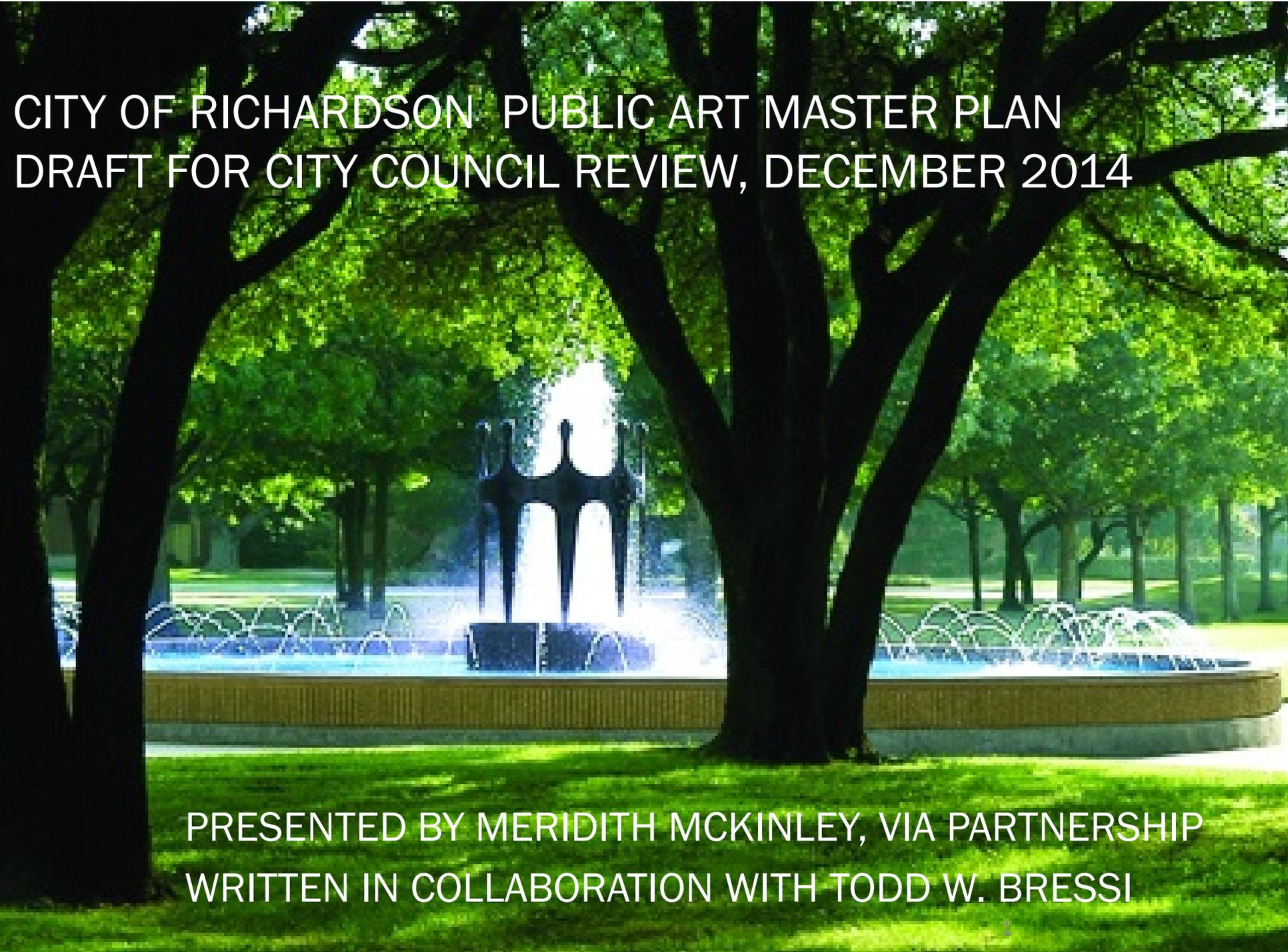


City Council Work Session Handouts

December 15, 2014

- I. REVIEW AND DISCUSS A DRAFT VERSION OF THE CITY OF RICHARDSON PUBLIC ART MASTER PLAN



CITY OF RICHARDSON PUBLIC ART MASTER PLAN  
DRAFT FOR CITY COUNCIL REVIEW, DECEMBER 2014

PRESENTED BY MERIDITH MCKINLEY, VIA PARTNERSHIP  
WRITTEN IN COLLABORATION WITH TODD W. BRESSI

# INTRODUCTIONS

# Meridith McKinley, Via Partnership

Via Partnership works with public and private sector organizations to develop and implement public art strategies.



