Durango Public Art Commission
Public Art Master Plan

Introduction: The Public Art Commission was established on June 15, 2004 by a vote of the Durango City Council through enabling Resolution number 2004-32. The Commission is, "...vested with the responsibility of advising the City Council with respect to all aspects of planning, programming, procurement, installation, operations, and maintenance of public art projects and artworks."

Through this document, the Public Art Commission sets out to fulfill one of the main duties and responsibilities listed in the enabling resolution, which is to adopt criteria for review of artwork proposals and site selection for the city's public art program that are in addition to and consistent with the criteria set forth in this resolution.

Purpose: "The purpose of the Public Art Commission is to provide the process to acquire works of art by the city, which shall become the city's collection, to provide a means to select works of art for the collection, to provide for the location and display of the collection and to provide for the maintenance, repair, and promotion of the works of art in the collection."

Definitions:

Public Art: "Public art shall mean works of art that are accessible to the public and administered by the Public Art Commission. Public art will be any visual work of art displayed in an open city-owned area, on the exterior, or inside of any city-owned facility, in areas designed as public areas or on non-city property open to the public if the work of art is installed or financed, either wholly or in part, with city funds or grants procured by the city."

Works of Art: "Works of Art means all forms of original creations of visual art, including but not be limited to sculpture, painting, fountains, mosaics, murals, graphic arts, printmaking, drawing, photography, ceramics, stained glass, fiber art, woodworking, metal work, and mixed media. Works of art may also include unique and artistic landscaping features, earthworks, or environmental installations, and decorative or ornamental architectural embellishments not part of the basic design of a structure or building."

Fund Account: "A special purpose City fund into which shall be deposited all art funding and other monies as the City Council shall authorize for works of art. Monies so deposited will be expended for the selection, acquisition, promotion, installation and display, and maintenance of works of art."

Acquisition: "The act of obtaining artwork through purchase, on loan for any duration of time as defined by particular program/contract, donated, or made a gift to the City of Durango."

Art on Loan: "Any work of art that is on loan to the City for an established period of time whether through a formal "Art on Loan" program or on an individual basis."

Goals:

The Durango Public Art Commission is committed to:

1. Enhancing the identity of the city's history and cultural heritage locally, regionally, and nationally;
2. Contributing to the visual character and texture of the City;
3. Using public art as a means to foster the community's sense of spirit, pride, and community values;
4. Using the Public Art Program to provide opportunities to engage citizens in the public process in meaningful and responsive ways;
5. Recognizing and promoting public art's contribution as an economic catalyst;
6. Making public art and artistic experiences accessible to all individuals including those with special needs;
7. Recognizing and celebrating the diverse population of Durango through public art;
8. Increasing children's awareness of and participation in public art;
9. Encouraging private sector investment in public art;
10. Enriching the public environment for both residents and visitors to the area through incorporation of the visual arts;
11. Increasing public access to works of art and to promote understanding and awareness of the arts in the public environment;
12. Encouraging private investment of money and land for art and privately owned public spaces;
13. Exploring 1% for art participation.

Master Plan Map and Inventory of Art on City of Durango Property.

Because public art should by located for the most part on city owned property, the Public Art Commission will identify those areas within the City of Durango. This will assist the Commission, area artists, and the general public to better plan for areas that are appropriate to promote artwork, and the type of artwork is most appropriate for certain areas.

Central Business District. The majority of the City's public art is currently within the Central Business District (CBD), which is outlined on the attached map. The CBD is the hub of the Community, both for residents and visitors. Downtown Durango is the home of the Durango Silverton Narrow Gauge Railroad, the historic Strater Hotel and the General Palmer Hotel as well as popular restaurants, galleries and shops. Public Art in the CBD is highly visible and enjoyed by visitors and residents.

Fort Lewis College Campus. The "Campus in the Sky" is located on top of a mesa above downtown Durango. All art work on campus was either purchased by the College or donated to the College. Although there is no City-owned art at Fort Lewis College, the

Public Art Commission recognizes the benefits of working with the College on including artwork in the public art inventory, and developing future public art projects.

Durango Community Recreation Center and City Parks. Currently, several public artworks are located both at the Recreation Center and in the city's parks. By Resolution, the Public Art Commission will work in conjunction with the City of Durango's Parks and Forestry Advisory Board and the Recreation Advisory Board when locating art or developing art programs in the City's parks and trails or the Community Recreation Center.

