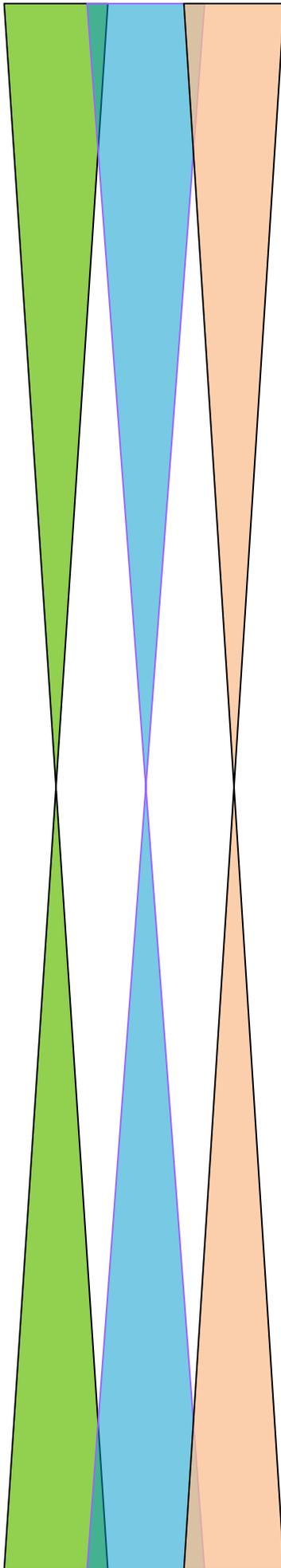


“Art is not what
you see, but what
you make others
see.”

Edgar Degas



City of Philomath

Prepared by

The Public Art Team

and

The Philomath
Downtown
Association

Public Art Plan Vision Plan

A Public Art Plan and Vision for the City of Philomath, Oregon



Unlike any other investment, a typical public art
generates both tourism and community interest.

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- A. Public Art Advisory Council Job Description
- B. Summary of Public Art Meetings
- C. Survey Results
- D. Potential Sites



Day of the Dead Sculpture
Cancun, Mexico



Chapel Hill NC. "Treescapes" Arlene Slaven

City of Philomath, Oregon Public Art Plan

Introduction

The Philomath Downtown Association, a Main Street program, in association and collaboration with the City of Philomath, and the Philomath Chamber of Commerce, assembled a six person public art task force to guide the development of a plan and draft policy recommendations for public art in Philomath



Umpqua Discovery Center,
Reedsport, Oregon



Downtown, Seattle, WA



Water Sculpture, Coos Bay, Oregon



Butterfly Garden, Seattle, WA

Public Art Team Members

Dale Collins – PDA Design Team

Jack Duren – City of Philomath Budget Commission, PDA Design team, Visual Artist

Cheri Galvin – Spindrift Wineries, PDA Board Secretary

Janet O'Doherty-Hessel – Graphic and Visual Artist

Nancy Elwer - Chamber of Commerce

Carole Richardson – PDA Design Team

Marsha Gilson – PDA Design Team and Chamber of Commerce Board President

Facilitated by Heidi E. Henry, Banner Non-Profits henry@comcast.net, LLC h.

Goals

The desire to establish a public art plan and program was initiated by the Philomath Downtown Association (PDA) to accomplish these five goals:

- 1) Engage people and capture the essence, personality, and history of Philomath
- 2) Incorporate art into the design of streetscapes, pedestrian pathways, gateways, parks and gathering places, bus shelters and signage
- 3) Promote the arts and artists
- 4) Enhance quality of life
- 5) Support economic development activity and attract tourists

The attached public art map and program steps, and a job description that creates a Public Art Advisory Council under the auspices of the Philomath Downtown Association is a dedicated effort by the Public Art Task Force to advance public art throughout the community of Philomath, and to create a participatory and open process for decision making about public art projects.

What is Public Art?

