

MEMORANDUM

TO: Mayor and Council
FROM: Craig Hupy, Public Services Area Administrator
DATE: March 26, 2014
SUBJECT: PUBLIC ART ANNUAL PLAN FOR FISCAL YEAR 2015

The Mayor and City Council of Ann Arbor adopted an ordinance establishing a public art program on November 5, 2007, and as amended on June 3, 2013, by adding the Ann Arbor Public Art Ordinance, Chapter 24 to Title 1, to the City Code. The City of Ann Arbor recognized the importance of providing art in government facilities and determined that public art will improve the aesthetic quality of public spaces and structures. The ordinance was enacted to foster a sustained commitment to public art. The City of Ann Arbor placed the responsibility of oversight of the implementation of public art projects funded through the Ordinance with the Ann Arbor Public Art Commission. A Public Art Task Force was appointed by the City Council in December 2012 and put forward recommendations, which were incorporated into the June 2013 ordinance amendment, to fund art using diverse sources.

The Ann Arbor Public Art Commission's Annual Plan is submitted to City Council and is "a plan detailing potential projects and desirable goals to be pursued in the next fiscal year" (City Code, Chapter 24, Section 1:837.2.B). For this year's Annual Plan, the Commission identified several objectives for the selection artwork. Those objectives will serve as a framework for the selection of new projects and are detailed in the attached Annual Plan for Fiscal Year 2015. Additionally, goals for the public art program and the Public Art Commission are listed.

The City's public art program has several projects underway. Art will be installed along with a rain garden at the corner of Kingsley and First Street in May 2014. Artwork at the reconstructed East Stadium Boulevard is planned to be completed in fiscal year 2015. The Commission is also following through on the Public Art Task Forces goals by coordinating project partnerships with outside entities and incorporating multiple funding sources to complete projects. These projects include a memorial to Coleman Jewett and a project using decommissioned Ann Arbor Canoe Livery canoes as recycled art objects to be displayed downtown, a project titled: Canoe Imagine Art. Robust public engagement during the artist selection process and the review of proposed art designs will continue for all projects.

The Annual Plan was approved by the Public Art Commission on January 29, 2014. Revisions were made in March to include current information and to reflect changes to the public art program.

Prepared by: Aaron Seagraves, Public Art Administrator
Reviewed by: Craig Hupy, Public Services Area Administrator

Ann Arbor Public Art Commission

PUBLIC ART ANNUAL PLAN, FISCAL YEAR 2015

The Public Art Annual Plan for Fiscal Year 2015 (Annual Plan) is an outline of potential public art projects to implement and to fund within the budget period, plus it includes a list of goals to be pursued during that period. The outline of projects consists of recommendations for new enhanced capital improvement projects to be incorporated in the FY 2015 Capital Improvement Plan & Capital Projects Budget, new projects expected to use pooled public art funds in the budget period, ongoing projects, and projects expected to expend funds that were donated, granted or otherwise available for public art.

The Annual Plan was approved by the Public Art Commission on January 29, 2014.

PUBLIC ART PROGRAM GOALS

The Ann Arbor Public Art Commission will establish plans to fulfill the goals put forward in the 2015 Public Art Annual Plan. These goals share a basis with the conclusions of Public Art Task Force and its recommendations. They are:

1. Maximize the ability to use gifts, grants, crowd funding and other non-local government funds for public art in Ann Arbor, as the amended Public Art Ordinance allows.
2. Review the location of the arts program within Ann Arbor city government and review the possibility of containing the public art program within a nonprofit organization.
3. Fulfill the Public Art Task Force's recommendation of creating a position for a full-time public art staff person.
4. Increase public outreach for long-term public art program goals, artwork selection, and artwork education and thus better carry out the duties of the Public Art Commission established by the Ordinance amendment.
5. Refine the selection potential public art projects by using the project evaluation and prioritization model and base the initiation of projects on primary criteria.
6. Revise the Public Art Commission's Bylaws and Guidelines.
7. Establish an open and regular channel of communication regarding public art program updates with city administration and City Council.

