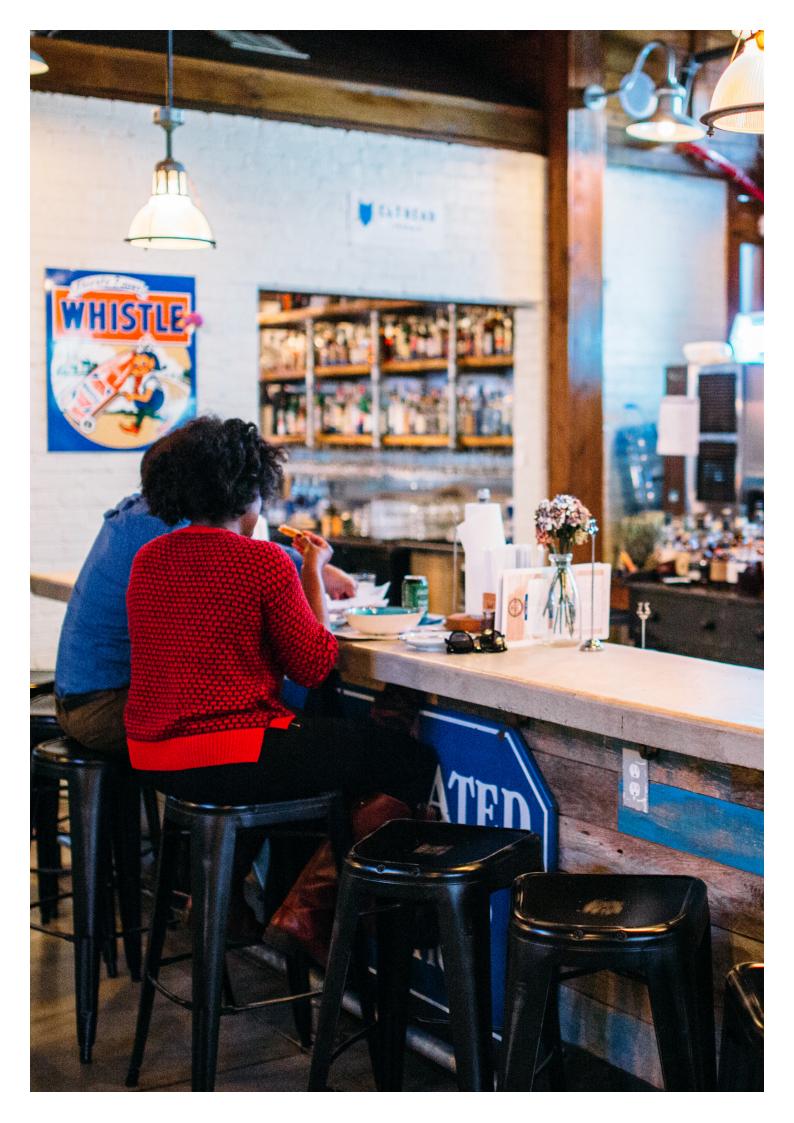
# CHAMBLEE ARTS MASTER PLAN

#### APRIL 2019





# Chamblee Arts Master Plan

ACKNOWLEDGEMENTS

#### Chamblee City Council

Eric Clarkson, Mayor Darron Kusman, Mayor Pro Tem John Mesa, Councilmember Leslie Robson, Councilmember Thomas Hogan, Councilmember Brian Mock, Councilmember

#### Chamblee City Staff

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IDEA Gallery Southeast Fiber Art Alliance Urban Art Collective CPACS Chamblee Downtown Development Authority EBD<sub>4</sub> Decide Dekalb We Love BuHi

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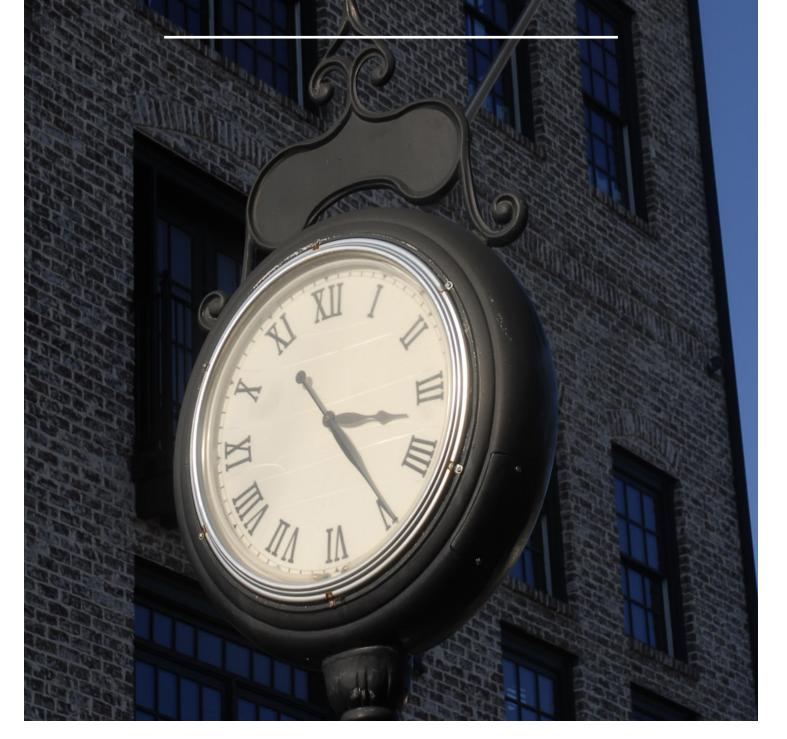
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# CHAPTER 1 ASPIRATIONS FOR CULTURAL DEVELOPMENT





Chamblee, a small Dekalb City wedged between Doraville and Brookhaven in metro Atlanta, is home to innovators, business owners, entrepreneurs, artists, and community members who are asking "What do we picture when we see the future of Chamblee?". The imaginative vision of these futurists have lead to a myriad of projects that will shape the city for generations to come. Projects include the creation of the Rail Trail, significant downtown development, an autonomous circulator, and the intentional development of housing throughout the City. At the heart of these projects are the core principles of livability, prosperity, and access. The Arts Master Plan will guide

future investment in the arts, as the arts will play a major role in maintaining Chamblee's authenticity while celebrating its future as an inclusive and culturally vibrant place in which everyone can find a place to belong.

This plan is organic - it will evolve as the City grows and changes. The investments made as a result of this plan will vary in size and scale, but a throughline of intentionality will run throughout. In the City of Chamblee investments in the arts will follow the guidelines outlined in this document, ensuring a future where arts and culture reflect the people and their future focused, clear-eyed vision.

# A. HOW THE PUBLIC SHARED THEIR VISION



### STAKEHOLDER Meetings

At the commencement of the planning process, a variety of stakeholders were asked a series of questions about how arts and culture manifests itself in the City, how it plays a role in its identity and sense of place, and what an investment in arts and culture would mean for the residents - present and future of Chamblee. Through many conversations a solid understanding of the existing opportunities for art and culture in the City was developed.



## FOCUS *Groups*

Informed by the initial stakeholder interviews, a series of focus groups were held with local artists and arts leaders, as well as with residents and business owners along Buford Highway at the Culture Center of Taipei Economic and Culture Office in Atlanta. In addition, three talks were held at Chamblee High School during regularly scheduled art classes with students from grades 10 through 12.



COMMUNITY *Events* 

A series of community events were held to gather information about the public's vision for the arts in Chamblee. The first event was held at the Holiday Open House of Dryad's Dancing, the second at a BowlMor in which a bowling tournament was held in conjunction with both the Brownfield and the Mobility Plan. The third event was a mock-speed dating exercise for planning processes held in conjunction with the Rail-Trail Expansion and the Mobility Plan.



### PUBLIC Survey

As part of the planning process, a survey was distributed to the community that asked participants to consider what makes Chamblee unique within the region, where people gather in the city, what the role of arts is in Chamblee, what types of classes the participant would be interested in taking, favorite activities in the City involving arts and culture, if they would like to see more public art in Chamblee, ideal locations for public art, and if participants were interested in using public funds to invest in the arts.

# KEYTHEMES of the Public's Vision

ART IN CHAMBLEE IS FOR ALL THOSE WHO WISH TO EXPERIENCE AND ENJOY IT.

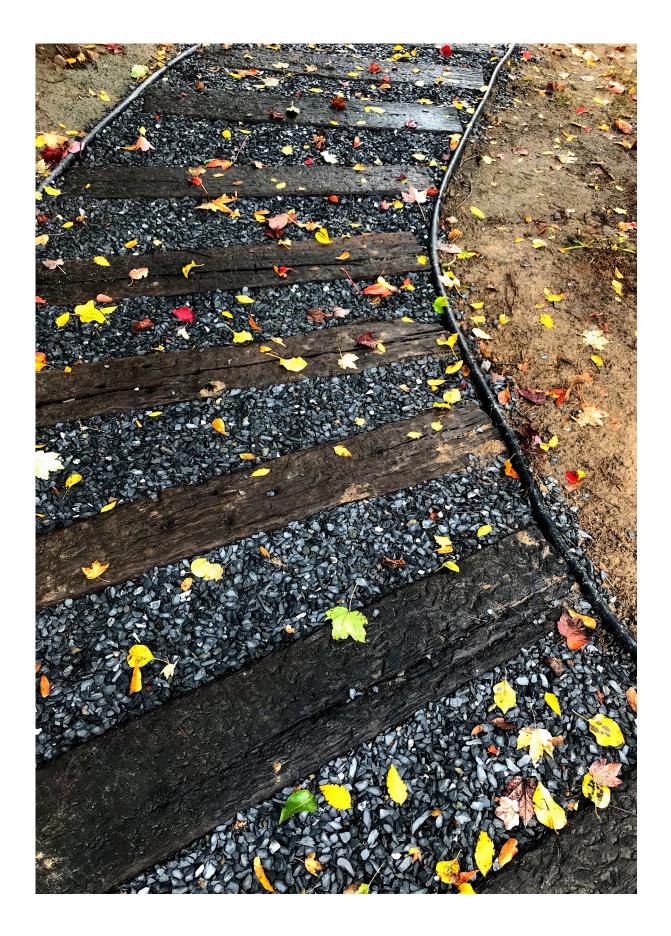
RESIDENTS OF CHAMBLEE DESIRE MORE CREATIVITY IN THEIR CITY - BOTH IN THE BUILT ENVIRONMENT THROUGH PUBLIC ART AND THROUGH THE CREATION OF A SPACE FOR CREATIVITY.

ART SHOULD CELEBRATE CHAMBLEE'S CULTURAL VITALITY.

PUBLIC ART PROVIDES AN OPPORTUNITY TO DEVELOP AN IDENTITY AS A UNIQUE COMMUNITY THAT CARES ABOUT INVESTMENT IN CREATIVITY AND CULTURE.

AN INVESTMENT IN ARTS AND CULTURE SHOULD BE FOR THE CHAMBLEE OF TODAY, AS WELL AS THE CHAMBLEE OF THE FUTURE.





#### WHO IS CHAMBLEE?



As a result of the public engagement process, characteristics of Chamblee that distinguish it in the Atlanta region emerged. Stakeholders and residents contributed their thoughts on what Chamblee represents to them, and why its identity within the region is important. By using these communitydefined value statements, the City and other civic organizations can facilitate a future of cultural investments that is meaningful, locally-inspired, and will resonate with residents and visitors.

The following value statements will be used when evaluating proposed art investments or installations to ensure alignment with community priorities. Projects that satisfy multiple value statements will be prioritized over projects that do not satisfy those statements.

# Chamblee's Art Investments Should...



Tell the Story of Chamblee

Art investments of all forms can embody the spirit of Chamblee and its aspirations by honoring the past and looking toward the future. The City of Chamblee is made up of many cultures and voices, creating a dynamic narrative worth sharing.

#### Be Bold

Art investments can be adventurous while reflecting the small town charm that captivates the region.



#### Connect us to one another

Art investments can create exceptional and transformational public spaces. These investments should engage, inspire, and establish common ground for the community.



#### Increase the Draw

Art investments of all forms can captivate non-locals, building upon their shopping and dining experiences.

#### Be a Uniquely Chamblee Experience

Art investments should be made to create experiences that are unmatched in the region, elevating the profile of Chamblee.

# How does Chamblee want the Region to perceive their arts and culture?

Through the public engagement process, community members shared their priorities for investment. The feedback falls into the three statements that will guide future investment in the arts. Chamblee will be known:

#### As a City that values Public Art...

Chamblee will define itself through intentional investments in high quality public art that elevates its identity and celebrates its culture.

#### As a City that is welcoming to artists through an investment in space for creativity...

Chamblee will cement its commitment to art and artists by appropriating funds to the development of designated space for the creation of art and the expression of creativity.

# As a City that celebrates the creativity of its residents...

Chamblee will devote itself to creating opportunities for residents to express their artistic passions and for those passions to be enjoyed by those who live in and visit the city.



# ESTABLISHING THE CHAMBLEE CULTURAL ARTS DEPARTMENT

CHAPTER 2



In order to properly execute the vision of Chamblee as a hub for arts and culture in Metro Atlanta, as expressed by residents and stakeholders, the City should eventually establish a Cultural Arts Department. All cultural facilities, programming, public art, and any other functions at the city level related to arts and culture will be housed within the department. Staff will manage this department with guidance from the Mayor and Council. The Public Art Program - detailed in Chapter 3 - will be governed by a newly formed Public Art Commission. In the following section, you will find a mission and related goals which will guide the program along with conceptual investments which will provide a strong foundation for arts and culture in Chamblee well into the future.



### Mission

The Chamblee Cultural Arts Department is committed to increasing access to the arts for residents as well as opportunities for artists to create and display their work throughout the City of Chamblee. The Cultural Arts Department will seek to ensure the cultural vitality of Chamblee and to promote economic vibrancy throughout the City through the integration of cultural facilities and of high quality artwork into public places.

#### Goals

- Enhance community character and solidify attachment to place;
- Contribute to community vitality;
- Involve a broad range of people and communities;
- Value artists and their artistic process; and
- Celebrate the cultural vitality of Chamblee.

