development opportunity for Huntsville artists who have not worked on a public art project before. For example, for a large-scale commission, Arts Huntsville could request that the commissioned artist work with a local artist as a mentee. The local artist would follow the course of the project from design through installation, would have responsibilities for specific aspects of the project (as identified by the lead artist), and would receive an honorarium.

Resources for Public Artists

Arts Huntsville will develop resources for public artists such as workbooks, guides, and videos. These resources will be customized with local information when applicable. These resources will assure more equitable access to information regardless artist level of education, experience, or time availability.

ADVOCACY

An important role for Arts Huntsville and the Public Art Committee should be to serve as advocates for public art throughout Huntsville.

Public art is most successful when it complements good architectural and urban design. Arts Huntsville should be a leading advocate in the community for quality design of public facilities and infrastructure.



**Public art can tell
the stories of what
makes Huntsville
special and unique.**



The Chandelier by Jessie Andrews (Photo courtesy of Eric Forrest - hsvphoto.com)

APPENDIX A: DEFINITIONS

Accession – The act of adding or acquiring a work of art to the City of Huntsville Public Art Collection through commission, purchase, or gift.

Annual Public Art Work Plan and Budget – Plan developed by Arts Huntsville, in collaboration with the Public Art Committee, that outlines public art activities and the use of the Public Art Fund for the coming fiscal year.

Annual Report – A report developed by Arts Huntsville that accounts for the expenditure of City Capital and Operating funds allocated for public art and outlines accomplishments from the year.

Artist – A professional practitioner in the arts, generally recognized by his or her peers as possessing serious intent and ability. For commissioning purposes, an artist cannot be a City employee, a member of the Public Art Committee or member of the relevant Art Selection Panel. If part of a Capital Project, the artist cannot be a member of the Prime Consultant's firm or team.

Art Selection Panel – An ad hoc subcommittee of the Public Art Committee that can be organized recommend the selection of an artist or artwork for City public art projects, review applications for Community projects, and review applications for Artist-initiated projects.

Artwork – An aesthetic creation of permanent or temporary medium or combination of media resulting from the skill and creativity of an artist or artists.

Call to Artists – General term for a request for artists to apply for a public art commission.

Capital Improvement Program (CIP) – A multi-year plan identifying capital projects and equipment to be funded during the fiscal year. The CIP is part of the City's Adopted Budget for each fiscal year and provides a ten-year forecast.

Capital Projects – Building projects outlined in the CIP.

City-Assisted Private Development Projects – Private development projects where the City assists with land assemblage, provides infrastructure investments to assist the development, and/or provides financial incentives. For projects of this type which meet other locational and budgetary criteria, the City may require that the project include public art.

Concept Design – The phase of a public art project in which an artist creates an initial proposal, including diagrams or a maquette, and conducts a preliminary cost estimate.

Conservation – The regularly scheduled examination, documentation, treatment, and preventative care of an artwork conducted by a professional art conservator.

De-accessioning – The permanent removal of a work from the City's Public Art Collection by selling, donating, or destroying it.

Final Design and Construction Documents – The phase of a public art project in which the artist finalizes the design, placement, installation specifications and cost estimate, and has relevant components prepared and stamped by a licensed engineer.

Gift – Art donated to the City from a private individual, institution, or other outside source.

Huntsville Public Art Collection – Public art owned or commissioned by the City.

Individual Project Plan – A document, developed by Arts Huntsville with input from the Public Art Committee, which outlines the work that must be done to undertake a specific public art commission or acquisition and establishes the goals against which the project will be reviewed. The Individual Project Plan is approved by the Public Art Committee before a project begins.

Loan – Artworks provided to the City for its use for a period of time and to be returned to the owner after

the loan period expires.

Maintenance – The routine care and repair of works of public art that does not require specialized expertise (i.e.: dusting, washing, changing light bulbs, lubrication of moving parts, etc.).

Public Art – Elements of a public place that are designed by a professional artist or artist team. Public art can be permanent, temporary or functional. Public art can be stand-alone or integrated into the architecture, landscape, or infrastructure such as public buildings, bridges, and parks. Public art can be the sole creation of

the artist or it may result from a design team approach in which artists work on project teams with architects, engineers, landscape architects, and others to design and create public places.