Public art is a descriptive term for a broad range of art that exists in the public realm; it may be sited on public land, or on private land with permission, funded by sponsors, donors or foundations. A simple definition of public art is an artwork or element of design that is either temporarily or permanently located in public viewing space and which responds to or is informed by the site.

The word “public” indicates community involvement; public art projects create and inspire relationships and communication amongst community members and visitors. Public art is more than placing a sculpture or mural on a site. Public art demands that works of art be context and site-specific with attention to audience, environmental conditions, cultural history, and urban or natural landscape. Public art and design elements that define public space enhance the aesthetic and visual quality of the community.

Public Art Program

Mission of the Public Art Program and Advisory Council

Mission Statement:

The Philomath Downtown Association is establishing a Public Art Advisory Council to facilitate the creation, placement and funding of public art projects that inspire and delight the visitors and community members of Philomath, Oregon.

Purpose and Intent:

It is intended that works of public art will enliven public space, promote community identity and sense of place, and contribute to a vibrant and engaging town. The public art program goals of Philomath are a transparent public process for commissioning and acquiring art for public viewing, which will also contribute to the economic vitality of Philomath, and be integral to its plans and livability.

Structure of the Public Art Advisory Council:

The Public Art Advisory Council, under the auspices of the Philomath Downtown Association shall be comprised of between 5 and 11 members, and will represent these community constituents:

- City Council
- PDA Design Team Member/and PDA Board Member
- Chamber Representative
- City or other planner
- Architect, Landscape Architect, Designer/Build Specialist, Engineer
- Artist
- Regular citizens
- High school students

A job description follows in the Appendix. No member of the Advisory Council shall receive compensation for their service on the commission.

Advisory Council Role

The Public Art Advisory Council develops RFP's and RFQ's for public art projects. The Board manages the site selection, artist selection, final design selection, oversees funding opportunities, and maintenance, safety and the quality of the project. The Board advises on the disposal of art as appropriate. No public art shall be acquired, installed, removed, or deaccessioned without review by the Public Art Advisory Council.

The Board is also charged with maintaining a thoughtful and transparent public process, open communication with community members, managing the policies of the Board, and updating periodically the public art plan to present to the Philomath Downtown Association Board of Directors, who in turn will present the plan to City Council.

Implementation Guidelines

Commissioning Original Works of Art

When an opportunity becomes available, the Advisory Council will issue either a "Request for Qualifications" (RFQ) or a "Request for Proposals" (RFP). The RFQ is a preferred method of artists selection because it requires minimal time and money to respond. RFQ's rely on past work examples, the artist's vita, selected references, and a statement of interest about the project. The Board will work to recruit first from the Philomath Rural Fire District before moving to outside recruitment, depending on responses.

A Request for Proposals can be an effective way to consider and evaluate the appropriateness of an artist when a limited number of artists are invited to participate in a selection process. All proposals are accepted as conceptual, and materials are returned to the artists after a selection is made.

The Advisory Council will review all artists' decisions and contracts. Arts professionals will always be invited to be an integral part of each phase of the public art identification, artist selection, design reviews, and interim approvals of project deliverables from conceptual design through fabrication and installation.

Acquisition of Public Art

If an individual wants to give, loan or commission a public art piece, a majority vote of the Public Art Advisory Council is required to accept or decline the offer.

Documentation of Art

The Secretary of the Advisory Council will maintain the records of accession, deaccession, loans, or donations of art, and all files and records will be managed and made accessible at the Philomath Downtown Association's office.

Technical Feasibility

The Public Art Advisory Council and consultants will review materials submitted by the artist to determine the technical feasibility and needs of the work. A written report will document:

- Technical feasibility
- Budget
- Maintenance needs
- Durability and life span of the work
- Safety hazards
- Artistic quality
- Site
- Context within Philomath's collection
- Professional credentials of the artist
- Collection diversity

Ownership of Public Art

All artwork commissioned or acquired by the Philomath Downtown Association will be owned by the PDA. The PDA will commit to the preservation and care of the work, and display the work for public benefit. Any monies from donors, business sponsor, or financial gifts from individuals will be used at the discretion of the PDA to pay for acquisition, care and maintenance of the art.