Recommended Locations for Artwork.

The following areas are considered potential artwork locations:

1. The Roman Arch area of the City parking lot at 2nd Avenue and 8th Street.
2. Public facilities, such as but not limited to, public library, transit facilities, and fire station.
3. Camino del Rio (as part of future street improvements)
4. Residential development areas, public areas
5. Major road improvements
6. Gateways to the City of Durango
7. Public transit stops and park and rides
8. Airport
9. Current and future public plazas and/or amphitheatre
10. Large screen or retaining walls
11. Animas River Trail
12. City Public Parks

Art and Site Selection Criteria.

The following Art and Site Selection Criteria as defined in the enabling Resolution to establish the Durango Public Art Commission; section6 (b) and (c), shall be used to provide as much objectivity as possible when judging submitted artwork to the Public Art Commission.

(b) The criteria for consideration of proposed artwork shall include, but is not limited to:
- (1) Compatibility of the design with the immediate environment of the site.
- (2) Appropriateness of the design to the function of the site.
- (3) Preservation and integration of natural features for the project.
- (4) Appropriateness of the materials and design (texture, color, line, shape and value) to the expression of the artist's concept.
- (5) Permanence of structural and surface components.
- (6) Extent to which the work represents the diverse influences, culture, heritage, and traditions that reflect the unique qualities of the City of Durango and the southwest Colorado region.

(c) The criteria for reviewing a proposed site for placement of artwork for the city's public art program includes, but is not limited to:

(1) Relationship of the site to the artwork in terms of the physical dimensions, social dynamic, local character and surrounding context of the site, existing or planned.
(2) Public safety.
(3) Extent to which the site helps to improve the design of an area by emphasizing a particular location through landmarks, gateways and/or linkages to other parts of the community.
(4) Vehicular and pedestrian traffic patterns.
(5) Site design including landscaping, drainage, grading, lighting and seating considerations.
(6) Relationship of the proposed artwork to existing artworks within the vicinity of the site.
(7) Environmental impact such as noise, sound, light and odor.
(8) Public accessibility to the artwork.
(9) Impact on adjacent property owners' view.
(10) Impact on operational functions of the city.
(11) Potential to minimize vandalism.
(12) Cost of development.
(13) Compatibility of the design and location with the historical and cultural character of the site.

Artwork Selection Process.

1. Call for entries. The City of Durango, in conjunction with the PAC will advertise a call for entries in a manner appropriate for the competition. The PAC will choose a minimum of 7 qualified volunteers for Selection Committee members. Full participation of the PAC on the Selection Committee is encouraged, a minimum of 3 members is required. The selection process will be in accordance with this plan unless circumstances suggest a modification of the process.
2. The following guidelines shall be used in selecting juries for each art project, each jury shall include:
   A. One arts professional who is knowledgeable about the discipline under review. Such persons may include art critics, collectors, educators, trustees or others with an aesthetic knowledge of the particular discipline;
   B. One designee of the City Department from which funds for the project are derived; and/or appointed by the City Council Liaison.
   C. Three or more members of the PAC;
   D. Two community representatives who do not earn their living in the arts as either arts professionals or artists; and
   E. One person who may be either:

- a representative of the user group of the facility, or the community nearest the site;
- the project architect or engineer; or
- a representative of the departmental support group, if any (e.g., Parks and Recreation, Friends of the Library).

3. Advisors: Juries may be advised by individuals whose knowledge and experience could enhance the jury's ability to select an outstanding artist and/or artwork. If not selected as a juror, the project architect or engineer may act as an advisor to the jury. Additionally, if the project manager, architect, or designer, is a City employee, he/she may act in an advisory capacity.
4. Submittals. Each Call to Artists will specify submission requirements, and may include narratives on the artist's interest in the particular project, a resume of previous experience, either slides or jpeg images of artwork, and self-addressed stamped envelopes for returning artwork.
5. Obtaining public input. The Selection Committee meetings will be open to the public. Calls to Artists will be advertised on the City's webpage, and in the local newspaper. Public comment will be encouraged during the submission period, and at public meetings during the selection process.
6. Obtain input from appropriate city departments and/or individuals. Certain people such as the City Attorney or the Risk Manager to advise in the art selection process to provide expertise in that area.
7. Selection of Artist. The Selection Committee will, using the selection criteria listed above will choose an appropriate short list of proposals for final consideration. The final artist will be chosen following a short presentation to the Selection Committee.
8. Recommendation to the City Manager. If approved by the PAC, the City Manager's Office will prepare a memorandum for the City Manager detailing the chronology of the art selection procedure and describing how the requirements of this directive were met. A copy of the Risk Manager's letter of approval shall be attached to this memorandum.
9. The City Manager shall review the memorandum to ascertain if the procedures as outlined in this directive were properly followed. The City Manager's concurrence that the selection procedures were followed properly together with a record of decision shall be conveyed with a memorandum to City Council members, the user department and the PAC.