The following pages outline a series of conceptual program and project concepts that support the goals and mission as stated above.



#### **Project Concept**

Chamblee Creative will be the hub for arts and culture in Chamblee. This facility will provide an opportunity to artists to create and sell their work as well as a place for residents to experience arts and culture in an environment unparalleled in the region. Chamblee Creative could be a building that includes multiple studios for the visual arts as well as studios for other media and a black box theater for public performances. Chamblee Creative will also host gallery exhibits, arts classes, programs, lectures, and performances.

#### Why This is Important

Residents, artists, and other stakeholders expressed a desire for a central location where artists can create and patrons can experience the arts. This type of studio/performance/collaborative space does not currently exist in Chamblee or the surrounding area and has the ability to create a regional draw for both artists and visitors, catalyzing recent investment in the City.

#### **Special Considerations**

Space should be kept affordable in order to create an environment that incubates and supports emerging artists. This can set the tone for Chamblee as the hub for both creativity and affordability in Metro Atlanta.

#### Inspiration:

- · Alpharetta Center for the Arts | Alpharetta, Georgia
- Meow Wolf | Santa Fe, New Mexico

MULTIPLE GENERATIONS ENJOYING THE ALPH CENTER FOR THE ARTS CALPHARETTA, GA, IMAGE FROM PATCH MAGAZINE MEOW WOLF IMMERSIVE EXPERIENCE - SANTA FE, NM







### BUFORD HIGHWAY CULTURAL CORRIDOR

#### **Project Concept**

Buford Highway is a highly visible corridor of high vitality in Chamblee. This project will seek to harness the creative power of artists to express the vibrancy of Chamblee in a physical way along the corridor.

#### Why This is Important

Buford Highway is highly visible and represents the future of the City. By designating it as a cultural corridor the city can direct investment in the area to create a destination focused on arts and culture.

#### Special Considerations/Opportunities

• Murals on the Eastern and Western walls so vehicular traffic is able to experience the investment along the corridor.

#### Supporting Documentation

Memorandum of Understanding or Resolution adopted by each city for the designation of Buford Highway as a Cultural Corridor with the Cities of Doraville and Brookhaven.

# CHAMBLEE: MOBILEARTS

#### **Project Concept**

As Chamblee works to develop an autonomous shuttle to enhance the city's connection with MARTA, the ATL, and beyond, it has an opportunity to become a leader in connecting arts and culture with autonomous technology and transportation providers.

#### Why This is Important

As the internet of things (IOT) allows for a revolution in mobility, Chamblee can seek to define itself as not just a leader in mobility, but as a leader in connecting people to places through new mobility opportunities.

#### **Special Considerations**

- Digital Installations and Collaborations
- Mobile Galleries
- Oral histories at bus stops along major transportation corridors

#### Inspiration

- Los Angeles Metro Percent for Arts
- Creative Bus Stops





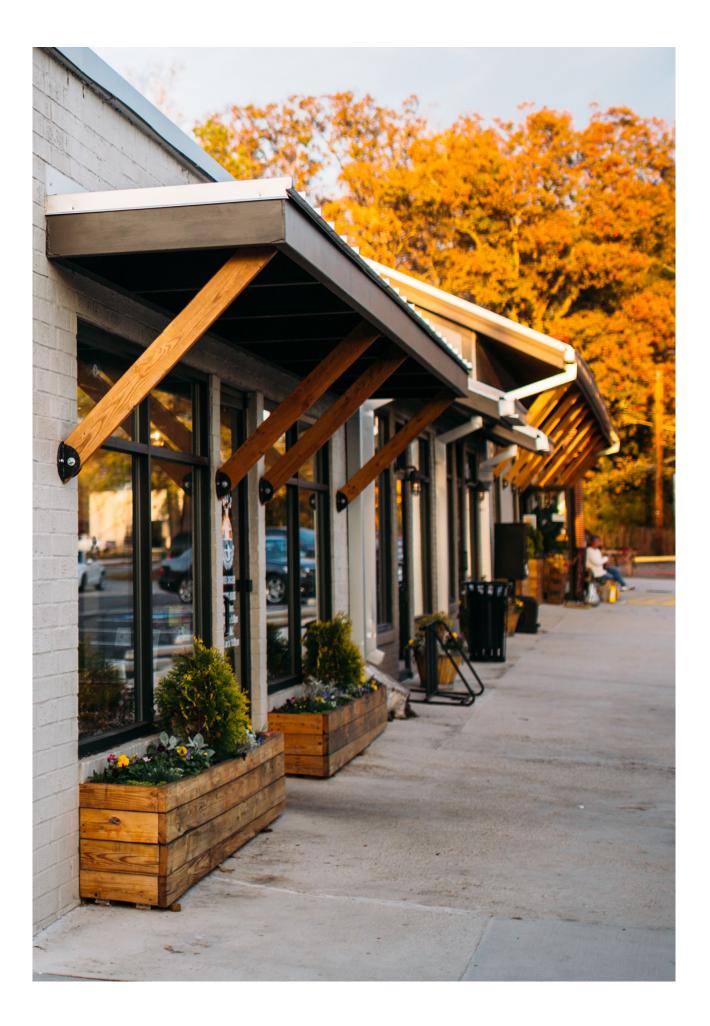


# CHAMBLEE PLACE-BASED **OPPORTUNITIES**



### SHORT TERM GOALS AND STRATEGIES (1 - 2 YEARS)

- 1. Explore the release of a Request for Proposal for a City- or DDA-owned building to be redeveloped in partnership with the City and partially utilized as a creative cultural center. The Creative Center should be considered with these characteristics in mind:
  - a. Cultural Amenities
    - i. Black Box Theater;
    - ii. Dance Rehearsal Space;
    - iii. Music Rehearsal and Storage Space;
    - iv. Flexible spaces that can accommodate non-traditional and experimental programming; and
    - v. Artist work spaces.
  - b. Revenue-Generating Uses
    - i. Commercial venues for coffee, bars, and small retail space;
    - ii. Retail or service uses related to the arts, for example, TopSitch ATL;
    - iii. Office space; and
    - iv. Event space.





# GENERAL PLACE-BASED OPPORTUNITIES



### SHORT TERM GOALS AND STRATEGIES (1 - 2 YEARS)

- 1. Designate Buford Highway a cultural corridor in collaboration with Brookhaven and Doraville.
  - a. This designation implies that investments in public art be made along this corridor.
  - b. Other directed investments should be made in the corridor to accommodate the Culturally Complete Street Guidelines developed by Smart Growth America.
  - c. Develop a metric to measure the ROI for cultural investments in the corridor.
- 2. Establish a partnership with MARTA, the ATL, and other transportation providers.
  - a. Create arts centric transportation-related infrastructure such as:
    - i. Bus Shelters
      - Creatively designed or designed with the ability for artists to create rotating works.
    - ii. Train Stations
      - Allow space for ongoing creative installations, permanent pieces, and utilize artist in residence in future development or renovation projects.
    - iii. Autonomous Vehicles
      - Seek opportunities for public art siting along autonomous routes, along with interior multimedia installations or explanations of physical pieces within the environment.
    - iv. Other
      - Art installation along curretna nd expanding Rail Trail route
  - b. Explore multimedia installations located at transit stops and on transit vehicles.
- 3. Explore incentives to creative businesses to locate in Chamblee and provide small business support (if property is owned by creative business).
  - a. Tax Abatement
  - b. Income Tax Incentives for Artists
  - c. Property tax rebate for artist with studio space in Chamblee.

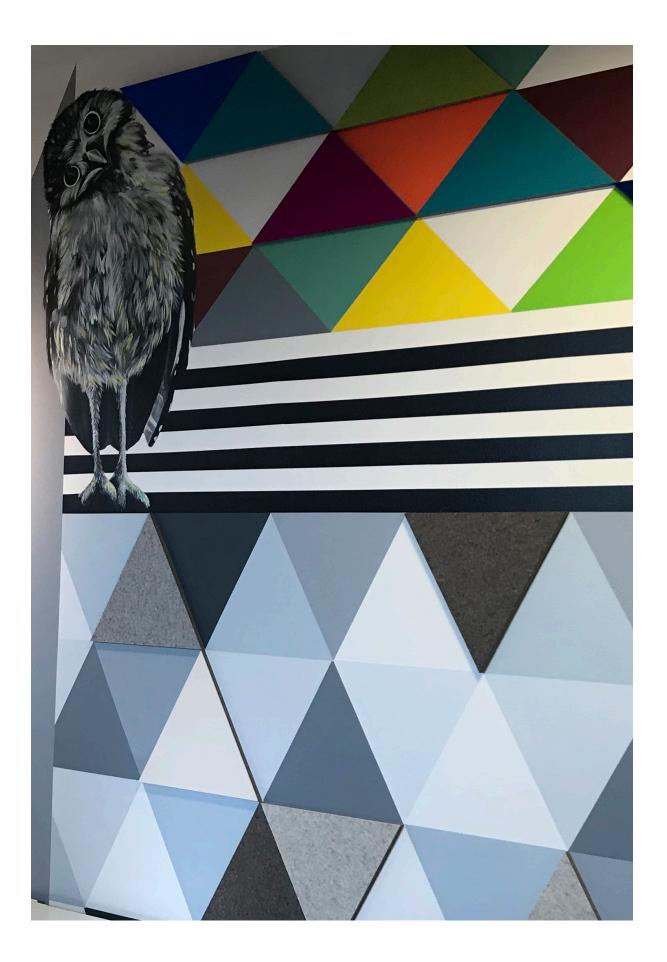
## MEDIUM TERM GOALS AND STRATEGIES (3 - 5 YEARS)

- 1. Explore national funding in partnership with Brookhaven and Doraville for projects on the Buford Highway Cultural Corridor.
  - i. Community Development Assistance Program (CDAP), Livable Centers Intitative (LCI)
- 2. Implement the Town Center Plan recommendation of developing a small outdoor amphitheater within downtown.

#### **Process/Policy:**

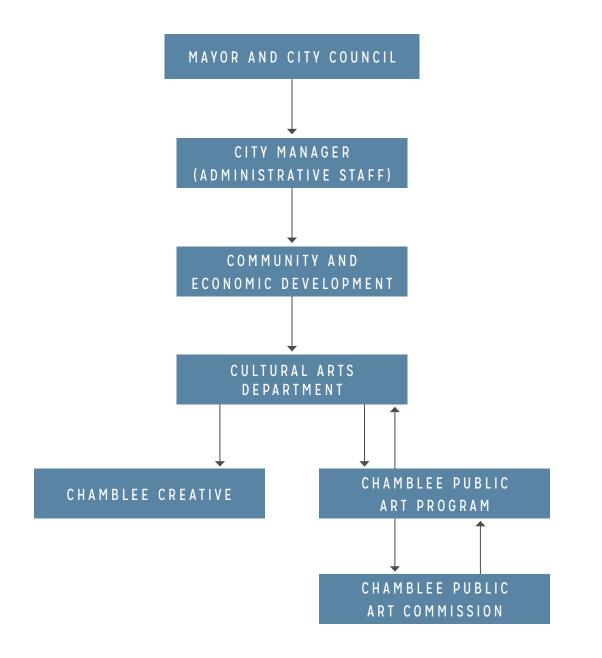
- 1. Review the Arts Plan in 3 to 5 years to respond to opportunities and challenges as the program grows. This update can be done internally by the Commission or City Staff.
- 2. Annual Surveys. Send out yearly digital surveys to stakeholders and through social media and mailing lists to garner feedback on the public art program and its impact.





## ADDITION OF A FUTURE CULUTRAL ARTS DIVISION TO THE CITY OF CHAMBLEE ADMINISTRATIVE ORGANIZATION CHART

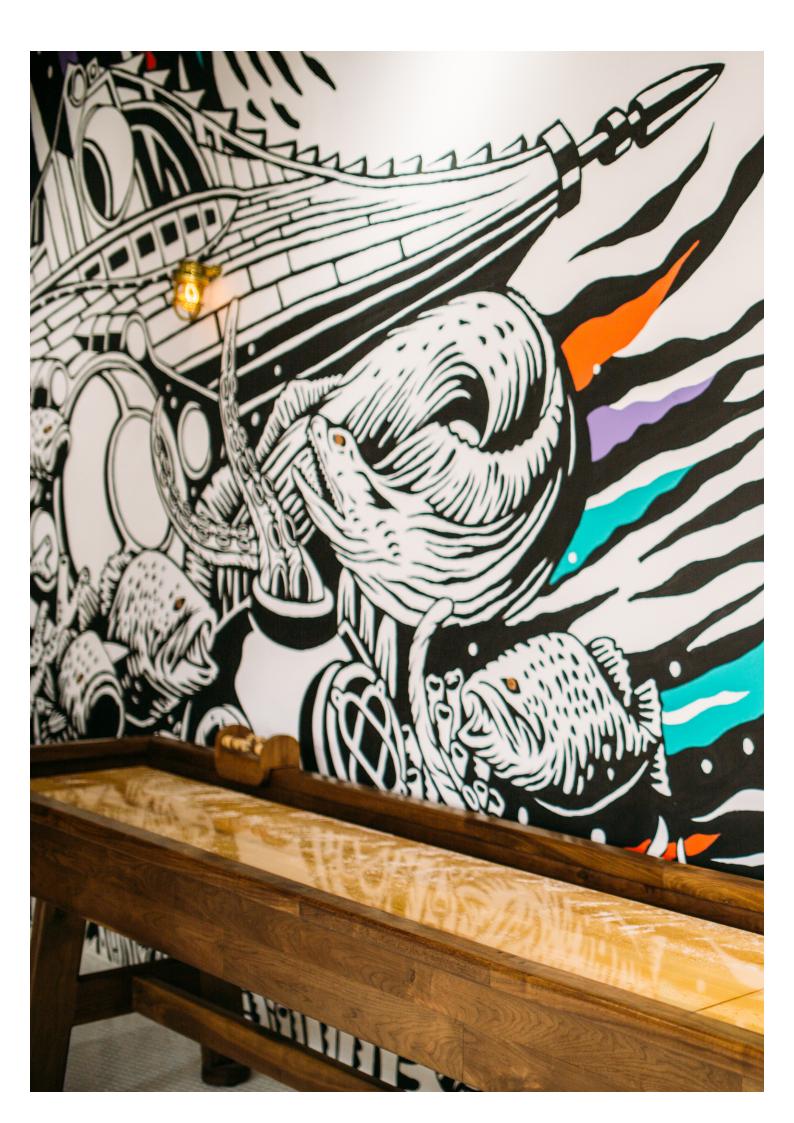
The Chamblee Cultural Arts Department will oversee Chamblee Creative and the Chamblee Public Art Program. A City Council appointed body will govern the public art program through policy outlined on pages 52 through 83. This organizational chart is subject to change as the development of Chamblee Creative unfolds. The incorporation of Chamblee Creative in this organizational chart is intended for early years of operation with an understanding that Chamblee Creative may become a separate non-profit with its own board as the program grows and gains success.