Siting Public Art

Philomath's Public Art Program emphasizes the importance of public art place making. Siting selection will be reviewed as property becomes available with the following criteria in mind:

1. **Safety and Security:** Any public art placed must not pose a hazard or threat to pedestrians, traffic, and must comply with public safety ordinances in the City of Philomath
2. **Maintenance:** Any site recommended for art must be easily maintained
3. **Accessibility:** Any site for placement must comply with the Americans for Disability Act, and able to be viewed by the general public
4. **Context:** Any site recommended for placement of art must be socially, culturally, historically, ecologically, physically, and/or functionally appropriate. Both existing and planned sites may be considered.
5. **Community Support:** Any site recommended for placement must have the approval of the City, the general public, or any other governmental bodies that may have an interest in the site, for example the County or the Dept. of Transportation.

Funding Public Art

Many public art projects can take one to three years to complete the artist’s selection, site identification, concept and design approvals, fabrication and construction and installation. It’s important that the PDA have the resources in place to a deliver public education, facilitate acquisition and pay for maintenance.

There are three main funding streams for public art: Government grants, private donors and businesses, and other non-profit foundations. The PDA is uniquely qualified as a 501(c)(3) Main Street organization to collect and administer funds to improve the community of Philomath. Half of all public art programs in the United States receive their public art funding as a percent for arts program. Many programs have policies that new and redevelopment commercial projects include a percent for arts in the development plan. The Art Advisory Council may want to include, as an order of business, investigating the creation of a percent for arts program in Philomath.



Bus Stop, Eugene, Oregon



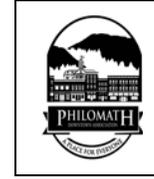
Elsinore Theatre, Mural, Salem, Oregon

Appendix

- A. Advisory Council Job Description
- B. Summary of Public Art Meetings
- C. Survey Results
- D. Potential Sites

Attachment A: Advisory Council Job Description

Art Advisory Council 7/16/2012



Public

The Public Art Advisory Council and the Public Art policy will be under the auspices of the Philomath Downtown Association, Inc.

Term of Service: One to two year staggered terms. Up to two freshman and/or junior students in high school shall be appointed as ex-officio members to the Advisory Council.

Final Approval: After the Public Art Advisory Council makes a recommendation to the Philomath Downtown Association Board of Directors, the recommendations will be passed on to City Council for approval.

Roles and Responsibilities:

The Public Art Advisory Council shall have between five and eleven members appointed by the Philomath Downtown Association. Members may include a broad spectrum of the community including:

- City Council
- PDA Design Team member and/or Board member
- Chamber Representative
- City or other planner
- Architect, landscape Architect, Design Build expert, or Engineer
- Artist
- Regular citizens
- High school students

The Board shall:

1. Review and update the public art plan as necessary
2. Ensure the plan includes updated policy refinements, recommendations of expenditures of public art funds, approve grant applications, ensure public art is safe, durable, accessible, and compatible with community standards
3. Establish and maintain guidelines for implementation of the Public Art Policy, including methods of selecting artists and commissioning works of art
4. Process public art proposals and make recommendations regarding appropriations to the PDA Board of Directors
5. Review art projects annually as a reflection of the programs intent, and recommend appropriate maintenance
6. Make recommendation for future sites and funding of the Public Art Fund

7. Make recommendations for the establishment of a contribution of percentage for art based on construction costs for public and private development
8. Make quarterly update reports to City Council

Hours per month: Varies – about 4-5 a month depending if a project is in process.