OUTLINE OF PUBLIC ART PROJECTS FOR FISCAL YEAR 2015

ONGOING PUBLIC ART PROJECTS

The following art projects were initiated prior to fiscal year 2015. They are the continuing projects expected to be completed, or proceed, in fiscal year 2015.

1. Completion of Public Art at Ann Arbor (Stadium) Bridges

The Selection Panel recommended artist Catherine Widgery for the project. The artist is completing modifications to the original art design for AAPAC's recommendation and Council approval.

Installation will be completed in fiscal year 2015. Project is budgeted at \$400,000, using pooled public art funds.

2. Public Art at Arbor Oaks Park

The project is in partnership with the Community Action Network and Bryant Neighborhood Association and will involve the participation of the community in the creation or design of the artwork. This project meets the conclusions reached by the Public Art Task Force identifying a greater need for public engagement in public art by allowing direct involvement in the creative process by members of the community.

Installation schedule depends on availability of funding. Grant funding will be sought and funding will be raised through individual donations. No pooled public art funds will be used for the project and meets Council's direction to increase the opportunities to fund art.

3. Canoe Imagine Art project

The project is a temporary art display in downtown using decommissioned canoes from the Ann Arbor Canoe Liveries as repurposed art objects. Programs will be conducted in conjunction with the display.

The art display will take place in fiscal year 2016. An amount of \$21,000 from pooled public art funds is set aside for the project and the City received a grant in the amount of \$21,000 from the Michigan Council for Arts and Cultural Affairs. The rest of the budget will be raised through individual and corporate donations. Acquiring the grant, gaining donations, and including the matching amount from pooled funds, is responsive to the changes in the Public Art Ordinance and the allowance for diverse funding sources.

4. Coleman Jewett Memorial

Memorial to Coleman Jewett located adjacent to the Farmer's Market.

Depending on funding, installation will be completed in fiscal year 2014 or 2015. The Art Commission approved \$5,000 from pooled public art funds for the project and the rest of the

estimated budget of \$36,000 will be raised through individual donations. Over \$14,000 has been donated to the project (as of March 7th, 2014). The project is another example of funding worthy work using private and public dollars.

ENHANCED CAPITAL IMPROVEMENTS

The Ann Arbor Public Art Commission reviewed the City of Ann Arbor’s FY2014 to 2019 Capital Improvement Plan and the projected changes to the plan for fiscal year 2015. Staff coordinated the Art Commission’s review of the capital improvement projects and provided additional information regarding the projects and the locations impacted by the projects. The capital improvements were evaluated as potential enhanced projects.

The Art Commission recommends the following capital improvements, scheduled for fiscal year 2015, become enhanced capital improvements, and, as such, funding for the art is an improvement project expense.

Capital Improvement	Art Project	Amount
Sidewalk Gaps & Repair; Annual Street Resurfacing	Creative Streets and Sidewalks	\$30,000

Creative Streets and Sidewalks

Adding unexpected color, materials and designs to the streetscape will make pedestrian travel a brighter and more enjoyable experience. The Art Commission recommend this enhanced capital improvement project as an opportunity for artists and creative designers to do just that—making our streets more livable and complete.

The art project will be a streetscape creative improvement program that sets design guidelines and selects appropriate locations for artists to apply their work. Design proposals would be accepted for the application of creative work to fit within the public spaces where pedestrian’s travel. Visible and accessible locations will be eligible, such as, plazas, the sidewalks, the sidewalk furnishing zone and crossings.

As many as four individual designs will be selected for fiscal year 2015. Different city sections will be included. Preselected improvement sites will be presented as locations for artwork in the calls for artist’s proposals. Artists will design for sites in coordination with scheduled city improvements and use materials that will effectively integrate art with the site. Both temporary work and permanent work will be considered and may be proposed.