Site-Specific Artworks – Artworks that are inspired by and created to fit the context of a particular place.

Temporary Public Art – Works of art that are created to be in a public place for a limited period of time, generally less than five years.

APPENDIX B: ARTIST SOLICITATION METHODS

The Huntsville Public Art Program should select an approach to recruiting and selecting artists that is specific to each project, reflecting the specific goals of each project and offering the greatest chance of finding the best artist. Selection processes should be competitive, except in situations where Arts Huntsville and Public Art Committee determine there are extraordinary circumstances, as expressed in the approved Individual Project Plan.

OPEN COMPETITION

In an Open Competition, any artist may submit his or her qualifications, subject to any requirements established in the Call to Artists. The call should be sufficiently detailed to allow artists to determine whether their work is appropriate for consideration.

An Open Competition allows for the broadest range of possibilities and can bring in new, otherwise unknown, and emerging artists. However, Open Competitions can consume a large amount of staff resources, and sometimes discourage established artists who prefer to respond to limited competitions or to be directly selected for projects.

LIMITED COMPETITION OR INVITATIONAL

In a Limited Competition or Invitational process, several pre-selected artists are invited to submit their qualifications and/or proposals. This method

may be appropriate when looking for a small group of experienced artists, when there is a limited time frame, or if the project requirements are so specialized that only a limited number of already identified artists would be eligible. It is possible that this list of artists would come from a Registry.

ARTIST REGISTRY

Arts Huntsville may decide to develop a pre-qualified pool of artists, or Artist Registry, from which it can choose artists for Limited Competition/Invitational or Direct Selection. This Registry would be developed based on a comprehensive review of qualifications from artists who responded to an Open Call to Artists. This list could be focused on a specific set of opportunities, or be used broadly for a range of commissions. If the Registry is meant to be used for several years, it should be updated annually or bi-annually to allow new artists to be considered, and for Registry artists to update their materials.

A Registry requires upfront work and ongoing management, but it allows for artist selection for specific projects to proceed much more quickly. This would be a viable strategy if Huntsville anticipates a large number of commissions over a short period of time.

DIRECT SELECTION

On occasion, Arts Huntsville and Public Art Committee may choose to directly recommend an artist for a project. Direct selection may be useful on projects where there is an urgent timeline, low budget, or when very specific project requirements

exist. It is possible that this artist would come from a pre-qualified list or Registry. Such selection would need to be consistent with City of Huntsville procurement procedures and be approved as part of the Individual Project Plan.

APPENDIX C: GUIDELINES FOR PUBLIC ART IN PRIVATE DEVELOPMENT

Huntsville’s Public Art Master Plan recommends that public art should be incorporated into private development projects that receive City assistance and are located in areas such as downtown, the Medical Center, and Cummings Research Park. In addition, the plan recommends that public art should be incorporated into the commercial areas of “traditional neighborhood developments,” and cultural and sports facilities developed anywhere in the city if the projects receive City assistance.

The following guidelines should be applied to public art projects developed in the above circumstances.

PRIORITIES

1. The first priority should be to commission artworks that function at the human / pedestrian scale. Artworks should have a placemaking quality that can be directly experienced by people using urban spaces and streets (whether publicly or privately owned). This will be especially true in downtown and traditional neighborhood development areas. The types of projects that could address this priority include:
 - Artwork that is integrated into the public space or streetscape design, potentially through a design-team approach.
 - Artwork that functions as place markers or gateways for pedestrians within the context of the site; for example, an artwork that serves as a gathering place at a sports facility, or a marker that indicates the passage from the street into a privately-owned urban space.