## LONG TERM GOALS AND STRATEGIES (5+ YEARS)

- 1. Hire a new staff person to be the Arts and Culture Manager. The responsibility of this person will be as follows:
  - a. Act as the liaison between the Public Art Commission and City Council;
  - b. Management of the collection;
  - c. Integration of public art into private and public development projects;
  - d. Creation and management of the maintenance plan for all future additions to the collection;
  - e. Development and maintenance of strategic partnerships;
  - f. Management of all new public art installation processes;
  - g. Management of programming;
  - h. Management of all messaging both online and offline;
  - i. Procurement of outside funding sources;
  - j. Manage the development of Chamblee Creative with the city-assigned project manager.



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CHAPTER 3

# ESTABLISHING THE CHAMBLEE PUBLIC ART PROGRAM

#### Introduction

As part of the planning process, residents and stakeholder in Chamblee expressed a desire for public art to be integrated as part of the built environment throughout the city. As a functional matter, it is recommended that the Chamblee Public Art Program, be housed within the future Chamblee Cultural Arts Department, governed by the newly created Chamblee Public Art Commission, and administered by Cultural Arts Staff (se Org. Chart on page 30). Below you will find a mission and guiding principles that will be the basis for the program.

#### Mission

The Chamblee Public Art Program is dedicated to celebrating cultural vitality and promoting economic vibrancy throughout the City through the integration of high quality artwork into public places.

#### **Guiding Principles**

Chamblee's Public Art:

- Establishes an identity for the City;
- Elevates the cultural vibrancy of the community;
- Is designed for a diverse and ever-changing audience;
- Will be distributed citywide, focusing on areas where people gather;
- Is sensitive to community histories, strengths, and aspirations;
- Is commissioned in an open, informed atmosphere;
- Expresses the values and vision of the community; and
- Will be maintained for people to enjoy.

# PUBLIC ART LOCATION TYPES

INCORPORATING THE VALUE STATEMENTS FOUND ON PAGE 12 INTO NEW PUBLIC SPACES THROUGHOUT THE COMMUNITY, CHAMBLEE WILL ACCOMPLISH ITS VISION FOR BECOMING A CITY THAT VALUES PUBLIC ART, IS WELCOMING TO ARTISTS, AND VALUES THE CREATIVITY OF ITS RESIDENTS. THE FOLLOWING TYPOLOGIES ARE GENERAL AND ARE MEANT TO OFFER OPPORTUNITY BY LOCATION TYPE. THROUGH THE COMMISSIONING PROCESS, ARTISTS SHOULD BE GIVEN THE CREATIVE FREEDOM TO DETERMINE THE BEST TREATMENT OF EACH LOCATION AS THEY BECOME OPPORTUNITIES FOR PUBLIC ART INSTALLATIONS.

# IN PARKS AND ON TRAILS



#### What

Parks and trails are natural meeting spaces that bring people together to explore nature, enjoy friends and family, participate in community events, travel from one location to another, and improve their health.

# Why Parks and Trails are Great Opportunities for Public Art

On parks and trails, art can be interactive, experiential, large in scale, and functional. Installations along parks and trails creates inviting spaces, welcoming more users and opportunities for people to interact with one another.

#### Where

Rail Trail, Huntley Hills Park, Shallowford Park, Clairmont Park, Keswick Park, Peachtree Park, International Village Park

#### Possibilities

Sculptures, light installations, water features, interactive installations, artist-designed benches, artist-designed directional signage

#### What

The borders of Chamblee are largely undefined as you travel from city to city within Dekalb County. Entry points are the first impression, the welcome mat of cities.

# Why Gateways are Great Opportunities for Public Art

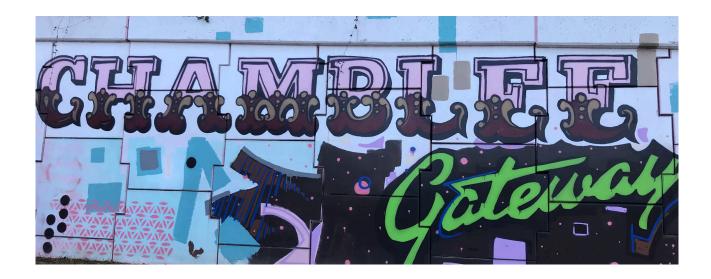
Chamblee can project its identity within the County as a city that cares about creativity through the use of public art installations to define entry points. It's essential that gateway art feature unique designs emblematic to Chamblee that are visible to motorists and pedestrians.

## Where

Clairmont and I-85, Shallowford Rd and I-85, Chamblee Tucker Rd and I-85, Buford Highway and Shallowford Rd, Peachtree Rd and Peachtree Blvd., Chamblee Dunwoody Rd and Harts Mill Rd, Buford Highway and Clairmont Rd, the northern entrance on Peachtree Boulevard, Chamblee Dunwoody Rd. and Savoy Dr.

# Possibilities

Sculpture, artist-designed signs, murals on the sides of buildings at every gateway



#### What

Infrastructure is a fundamental investment for a growing city. Infrastructure elements include street signage, light poles, pedestrian and vehicular bridges, wayfinding, crosswalks and bike racks.

#### Why Infrastruction Creates Great Opportunities for Public Art

Investing in artist-designed infrastructure creates an opportunity to inject creativity into the everyday built environment by transforming public projects that can be mundane.

#### Where

In medians in upcoming streetscape projects, on retaining walls, at bus stops, as components on the rail trail.

#### **Possibilities**

Bike racks, creative crosswalks on Chamblee-owned roads, MARTA bus stops

# INFRASTRUCTURE **OPTIONS:**

- TREE GRATES
- BENCHES
- BOLLARDS
- TREE BANDS
- CROSSWALKS
- RAIN GARDEN ELEMENTS
- BIKE RACKS
- UTILITY BOXES
- MARTA STOPS
- PLANTERS
- RETAINING WALLS
- FENCING



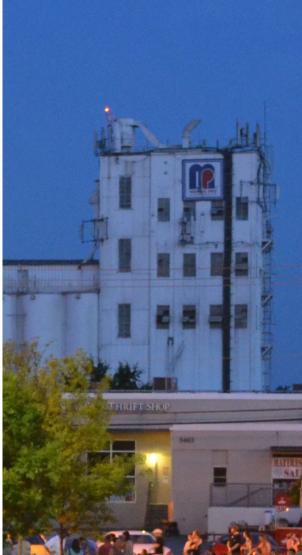












#### What

City-owned facilities provide a unique opportunity to showcase the creativity of the community through investment in public art for interior spaces and for public spaces at the facility.

# Why Overlooked Places are Great Opportunities for Public Art

City-owned facilities are often meeting points for the community and can provide chances for residents and visitors to interact with and explore public art.

## Where

Keswick Park Community Building, City Hall, Police Station and Court, Civic Center (short term), Public Works building.

# Possibilities

Interior public art collection for offices and public spaces in City Hall, Sculpture in plazas adjacent to or at entries for facilities



# DOWNTOWN ROUNDABOUT ROTATING INSTALLATION

#### **Project Concept**

In the Chamblee Downtown Master Plan, a roundabout is identified at the intersection of Broad Street and Irvindale Way. Large-scale sculpture should be placed within this roundabout every two years, rotating artists and subject matter.

#### Why this is Important

With the anticipated growth of downtown Chamblee, an investment in a location where public art will rotate on a bi-annual basis will solidify Chamblee's reputation as a City that cares about creativity. This installation should be monumental, contemporary, and make a major visual impact.

#### **Special Considerations**

Special consideration should be given to the owner of the road, visibility of drivers, and landscaping around the piece.

#### Inspiration

Seven Magic Mountains, Las Vegas, NV

#### **Project Concept**

An artist in residence program seeks the collaboration of an artist with the city staff for the duration of one year. The selected artist will be focused on incorporating an artistic vision and creative process in the early stages of city projects. This position should be a one-year, part time position. The artist will work 20 hours per week with the City of Chamblee with City staff and in neighborhoods. The selected artist should be paid a part time salary, and be given a placemaking budget as well as a budget to engage the community. The structure of the residency program should be structured as follows:

- 1. Discovery: The selected artist will discover the City through listening and learning to city staff and community leaders. The selected artist will become familiar with upcoming city projects and community needs in this phase.
- 2. Community Listening and Test Projects: The selected artist will get to know the people of Chamblee and the community in which their project(s) focus on. Small scale creative projects will be explored with members of the public.

- 3. Project Planning: The selected artist will develop a proposal for a large scale project with community buy in.
- 4. Project Implementation: The selected artist will implement their project(s).

#### Why this is important

Incorporating artists in the system of governance will cause city staff to think differently about their work and the communities in which they work- transforming the way the City shapes itself and responds to the needs of its residents.

#### **Special Considerations**

Special considerations include securing a healthy budget for both the artist and the project implementation budget and selecting a project or neighborhood for the artist to work in.

#### Inspiration

City of Austin Artist in Residence Program

Boston Artist In Residence (AIR)

#### **Project Concept**

An investment in public art along the Rail Trail can elevate practical infrastructure to a space that is reflective of Chamblee. Public art will establish the trail as a true community asset that encourages engagement and stewardship. Small and large scale sculptures could be placed along the trail and at entryways to the trail. In addition to public art, a sensory component could be added that includes herb pots, edible plants and fruit trees, bird feeders, or outdoor musical instruments- allowing for an opportunity to stimulate multiple senses.

#### Why this is important

Public art along the Rail Trail can illustrate the identity of Chamblee to those who are using it, encourage residents and visitors to use the trail, and generate pride in the neighborhoods the Rail Trail touches.

#### **Special Considerations**

Special consideration should be given to durability of sculpture and level of maintenance required for sensory objects.



# CHAMBLEE FACADE GRANTS: MURAL EDITION



#### **Project Concept**

The Chamblee Downtown Development Authority provides monetary incentives to offset the cost of exterior building facade renovations for commercial buildings. The scope of what constitutes a facade improvement should be expanded to include the application of a mural. This expansion would promote more creative opportunities to property owners for improvement of their buildings. Once the DDA approves the application for the grant, the concept for the mural would need to be approved by the Public Art Commission.

#### Why this is important

Many property owners seek creative opportunities to draw customers and visitors to their place of business. An allowance for a mural to qualify as a facade improvement would encourage the implementation of more public art throughout the City.

#### **Special Considerations**

Special considerations should be made for content, level of artistic quality of the selected artist, and scale of the mural.

# CHAMBLEE PUBLIC ART RECOMMENDATIONS

# SHORT TERM GOALS AND STRATEGIES (1 -2 YEARS)

#### **Process/Policy:**

- 1. Adopt the Chamblee Public Art Ordinance on p. 56.
- 2. Seat the Chamblee Public Art Commission using the Commission Responsibilities proposed policy on p. 58.
- 3. Complete an inventory of all public art pieces in the Chamblee Public Art Collection. Details must include:
  - a. Type of public art
  - b. Specific location
  - c. Materials used
  - d. Artist
  - e. Current and projected maintenance needs
  - f. Date installed (if known)
- 4. Develop a maintenance plan for the existing collection. Anticipating short- and longterm maintenance is a necessary focus for the City of Chamblee. The maintenance plan should address specific roles and responsibilities of the maintenance department and create unique treatment of each piece as its own facility. Tasks, deadlines, necessary tools, parts, inventory, frequency of maintenance, and costs should be recorded and integrated into the Maintenance Department's general maintenance plan.
- 5. Adopt the Chamblee Public Art Maintenance Policy on pg. 72.
- 6. Adopt the Chamblee Public Art Donation Policy on pg 68.
- 7. Adopt the Chamblee Collection Management Policy on pg. 63.
- 8. Adopt the Chamblee Mural Guidelines pg. 75.

# MEDIUM TERM GOALS AND STRATEGIES (3 -5 YEARS)

#### **Funding:**

- 1. Utilize Public Art Program funds to leverage and provide matching monies for grant opportunities from local, state, and national organizations. Target grants to strategic placemaking endeavors or programmatic actions such as:
  - a. Programming that supports cultural diversity in the arts;
  - b. Programs for reaching underserved communities;
  - c. Projects that integrate arts and culture into community revitalization work such as land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies;
  - d. Projects that utilize the arts to support the creative needs of non-arts sectors;
  - e. Projects that explore the intersection of artistic creativity and creativity in non-arts sectors;
  - f. Projects that use the arts and the creative process to address complex issues; and
  - g. Programming that celebrates heritage or history of a specific place.

#### **Process/Policy:**

- 1. Purchase or commission art through collaborations between arts and non-arts partners.
- 2. Collaborate with business associations, local schools, and other stakeholders to create a unified marketing plan for Chamblee as a creative destination that cares about the arts. Use the Chamblee Cultural Value Statements on p. 12 to develop messaging for the marketing plan.
- 3. Explore national funding in partnership with Brookhaven and Doraville for projects on the Buford Highway Cultural Corridor.
- 4. Develop a public art strategy for the Rail Trail.
- 5. Create public art projects and programming with non-traditional partners. Potential collaborators include health care facilities, rehabilitation and senior centers, disability-focused organizations, and more.