# Todd W. Bressi

Bressi works with public agencies and nonprofits to develop arts and culture strategies, and to design memorable public places.



# AGENDA

1. Why a Public Art Master Plan? Why now?
2. What was the planning process?
3. What does the Public Art Master Plan include?
4. What are the recommendations?
  - A. Vision and Mission
  - B. Public Art Opportunities
  - C. Administrative Guidelines
5. What's next?



**WHY A PUBLIC ART MASTER PLAN?  
WHY NOW?**

# WHY PLAN? WHY NOW?

- The Cultural Arts Master Plan recommended public art projects and a public art master plan.
- The success of the Rocket demonstrated the potential for integration in capital projects.
- Richardson is changing and growing. Public art is being considered for new public capital projects and private development projects. A process needs to be in place to ensure the success of these projects.



**WHAT WAS THE PLANNING PROCESS?**

# PUBLIC ART MASTER PLAN

## EXTERNAL TASK FORCE MEMBERS

- Michael Alost – KDC
- Kenan Brandes – Parks and Recreation Commission
- Andrew Duggan – Citizen and Studio Outside Architects
- Beth Eschbach – Richardson Civic Art Society
- Kitty Goddard – Arts Incubator of Richardson
- Barry Hand – City Planning Commission
- Dr. Abby Kratz – University of Texas at Dallas
- Betty Peck – Cultural Arts Commission
- Stephen Springs – Citizen and Brinkley Sargent Architects
- Bill Sproull – Richardson Chamber of Commerce

# PUBLIC ART MASTER PLAN

## INTERNAL TASK FORCE MEMBERS

- Susan Allison/Steve Benson - Library
- Serri Ayers – Parks and Recreation
- Tina Firgens – Development Services
- Bruce MacPherson – Eisemann Center
- Mick Massey – Parks and Recreation
- Shanna Sims-Bradish – City Manager’s Office
- Steve Spanos – Capital Projects
- Michael Spicer – Development Services
- Hawana Townsley – Eisemann Center
- Lindsey Turman – Community Services

# PUBLIC INPUT

- Dec. 2013 Site visits in Richardson, interview with key stakeholders, tour of University of Texas at Dallas ATEC building and resources, coordination meeting with the Main Street Study
- Feb. 2014 Interviews with stakeholders, meeting with Richardson Chamber of Commerce staff, meetings with city staff, roundtable discussion with UTD faculty about arts and technology

# PUBLIC INPUT



April 2014

Artists roundtable discussion,  
Public Art Tour in Dallas

# PUBLIC INPUT



June 2014

Imagine Art Here Workshop at Huffhines  
Recreation Center

# PUBLIC INPUT

- Aug. 2014 Meetings with Internal Task Force, External Task Force, Dr. Dennis Kratz at the University of Texas at Dallas and Deputy City Manager David Morgan
- Nov. 2014 Meetings with Internal and External Task Forces to review draft documents, coordinating meeting with Main Street Study

# PARTICIPATION WITHIN THE COMMUNITY

Key Stakeholder Interviews: 17

Imagine Art Here Workshop: 45

Artists Roundtable: 13

UTD Faculty Roundtable: 21

Public Art Tour participants: 28

No. of Individuals on the City Public Art  
Communication List: 143



WHAT DOES THE PUBLIC ART  
MASTER PLAN INCLUDE?

# THE BIG PICTURE = WHY

WHY:      What can public art bring to Richardson?  
              What impact can it have in the community?

# PUBLIC ART OPPORTUNITIES = WHERE, WHAT AND WHEN

- WHERE:** What are the most important places for commissioning public art in Richardson?
- WHAT:** What are the goals for public art at these locations?
- WHEN:** What are the highest priority opportunities? What is the time frame for completing them?

# ADMINISTRATIVE GUIDELINES = HOW AND WHO

HOW: How will works of art be commissioned?  
How will they be funded?  
How will they be cared for over time?

WHO: Who will be responsible for implementation?  
What are the roles for stakeholder groups?  
Who makes decisions?  
What partnership opportunities exist?