Volunteer Name: _____ Contact: _____

Date: _____

Appendix B – Summary of Public Art Meeting Notes

Organizing for the Public Art Planning Process



Sponsored by the Philomath Downtown Association
Facilitated by Heidi, E. Henry, Banner Non-Profits
Thursday, June 14, 2012
3-4PM
Council Chambers, Philomath
980 Applegate Street
Philomath, OR 97370

Meeting Objectives:

- 1) To understand why this plan is needed
- 2) To understand the scope of work over the next three months based on the grant application and project proposal
- 3) To learn about the components of the written plan itself
- 4) To determine communication protocols between interested partners
- 5) To brainstorm additional potential community/artist partners

Agenda

- Setting the Context
 - How this planning got started
 - Why now?
 - Collaborators and partners
 - General timeline
- Activities of the planning process
 - This planning meeting to set the stage and answer questions
 - At least two focus groups/public survey instrument to garner thoughts
 - Perhaps a survey monkey on the PDA and Chamber website
 - Work with the City, County Transit, David D. and his downtown planning to site the potential art
 - Final *written* plan that has the components of:
 - Art team members
 - Goals
 - What is public art
 - Summary of meetings and surveys
 - Outreach and education program
 - **Actual Program Components**
 - Mission of public art
 - Structure of the decision making group
 - Implementation guidelines
 - Funding public art
 - Suggested ordinance
- Next Steps

Meeting Notes

Philomath Public Art Plan
Friday, June 22, 2012
9-10:45 AM
Philomath Police Dept.



Attending: Jack Duren, PDA Design Team, City Budget Committee, Janet O'Doherty-Hessel, Artist and Graphic Designer, Cheri Galvin, PDA Board, Dale Collins, PDA Design Team, Nancy Elwer, Executive Director, Chamber of Commerce, Sally Swartz, Artist, Heidi Henry, Facilitator

Notes:

- ✓ Group discussed and targeted a series of statements that describe public art. **Attachment A** to these notes is a draft paragraph describing public art.
- ✓ The group drafted goals for public art in Philomath. **Attachment B** to these notes are the drafted goal statements.
- ✓ **Attachment C** is an example for a public arts commission or Advisory Council job description for public art for Philomath. The group will research which kind of structure would be best for Philomath.

Next meeting: Friday June 29, 2012 9:30 -10:45

- ✓ Develop a survey based on goals for the survey – action plan
- ✓ Develop an inventory in town or current public art – action plan

Meeting Notes

Philomath Public Art Plan
Friday, June 29, 2012
9:30-10:45 AM
Philomath Police Dept.



Attending: Jack Duren, PDA Design Team, City Budget Committee, Janet O'Doherty-Hessel, Artist and Graphic Designer, Marsha Gilson, President Philomath Chamber of Commerce, Carole Richardson, Design Committee, Dale Collins, Flower Baskets, Heidi Henry, Facilitator.

To do:

Heidi and Jack – inventory of public art with pictures

Heidi – build survey questions based on task force goals

Task Force members – review draft survey

Heidi – prepare hard copy and survey monkey of survey to send out over the next two weeks

Notes:

- ✓ Group discussed and targeted Goals for the questionnaire:
 1. To discover themes that may be important in the community
 2. To find out what people have liked about other public art they have seen
 3. To place art where people walk or congregate
 4. To educate people about public art

- ✓ The group listed Philomath's' inventory of public art
 - Mural on CDJ wall
 - In storage TR garage
 - Waterwheel, public works
 - Log entrance into town
 - Mary's River benches, trees

Next meeting: Friday July 13, 2012 9:30am -10:45am

- ✓ Review survey results if available
- ✓ Finalize the structure of a Public Art Advisory Council or commission
- ✓ Next steps and planning the public input sessions/ focus groups

Meeting Notes

Philomath Public Art Plan
Friday, July 13, 2012
9-10:45 AM
Philomath Police Dept.



Next meeting will be around August 15th. We will set the meeting at the end of July.

Attending: Jack Duren, PDA Design Team, City Budget Committee, Janet O’Doherty-Hessel, Artist and Graphic Designer, Nancy Elwer, Executive Director, Chamber of Commerce, Carole Richardson, PDA Design Team Chair, Dale Collins, Flower Baskets, Dave Zielinski, PDA Chair, Heidi Henry, Facilitator

To Do:

ALL – Get me contact info – a phone or email – of students or artists listed in the notes by this Wednesday so I can put focus groups together.