#### Artist Support:

- 1. Develop an Artist in Residence Program. Engaging an artist at the most basic level within city functions will encourage creativity and integration of public art from the beginning of capital projects and new private development. Artists should be hired on a 9-12 month contract.
- 2. Collaborate with schools to create school programming that utilizes and features commissioned public artists.
- 3. Develop a list of qualified artists. This list should include artists that are well-oriented to the Chamblee Public Art Program that can be provided to developers, individuals, and businesses in the event they are interested in procuring or commissioning a piece of public art.
- 4. Create a volunteer program to engage non-artists to assist with events or artist installations.

5. Prioritize more expensive or difficult-to-implement projects and programming such as sculptures, gateway pieces, and functional art that require a larger pool of dedicated funding.

LONG TERM GOALS AND STRATEGIES (5+ YEARS)

#### **Funding:**

1. Explore additional funding mechanisms for larger public art installations. Examples include the incorporation of a public art strategy into new bond measures, additional Hotel/Motel Tax, optional 1% Public Art Donation.

#### **Process/Policy:**

- 1. Implement the public art strategy for the Rail Trail.
- 2. Collaborate with local, national, and international museums, galleries, and collections to do innovative exhibitions throughout Chamblee.

# APPENDICES

# APPENDIX A: NECESSARY POLICIES

Administrative Guide for Chamblee Public Art Program p. 52 Public Art Commission and Public Art Program Ordinance p. 58 Responsibility and Authority of the Chamblee Public Art Commission p. 60 Collection Management Policy p. 65 Donation of Public Art Procedures p. 70 Policy and Procedure for Maintenance p. 74 Mural Guidelines for Private Property p. 77 Individual Communication and Social Media Guide for Chamblee Public Art Commissioners p. 80

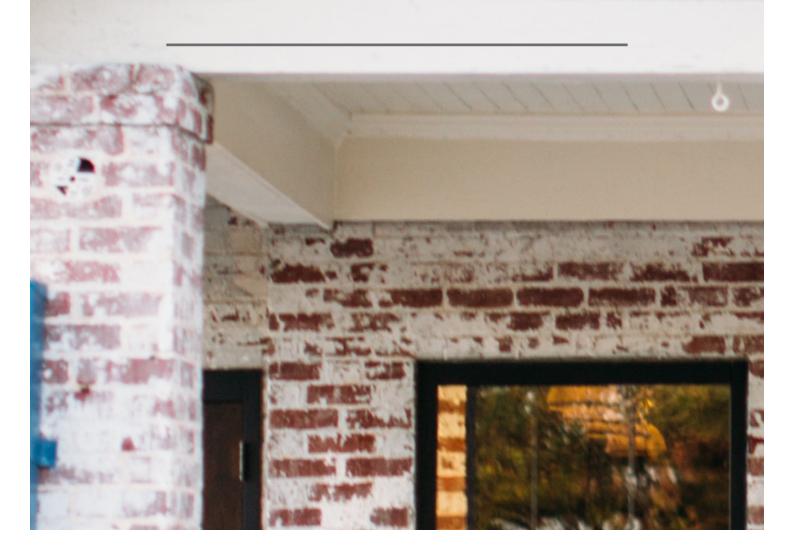
# APPENDIX B: COMMUNITY ENGAGEMENT RESULTS

Stakeholder Report p. 85

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# NECESSARY POLICIES



The Administrative Plan outlines the roles and responsibilities of citizens, City staff and elected officials in the development, funding and implementation of the public art program for the City of Chamblee. The Plan provides guidelines and requirements for the development of an annual Public Art Work Plan, the funding and acquisition of public art, the selection of artists and artwork, the implementation and conservation of the Chamblee Public Art Collection. It is intended to ensure that the City of Chamblee Public Art Program is implemented in a fair and consistent manner that enables a community-oriented, artistically creative process and promotes the cultural, aesthetic and economic vitality of Chamblee.

The Chamblee Public Art Program will be led by the Public Art Commission, a citizen committee appointed by the Chamblee City Council and the Chamblee Mayor. The City Council, and Mayor, will retain ultimate responsibility for the program. Day-to-day responsibility for the program will reside within the Community and Economic Development Department that will eventually house the Cultural Arts Department.

#### Chamblee City Council

The Chamblee City Council will adopt an ordinance establishing the Chamblee Public Art Program. As the community's elected officials, Council members are ultimately responsible for the outcomes of the Public Art Program.

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The Chamblee City Council has the following responsibilities:

- Appropriate on an annual basis funding from the General Fund.
- Review and approve the annual Public Art Work Plan.
- Make appointments to the Public Art Commission.
- Approve all contracts in excess of \$10,000.00.

#### Arts Commission

The Chamblee City Council and Mayor appoint the Public Art Commission (The Commission). This group shall have six members, each of whom shall serve a two-year term. One City Council member shall serve as an ex-officio member. Commissioners may serve two terms.

The Public Art Commission has the following responsibilities:

- 1. Act principally in an advisory capacity to Chamblee staff and the City Council in any matter pertaining to art.
- 2. Present an annual report of Art Commission Activities.
- 3. Advise and make recommendations to City Council pertaining to the execution of the Arts Master Plan.
- 4. Advise and make recommendations to the City Council pertaining to, among other things, policies and procedures as identified in the Arts Master Plan; artist selection juries and process; commission and placement of artworks; and maintenance and removal of artworks.

#### Funding and Use of Funds

Funding for the Chamblee Public Art Program may come from Chamblee's General Fund, as well as from grants and/or contributions from private entities, other public agencies, or philanthropic sources.

#### Uses of Funds

The public art funds may be spent for:

- Artist fees including travel and expenses related to travel;
- Artwork fabrication and installation;
- Acquisition of existing works of art;
- Required permits and insurance during the fabrication and installation of the artwork;
- Curators and contracted services.

The public art funds may not be spent for:

- Mass produced work, with the exception of limited editions controlled by the artist.
- Artwork not produced or designed by a Commission-approved artist.
- Professional graphics, unless designed or executed by an artist or used in the development of collateral material.
- Decorative, ornamental or functional elements that are designed by the architect or other designer.
- Routine maintenance.
- Purchase of existing works of art outside of the Commission's selection process.

#### Fund Management

All monies appropriated for the Chamblee Public Art Program are transferred into a special, interestbearing public art project account (Public Art Fund), which is maintained in a separate project fund. As a project account, any funds not expended at the conclusion of the fiscal year will roll over into the following fiscal year. As part of the account, a separate category will be established for the ongoing conservation of artwork. The City may also utilize this fund to accept gifts, grants and donations made for the public art program.

The Community and Economic Development office will prepare an annual budget in support of the Public Art Work Plan that will allocate funds for the range of eligible activities.

#### What is a Public Art Work Plan?

The Public Art Work Plan is an annual document that outlines what projects will be initiated in the coming fiscal year, as well as projects that will be in process during that fiscal year. The Public Art Commission will develop the Plan in consultation with staff and the City Manager and will submit it to City Council as part of the Fiscal Year Budget for its review and approval.

The following steps will be taken to develop the Public Art Work Plan:

- 1. Determine availability of funds.
- 2. Identify projects to be paid for by identified funding.
- 3. Develop a draft Public Art Work Plan that will include locations, goals, and budgets for public art projects and programs.
- 4. Present the Plan to City Council as part of the City budget approval.

#### Process for Selecting an Artist or Artist Team

Selecting the artist is one of the most important steps in commissioning public art. An open, competitive process that inspires the artist and engages the community can be enriching experience and lead to more creative and exciting public art.

#### Goals of the Selection Process

- To satisfy the goals of the project site through an appropriate artist selection.
- To further the mission and goals of the Public Art Program.
- To select an artist or artists whose existing public artworks or past collaborative design efforts have demonstrated a level of quality and integrity, or to encourage emerging local and regional artists to experiment in a safe environment.
- To identify an approach to public art that is suitable to the goals and demands of the particular project.
- To select an artist or artists who will best respond to the distinctive characteristics of the site and the community it serves.
- To select an artist or artists who can work successfully as members of an overall project design team.
- To ensure that the selection process represents and considers the interests of all parties concerned, including the public.

#### Artist Selection Methods

#### **Open Competition**

In an Open Competition, any artist may submit their qualifications or proposal, subject to any requirements established by the Artist Selection Committee. The Requests for Qualifications (RFQs) or Requests for Proposals (RFPs) should be sufficiently detailed to permit artists to determine whether their art is appropriate for consideration. Open Competition allows for the broadest range of possibilities for a site and brings in new, otherwise unknown, and emerging artists.

#### Limited or Invitational Competition

In a Limited Competition, or Invitational, several pre-selected artists are invited by the Artist Selection Committee to submit their qualifications and/or proposals. This method may be appropriate when the Public Art Commission is looking for a small group of experienced artists, when there is a limited time frame, or if the project requirements are so specialized that only a limited number of already identified artists would be eligible. It is possible that this list of artists would come from a prequalified list.

#### **Direct Selection**

On occasion, artists may be chosen directly by the Artist Selection Committee. Direct selection may be useful on projects where an urgent timeline, low budget, or very specific project requirements exist. It is possible that this artist would come from a pre-qualified list. Approval of City Council and the City Purchasing Agent must be secured to utilize this selection method.

#### **Direct Purchase**

Some projects require the purchase of a specific artwork due to the exacting nature of the project or a very limited project timeline. In this case, the work must be "one-of-a-kind" and not mass-produced or off the shelf. It is possible that this artwork would come from an artist on a pre-qualified list. Approval of City Council and the City Purchasing Agent must be secured to utilize this selection method.

#### **Pre-Qualified Artist Lists**

The Public Art Commission may decide to develop a pre-qualified pool of artists from which it can choose artists for Limited Competition, Direct Selection and Direct Purchase. This pool would be developed based on a comprehensive review of artist qualifications. This list could be updated annually or bi-annually, depending on the frequency of new projects.

#### **Project Implementation Process**

Upon the decision of the Artist Selection Committee, the Assistant Planner of the Planning Department, will work with the City Manager to prepare a contract that includes the scope of work, fee, schedule, and relevant terms and conditions.

Contracts at or in excess of \$10,000.00 will be presented to the City Council for their approval prior to the issuance of the contract. Contracts less than \$10,000.00 can be approved by the Mayor or City Manager. In these cases, the Community and Economic Development Director will brief the City Council. For some projects, the contract with the artist may be phased to include two scopes of work with separate pay schedules and deliverables. The first phase would include all design documentation, including final design, stamped engineering drawings, installation details, and a revised fabrication budget and timeline. The second phase would include all costs related to fabrication and installation.

The Director of the Community and Economic Development Department will ensure all documents are signed and insurance coverage secured before issuing a notice to proceed. The Community and Economic Development Director will be responsible for coordinating the work of the artist to ensure the successful integration of the artwork into the project. The Community and Economic Development Director will organize a meeting with all relevant staff to review roles, responsibilities and schedule.

If specified in the contract, the artist will develop design development drawings for review and approval from the Public Art Commission and the City before proceeding with fabrication. The Community and Economic Development Director will schedule meetings with the appropriate offices to review and approve the plans.

If the artist proposes any significant design changes, the Community and Economic Development Director will secure the approval of the Public Art Commission and the City before approving said changes in writing, per the terms and conditions of the contract.

If the parties are not in agreement, the Mayor or City Manager will act as arbiter. If the change will affect the budget, scope or schedule, the Community and Economic Development Director will initiate a contract modification, if funds are available to do so.

The Community and Economic Development Director will be responsible for overseeing the installation of the artwork. The Community and Economic Development Director will be responsible for ensuring that all the necessary requirements have been completed prior to interim and final invoice payments to the artist.

#### **PROGRAM MISSION**

The Chamblee Public Art Program is dedicated to celebrating cultural vitality and promoting economic vibrancy throughout the City through the integration of high quality artwork into public places.

#### **PROGRAM GOALS**

To establish the process, procedures, and responsibilities for the implementation of the Chamblee Public Art Program, administered by the Chamblee Public Art Commission.

#### PRIORITIES

- Increase the understanding and enjoyment of public art by Chamblee residents;
- Invite public participation and interaction with public spaces;
- Celebrate the rich cultural and ethnic diversity of the City;
- Improve economic vitality through public art;
- Invite artist participation on design teams for planning public projects; and
- Encourage a variety of art forms

#### DEFINITIONS

For the purposes of this division, the following terms, phrases, words and their derivation shall

have the meaning given herein:

*Art or artwork* when used herein shall mean works in any permanent medium or combination of media produced by a professional practitioner in the arts. For the purposes of this division, the terms art and artwork do not include performing or literary arts such as dance, music, drama, or poetry.

*Artist* means a practitioner of the creative arts, generally recognized as such by critics and peers, with a body of work including commissions, exhibitions, sales, publications, and collections. For the purposes of this document, "artist" shall not include persons primarily working in the professional fields of architecture, engineering, design or landscaping.

**Commission** when used herein shall mean the Chamblee Public Art Commission of the City of Chamblee, Georgia.

*Commissioner* when used herein shall mean the members of the Chamblee Public Art Commission.

*City Manager* when used herein shall mean the City Manager of the City of Chamblee, Georgia, or his/her designee.

Chamblee when used herein shall mean the City of Chamblee, Georgia.

**Chamblee Public Art Collection** when used herein shall mean all works of art owned by the City of Chamblee, Georgia.

*Arts Master Plan or Plan* when used herein shall mean the Arts Master Plan of the City of Chamblee, Georgia, as it exists or may be amended. The Arts Master Plan shall provide a process for the systematic selection of pieces of art and locations of art to be included in public spaces.

**Public Art** means a work of art that is visible and accessible to the public for a minimum of 40 hours per week. Public art may include sculpture, painting, installations, photography, video, works of light or sound, or any other work or project determined by the Public Art Commission to satisfy the intent of this Chapter, provided, however, that none of the following shall be considered public art for the purposes of satisfying the requirements of this Chapter:

- 1. Objects that are mass produced of standard design, such as banners, signs, playground equipment, benches, statuary, street or sidewalk barriers, or fountains;
- 2. Reproduction, by mechanical or other means, of original works of art, except as incorporated into film, video, photography, printmaking or other derivative works as approved by the Public Art Commission;
- 3. Decorative, architectural, or functional elements that are designed by the building architect or landscape architect as opposed to an artist commissioned for this purpose; or
- 4. Landscape architecture or gardening, except where these elements are designed by an artist and are an integral part of a work of art.