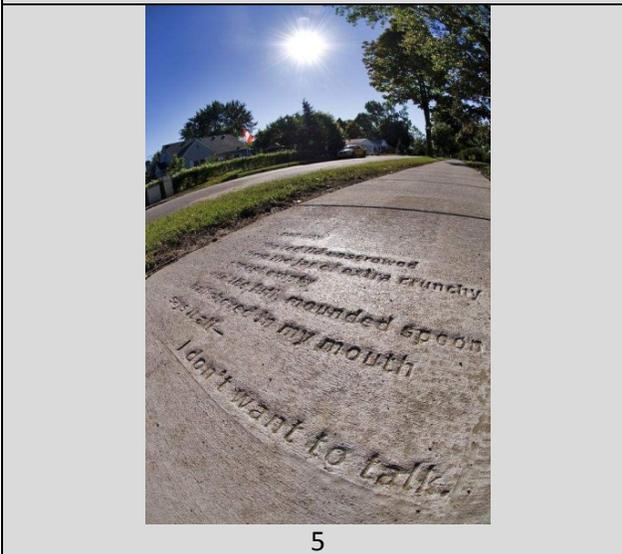
Each proposal must be under the maximum budget amount of \$5,000. Materials, media, artwork type and their application will be proposed by the artist. A budget of material cost and total project cost must be submitted. Value of the art and cost of material in relation to the overall cost will be a determining factor in design selection. Only safe and low-to-zero maintenance proposals will be accepted. Design guidelines will be developed to give artists parameters for submitting work that will be acceptable.

This enhanced capital improvement can be a continuing program, modified and repeated in future fiscal years for the creation of new artwork. In future fiscal years the amount budgeted per design could be increased to create larger works that are made of more costly material.

This fiscal year, with projects budgeted at \$5,000, or less, the program will encourage 2-D, inlay and relief art applications to streetscapes. City staff will be consulted to prepare guidelines and parameters

for these installations that will ensure the artwork will meet all applicable codes, are safe for all pedestrians and are compatible with the maintenance of the infrastructure.

Examples of similar types of artwork that this program is expected to complete are shared below (*not intended to be copied*):





The recommended project budget amount is based on the budget outline provided below. This project budget includes:

- 4 installations
- Promotion, public engagement and art education
- Project management

Creative Streets and Sidewalks		
Installation and Design budget, per location: \$5,000	4	\$20,000
Other Installation Costs: Permits, Site Preparation		\$2,000
Promotion, Public Engagement Expenses and Program Education		\$3,000
TOTAL		\$25,000
Contingency and Project Management (20%)		\$30,000

1. *Rose*, by Cynthia Luna
2. by Carlos Cruz-Diez
3. *Washed Up*, by Roadsworth
4. by Monica Broere
5. Sidewalk Poetry Contest, by Marcus Young; St. Paul, MN
6. *Our Community, the Beauty Around Us*, by Niki Glen and Helen Helwig
7. *Grass Border*, by Alice Adams
8. *Samaras Stamp*, by Alice Adams

PROCESS FOR SELECTING POTENTIAL PROJECTS

The Ann Arbor Public Art Commission (Art Commission) established an evaluation and prioritization model to assist in planning and selecting future public art projects to recommend for implementation and funding. The model's function is to evaluate potential projects with a standard set of criteria and to prioritize the projects according to the values of the Art Commission. The Art Commission meetings in November and December 2013 devoted time to developing the model.

The evaluation and prioritization model is based on the System Planning Department's Capital Improvement Programming model. Using the capital improvement tool as a basis to select art projects integrates art planning with an established city model and increases support for the Annual Plan's process with other city staff and departments.