Heidi – set up focus groups

Notes:

- ✓ Task Force reviewed early survey returns. Final survey returns will be reported on Monday, and Heidi will send out the survey results. **See Attachment A**
- ✓ The Task Force decided to make the formal Public Art oversight group and Advisory Council under the auspices of the PDA.

Pros for Commission	Cons for Commission
Legal connection to the City	Perceived as a “City Structure”
Consistent	Red tape
Has “teeth”	
No legal liability	

Pros for PDA	Cons for PDA
Grant ability	Not as stable
Adds to PDA Integrity	Not as many “teeth”
Feels like it is more citizen oriented	
Respected	

- ✓ **The Task Force brainstormed focus group participants:**
 - Students: Rachel Kirby, Emily Whit (Cheri), we are hoping they can name others
 - Artists: Cheri will send Barrel artists, Rachel Kirby, Katherine Bynam, Raymond Hunter, Deacon Sharp, Carol Chapel, Terri Enocvono, Kristan Keim, neil Richardson, A Quilter jack knows, Mark Topnam (Museum)

- ✓ **Questions for Artists:**
 - What would you need in an RFP to develop a proposal?
 - What do you think important public art in Philomath might be?
 - How do you want your art to be evaluated?
 - What limitations do you need to know about?

- ✓ **Questions for Students:**
 - What kind of art do you like?
 - How would you like to be involved?
 - What educational/occupational learning's might you take away from a public art project?
 - How is it best to communicate with you?

ATTACHMENT A

What is Public Art?

Public art is a descriptive terms for a broad range of art that exists in the public realm; it may be sited on public land or in public view and funded through public resources, private foundations, individual donors, and organizational donations.

Public art is an artwork or element of design that is either temporarily or permanently located in a public space and which responds to or is informed by its site.

The word “public” indicates community involvement; public art projects create and inspire relationships, communication, and education amongst community interests who are necessary to complete and participate in the work.

Public art is more than placing a sculpture on a site. Great public art demands that the works of art be context and site-specific with attention to audience, environmental conditions, cultural history, and urban or natural landscape. Public art and design elements that define public space enhance the aesthetic and visual quality of Philomath.

ATTACHMENT B

Draft Public Art Goal Statements

- 1) Engage and educate people and capture the essence, personality, and history of Philomath
- 2) Promote the arts and artists
- 3) Enhance the quality of life in Philomath
- 4) Incorporate art into pathways, streetscape, bus shelters, visitor kiosks, parks, lighting, signage and buildings
- 5) To delight and surprise the viewer

Goals for this Taskforce:

- 1) Survey community about public art interests
- 2) Develop a process for choosing quality art – art that is safe, not political, random, religious or obscene, or not maintainable
- 3) Develop a public art plan that includes targeted areas for public art, so no art is place in an unsuitable place.
- 4) Formalize a group structure that can manage the RFP, funding, maintenance and initiate art plan updates as needed

ATTACHMENT C

Sample Public Art Job Description for an Advisory Council

The Public Art Advisory Council and the public Art policy will be administered by the Philomath Downtown Association.

Term of Service: One to two year staggered terms. Student shall be appointed as ex-officio members.

Final Approval: After the Public Art Advisory Council makes a recommendation, the City Council shall have final approval.

Roles and Responsibilities:

The Public Art Advisory Council shall have between 5 and nine members affirmed by the City Council. Composition of the Board will be from the local art community and the general public.