**Public Art Commission** when used herein shall mean a six member body that serves principally in an advisory capacity to Chamblee City Staff.

**Public Art Acquisition Fund** when used herein shall mean funds used for the acquisition and commissioning of public art for the city of Chamblee. The PAAF is a separate, special fund as part of the City's overall finances into which public art donations and funding are deposited, transferred and used for acquisition, commissioning, exhibition and conservation of public art as recommended by the Public Art Commission and approved by the City Manager.

**Public Art Program** when used herein shall mean the Public Art Program of the City of Chamblee, Georgia continued by this division.

**Public art annual plan** when used herein shall mean the annual plan developed by the Public Art Commission with staff, detailing the public art projects and funding levels recommended for the upcoming year. The public art annual plan shall be submitted to City Council for approval as part of the annual budget.

**Public Space** when used herein shall mean any area or property (public or private) which is accessible or visible to the general public a minimum of 8 hours per business day.

#### Public Art Program

The Public Art Program is to, among other things, promote and encourage public and private art programs, to further the development and awareness of, and interest in, the visual arts, to create an enhanced visual environment for Chamblee residents, to commemorate Chamblee's rich cultural and ethnic diversity, to integrate the design work of artists into the development of Chamblee's infrastructure improvements and to promote tourism and economic vitality in Chamblee through the artistic design of public spaces.

## CHAMBLEE PUBLIC ART PROGRAM RESPONSIBILITY AND AUTHORITY OF THE CHAMBLEE PUBLIC ART COMMISSION

#### **CHAMBLEE PUBLIC ART COMMISSION**

#### **Purpose and Responsibilities**

The Chamblee Public Art Commission, established \_\_\_\_\_, 2019 (Ord. No. \_\_\_\_), advises the Chamblee City Council in all matters pertaining to city-sponsored Public Art Programs. The Commission's primary goal is to increase the public's awareness of all visual arts including, but not limited to, exhibition of sculpture, paintings, mosaics, photography, and video.

The Chamblee Public Art Commission, as a decision-making body within the Chamblee city government, will be responsible for interpreting and reviewing proposed public art projects based on the criteria identified in these policies and procedures, and making recommendations to the City Council.

- The Public Art Commission has the following responsibilities:
- Act principally in an advisory capacity to Chamblee staff and the City Council in any matter pertaining to art.
- Present an annual report of Public Art Commission Activities.
- Advise and make recommendations to City Council pertaining to the execution of the Arts Master Plan.
- Advise and make recommendations to the City Council pertaining to, among other things, policies and procedures as identified in the Arts Master Plan; artist selection juries and process; commission and placement of artworks; and maintenance and removal of artworks.

#### Membership

The Chamblee Public Art Commission will be comprised of six (6) members. Six (6) members shall be appointed by the City Council. The City Manager shall designate a City employee to serve as the staff liaison, and one City Council member shall serve as an ex-officio member. Each member will serve two-year terms and membership will be staggered. To achieve staggered appointments, the initial appointments to the Public Art Commission shall have three (3) members appointed to three (3) year terms, three (3) members appointed to two (2) year terms. No Commissioner shall serve for more than six (6) consecutive years; provided, however, should a Commissioner's replacement not be qualified upon the expiration of any term of a Commissioner, then that Commissioner shall holdover on the Public Art Commission until a qualified replacement Commissioner has been appointed. Commissioners will be recommended and approved by the City Council and will be representative of the community demographic. Members shall have experience and/or an interest in the placement, creation, or designation of public art. Each commissioner shall have any other qualification(s) as the City Council deems necessary and appropriate.

#### Procedures

Commissioners will not submit applications for the placement of their own artwork and/or projects. Commissioners are able to invite artists to participate, but must refrain from giving advice to applicants or answering their questions and direct such questions to the Staff Liaison. If the Commission holds a public meeting, the hearing will be open to the public and the dates, times, and locations of these meetings will be posted on the City's website. Decisions will be based on a simple majority vote of the Commission.

#### **Conflict of Interest**

Commissioners will declare any and all conflicts of interest for all projects and artwork under consideration at the beginning of their meetings. A conflict of interest exists if a Commissioner, an organization the Commissioner is associated with, as a staff or Commissioner, or a Commissioner's family member, has the potential to gain financially from the project under consideration by the Commission. In order to promote public confidence in this process, a Commissioner may also consider declaring a conflict if they think there may be a perception that they have a conflict. If a Commissioner has a conflict, he/she must not participate in the Board's discussion or decision regarding the project. They must also refrain from discussion about the project and from influencing fellow Commissioners.

#### CHAMBLEE PUBLIC ART COMMISSION STAFF LIAISON

The Public Art Commission Staff Liaison will oversee the Public Art Program, as well as participate in the planning, purchasing, commissioning, donation, placement, handling, conservation, and maintenance of public artwork under the jurisdiction of all City departments. The success of the Chamblee Public Art Program is dependent on having a dedicated staff liaison to administer all aspects of the program.

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The Staff Liaison has the following responsibilities:

- Develop and implement the annual Public Art Work Plan in coordination with the Public Art Commission and appropriate City departments and representatives.
- Oversee the administration of the commissioning of new works of public art including, but not limited to:
  - Project planning developing scopes of work and project budgets, coordinating with the Project Manager and project architect, and identifying community partners when necessary.
  - Management of the artist selection process developing and distributing RFQs and RFPs, staffing the artist selection committees, and conducting artist workshops.
  - Project implementation developing contracts, getting necessary approvals, coordinating with the project manager, reviewing preliminary and final designs, and monitoring artist progress and compliance with the project contact.
  - Documentation- keeping records of contracts, photographs, construction drawings, maintenance manuals, and meetings.
  - Community education assisting in garnering publicity for projects, facilitating public meetings, and developing educational materials.
- Oversee the work of project consultants
- Encourage private developers to include public art in their developments and guide them, when requested, through the process of selecting public art for their facilities.
- Identify collaborations and sources of funds

- Oversee a comprehensive conservation survey of the Chamblee Public Art Collection and ensure all necessary repairs are conducted.
- Report to the City Manager
- Staff the Public Art Commission

#### **ARTIST SELECTION PROCESS**

#### Purpose and Responsibilities

The role of the artist selection process will interpret and review artist's proposals based on the selection criteria.

The goals of the selection process are as follows:

- To satisfy the goals of a specific project or site through an appropriate artist selection.
- To further the mission and goals of the Public Art Program.
- To select an artist or artists whose existing public artworks or past collaborative design efforts have demonstrated a level of quality and integrity, or to encourage emerging local and regional artists to experiment in a safe environment.
- To identify an approach to public art that is suitable to the goals and demands of the particular project.
- To select an artist or artists who will best respond to the distinctive characteristics of the site and the community it serves.
- To select an artist or artists who can work successfully as members of an overall project design team.
- To ensure that the selection process represents and considers the interests of all parties concerned, including the public, the arts community and the City department involved.

#### Artist Selection Methods

#### **Open Competition**

In an Open Competition, any artist may submit his/her qualifications or proposal, subject to any requirements established by the Artist Selection Committee. The Requests for Qualifications (RFQs) or Requests for Proposals (RFPs) should be sufficiently detailed to permit artists to determine whether their art is appropriate for consideration. Open Competition allows for the broadest range of possibilities for a site and brings in new, otherwise unknown, and emerging artists.

#### Limited or Invitational Competition

In a Limited Competition, or Invitational, several pre-selected artists are invited by the Artist Selection Committee to submit their qualifications and/or proposals. This method may be appropriate when the Public Art Commission is looking for a small group of experienced artists, when there is a limited time frame, or if the project requirements are so specialized that only a limited number of already identified artists would be eligible. It is possible that this list of artists would come from a pre-qualified list.

#### **Direct Selection**

On occasion, artists may be chosen directly by the Artist Selection Committee. Direct selection may be useful on projects where an urgent timeline, low budget, or very specific project requirements exist. It is possible that this artist would come from a pre-qualified list. Approval of City Council and/or the City Manager must be secured to utilize this selection method.

#### **Direct Purchase**

Some projects require the purchase of a specific artwork due to the exacting nature of the project or a very limited project timeline. In this case, the work must be "one-of-a-kind" and not mass-produced or off the shelf. It is possible that this artwork would come from an artist on a pre-qualified list. Approval of City Council and the City Purchasing Agent must be secured to utilize this selection method.

#### **Pre-Qualified Artist Lists**

The Public Art Commission may decide to develop a pre-qualified pool of artists from which it can choose artists for Limited Competition, Direct Selection and Direct Purchase. This pool would be developed based on a comprehensive review of artist qualifications. This list could be updated annually or biannually, depending on the frequency of new Projects.

#### **ARTIST SELECTION COMMITTEE**

#### Membership of Selection Committees

Membership will be recommended by the Staff Liaison and approved by the Chamblee Public Art Commission. The members of the selection panel (panelists) will be representative of the community demographic and will consist of at least five members from the list below:

- Artist or arts administrator;
- Project architect or landscape architect (if this representative wishes to recruit applicants, they will be non-voting);
- Public Art Commission member;
- Parks and Recreation Commissioner;
- A project site representative (i.e., commissioner, board member or departmental representative);
- City staff if project insight is deemed necessary;
- Community representative; and
- 2 at-large members (may be from project steering committee if not already represented, or students, educators, elected officials, etc.).

#### Procedures

Selection Committee Members will not submit applications for projects. Committee members will refrain from giving advice to applicants or answering their questions, and direct such questions to the Staff Liaison. All Committee meetings are open to the public; dates, times, and locations of these

meetings will be posted on the city's website and at City Hall. The Staff Liaison will provide Committee members with a ballot to assist them in reviewing each application or interview. Decisions will be based on a simple majority vote of the Committee.

#### **Conflict of Interest**

Committee members will declare any and all conflicts of interest for all projects and artwork under consideration at the beginning of their meetings. A conflict of interest exists if a committee member, an organization the committee member is associated with as a staff or board member, or a committee member's family member, has the potential to gain financially from the project under consideration by the Committee. In order to promote public confidence in this process, a committee member may also consider declaring a conflict if they think there may be a perception that they have a conflict. If a committee member has a conflict, he/she must not participate in the Committee's discussion or decision regarding the project. They must also refrain from discussion about the project and from influencing fellow committee members.

#### CITY DEPARTMENTS

City Departments may recommend projects for possible funding or staff support by the Public Arts Program. They may also include side proposals and funding in their own Capital Improvement Plans. City Departments are also accountable to the City's public art policies and procedures. Public art projects under the jurisdiction of any City Department must be reviewed and approved according to the public art policies and procedures contained within this document.

#### INDEPENDENT BOARDS AND COMMISSIONS OF THE CITY

Independent Commissions may recommend their projects for possible support by the Public Art Program. They may also include public art projects in their own requests to City Council. Public art projects developed in partnership with these entities must be reviewed and approved according to the public art policies and procedures contained within this document. City staff coordinating public art projects will work closely with the staff liaisons of these Commissions when working in partnership with them or placing projects on their property. Agreements with these Commissions will reflect and include the policies and procedures of all partner Commissions.

#### **CITY COUNCIL**

- The City Council is tasked with the following:
- Review and approve the Arts Master Plan.
- Review and approve the annual Public Art Work Plan.
- Make appointments to the Public Art Commission.
- Approve all contracts in excess of \$10,000.00.

# CHAMBLEE PUBLIC ART PROGRAM COLLECTION MANAGEMENT POLICY

The City of Chamblee acquires artworks by commissions of the City's Public Art Acquisition Fund and through gifts from groups and individuals. Processes for these acquisitions are dictated by the Chamblee Public Art Commission, Public Art Program Ordinance, and by the Donation Policy and/or by the City's contract with the artist(s). Artworks acquired through these processes are considered to have been accessioned into the City's Permanent Collection and must be cared for in accordance with the Policy and Procedure for Maintenance Policy and the Collection Management Policy. Artworks in the City's possession that were acquired outside of or before these policies may not be accessioned pieces of the Permanent Collection and thus may not be subject to the Artwork Collection Management Policy. The Collection Management Policy is intended to maintain the value of the City's Permanent Collection and guard against the arbitrary disposal of any of its pieces.

#### **OBJECTIVES**

- Maintain a collection management program that results in a high-quality, City-owned public art collection;
- Eliminate artworks that are unsafe, not repairable, or no longer meet the needs of City of Chamblee;
- Respect the creative rights of artists; and
- Support an efficient workload for staff.

#### DEFINITIONS

**Deaccession** means a procedure for the withdrawal of an artwork from the Permanent Collection and the determination of its future disposition.

**Relocation** means a procedure for the movement of an artwork from one location to another.

#### Life Spans

- Temporary: 0-2 years
- Short Term: 2-10 years
- Medium-Term: 10- 25 years
- Long-Term: 25+ years

#### **GENERAL POLICIES**

#### Removal from Public Display

If the artwork is removed from public display, the City of Chamblee may consider the following options:

• Relocation: If City Staff and the Public Art Commission decide that an artwork must be removed from its original site, and if its condition is such that it can be re-installed, the City will attempt

to identify another appropriate site. If the artwork was designed for a specific site, the City will attempt to relocate the work to a new site consistent with the artist's intention. If possible, the artist's assistance will be requested to help make this determination.

- Store artwork until a new site has been identified or the City decides to deaccession the artwork.
- Sell or trade the artwork after deaccession.

