



GUIDELINES REGARDING PERMANENT ARTWORK IN PUBLIC SPACES

The Folsom City Council and the Folsom Arts and Cultural Commission (FACC) have determined that the expansion of arts and cultural activities within the City will benefit the citizens and will further economic development of the City. FACC has developed these guidelines to encourage the development of Public Art that reflects community values and Folsom's historical traditions.

Public Art shall be defined as an original *artwork* and/or *artplace* created by an artist, artists, and/or collaboration with design professionals for a public place for the public to experience. *Artwork* is a tangible creation by an artist. *Artplace* is defined as a space designed by an artist, working alone or in collaboration with other design professionals, to create a place in which art is integrated into the overall design of the space.

INTRODUCTION

It has been widely recognized that the inclusion of visual arts in the public eye adds character, depth and dimension to a community and reinforces a local identity to which citizens can relate and take pride in. Visual art enhances public spaces and invites public participation and interaction in those public spaces. Research has shown that communities with vibrant arts programs spark economic development, revitalize urban areas and improve the overall business climate.

FACC, in recognizing that the lives of the citizens of Folsom can be enriched by exposure to art in its various forms and that the community can be made more beautiful and more livable, has created the following guidelines in accordance with the City Council adopted arts and cultural plan, to encourage the inclusion of public art in the community.

PURPOSE OF PUBLIC ART

- A. To create more visually pleasing public spaces
- B. To reflect the rich history of Folsom and to define its past and imagine its future
- C. To increase public access to and enjoyment of visual arts
- D. To reflect the community's values
- E. To invite public participation and interaction with public spaces

FUNDING SOURCES

The following is a list of potential funding sources for Public Art projects:

PRIVATE FUNDING FOR A PRIVATELY OWNED PROJECT - Artworks completed on a privately owned project with private funds in which the City may assist in the selection process.

PUBLICLY FUNDED PROJECTS FOR A PUBLICLY OWNED PROJECT- Artworks completed on a public project funded by public funds. These funds may be obtained through public grants, donations, general fund allocations, or redevelopment fund allocations. A portion of the project budget will be set aside in a separate maintenance account to fund future needed maintenance requirements. Other funding sources for maintenance of art work could come through sponsorships and grant opportunities. Funding mechanisms can be developed as part of a Landscape and Lighting District or through Business Improvement Districts or Homeowner Associations.

PUBLIC/PRIVATE PARTNERSHIPS- Artworks completed either on public or private projects, funded through a collaboration of grants, fundraising, donations and matching City funds.

LOCATION OF PUBLIC ART

FACC will work with the Planning Commission, Historic District Commission, Parks and Recreation Commission, Community Development Department, Neighborhood Services Department, Architectural Review Committee, and the Parks and Recreation Department to identify appropriate projects with major public access, so that the artwork or artplace is visually accessible from the street, or accessible in large outdoor public spaces, or accessible in public areas receiving heavy foot traffic.

DEFINITION OF APPROPRIATE FORMS OF PUBLIC ART

The following list includes examples of acceptable forms of Public Art projects:

- A. **SCULPTURE** - free standing, wall supported or suspended object that may be kinetic, electronic or mechanical composed of any material or combination of materials
- B. **MURALS** or paintings permanently affixed to a building or other approved surface - in any material or combination of materials, with or without collage or the addition of non-traditional materials.
- C. **EARTHWORKS**, fiberworks, neon, glass, mosaics, prints or calligraphy - in any combination of forms permanently affixed to a building or other approved surface.

- D. STANDARDIZED FIXTURES, such as gates, grates, streetlights, street furniture, signage, fences, staircases, balconies, timepieces, flagpoles, and other design enhancements as are rendered by an artist for unique or limited editions.
- E. DECORATIVE, ORNAMENTAL OR FUNCTIONAL BUILDING ELEMENTS, such as archways, columns, pediments, peristyles, capitals, fanciful characters, cornices, gables, balustrades, friezes, porticoes or other architectural elements of a building designed by an artist.
- F. DIRECTIONAL ELEMENTS such as supergraphics, signage or color coding to the extent that these elements are integral parts of an original work of art.
- G. EXTRAORDINARY LANDSCAPE architecture and landscape gardening when designed by an artist and integrated into the landscaping.

GUIDELINES FOR ARTWORK

- A. The composition of the artwork shall be of a permanent durable and weather resistant material that requires a low level of maintenance. Maintenance requirements shall be provided.
- B. The artwork should be scaled in a size that is proportional to the development project and is an integral part of the landscaping or building design.
- C. A wide range of materials, styles and types that reflect the good taste of the community shall be encouraged. Projects that encourage awareness of diverse cultures, especially of our sister cities are desirable.
- D. Projects that reflect the rich history of the Folsom community are encouraged.
- E. The artwork will not portray themes that may be interpreted as derogatory as to race, religion, sexual orientation, natural origin, or physical or mental disability.

SELECTION OF ARTWORKS

Selection Panel for Publicly Funded Artworks

Artworks will be selected/approved by an art selection panel generally composed of: Two members of FACC and two members selected at large from the community by FACC, and a member of the building project team. A larger art selection panel that may include representation from special committees or districts within the community may be in order for certain projects. The Parks and Recreation Department staff liaison assigned to FACC will provide assistance to the art selection panel. The selection panel recommendation shall be presented to FACC for approval with ultimate authority invested in the City Council.