**WHAT ARE THE  
RECOMMENDATIONS?**

# TABLE OF CONTENTS

1. Executive Summary
2. Introduction
- 3. The Big Picture**
- 4. Public Art Opportunities**
- 5. Administrative Guidelines**

# THE BIG PICTURE

# VISION: PUBLIC ART IN RICHARDSON WILL INSPIRE A SPIRIT OF CURIOSITY, OPENNESS AND CIVIC PURPOSE.

This will be accomplished through carefully selected projects that:

- Reinforce the city's design character and urban pattern;
- Express the identity of Richardson's residential neighborhoods and business districts;
- Embrace the city's ongoing diversification – culturally, economically and creatively;
- Engage people, inspire them and make them stop and think, and
- Display the vibrancy of Richardson's history, accomplishments and the technology contributions it has made to the world.

# MISSION

The City of Richardson Public Art Program will:

- Commission public art at City parks, facilities and in City infrastructure,
- Guide developers in commissioning public art that fulfills the goals of this plan, and
- Foster creative collaborations that result in the presentation of public art throughout the city.

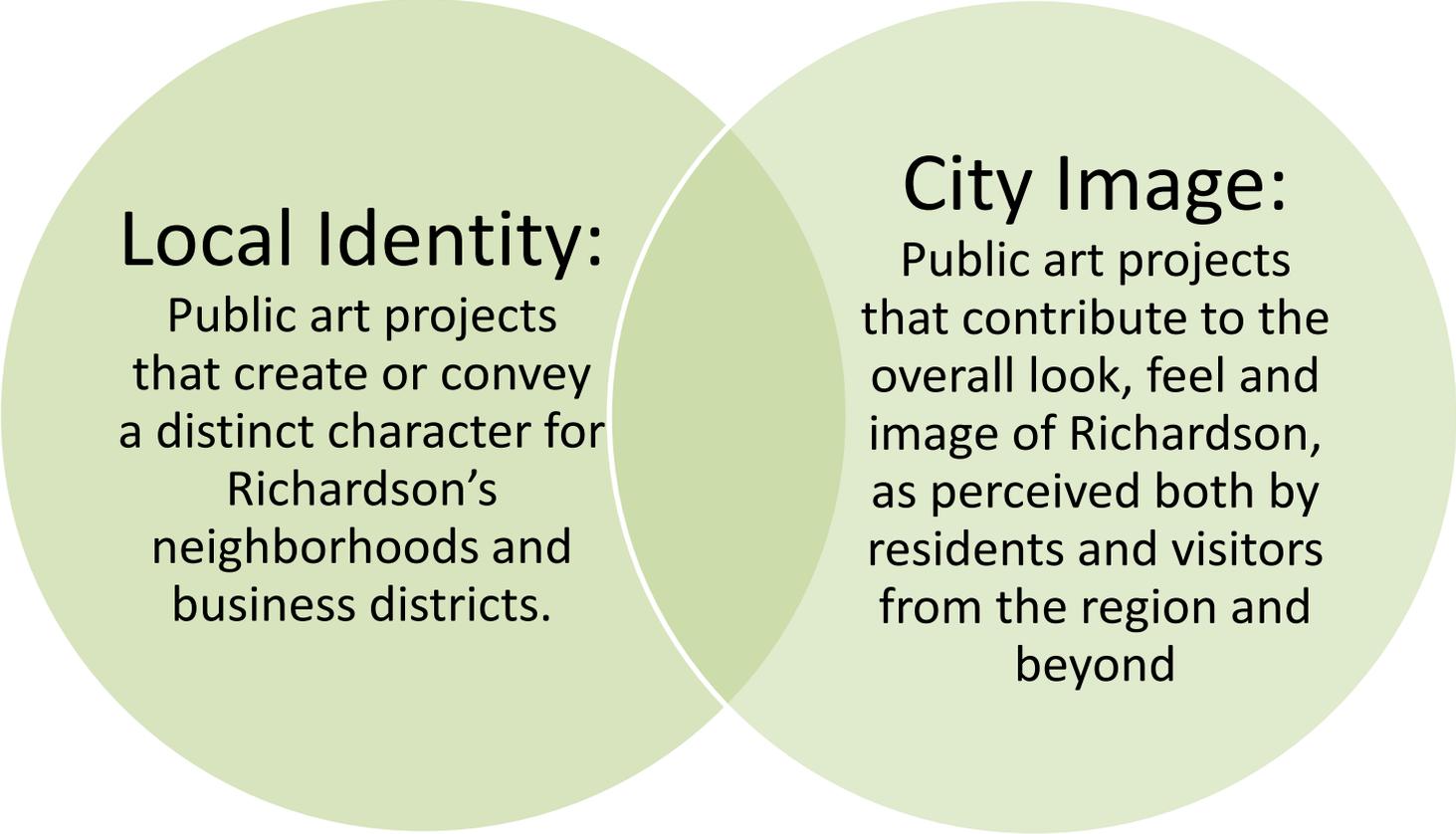
# PUBLIC ART OPPORTUNITIES

## Local Identity:

Public art projects that create or convey a distinct character for Richardson's neighborhoods and business districts.