#### Provision for Emergency Removal

In the event that the structural integrity or condition of an artwork is such that the artwork presents an eminent threat to public safety, the City may authorize immediate removal without Public Art Commission approval or the artist's consent, by declaring a State of Emergency, and have the artwork placed in temporary storage. The artist and the Public Art Commission members must be notified of this action within 30 days. The City and the Public Art Commission will then consider options for repair, reinstallation, maintenance provisions or deaccessioning. In the event that the artwork cannot be removed without being altered, modified, or destroyed, and if the Artist's agreement with the City has not been waived under the Visual Artists' Protection Act, the City must attempt to gain written permission before proceeding. In the event that this cannot be accomplished before action is required in order to protect the public health and safety, the City shall proceed according to the advice of the City attorney.

#### Criteria for Deaccession

The City may consider the deaccessioning of artwork for one or more of the following reasons in the event that it cannot be re-sited:

- 1. An artwork is not, or is only rarely, on display because of lack of a suitable site.
- 2. The condition or security of the artwork cannot be reasonably guaranteed.
- 3. The artwork has been damaged or has deteriorated and repair is impractical or unfeasible.
- 4. The artwork endangers public safety.
- 5. In the case of site specific artwork, the artwork's relationship to the site is altered because of changes to the site.
- 6. The artwork has been determined to be incompatible within the context of the collection.
- 7. The City of Chamblee, with the concurrence of the Public Art Commission, wishes to replace the artwork with work of more significance by the same artist.
- 8. The artwork requires excessive maintenance or has faults of design or workmanship.
- 9. Written request from the artist.

#### Integrity of Artworks

The Chamblee Public Art Program will seek to ensure the ongoing integrity of the artwork and the sites for which they were created, to the greatest extent feasible, in accordance with the artist's original intentions, and consistent with the rights afforded by the 1990 Visual Artists Rights Act.

#### Access to Artworks

The City will seek to assure continuing access to artwork by the public, although the City may limit availability due to circumstances such as funding, public safety, display space, and deaccession processes.

#### Life Spans

Life spans that have been assigned to the work during the commissioning process will be taken into consideration as part of requests for deaccession or removal. For artworks that have not been assigned a life span, the staff liaison may engage experts to assist in assigning the artwork a life span, based on the life expectancy of the artwork's materials and fabrication methods.

#### **APPLICATION PROCESS**

#### **Preliminary Request**

Permanent artworks must be in place for at least five years before deaccession or relocation requests will be considered, unless matters of public safety necessitate the removal. Deaccession or relocation requests may be submitted by one of the following:

- Neighborhood organization or Homeowners Association;
- City Department;
- Independent Board or Commission of the City; and
- City Council Member.

The Public Art Commission reviews a preliminary request from the applicant. If the Commission votes in favor of considering the request, then the staff liaison works with the applicant to bring a full proposal before the Public Art Commission.

#### **DEACCESSION AND REMOVAL FORM**

The staff liaison will provide applicants with an application form that will serve as the applicant's formal request for consideration by the Public Art Commission.

#### **REVIEW PROCESS**

The Public Art Commission will review requests and make a decision regarding deaccession or relocation.

#### **Public Meeting**

The Public Art Commission will hold at least one public meeting for the purpose of gathering community feedback on a proposed deaccession or removal. The Commission may also decide to hold additional public meetings or gather community input through other methods. The Public Art Commission may seek additional information regarding the work from the artists, galleries, curators, appraisers or other professionals prior to making a recommendation. If relocation is proposed, a public meeting is not required.

#### Artist Involvement

If deaccession or removal is recommended, the artist (if available) will be contacted and invited to provide input to the Public Art Commission. The artist's contract, along with any other agreements or pertinent documents, will be reviewed and sent to the City Attorney's Office.

#### Recommendation

The staff liaison will prepare a report that includes the opinion of the City Attorney on any restrictions that may apply to the specific work. The Public Art Commissions' recommendation may include dismissing the request and/or modifying, relocating, selling, donating, disposing, or storing the artwork.

The staff liaison will provide all relevant correspondence including, but not limited to:

- 1. Artist's name, biographical information, samples of past artwork, and resume.
- 2. A written description and images of the Artwork.
- 3. Artist's statement about the Artwork named in Deaccession or Relocation Request (if possible)
- 4. A description of the selection process and all related costs that was implemented at the time the Artwork was selected.
- 5. A formal appraisal of the Artwork (if possible)
- 6. Information regarding the origin, history, and past ownership of the Artwork
- 7. Information about the condition of the Artwork and the estimated cost of its conservation.
- 8. Information and images of the Artwork's site
- 9. Any information gained from the public meeting held about the deaccession and removal of the work.
- 10. Feedback from the Director of the City Department responsible for operating and maintaining the Artwork.
- 11. Detailed budget for all aspects of conservation, maintenance, repair, installation, operation, insurance, storage, and City Staff support.
- 12. The Artist's contract with the City.

The Public Art Commission can recommend one or more of the following methods for an artwork's deaccession:

- 1. Sale or Exchange sale shall be in compliance with the State of Georgia and City of Chamblee laws and policies governing sale of municipal property.
  - a. Artist, or estate of the artist, will be given first option to purchase or exchange the artwork(s).
  - b. Sale may be through auction, gallery resale, direct bidding by individuals, or other form of sale in compliance with the State of Georgia and City of Chamblee law and policies

governing surplus property.

- c. Exchange may be through artist, gallery, museum or other institutions for one or more artwork(s) of comparable value by the same artist.
- d. No works of art shall be sold, traded or given to Public Art Commission Members or City of Chamblee Staff.
- e. Proceeds from the sale of artwork shall be placed in a City of Chamblee account designated for public art purposes. Any pre-existing contractual agreements between the artist and the City regarding resale shall be honored. An exception to these provisions may be required if the artwork was originally purchased with funds that carried with them some restriction, for example, bond funds for street and sidewalk improvements, in which case the proceeds shall be placed in an account designated for art allowed under similar restriction(s).
- 2. Destruction of Artwork if artwork is deteriorated or damaged beyond repair or deemed to be of negligible value.
- 3. If the City of Chamblee is unable to dispose of the artwork in a manner outlined above, the Public Art Commission may recommend the donation of the artwork to a non-profit organization or another method.

#### COSTS

If deaccession or relocation accommodates the applicant's interests or project, they may be required to cover the costs of deaccession or relocation at no cost to the City.

#### **CONFLICT OF INTEREST**

No works of art shall be given, sold, or otherwise transferred publicly or privately, to officers, directors, or employees or staff of the City of Chamblee, or their immediate families or representatives of the City of Chamblee.

#### COMPLIANCE WITH APPLICABLE POLICIES AND REGULATIONS

Deaccession and relocation of artwork will be done in a manner that complies with all other applicable City of Chamblee, state of Georgia, and federal procedures, policies and regulations.

#### EXISTING PUBLIC ART PIECES AT TIME OF POLICY ADOPTION

Existing public art pieces on City-owned property should be evaluated using the deaccession criteria to ensure that it is appropriate for the City to continue to own and maintain the piece. If it does not meet the deaccession criteria, then the piece will be accessioned into the Chamblee Public Art Collection.

## CHAMBLEE PUBLIC ART PROGRAM DONATION OF PUBLIC ART PROCEDURES

All public art piece donated to the City of Chamblee must come with a plan to fund and deliver ongoing maintenance or the resolution accepting the public art must identify how maintenance of the donated public art will be funded.

#### **DONATION REQUIREMENTS**

The City will consider donations on the following basis:

- The donation contributes to and enhances the City's public art collection;
- The donation meets a high standard of quality and is appropriate and meaningful to the community;
- The donation follows required City procedures including the submission of a Donation Proposal and a Maintenance Plan. Donation Proposal requirements are included in this policy. The requirements for the Maintenance Plan can be found in the Chamblee Public Art Program Policy and Procedure for Maintenance Policy;
- The donation is made with the understanding that no City funds will be required for production, siting, installation, or ongoing operations and maintenance of the work without prior approval of the City of Chamblee;
- The donation proposal includes a plan to fund and deliver ongoing operations and maintenance or the resolution accepting the public art must identify how maintenance will be funded; and
- The donation proposal is reviewed and endorsed by the Chamblee Public Art Commission and approved by the City of Chamblee.

The City will not accept a donation of artwork until all funds for its development, fabrication, siting, and installation have been secured. The City will consider the following types of donation proposals for artworks for City-owned property:

- An already completed work of art;
- A commissioned artwork by a specific artist or artists to be created especially for a City-owned property; and

#### ROLE OF THE SPONSOR OR DONATING ARTIST

A donation of artwork must have a sponsor or co-sponsors, who will prepare and present a donation proposal. The sponsor's principal roles are to state the intent of the donation and be responsible for raising or providing the funding for its production, acquisition, installation, and maintenance. Community groups or corporations can act as a sponsor, provided they can demonstrate community support for the proposal.

#### **DONATION PROPOSAL PROCEDURES**

All offers of artwork proposed for property under City jurisdiction must be made in writing and submitted by the sponsor to the City of Chamblee for review by the Chamblee Public Art Commission. The donation proposal must contain the following for an already completed work or a commissioned artwork:

- 1. Rationale for the intent, purpose, and added value to the City of the proposed gift;
- 2. Brief statement about the artwork or project and biographical information about the artist, including resume and supporting materials;
- 3. Project timeline;
- 4. Site plan that shows the proposed location of the artwork, a photograph of the proposed installation site, and surrounding environment;
- 5. Visual presentation of the artwork on the proposed site(s), including drawings, photographs, and models of the proposed work with scale and materials indicated;
- 6. Maintenance plan, including operations and maintenance information citing requirements for ongoing maintenance and associated costs; and

7. Documentation of artwork ownership and statement of authority and intent to transfer ownership to the City.

The following additional information must be provided for a commissioned artwork to be created especially for a City-owned property:

- 8. Detailed budget, with costs for the project including site preparation, installation, and insurance that meets City requirements, and
- 9. Funding committed to date and proposed source(s) of funds.

#### **DONATION PROPOSAL REVIEW PROCESS**

All proposals for donations of artwork must follow a three-stage review process:

- 1. Review by the City of Chamblee and the Public Art Commission utilizing the Donation Review Criteria below;
- 2. Evaluation by a qualified professional public art conservator and/or arts professional such as a museum director, curator, historian, or writer/critic. This service will be procured by the City and paid for by the sponsor; and
- 3. Recommendations and findings from the conservator and/ or arts professional will be presented to both City Staff and the Public Art Commission, who will prepare a report and request to be submitted to the Chamblee City Council for approval.

If a donation is made that is valued at \$10,000.00 or less, the Public Art Commission may recommend acceptance of the donation by the City Manager. If the donation is valued in excess of \$10,000.00, the acceptance of the donation must be approved by the City Council. If the Public Art Commission decides against accepting the proposal, City Staff, in collaboration with the Public Art Commission, will notify and provide a rationale to the sponsor and the artist.

#### **DONATION REVIEW CRITERIA**

The donation review process will include, but will not be limited to, the following:

- **City-owned Property** Donated public artwork must be located on City-owned or City-managed property;
- **Relevance and Site Context** Works of art must be appropriate for the proposed location and its surroundings, and/or complement the architecture, topography, history, and social dynamic of the location in which it is placed;
- Artist and Artwork Quality The artist demonstrates the ability and potential to execute the proposed artwork, based on previous artistic achievement and experience. The artwork must enhance the City's public art collection;
- **Physical Durability** The artwork will be assessed for long-term durability against theft, vandalism, and weather;
- **Public Safety and Liability** The artwork will be assessed for any public safety concerns, as well as for any potential liabilities for the City;
- **Sustainability** Consideration will be given to the environmental impact and sustainability of the proposed artwork, including its operations and maintenance requirements/costs; and
- Legal Proposed terms of donation, legal title, copyright authenticity, artist's right to reproduce, liability, and other issues as deemed appropriate will be considered.

#### Memorial Gifts

Memorial gifts will have an additional review process, which will include, but will not be limited to, the following:

- **Timeframe** The person or event being memorialized must be deemed significant enough to merit such an honor. The person so honored will have been deceased for a minimum of twenty-five years. Events will have taken place at least twenty-five years prior to consideration of a proposed memorial gift;
- **Community Value and Timelessness** The person or event being memorialized represents broad community values and will be meaningful to future generations; and
- Location The location under consideration is an appropriate setting for the memorial; in general, there should be some specific geographic justification for the memorial being located in a specific site.

#### Art on Loan or Temporary Display on City-owned Property

Art on loan or art on temporary display on City-owned property must meet the Donation Requirements above, follow the Donation Proposal Procedures 1-9 above, and must be reviewed using step 1 of the Donation Proposal Review Process. Art on loan or art on temporary display on City-owned property must not be accessioned or added to the City's inventory list and master database.

#### ACCEPTANCE AND ACCESSION OF THE ARTWORK

If the proposal is accepted by the City of Chamblee, a formal agreement will be negotiated outlining the responsibilities of each party (the City, the sponsor(s), the artist, and outside contractors, where applicable).

The agreement will address project funding, insurance, siting, installation, operations and maintenance, project supervision, vandalism, the right of removal or transfer, public safety, and other issues as necessary.

The City of Chamblee will be the owner of the artwork and reserves the right to remove or alter the work to ensure public safety or because of any other City concerns. The City upholds copyright law and the Visual Artists Rights Act of 1990. Any changes will be made in consultation with the artist and sponsor(s).

The completed and installed artwork will be accessioned and added to the City's inventory list and master database with all accompanying documentation.

#### **REMOVAL, RELOCATION OR DEACCESSION OF THE ARTWORK**

In accepting a donation of artwork, the City of Chamblee will not be bound by any agreement with the donor that restricts the City's ability to act in the best interest of the City of Chamblee. Nothing in the acceptance of a donation of artwork shall prevent the City from approving subsequent removal, relocation or deaccessioning of such donations if it serves the City's best interest to do so. The City will deaccession and dispose of works of artwork in its collection in accordance with the Collection Management Policy.

# CHAMBLEE PUBLIC ART PROGRAM POLICY AND PROCEDURE FOR MAINTENANCE

#### INTRODUCTION

The Chamblee Public Art Maintenance Program uses the Public Art Acquisition Fund appropriated through the Public Art Acquisition Fund.

The Public Art Maintenance Program will be administered by the City of Chamblee under advisement of the Chamblee Public Art Commission through yearly evaluation and planning for maintenance of the existing collection.