The Board shall:

9. Review and update the public art plan as necessary
10. Ensure the plan includes updated policy refinements, recommendations of expenditures of public art funds, approve grant applications, ensure public art is safe, durable, accessible, and compatible with community standards
11. Establish and maintain guidelines for implementation of the Public Art Policy, including methods of selecting artists and commissioning works of art
12. Process public art proposals and make recommendations regarding appropriations to the city manager
13. Review annually, the artwork projects as a reflection of the programs intent, and recommend appropriate maintenance
14. Make recommendation for future sites and funding of the Public Art Fund.
15. Make recommendations for the establishment of a contribution of percentage for art based on construction costs for public and private development
16. Make quarterly update reports to City Council

Meeting Notes

Artists Focus Group

Philomath Public Art Plan
Tuesday, July 25, 2012
10:45-12 noon
Philomath Police Dept.



***Attending:** Donna Beardsley, Artist, Sally Schwartz, Artist, Shelly Curtis, Artist, Gretchen Bracher, Artist, Neal Richardson, Architect, Janet O'Doherty-Hessel, Artist and Graphic Designer, Dale Collins, Flower Baskets, Heidi Henry, Facilitator.*

Notes:

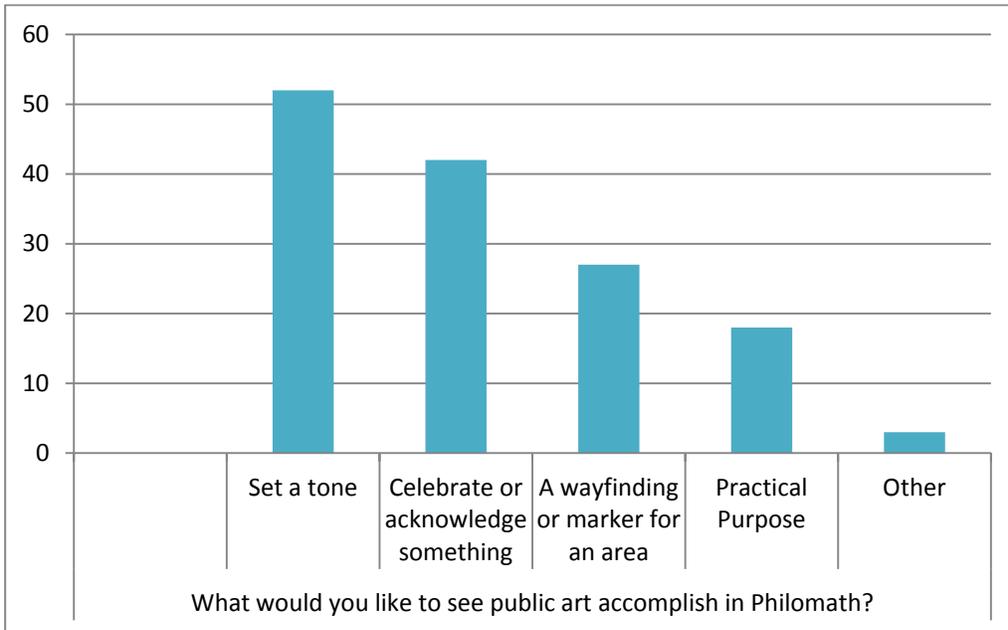
- ✓ Group discussed the important aspects of public art
 - Should delight the viewer
 - Should be integrated into the site, proportion, scale,
 - Should be high quality
 - Should make you think in a different way
 - Should reflect the aspirations of the city

- ✓ An RFQ (Request for Qualifications) scope should include:
 - Theme
 - Budget
 - Site options
 - Copy of the Plan
 - Scale of project
 - Style
 - Who will be in charge of installation and maintaining the work
 - What the maintenance schedule might look like

- ❖ Having the above mentioned issues addressed in the list above, an RSQ should be broad enough to allow a full and complete artistic response for the project.

