



## **General Public Art Process for Permanent and Temporary Public Art v1.2**

### **Introduction**

Planned public art includes intentional integration of art, as aesthetic elements into building or space architecture, as well as planned stand alone art for building or space grounds and landscape. Public art can refer to commissioned, unique works as well as established works of art. This applies to both public and private development.

Unplanned public art includes all gifting. Gifting requires a special policy that provides acceptance criteria and maintenance.

All Public Art is managed through a similar process that provides for customization based on specific circumstances and budgets. Every public art project or initiative will include a community outreach plan. These processes and recommended ordinances are presented in detail in our Public Art Master Plan.

### **Permanent Public Art**

#### **Step One**

A planned or unplanned public art opportunity is identified by a department, developer, local business owner, city commission, donor or grant/foundation.

#### **Step Two**

Roswell Arts Fund, the managing organization for the City of Roswell for all Public Art, is contacted, and an initial discussion is conducted to better understand the specific circumstances of the public art opportunity. Critical discussion items include budget, administration/planning needs, costs and maintenance.

In some cases, an artist work session will be created in advance of selection to help identify "ideas" for aesthetic/art integration into design. This would happen when a development is being planned with multiple elements. Artists with relevant experience would come together, meet with developers and explore possibilities, where best to integrate art (benches, pavers, walls, etc.)

#### **Step Three**

For every public art project an appropriate community outreach plan will be designed and implemented. This plan ensures the community is aware and educated about the new work and plans for installation.

#### **Step Four**

Key stakeholders are identified that represent the various stakeholders of the project. This might include city staff, developers, community members, local business owners, artists,



architects and conservators. This group always includes people closest to the outcome/installation and experts in art and preservation. This group will most likely become the oversight group for the project, as well as comprise a public art selection panel or committee as indicated. Only designated Public Art Selection panels/committees decide art.

### **Step Five**

If a site is already identified the process begins with a visit to the site or meeting with architects and developers to better understand site requirements, constraints and opportunities.

If a site is not identified, such as a gift of a potential street piano, key stakeholders will meet to discuss desired attributes of potential sites and establish a decision making process for final decision and approval.

### **Step Six**

The artist selection process is chosen that best matches the needs of the project. This may be a national call/RFP, a local call/RFP, an invitation to a specified group of artists or a specific invitation to a specific artist. Although some criteria for artist selection remains constant, each project will have its unique characteristics and requirements.

A panel or committee will be convened to review submissions.

The specific project and selection process will dictate how many meetings are required prior to selection. For example, commissioned art such as the Fire Station will require a minimum of two meetings. ArtAround, selection of established works, requires one.

Roswell Arts Fund manages this process as well as vetting submissions, facilitating review and selection meetings.

### **Step Seven**

Following artist selection, a detailed development and installation plan is created amongst all stakeholders. Artist(s) contracts are produced and signed (based on a standard template).

Roswell Arts Fund along with "developer" (public or private) provide oversight to the plan. Appropriate engineering approval and assessment of liability/insurance needs are completed.

### **Step Eight**

Roswell Arts Fund takes the lead in creating and coordinating marketing and promotion plans amongst all appropriate parties to introduce the completed artwork. Depending on the project, this may include pre-installation coverage.



### **Step Nine**

Post installation, Roswell Arts Fund works with public art "owners" to ensure proper maintenance.

## **Temporary Public Art**

Temporary Public Art is defined as a short term installation. This could range from one week to one year. In most cases, Temporary Public Art requires a less intense process.

### **Step One**

A temporary public art installation opportunity is identified by a department, developer, local business owner, city commission, donor or grant/foundation.

### **Step Two**

Roswell Arts Fund, the managing organization for the City of Roswell for all Public Art, is contacted, and an initial discussion is conducted to better understand the specific circumstances of the public art opportunity, specifically how the art was selected, where the art will be located and how Roswell Arts Fund can help promote the art as part of our larger public art collection.

### **Step Three**

For every public art project an appropriate community outreach plan will be designed and implemented. This plan ensures the community is aware and educated about the new work and plans for installation.

### **Step Four**

In all PUBLIC temporary installations key stakeholders are identified that represent the various stakeholders of the project. This might include city staff, developers, community members, local business owners, artists, architects and conservators. This group always includes people closest to the outcome/installation and experts in art and preservation. This group will most likely become the oversight group for the project, as well as comprise a public art selection panel or committee as indicated. Only designated Public Art Selection panels/committees decide art.

In PRIVATE temporary installations there may or may not be a public art selection panel, but a meeting with key stakeholders close to the site location will always be planned as an opportunity to share the public art for the temporary installation, why it was selected, what if any special event or celebration it is associated with, and what future events are planned in conjunction with the installation.

Key stakeholders might include retail and restaurant owners close by, city staff, developers, community members and others impacted by the installation.



**Step Five**

If there are no serious objections, the temporary public art installation proceeds as planned.

Appropriate engineering approval and assessment of liability/insurance needs are completed. Plans for deinstallation are determined at this time.

**Step Six**

Roswell Arts Fund and Temporary Public Art installation “owner” work together to coordinate marketing and promotion plans amongst all appropriate parties to introduce the sculpture installation.