The Program addresses:

- Accessioning and inventorying the City's collection of public art;
- Conducting a semiannual Survey and Condition Assessments of all work in the collection;
- Preparing a semi-annual Public Art Maintenance Plan; and
- Overseeing routine maintenance and special conservation treatment of the City's public art collection.

Every five years, the City of Chamblee will conduct an assessment of the condition of all public art with a qualified professional conservator and develop a prioritized list of works in need of conservation or maintenance. This list will be the basis of the semiannual Public Art Maintenance Plan.

Under this plan, trained City staff may carry out routine maintenance. For work in need of a higher level of maintenance, specialized care, or conservation treatment, the Program will utilize the maintenance funds available held in the Public Art Acquisition Fund.

# PROCEDURES PRIOR TO THE PUBLIC ART MAINTENANCE PROGRAM

#### Maintenance Plan

Understanding maintenance and care of public art begins before an artwork is created. During the design phase or when a donation is initiated, the City, artist, or sponsor will review and analyze their design proposal and advise on maintenance and operations of the artwork.

On behalf of the City, artist, or sponsor, the appropriate party will submit a Maintenance Plan to the City of Chamblee and the Public Art Commission, who will review and then catalogue any tasks associated with maintenance of the artwork.

The Maintenance Plan will enable the City and the Public Art Commission, to:

- Evaluate the quality and sustainability of the proposed or existing public artwork;
- Establish maintenance requirements, assign schedules, and identify potential costs; and
- Determine if the City of Chamblee should accept or decline the design proposal and/or public artwork.

To produce the Maintenance Plan, the artist should examine and render an opinion on the following:

- Durability;
- Type and integrity of materials;
- Construction/fabrication technique;
- Internal supports, anchoring and joining, and footings;
- Landscaping;
- Vulnerable and delicate elements;
- Drainage of artwork;
- Potentially dangerous elements;
- Security;
- Location;
- Environment;
- Whether the design encourages/discourages interaction; and
- Effects of skateboarding, graffiti, and any other potentially damaging activities.

The Maintenance Plan will include:

- A record of the artist's intentions for the work of art;
- Recommendations to mitigate potential problems discovered during the examination;
- Notes about how the artist would like the work of art to age;
- An itemization of long-range considerations and care, highlighting maintenance and the anticipated needs for periodic conservation treatment or repairs; and
- Identification of the lifespan of the artwork and a prognosis of its durability in consideration of that lifespan.

#### Lifespan of Artwork

This lifespan will be selected from one of four categories:

- Temporary: 0-2 years
- Short Term: 2-10 years
- Medium-Term: 10- 25 years
- Long-Term: 25+ years

The artwork may also be identified as site-integrated, or part of the site and/or the architecture, as appropriate and will fall into the Long-Term lifespan category above.

#### Utilization of the Maintenance Plan

The Maintenance Plan will be used to:

- Advise the Public Art Commission, City Department Directors, and others who must review and approve design proposals or accept or decline donated public artwork;
- Troubleshoot the production of construction drawings, the fabrication of the artwork, and the preparation of the site;
- Follow-up on the artist's recommendations; and
- Refer to during the post-fabrication/installation inspection to prepare a final report and a punchlist to complete the project.

The City of Chamblee and the Public Art Commission, professional conservators, and artists will strive to address the recommendations in the Maintenance Plan without unduly interfering with the aesthetic intent of the proposed public art.

#### Post Fabrication/Installation Inspection

The Post-Fabrication/Installation Inspection conducted by staff will be based upon and follow-up on the Maintenance Plan that was carried out during the design phase. It will include the following:

- Ensure that recommendations made in the Maintenance Plan and during fabrication were followed;
- Confirm that the artwork is executed as proposed and agreed upon;
- Confirm that there are no missing or incomplete elements;
- Establish that materials quality and stability are acceptable;
- Establish that fabrication quality and stability are acceptable;
- Confirm that installation is stable and secure;
- Confirm that stainless steel is fully and properly "passivated";
- Confirm that, if required, protective coatings have been applied;
- Ensure that warranties for electronic and other media are submitted as necessary;
- Identify any remaining vulnerabilities;
- Confirm no new damage resulting from installation process;
- Ensure that the maintenance and operations plan is accurate; amend as needed; and
- Confirm that the plaque/public notice meets program guidelines and is properly installed.

#### INTRODUCTION

Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art collection.

The Community and Economic Development Department has oversight responsibility pertaining to the creation of murals on privately-owned buildings in the City of Chamblee.

The Chamblee Public Art Commission assists the Community and Economic Development Department with coordinating the creation and completion of murals on privately-owned buildings. This assistance includes but is not limited to: identifying potential mural sites; securing the required private funds and/ or in-kind contributions from individuals, foundations, businesses and other corporate donors; issuing and administering the Request for Qualifications (RFQ) for mural artists; coordinating a selection process for RFQ reviews and artist recommendations; working to secure permits, as appropriate; negotiating and finalizing the contracts with building owner(s), artist(s), and donor(s); coordinating the creation and completion of murals; and working with the city of Chamblee on mural dedications.

Applications for mural designs on privately-owned buildings in the City of Chamblee must be approved by the Planning Department through the City mural application approval process described in number 5 below.

#### Private Building Mural Program Guidelines

- 1. Theme / Design Criteria:
  - a. Murals on privately-owned buildings will reflect the character, culture and history of the area/neighborhood.
  - b. Appropriate thematic and other relationships to the surrounding environment.
  - c. Readability and appropriateness of scale.
  - d. Content: No signage or subject matter that could be construed as advertising or political messages.

#### 2. Site Selection Criteria:

Requests for consideration of a mural to be placed on a privately-owned building may be submitted in one of the following ways.

- a. The building owner submits a letter of request for the proposed mural to the Chamblee Public Art Commission for consideration. The letter must include a proposed general idea or theme; a photograph of the wall on which the proposed mural will be created; and photographs of the surrounding area, including structures immediately adjacent to the building. The letter must include proof in writing that the required private funds and/or in-kind contributions are secured.
- b. The City of Chamblee approaches the building owner to see if he/she is interested in potentially having a mural painted on the exterior of the building. If the building owner agrees to potentially having a mural painted, he/she writes a letter to the Chamblee Public Art Commission indicating this approval. The Chamblee Public Art Commission will submit a letter of request for the proposed mural to the Planning Department for consideration. The letter must include a proposed general idea or theme; a photograph of the wall on which

the proposed mural will be created; and photographs of the surrounding area, including structures immediately adjacent to the building. The letter must include proof in writing that the required funds and/or in-kind contributions are secured.

- 3. Building Owner(s) Responsibilities:
  - a. The Building owner must sign a contract created by the City of Chamblee which states that he/she will not paint over, destroy, or alter the mural for no less than five (5) years, nor will he/she alter the building or obscure the mural for no less than five (5) years. This criteria will be waived if the building owner submits a letter of request to the Planning Department that provides legitimate proof that the building owner must expand or remodel the building before five (5) years for business and/or other reasons, and/or the property is sold or transferred, and the Planning Department approves the request in writing. In such cases, before the mural is altered or destroyed, the building owner must provide thirty (30) days notification by letter and phone call to the artist and the Planning Department.
  - b. The Building owner agrees to purchase and maintain lighting for the mural, where appropriate, during the mural's lifetime, which shall be no less than five (5) years.
  - c. The Building owner agrees to pay for electricity to illuminate the mural nightly, if applicable, during the mural's lifetime, which shall be no less than five (5) years.
  - d. The Building owner agrees that he/she is responsible for the maintenance of the mural during its lifetime, which shall be no less than five (5) years.
  - e. The Building owner agrees to allow images of the completed murals to be placed on The City of Chamblee website.
- 4. RFQ Artist Selection Criteria:
  - a. Experience with similar mural projects, examples of past projects either in Chamblee or other cities with strong mural programs, including at least ten (10) color images of one or more completed mural projects and three supporting professional references.
  - b. Willingness to work with the Public Art Commission, the building owner and the community to develop and refine the mural design.
  - c. Timely response to the RFQ, which shall include but not be limited to a requirement that at least ten (10) color renderings/designs of the proposed mural, a written description of the mural, and photographs of the proposed site and physical surroundings be submitted to the Public Art Commission.
  - d. Innovative and unique artistic vision, including technique, composition of visual art elements, use of line, color, form, and texture.
  - e. Realistic project budget and timeline.
  - f. Willingness to enter into a contractual agreement with the City of Chamblee.
  - g. Liability/Workers compensation/automobile insurance.
  - h. Agreement to allow images of the completed mural to be placed on the City of Chamblee website.

5. City Mural Application Approval Process:

To streamline the mural application approval process, the City of Chamblee will receive, review and submit all application materials to the Public Art Commission, which will route the application materials through the appropriate City Departments (including but not limited to the Planning Department) for review and approval.

- a. The City of Chamblee submits to the Public Art Commission the Planning Department's General Application Form and supporting materials for the City mural application approval.
- b. The Planner in charge of the mural approval process monitors the application through the Planning Department.
- c. The Planning Department agrees to waive the design review filing fee and the design review process.
- d. The Planning Department notifies Public Art Commission when the General Application Form for the mural is approved.
- e. The Planning Department notifies the building owner and artist.
- 6. Fundable Expenses include but are not limited to:
  - a. Artist(s) fees for design and execution of mural.
  - b. Rental or purchase of painting equipment or the purchase of painting supplies.
  - c. Rental of barricades and other equipment required of street or alley closures.
  - d. Lighting and electrical equipment.
  - e. Other expenses that are pre-approved by the Public Art Commission and the City of Chamblee.
- 7. Mural Preparation and Creation:
  - a. The Private Property owner and the City of Chamblee will work together to secure permits, as appropriate, such as street or alley closures.
  - b. The City of Chamblee monitors the creation and completion of the mural.
  - c. The Artist creates artwork in a timely fashion. If more time is needed, artist notifies the City of Chamblee so that any applicable permits may be extended.
  - d. The creation of the mural must include materials that are long-lasting (at least five (5) years), graffiti-resistant, or include an anti-graffiti coating.
  - e. The artist notifies the City of Chamblee when the mural is completed.
- 8. Dedication:
  - a. When the mural is completed, the Public Art Commission will hold a mural dedication event.
- 9. Publicity
  - a. The artist provides the City with digital images of the completed mural. City of Chamblee Staff will post digital images of the completed mural on the City of Chamblee website.

The purpose of this guide is to help standardize and elevate communications from Commissioners and other non-staff members on behalf of the public art program. Please use this guide to inform your external communications.

# Why Public Art?

Often one of the first questions those in the public art field are asked to answer is basic: why public art? The answer is multifaceted and may change based on the audience, however the fundamentals on how to answer this question are outlined below:

- To reflect Chamblee's cultural and ethnic diversity, and the diversity of the visual arts, while building a publicly available collection of dynamic art that celebrates the human spirit and condition.
- To foster the development of independent artists by integrating their work into public places, civic infrastructure and private development.
- To enrich the community through innovative and diverse Public Art.
- To promote economic vitality in Chamblee through the artistic enhancement of public spaces.

# **Public Art Commission**

In addition to communicating the importance of public art, Commissioners may also be required to communicate what the Public Art Commission is, what it does, and how it does its work. This can be summed up by communicating the mission, goals, and guiding principles of the Commission.

# Mission

The Chamblee Public Art Program is dedicated to celebrating cultural vitality and promoting economic vibrancy throughout the City through the integration of high quality artwork into public places.

# Goals

- Enhance community character and solidify attachment to place;
- Contribute to community vitality;
- Involve a broad range of people and communities;
- Value artists and their artistic process; and
- Celebrate the cultural vitality of Chamblee.

# Guiding Principles

Chamblee's Public Art:

- Establishes an identity for the City;
- Elevates the cultural vibrancy of the community;
- Is designed for a diverse and ever-changing audience;

- Will be distributed citywide, focusing on areas where people gather;
- Is sensitive to community histories, strengths, and aspirations;
- Is commissioned in an open, informed atmosphere;
- Expresses the values and vision of the community; and
- Will be maintained for people to enjoy.

#### **Principles for Sharing**

The set of principles below should govern how information is shared online. Whether on social media, via email, or through other digital methods remember to always keep these principles in mind.

#### What TO Do:

#### Ensure Accuracy

The massive amount of information available online, much of it inaccurate, means we must pay close attention to verify information before we share. This is especially true when sharing information as a Commissioner since your communications may be seen as representing the city and the Public Art Program. Verify facts - especially those in viral posts or memes - before sharing. Be sure to cite and link to your sources whenever possible and ensure those sources are reputable news sources or organizations. Be on the lookout for false or misleading sites and always verify before you share.

#### Maintain Transparency

Remember that when you comment or post on social media, you are representing the Public Art Commission - even if posting in a personal context. Always be honest about your identity. In personal or professional posts that relate to public art, the Public Art Commission, or other city projects, you should identify yourself as a Commissioner. Be clear that you are sharing your views as an individual, not as a representative of the Public Art Commission as a whole.

#### Think Before You Post

Even when using privacy controls, social media is inherently public. Screenshots can be taken of private posts and shared. Search engines can turn up posts and pictures years after the publication date. If there is someone with whom you would be uncomfortable seeing your post, it's best not to post at all.

#### Take the High Ground

Again remember that you represent the Public Art Commission, and by extension the city, in your online activity. Participating in discussions online is important and useful, especially to people who are unable to attend in person meetings. Engage with people civilly, as you would in person or at a Public Art Commission meeting.

#### Correct Mistakes

If you share inaccurate or incorrect information be upfront and quick in correcting your post. Whether it be a blog or a social media post, be sure to state that you edited your post to correct a mistake or inaccuracy.

#### Monitor Comments

Most people who maintain social media sites welcome comments—it builds credibility and community. However, you may be able to set your account so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

#### What NOT TO Do:

#### Do Not Use Pseudonyms

Never pretend to be someone else. Tracking tools enable supposedly anonymous posts to be traced back to their authors. Do not post something online unless you feel comfortable publicly identifying yourself.