- ✓ Also prepare:
 - Exactly what the city/county/ODOT expects
 - Any ordinances or zoning issues
 - Traffic issues
 - Safety concerns or desires
 - Maintenance expectations
 - Requirements to meet city insurance
 - Ask attorney to review before sending out RFQ
 - Make sure permits can be acquired

Appendix C Final Survey Result for the Public Art Survey



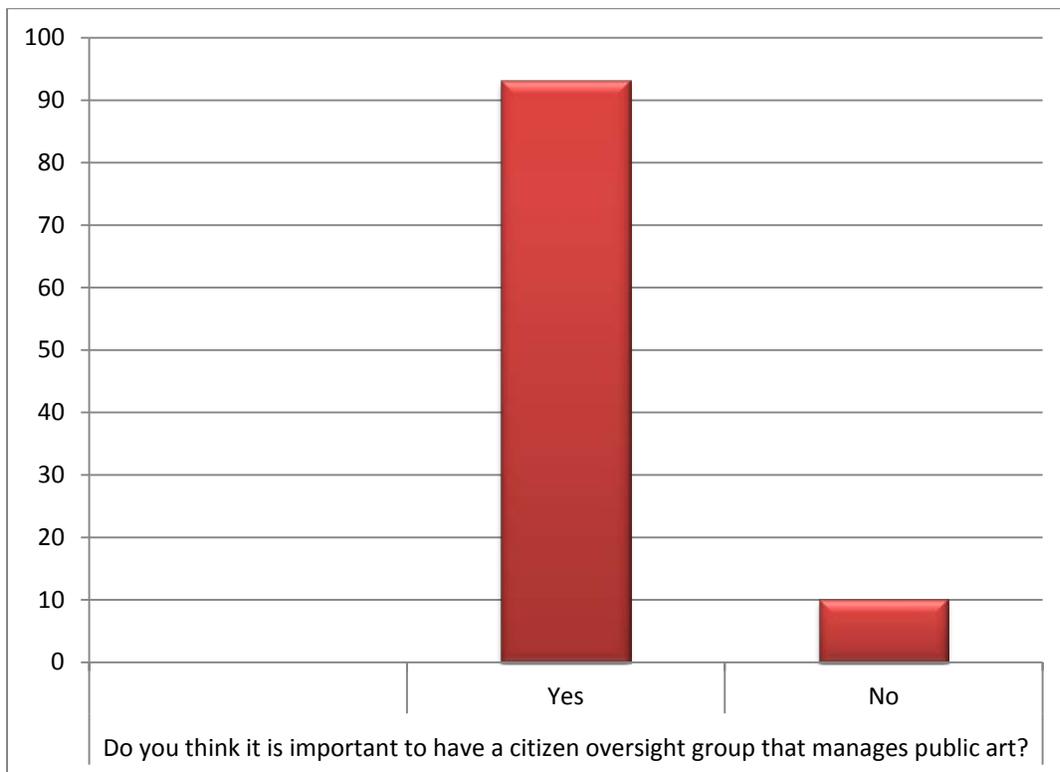
2. Are there any public art pieces you have seen anywhere that you especially like or dislike in other towns?

Like	Dislike
Fountains	No graffiti art
Murals	No alligator flasher
Horse-shoe sculptures	Green waves in Corvallis
Corvallis ballerina	Metal arches in Bend
Bronze animals	Art that isn't useful
Joseph Oregon Bronzes	Art that is too "artsy"
Art in parks, like Corvallis	
Alligator in Corvallis park	
Covered bike shelters	
Bronze river nodes in Corvallis	
Kinetic art	
Alsea murals	
Newport murals	
Fun sidewalks and pavers	
Cool bridges, seating	
Gardens	
Claus Oldenburg statues	