## City Image:

Public art projects that contribute to the overall look, feel and image of Richardson, as perceived both by residents and visitors from the region and beyond.



## Local Identity:

Public art projects that create or convey a distinct character for Richardson's neighborhoods and business districts.

## City Image:

Public art projects that contribute to the overall look, feel and image of Richardson, as perceived both by residents and visitors from the region and beyond

# LOCAL IDENTITY

1. Parks and Recreational Facilities
2. City Facilities
3. Neighborhood Vitality Projects
4. Gathering Place Projects
5. Streetscape Projects

- Tell the stories that have shaped the neighborhood or the entire Richardson community.
- Enhance the visual appearance and design of the park or facilities.
- Strengthen and enhance gathering places.
- Inspire ideas and connections between art, science and nature.
- Encourage and promote sustainability.
- Be both playful and thoughtful.



- Create a unique identity for the facility that is relevant to the neighborhood or business context.
- Enhance and complement the facility design.
- Complement the facility's use.
- Encourage and promote sustainability.



- Enhance and complement neighborhood infrastructure.
- Help create a unique identity for the neighborhood.
- Collectively, help create a distinctive identity for all of Richardson.



- Anchor or help pull together the space around it.
- Reflect and emphasize the unique identity of that particular place, becoming well-known symbols for the area where it is located.



- Create a visual statement that cannot be achieved with standard street furnishings.
- Create a unique, unifying visual identity for the area or district.
- Be durable, maintainable and replaceable.



# CITY IMAGE

1. Iconic Artwork
2. Central Trail
3. Temporary Art Platforms
4. New Media Art
5. Central Expressway Infrastructure Projects

- Reflect the spirit of Richardson.
- Be highly visible and memorable.
- Be appropriate scale to site and fit the context of the space.
- Become well-known symbol of the community.



- Create a distinct, unifying identity for the Richardson portion of the Central Trail.
- Connect people to Richardson's unique identity through a narrative or sequential visual project.
- Create visual continuity along the trail.
- Elevate the visibility of the trail, especially at key entry-points and intersections with places of interest.