Methods of Selection for Publicly Funded Artworks

The FACC will recommend the specific artwork for a site be obtained through one of the following methods of selection. The procedures followed shall be proposed by FACC and reviewed by the Parks and Recreation Department. The FACC will recommend the best method of selection based on determining criteria such as the nature of the project, the site, the theme proposed, and such other factors.

- A. Direct selection - artists shall be invited by FACC to submit proposals to an art selection committee. These are artists that may have previously submitted proposals for other Public Art competitions for the City or who are well known public artists and whose information is on file with the staff. Staff will maintain an ongoing short list of public artists that are qualified to meet the City's criteria of experience for public artists. These criteria may include but are not limited to type of media, prior experience with similar projects with similar budgets, and acceptable liability insurance.
- B. Limited competition - FACC recommends a limited number of artists to an art selection committee in response to specific needs. These specific needs may include type of media, project theme, residence of artist, specifics on installation, fabrication or design, or other limitations as the FACC determines.
- C. Open competition - FACC conducts a competitive process in which any artist may submit proposals to an art selection committee.

Two major criteria will be used in the selection of artwork: artistic excellence and appropriateness for the site. Accessibility, durability, security and maintenance requirements will also be taken into consideration. The artwork must be of sound construction and comply with all applicable Folsom Municipal Code requirements. Artists and/or designers will be given general guidelines or parameters for the desired artwork, and the artist will design a proposal that utilizes the fullest extent of their creativity to design artwork within the given parameters.

Once the artist is selected for publicly funded projects, they will enter into a contractual agreement with the City for the project.

Privately Funded Artworks

Private developers may wish to incorporate art work or design artplaces into their development projects. Privately funded projects with major public access such as artwork or artplaces that are visually accessible from the street, or accessible in large outdoor public spaces, or accessible in public areas receiving heavy foot traffic must meet these guidelines.

The artist may be chosen at the discretion of the developer.

The proposal for the artwork must be submitted to FACC for approval. Work may begin after FACC has approved the proposal.

GUIDELINES FOR THE DISPLAY OF ART IN PUBLIC SPACES FOR TEMPORARY EXHIBITIONS

The Folsom City Council and the Folsom Arts and Cultural Commission (FACC) have determined that the expansion of arts and cultural activities within the city will benefit the citizens and will further expand economic development of the city. Visual art enhances public spaces and invites public participation and interaction in these spaces. It also provides local artists with new opportunities to participate in the cultural life of our city.

FACC, in recognizing that the lives of the citizens of Folsom can be enriched by exposure to art in its various forms and that the community can be made more beautiful and more livable, has created the following guidelines to encourage the inclusion of the display of art in public spaces within the community.

LOCATION OF PUBLIC PLACES SUITABLE FOR DISPLAY OF ARTWORK

FACC will work with the Folsom Parks and Recreation Department to identify suitable public locations for the temporary display of artworks.

APPLICATION PROCEDURE

An artist or art organization desiring to display their artwork will be required to fill out an application. The application will include information about the artist and/or organization's background, exhibition record and a resume. Artists will also submit slides or photographs of their artwork to be reviewed by the selection panel along with a nominal administrative application fee. An annual application deadline will be publicized to establish a yearly calendar of temporary displays.

GUIDELINES FOR ARTWORK

- A. Two major criteria will be used in the selection of temporary exhibitions of artwork: artistic excellence and appropriateness for the site.
- B. Priority consideration should be given to Folsom-based community artists and arts organizations to highlight their members work.
- C. A wide range of materials, styles and types of artwork shall be encouraged. Accessibility, durability, security and maintenance requirements will also be taken into consideration. The artwork must be of sound construction and not made of toxic materials. Artwork should be delivered ready to display including being framed, wired, mounted or otherwise prepared for public installation. Fragile, hazardous or poorly prepared work will not be accepted.
- D. Projects that encourage awareness of diverse cultures of other areas, especially of our sister cities are desirable.
- E. Projects that reflect the rich history of Folsom are encouraged.

SELECTION OF ARTWORKS

Selection Panel

Artwork will be selected/approved by an art selection panel composed of:

One member of FACC, one member selected at large from the community and the Parks and Recreation staff liaison to FACC.

Methodology

The specific artwork selected for display in a public space shall be obtained through a process recommended by FACC. The procedures followed shall be proposed by FACC and reviewed by the Parks and Recreation Department. Methods used may include:

- A. Direct selection-artist shall be invited by the Selection Panel to submit proposals.
- B. Limited competition- FACC recommends a limited number of artists in response to specific need.
- C. Open competition- FACC conducts a competitive process in which artists may competition.

Contractual Agreements

The Selection Panel will review completed application submittals. Once the artist is selected, they will enter into a contractual agreement with the city to display their artwork. The contract will determine the duration of the display, the value of the artwork, price - if sales are allowed, and will release the city of any and all liability in the event of vandalism or theft. The City may request proof of insurance from the artist.