- Functional works, such as seating, lighting, paving, or fountains, that improve the usability of a space.
 - Integrated works that have a space-defining function, such as glass canopies.
 - Decorative or ornamental works that are integrated into elements that screen loading, storing, or parking areas.
2. The second priority should be to commission projects that function for people moving through the city in vehicles and have a landmark or gateway quality. The types of projects that could address this priority include:
 - Sculptural, landscape, or light projects oriented towards primary movement corridors or intersections, or placed in locations identified in other City plans or area-wide master plans as gateways.
 3. The following types of artworks do not meet the intent of these guidelines.
 - Artworks that serve strictly as architectural enhancements or ornamentation, while welcome, do not meet the intent of these guidelines.
 - Artworks that are related to commercial expression do not meet the intent of these guidelines. Commercial expression means the use of form, color, or typography in a manner that evokes the branding, identity, messaging, or themes of a business or organization.

- Artworks that are temporary, while welcome, do not meet the intent of these guidelines.

VISUAL GUIDELINES

- Artworks should be easily visible to the public from a public right of way. If artworks are on private property, they should be accessible without charge during normal business hours.
- Artworks should be created and placed with consideration given to visual relationships of scale, color, material, and topography in the surrounding architecture and landscape, and to the presence of existing artworks.
- Once an artwork is placed, major sightlines to the artwork should be preserved without interruption and backdrops to those sightlines should be kept clear, to the extent possible, of commercial expression.

TECHNICAL FACTORS

- Artworks should be sited in a manner that considers public accessibility and the intended

uses of the site.

- Artworks should be sited in a manner that does not conflict with access to utilities, or with future planned development.
- Artworks should be sited in a manner that does not create any public safety hazards.
- Artworks should be conceived and sited in a manner that is consistent with underlying planning guidance, such as urban design recommendations, as well as all applicable City codes.
- Artworks should be conceived, fabricated, and installed in a manner that minimizes unusual levels of maintenance and conservation.

MISCELLANEOUS

Developer funds should be used at the site where the development is occurring. Alternatively, they can be transferred to Arts Huntsville for use on a City-sponsored public space or streetscape project within close proximity to the development site.

APPENDIX D: RECOMMENDATIONS FOR REQUIRING PUBLIC ART IN PRIVATE DEVELOPMENT

Currently, the City has no requirements for developers to include public art in their projects. This Public Art Master Plan recommends that public art should be incorporated into private development projects that receive City assistance and are located in specific parts of the City. In the future, the City should consider incorporating public art requirements for certain developments downtown (including “Opportunity Sites” indicated in the Downtown Master Plan), in the Medical Center zone, in the Research Park zones, as part of cultural or sports facilities built anywhere in the city, and as part of public spaces built using traditional

neighborhood development approaches anywhere in the city. This requirement would not be limited to projects receiving City assistance.

The requirement should be established in the City code, which should outline the development location and types to which the requirement pertains, the threshold of project size to which the requirement pertains, and the ongoing authority for establishing processes, criteria, and guidelines for approval. Details about the actual processes, criteria, and guidelines should be adopted as policy, not incorporated into the ordinance.


For Huntsville, a requirement for public art in private development could be incorporated into the existing zoning code chapters that relate to the Central Business District (C-B), Medical District (M), Research Park (RP, RPA, RPW, RPA, RPA2), and Planned Development (PD) districts, with special provisions added for cultural or sports facilities wherever they are located in the city. Alternatively, the requirement could be incorporated into any new land-use regulations developed after the completion of the Comprehensive Master Plan.

Within the areas of the city defined above, the public art requirement should pertain to commercial (retail, office, hotel, service), institutional (education, medical), cultural and sports facilities, and the portions of mixed-used developments that include those uses. The requirement should not pertain to residential or industrial development.

The requirement should only pertain to developments with a construction valuation of more than \$15 million, and should require a public art budget of two percent, and no less than one percent, of construction costs (including site preparation, landscaping and building systems but not including environmental remediation or fittings).

When a developer commissions public art on site, the project should be subject to the review process described in the plan. The artwork would be owned and maintained by the owner of the property in perpetuity, subject to a process for relocating or removing the artwork.

If a developer does not wish to commission public art at their development, they may contribute an equivalent amount of money to a public art fund that would be used to fund a project on public property elsewhere in the city.



**Public art should
convey a sense of
Huntsville's broader
commitment to
creativity and quality
of life.**

Photo courtesy of Eric Forrest.