#### Do Not Make Statements on Behalf of the Commission, City, or Staff

If you publish content to any website and it has something to do with the work you do on the Commission or about public art, use a disclaimer such as this: "The postings on this site are my own and do not represent the Public Art Commission's positions, strategies, or opinions."

#### Do Not Use the Chamblee Logo or Make Endorsements

Do not use the City of Chamblee's logo, or any other Chamblee collateral or images on your personal online sites. Do not use the City, Commission, or Staff's name to promote or endorse any product, cause, or political party or candidate.

# What to Share

When sharing or posting online about public art or the program, it is important to be intentional in order to effectively represent the program. The following topics should be the focus of posts relating to public art:

- The importance of public art
- Highlights of pieces in the collection
- Experiences with public art in Chamblee
- Anticipation of new public art in Chamblee
- Invitations to unveilings of new public art in Chamblee
- Repost and share status updates from the City of Chamblee without altering the original status
- Experiences with public art in the region or while traveling outside of the region

#### How to Share

In order to be effective in your digital and online communications several mixed strategies should be deployed. This means sharing a variety of content and media, as well as providing original commentary. The following are the fundamentals that should be focused on in order to have a successful online presence.

#### Share Images

Social media in particular is geared towards visual media. Sharing photos is a great way to reach people while also visually illustrating your point. Always provide at least a short commentary on your photos and ensure that they are well lit, in focus, and contain interesting subject matter.

#### Share Videos

Video is a quick, easy, and engaging way to share online. With the advent of live-streaming and the ability to easily share video, it is an important tool to use on social media. Use video when static images wouldn't fully convey the subject matter or intended point. Be sure to pay attention to sound - either disable, provide intentional commentary, or allow useful ambient noise to pay.

#### Share Articles with Commentary

A popular method of sharing on social media is to share articles from online news outlets and other organizations. Refer to the principals on sharing for guidelines on how to discern what to share. When it comes to 'how' to share, the key to ensure engagement is to provide commentary on your personal thoughts on the article.

Sharing personal stories can enhance the three methods of sharing above as sharing personal experiences and stories is one of the most impactful ways to engage online. Personal stories don't always need to disclose personal information, but rather should explain why public art is important to you and why others should care. 84

APPENDIX B

# COMMUNITY ENGAGEMENT RESULTS

### Collective Vision for Arts and Culture

- Art should be alive here, should feel organic and not corporate.
- Chamblee is known as an affordable place to live "the cool ITP" City -- can we make the City known as a place affordable for artists through incentives for arts-related businesses and city sponsored space for creative businesses and members of the creative economy?
- Downtown Chamblee should be a place where people can mingle and enjoy being together without purpose.
- Buford Highway and the diversity of Chamblee should be celebrated and highlighted as a major element of art investment.
- Keep the industrial character while adding an artistic charm to the built environment through investment in the arts. A "corporate" feel should be avoided when selecting art and strategic direction for the Arts program.

#### **Existing Programs**

• Summer Concert Series

#### Vision elements to be addressed in the Arts Master Plan

#### Governance of the Arts Program in Chamblee

- Form an Art in Public Places Commission
- Follow new Downtown Development Authority Application process for new commissioners
- Develop process for the creation and execution of Public Art projects
- Ensure diversity is represented through selection of commissioners
- Administration of the program lies in Community Development

#### **Public Art**

- Public Art is a desired element of the arts for Chamblee stakeholders and residents. In order to govern a strong program, the following policies are necessary:
  - Collection Management Policy
  - Maintenance Policy
  - Process for commissioning artworks
    - Threshold for forming a selection panel
  - Mural Policy
  - Donation Policy
  - Accession and Deaccession Policy

- Funding of Public Art: In order to have a strong public art program, a consistent funding stream needs to be identified. Those options are as follows:
  - Public/Private Partnerships as the agency with matching funds
  - Capital Project Funding
  - Private Developer Funded
- A mission for the collection must be established to have a cohesive identity.
- Specific locations to consider for public art include:
  - Train Bridges
    - Clairmont
    - Town Center across Peachtree Boulevard
  - Rail Trail
    - Linear Park Opportunity to connect the entire region
    - Amphitheater for lectures, poetry, plays, and music
  - Parks
    - Keswick Park
    - Dresden Park
    - Huntley Hills Park
    - Clairmont Park
    - Canfield Park
    - International Village Park
    - Shallowford Park
    - City Hall Park/Peachtree Park
  - Grain Silo Downtown
    - New downtown supported by the Downtown Master Plan
  - Roundabout within downtown
  - Murals on the North and South Sides of buildings along Buford Highway
  - Gateways
    - Airport
    - BuHi
    - Median on Chamblee Tucker Road

- New Private Developments
- MARTA Stop

#### **Creative Space**

- There is a creative space deficiency in Chamblee that has limitless potential in solidifying creative presence in the City. Diversity must be at the center of this space.
  - Location opportunities include:
    - Church on New Peachtree
    - New gathering space in Downtown Master Plan
    - Current City Hall when new City Hall is built
    - Tables and Chairs Building (Funding set aside for exploration of viability)

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- Eligibility for National Register and historic tax credits
- Opportunities for programming within the space:
  - Art classes
  - Artists Studio Space
  - Flex space for event rental
  - Gallery Space
  - Black Box Theater for small films and concerts (100 seats or less)
  - Makerspace
  - Rehearsal Space for performance groups
  - Outdoor Sculpture garden
- Opportunities for funding this creative space:
  - Tiered investment from the City with a heavy investment in the early years, and less investment over time.
  - Must have a private partner to develop this space.
- General Considerations for Creative Space
  - Cultivate a diverse audience and artists who occupy the space

#### **General Programming Opportunities**

- Increase duration of music in the parks
- Do Classic movie nights in a park
- Performances

- Music Performances
- Chamblee Pop-up events
- Festivals
  - International Food and Music Festival highlighting culture of Buford Highway
- Street Banners on rotating schedule
- Film screenings of minority directors and producers that are filmed in Atlanta

#### **Funding Opportunities**

- Projects receiving abatements to contribute to an Arts and Culture Fund
- SPLOST Tax
- TIF Money
- Private Development Incentives
- TAD: Tax Allocation District
- CID: Community Improvement District (Transportation related)
- DeKalb Arts Council Funding
- CVB Funding: Currently given to DeKalb County
- Grant Program to subsidize rent for "Art related businesses"

# Partnership Opportunities

- Interactive College
- Churches
- Culture Center of Taipei Economic and Culture Office in Atlanta
- MARTA
- Tri City Partnership: Brookhaven, Chamblee, Doraville

# General Needs Arts and Culture Can Support

- Identity of Chamblee
- Marketing of Identity
- Opportunities for people to interact with one another
- Identity and opportunity to have "something happening all the time"
- A "draw"

# Cities/Organizations for Comparison

- Decatur
- Duluth
- Brookhaven
- Tucker
- West Midtown
- Dunwoody Arts Program
- Roswell's Canton Street
- Meowolf: Santa Fe
- Dad's Garage
- Aurora Theater
- Memphis Green Line
- Alpharetta Fulton County Library

# SURVEY RESULTS

#### Q1 The first thing that comes to mind when I think of Chamblee is...

Top responses: Diversity, growing/up-and-coming, great food/restaurants, home, railroad/trains/ transportation, the quaint but changing downtown, small town, gateway to Atlanta

#### Q2 What makes Chamblee special?

Top responses: Diversity/blend of cultures, small town feel, proximity to Atlanta and location within 285 loop, historic character and pockets, the mix of old and new, "feels like stepping back in time," easy access, affordable, "more relaxed part of Atlanta," walkable, tree-lined streets

#### Q3 Where do people gather in Chamblee?

Top responses (in order from greatest amount to least amount of responses): Restaurants (Frosty Caboose, Southbound, Hipstix, Moonbird, BlueTop, Brew pub, Vintage Pizza), Parks, I don't know/Not sure, Downton/Antique Row, Buford Highway, Markets (Plaza Fiesta, Chinatown Mall, City Farmers Market, Whole Foods Plaza), Peachtree Boulevard, Public events (Concerts at City Hall, Airshow at DeKalb), Neighborhoods and schools

#### Q4 What do you think the role of art is in Chamblee? (please select your top 3)

39.71%	Celebrate diversity and inclusion
35.29%	Provide opportunities for people to experience art that enriches their lives
32.35%	Support the growth of the local arts community
29.41%	Help build and reinforce the city's identity

Lowest answers: Explore and provide information about facets of history (1.47%), Enhance the identity of community institutions and civic buildings (4.41%), Promote pride (4.41%), Draw attention to the natural environment (5.88%), Help build and reinforce distinct neighborhood identities (7.35%), Encourage economic development (7.35%)

Other: more sidewalks and bike lanes, affordable co-ops for artists

# Q5 What types of arts and cultural classes would you or someone in your household be interested in that are not currently available?

Painting; sculpture/pottery; jewelry making; theatre/improv classes; more art openings and local art displayed around Chamblee such as in restaurants, pubs, and outdoors; live music outside of the summer concert series; community choir or insturmental group; dancing; yoga; drawing; anything that focuses on introducing young children to art; women-focused events; cooking classes; "Free language classes and classes highlighting the cultures represented around Chamblee"; "Classes that demonstrate and have participation in different cultural artistic traditions"; writing workshops

#### Q6 My favorite activity involving arts and culture in Chamblee is...

Summer Concerts, eating on Buford Highway/different cultures in food, Taste of Chamblee, murals and graffiti on Buford Highway, "Love the graffiti murals welcoming at the entrances to Chamblee at Peachtree and under overpass. So cool and distinctive! "; art galleries, wine and beer tastings

\*Top response: "I don't know what is available/Not sure"

#### Q7 Would you like to see more public art in Chamblee?

4.84%	Yes, temporary installations or exhibits
4.84%	Yes, permanent installations or exhibits
80.65%	Yes, temporary and permanent installations or exhibits
4.84%	No
4.84%	Unsure

# Q8 What types of locations would you like to see more public art in Chamblee? (check all that apply)

Top 3 Answers:

84.48%	Parks and open space
65.52%	Within Streetscapes or Medians
63.79%	Gateways (places where you enter the city)

Lowest answers: Neighborhood entrances (24.14%), Inside Government Buildings (25.86%)

#### Q9 What types of Public Art speak to you? (check all that apply)

Top 5 answers:

62.07%	Whimsical
60:34%	Street Art
56.90%	Abstract
55.17%	Historical
53.45%	Art about nature, environment, and sustainability

Other: Lights, industrial, music, "just not corny soccer mom stuff. Brookhaven has that covered"

#### Q10 What art opportunities are important to Chamblee? (please select your top 3)

Top 4 answers:

56.67%	Opportunities for locals
41.67%	Space to display art
38.33%	Hands-on art making
36.67%	Art openings and events

Q11 On a scale of 1 to 5, with 5 being the strongest, please tell us your level of support for using public funds on artwork that is placed in the community.

8.62%	"1"
8.62%	"2"
15.52%	"3"
20.69%	"4"
46.55%	"5"

Q12 On a scale of 1 to 5, with 5 being the strongest, please rate the level of importance you have in the City seeking grants, partnerships or private funding sources to match public funds for artwork that is placed in the community.

6.67%	"1"
3.33%	"2"
11.67%	"3"
16.67%	"4"
61.67%	"5"

#### Q13 Do you live, work, and/or visit Chamblee?

65.00%	Live
6.67%	Work
21.67%	Live and Work
3.33%	Visit
3.33%	Other: "work and visit," "own a business in Doraville"

#### Q14 Please select your age range (census defined)

1.67%	Under 18
0.00%	18 - 24
35.00%	25 - 44
53.33%	45 - 64
10.00%	65 +

#### Q15 Number of members in your household:

30.00%	One
33.33%	Two
11.67%	Three
18.33%	Four
6.67%	Five or more

#### Q16 General Comments:

"Chamblee is a great city and we have a great opportunity to really showcase our rich history using art. We have a talented artist group and it would be a lot of fun showcasing local artist's work in public areas. A splash of art around town will give those who live/work/play in Chamblee something to appreciate. "

"A maker space and open studio would be awesome additions to the city. A joint program with the library would be amazing possibly having various equipment that could be used by the public. Sewing Machines, 3d Printers, Pottery Wheels, Lathes, Easels, etc. "

"Art through natural beauty, ie flowers, plants, gardens, is appreciated by everyone - residents and visitors and creates interest, positive impressions, and relaxation. It's one of the things I really notice and enjoy when I am in European cities."

"The focus of the survey seems to be on public art installation, but I am much more interested in developing a cultural arts center that will be the hub of Chamblee - one that celebrates the cultures of Chamblee's many immigrant communities and encourages intergenerational sharing and caring. A center that provides affordable, purpose-built space for artists and arts organizations. Public art will develop organically if the City champions the arts and, I think, should follow City investment/support rather than precede it. I can see public art getting installed and then nothing else happening - doing something easy and visible but, in the end, something that is slapping paint on a building. This is the

time to do the hard work to make a living, growing, dynamic and exciting creative space that will build on Chamblee's unique identity and drive Chamblee's economy. "

"Not all art in Chamblee should highlight the cultures represented here, but much of it should, and local artists should be considered whenever possible."

"Please consider investing in the trained musicians that live in Chamblee, as well as those who love to sing. Making music together in a choir is an incredible bonding experience for those involved, as well as those who listen."

"I believe Chamblee can be representative of a City in Metro Atlanta that is know as a an Artist's Haven. Offering events, retail, and community ambiance to build a strong economy. Socio-economic inclusion."

"I think that Chamblee should look into becoming a satellite location for the Spruill Center for the Arts. They have outgrown their space and need to find additional space for their classes and they are looking for possible partnerships with other cities (Sandy Springs, etc.) I would LOVE to see an arts education like the Spruill Center for the Arts in Chamblee. www.spruillarts.org "

"I'm excited to live in chamblee at this point in time and very pleased that the city's looking at art as part of its offerings to residents and visitors. This will help reinforce its uniqueness in the future."

"Super happy this topic is on my city's agenda!"

# CHAMBLEE