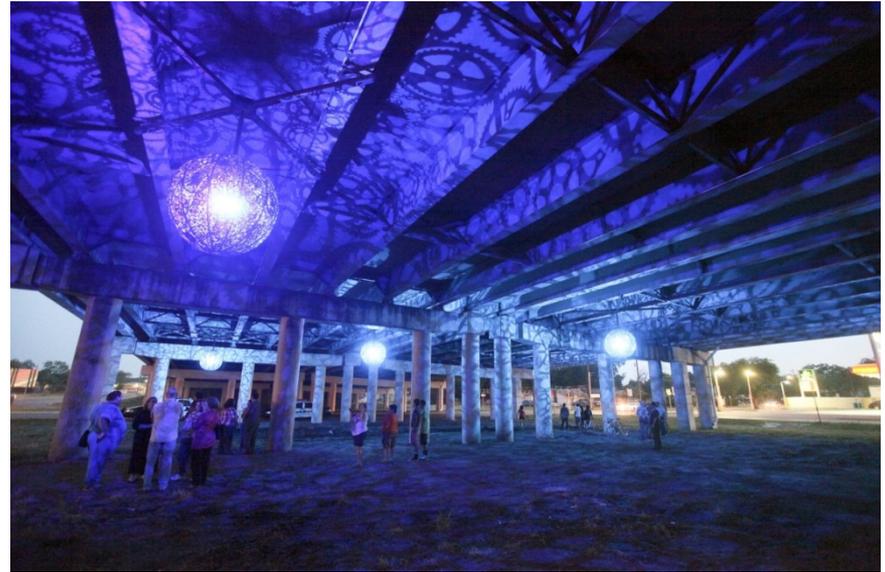
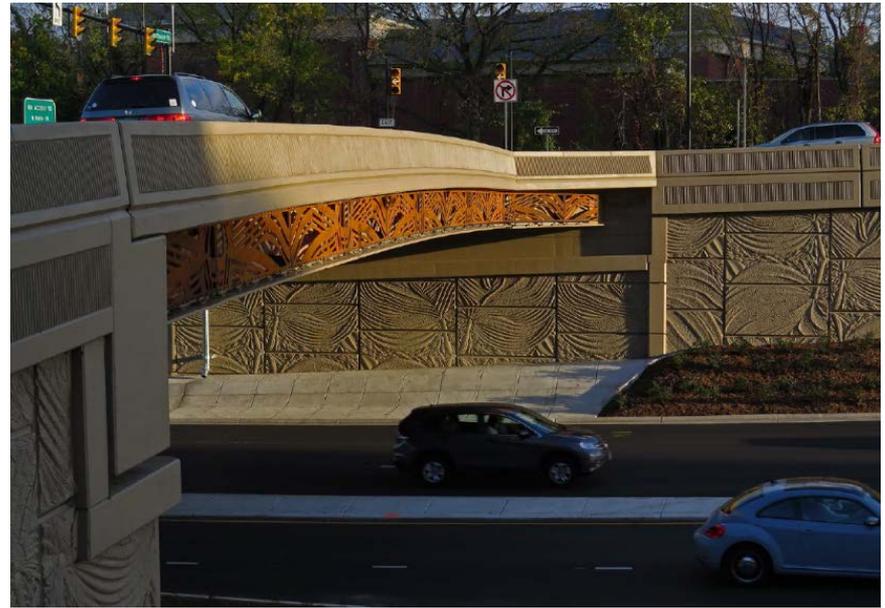
- Create a dynamic art experience for passersby that encourages repeat visits.
- Create a visual enhancement to the area where the art is located.
- Reflect the cultural texture, activity and excitement of the surrounding area.



- Engaging and interactive.
- Relevant to technologies being developed or explored regionally.



- Create a welcoming, unique and authentic identity for Richardson.
- Transform surface road underpasses from barriers to community portals.



# ADMINISTRATIVE GUIDELINES

# ADMINISTRATIVE GUIDELINES

- Definitions
- Planning Tools
- **Sources and Uses of Funds**
- Staffing
- **Standard Project Management and Review Process for City Projects**
- **Public Art in Private Development**
- **Standard Project Management and Review Process for Developer Projects**
- Review Process for Gifts and Loans
- Criteria for Review
- Public Art Waivers
- Review of Murals
- Coordination of Richardson's Exhibition Spaces
- Collection Management
- **Roles and Responsibilities**



# FUNDING

# SOURCES OF FUNDS

- General Fund: staffing and administrative support, collection management and communications
- Percent for Art Fund: capital project allocation of 2% of parks and 1% of public buildings
- Hotel/Motel Tax Fund: up to \$150,000 / year
- TIF Funds: flexible TIF 1 funds
- Grants
- Private Fundraising



# STANDARD COMMISSIONING PROCESS FOR CITY PROJECTS

# STANDARD PROCESS

## Steps:

1. Define the Art Opportunity
2. Select the Artist
3. Execute the Artist Agreement
4. Review the Artist Concept
5. Monitor Final Design and Fabrication
6. Oversee Installation
7. Oversee Maintenance, Conservation

# 1. DEFINE THE ART OPPORTUNITY

## Actions / Actors:

- Draft an “individual project plan” that outlines the location, a budget, specific goals for the project, the timeframe, and artist selection method.  
City staff with input from Cultural Arts Commission
- Approve individual project plan.  
City Council

## 2. SELECT THE ARTIST

### Actions / Actors:

- Draft and issue RFQ. **City staff**
- Review artist qualifications and recommend finalists. **Art Selection Panel**
- Draft and issue RFP to finalists. **City staff**
- Review artist concept proposals and recommend selection. **Art Selection Panel**
- Review and forward recommendation to Council. **Cultural Arts Commission**
- Approve final selection. **City Council**

# 3. EXECUTE THE ARTIST AGREEMENT

Actions / **Actors:**

- Draft and negotiate agreement. **City staff**
- Sign agreement. **City staff**

# 4. REVIEW THE ARTIST CONCEPT

## Actions / Actors:

- If not a part of step #2, review and recommend artist concept. **Art Selection Panel**
- Review and forward recommendation to City Council. **Cultural Arts Commission**
- Approve artist concept. **City Council**