To evaluate potential projects, the model employs two tools 1) a standard set of criteria and 2) descriptions of criteria performance measures. The seven criteria, and the descriptions of the five performance measures for each, can be found in the *Attachment*. The descriptions of criteria performance measures have assigned points and are used as a scoring rubric during the Art Commission's evaluation procedure. Every potential project is assessed against the scoring rubric.

To prioritize the evaluated projects, the model applies another tool: a predetermined value of each criterion. The value the Art Commission established for each criterion is a measure of its significance; they have been assigned a numerical value that is mathematically applied as a scoring weight to the evaluation score. This provides a final overall score for each evaluated project that are then ranked in priority according to the overall score.

The model's results are reviewed further to address availability of funding and the amount of staff time to implement the higher priority projects. To finalize the Annual Plan, a decision is made to include the appropriate number of high priority projects and to include any projects that are of lower priority that may have readily available resources for implementation.

All reviewed projects were evaluated by the Art Commission at their January 22nd and January 29th meetings, using the evaluation and prioritization model. The Art Commission determined further revisions to the model were necessary. The selected criteria and performance measures will be revised to improve the deficiencies in the evaluation process. The Art Commission will continue to work on implementing those changes and finalize them during fiscal year 2015. The revised model will be used to review all potential projects in the Capital Improvement Plan, including those scheduled for years in advance, so that they may be considered as enhanced improvements to incorporate in the next Public Art Annual Plan.

Criteria and Scoring Rubric for Planning Public Art Projects

Criteria & Description		Low	←	→	High	
1	Distribution of Art Throughout City Areas *	1 Sited in City Area with the most city-owned public art	3 In City Area with the 2nd most city-owned public art OR art that will be replicated only in a single city area	5 Art that will be replicated in two or three city areas	8 In City Area with the 2nd fewest city-owned public art	10 In City Area with the fewest city-owned public art OR art that will be replicated in all four city areas
<i>Ensure artwork is installed broadly across the city and is decentralized</i>						
2	Locations of High Use and High Visibility	1 In an area of low use (i.e. low density neighborhood) AND artwork will be visually encumbered	3 In a location of low use (i.e. low density neighborhood)	5 Location has moderate to high use and population density BUT artwork will be visually encumbered	8 Location has moderate use and population density and visually unencumbered	10 Location has high use and population density OR is art that will be replicated in multiple locations
<i>Provide the best opportunity for the most people to experience public art</i>						
3	Placemaking	1 Art is a design that will be replicated in multiple locations	3 The location is a vibrant area with a strong identity	5 In a place with a strong identity BUT lacks visually attractive elements	8 In a location that is without identity	10 In a location that is without identity AND lacks visually attractive elements
<i>Provide for the transformation of a place, through art, by addressing the meaning and significance of the place's identity</i>						
4	Integrated Artwork	1 Art will not be integrated	3 Art will be replicated and in multiple locations but not integrated	5 Art will be contextual but not integrated	8 Art will be integrated into the design of the space	10 Will be integrated into the design of the space AND contextual
<i>Promote integrated and contextual work</i>						
5	Partnership	1 Does not provide opportunity for partnerships	3 Promotes possible public/private partnerships	5 Provides for public/private partnership with a single partner agency	8 Provides for public/private partnerships with multiple agencies	10 Provides for public/private partnership AND shared staffing resources
<i>Promote cooperation and a shared responsibility for the creation of artwork</i>						
6	Funding	1 Has no potential funding	3 Has uncertain funding	5 A portion of funding is available	8 Approximately half of the funding is available	10 Funding is available to complete the art project
<i>Ensure resources for creating artwork are available</i>						
7	Programming	1 Does not provide opportunity for programming	3 Provides opportunities for potential programming	5 Artwork provides for a single program of a specific duration OR artwork will be functional or interactive	8 Artwork includes a program continuing regularly after installation	10 Artwork incorporates multiple programs AND includes programming to reach hundreds of people
<i>Develop works that involve the public's participation before, during and after its completion</i>						

* As defined by the City's Master Plan (Planning Areas)