Donations / Art on Loan. Proposals for Donations and/or Art on Loan will be forwarded to the PAC to be reviewed. The PAC reserves the right to form a subcommittee for additional review, with reporting to the PAC for final recommendation. For Donations/Art on Loan initiatives that may have exceed capitol costs (i.e. for expenditures that are required to support the Donation/Art on Loan initiative) of more than $5,000, the following procedures shall be followed:

1. Recommendation to Council. If approved by the PAC, the city manager's office will prepare a memorandum to the City Council. A copy of the Risk Manager's letter of approval shall be attached to this memorandum.

2. The City Council shall review the memorandum to ascertain if the procedures as outlined in this directive were properly followed. The City Council's concurrence that the selection procedures were followed properly shall be acknowledged with a record of decision forwarded to the user department and the PAC.

Deaccessioning of Artwork. The City of Durango, as property owner of locations with public art recognizes the public artwork selected and placed is not necessarily going to remain in the same place in perpetuity. Generally, public art that is purchased or commissioned should remain publicly exposed for a minimum of 48 months unless any situation described below in sections (A) and (B) have occurred. Donated or loaned work should remain for an agreed upon time period unless any situation described below has occurred.

a. Reasons for deaccessioning of artwork include:
   1. The artwork has been damaged and is deemed by the PAC as being not cost effective to repair.
   2. Safety. Due to unforeseen public interaction with the artwork, deterioration of the artwork, or other causes, the artwork has become potentially hazardous to the public.
   3. Maintenance. The cost to maintain the artwork has exceeded projected expectations of the PAC.
   4. Reconfiguration of public land. The City desires to change the use of the property on which the artwork is located, and the artwork therefore becomes an obstacle to future plans.
   5. Flexibility and changing values. As time passes and the community grows and its values change, the opportunity will be reserved to deaccession public art that is no longer compatible with community values.

b. Outcomes of deaccessioning. In the event the City Council approves the PAC's recommendation to deaccession an artwork, the piece may be:
   1. Relocated to another public space.
   2. Stored indefinitely until another suitable location is found.
   3. Returned to the artist or donor if such an arrangement had been agreed upon prior to donation.
   4. In the event none of the above occur, then the piece may be:
      a. Sold through a public bid process, or
      b. Traded for other art.

Unless other arrangements were made at the time of placement, proceeds from the sale of deaccessioned art should be returned to the City of Durango to further the public art program.

Administering a City Contract with the Artist

A city contract with the artist shall be cooperatively prepared by the appropriate personnel for the specified artwork project. It shall include a schedule for creation of

the artwork, payment arrangements, responsibilities for site preparation and installation of the artwork, terms and conditions of temporary or permanent ownership, and insurance coverage.

Marketing and Publicity

Promoting public art is essential for a successful public art program in Durango. The PAC will work toward marketing public art by establishing a public art plan that will establish confidence in the PAC by the general public. PAC will also invite public input when appropriate, and regularly seek public opinion on the direction the PAC is taking.

Funding

The PAC recognizes the need to create sources of funding for artwork. The PAC will research the implementation of a sustainable funding source. The PAC may also request funding from City Council in the annual budget for specific projects or needs. The PAC will continue to research ways to add to or change funding strategies as opportunities arise.

City Manager

MEMORANDUM

TO: **City Council**

FROM: **Jessica Ping-Small**

DATE: February 28, 2006

RE: Public Art Commission Master Plan

On February 28, 2006 the Public Art Commission adopted the attached Public Art Master Plan. Please review the document and forward any comments to me.

Thank you,
Jessica