# 5. MONITOR FINAL DESIGN AND FABRICATION

Actions / **Actors:**

- Performs technical review. **City staff**
- Inspects at fabrication stage. **City staff**

# 6. OVERSEE INSTALLATION

Actions / **Actors:**

- Coordinate with artist. **City staff**

# 7. OVERSEE MAINTENANCE, CONSERVATION

Actions / **Actors:**

- Ensure work is properly maintained. **City staff**
- Conduct periodic conservation assessment. **City staff**

# LOCAL IDENTITY PROJECTS: IMPLEMENTATION

PROJECT	FUNDING	IMPLEMENTATION
Parks and Recreation Facilities	2% of Parks and Recreation Bonds	Standard City Commissioning Process
City Facilities	1% of Public Buildings Bonds	Standard City Commissioning Process
Neighborhood Vitality Projects	Up to 10% of a neighborhood's request	Prequalified roster of artists, neighborhood committee selection
Gathering Place Projects	City – Other ----- Private Development	Standard Process ----- Private Developer Process
Streetscape Projects	City – Other ----- Private Development	Standard Process ----- Private Developer Process

# CITY IMAGE PROJECTS: IMPLEMENTATION

PROJECT	FUNDING	IMPLEMENTATION
Iconic Project	City – Other ----- Private Development	Standard Process ----- Private Developer Process
Central Trail	City – Other or CIP	Standard City Commissioning Process
Temporary Platforms	City - Other	Standard Process or Curatorial Partner
New Media Art	City – Other	Standard Process or Curatorial Partner
Central Expressway	City – Other TxDOT Partnership	TBD



# PUBLIC ART IN PRIVATE DEVELOPMENT

# PUBLIC ART IN PRIVATE DEVELOPMENT

The following projects should be considered candidates for public art:

- The project must be receiving City assistance through an economic incentive agreement.
- Only commercial, multifamily, mixed-use or institutional.
- The project meets a minimum square foot threshold.
- Art budget would be determined based on a dollar amount per square foot.

# PUBLIC ART IN PRIVATE DEVELOPMENT

## Review Process

- The developer works closely with City staff to define the public art opportunity/opportunities.
- The developer takes the lead on artist selection and approval of the artist concept. Artist selection and artist concept are reviewed by the Cultural Arts Commission and approved by City staff.
- The developer is responsible for the commissioning and installation of the art.
- The developer owns the art and is responsible for maintenance.



# ROLES AND RESPONSIBILITIES

# ROLES AND RESPONSIBILITIES

- City Council
- City Staff
- Cultural Arts Commission
- Art Selection Panels

- Appoints members to the Cultural Arts Commission.
- Ensures Percent for Art funds are outlined in the City Bond Program.
- Allocates a portion of Hotel/Motel Funds to public art.
- Approves Annual Work Plan and Budget.
- Approves Individual Project Plan.
- Approves artist Concept Proposal.
- Approves contracts over \$50,000
- Approves gifts and loans of art of longer than 90 days.
- Approves the Public Art Master Plan, and any related policies or ordinances.

Roles: City Council

- Develops the Annual Work Plan and Budget, with input from the Cultural Arts Commission, and submits it to City Council through the City's annual budgeting process.
- Facilitates the management of public art projects, including budgeting, scheduling, artist selection processes, community engagement processes, contracting and design / fabrication / installation oversight.
- Coordinates with City Manager's Office, Development Services Department staff and Community Services Department staff in regard to public art projects incorporated into private development.
- Directs conservation and maintenance matters.
- Facilitates review of proposed gifts and loans of public art.

Roles: City Staff

- Provides input for the Annual Work Plan and Budget.
- Reviews and recommends Individual Project Plans.
- Reviews the Concept Proposals recommended by Art Selection Panels and recommends approval to City Council.
- Conducts aesthetic review of proposed gifts and loans of public art.
- Recommends de-accession of public art to City Council.

- Review artist qualifications and select finalists.
- Review artist concepts/interview artists and recommend final selection.
- Review and recommend approval of artist concept.

# NEXT STEPS

- Refinement and finalization of Public Art Master Plan
- Resolution adopting Public Art Master Plan
- Draft and finalize ordinances and resolutions related to public art
  - Ordinance revising Cultural Arts Commission responsibilities
  - Formalize Percent for Art funding mechanism
  - Amend sign code to define and allow murals
- Launch Communication Plan
- Develop Annual Public Art Work Plan and Budget

QUESTIONS?