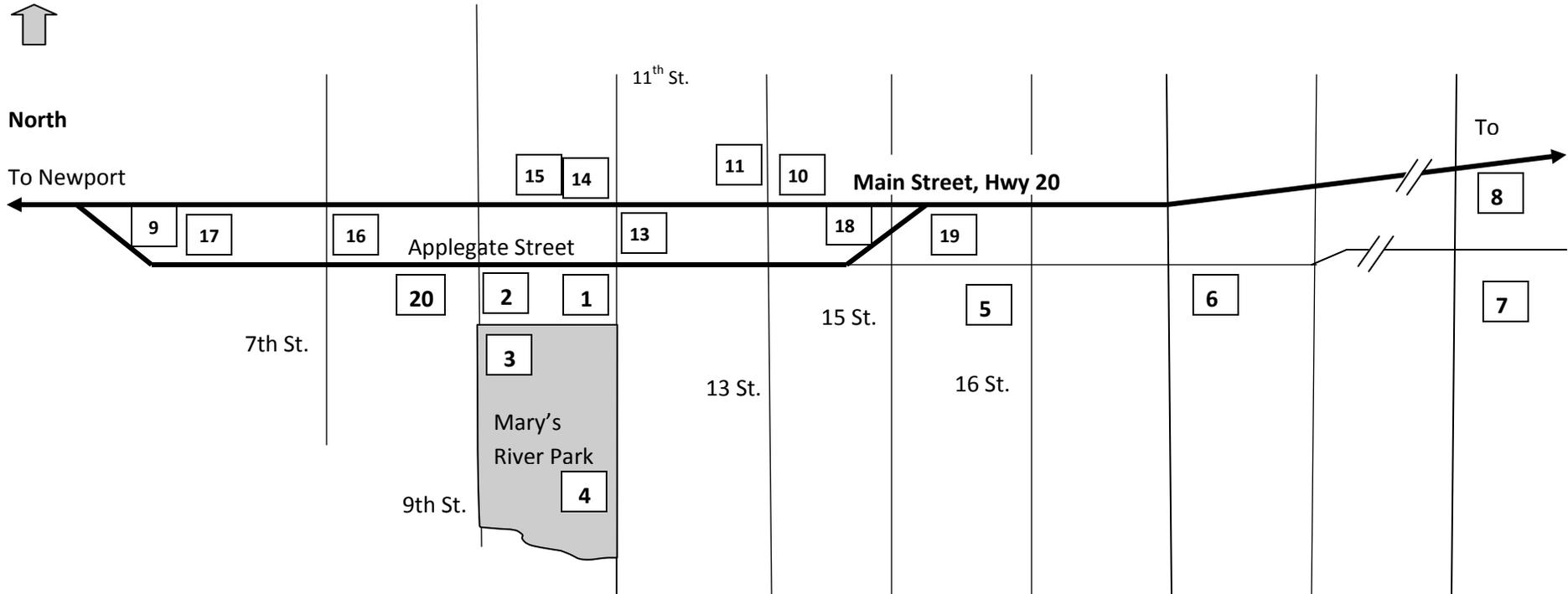
3. *What three words would you use to describe Philomath?*

Struggling, vacant properties, no “there’ there, friendly, good coffee and bakery, artless, random, run down, long and boring, needs retail, rustic, nice mountain views, great flower baskets, uncoordinated, unplanned, trashy commercial buildings, weedy lots, no personality, glum in winter, quaint, laid-back, neighborly, growing, pass-through.

4. *Do you think it is important to have a citizen oversight group that manages public art?*



Appendix D: Potential Public Art Sites



- 1) Bus Shelter on Applegate
- 2) Monolith between library and police department
- 3) Bench at Mary's River Park
- 4) Mary's river traffic circle
- 5) Applegate at 16 school office property
- 6) New School at Applegate
- 7) Corner of Applegate Street and 31st
- 8) Hunsaker Bikeway Park
- 9) Corner of Hwy. 20 and Hwy. 34 East side of town
- 10) 14th and Main Street Bus Shelter
- 11) NW 13th and Main Street Mural
- 12) Red bump-outs can have art
- 13) Main and 12th Street (by Curves/UMC)
- 14) Museum Grounds/Visitor Plaza
- 15) Strip along Main Street and the Philomath Fire Hall
- 16) Healing Motion on Main Street
- 17) West end of the couplet
- 18) OSU Federal Credit Union parking lot, pedestrian bump-out
- 19) Reader Board Park on Main Street and Applegate
- 20) Spindrift property