



HUNTINGTON, WEST VIRGINIA PUBLIC ART MASTER PLAN

VISION STATEMENT:

The city of Huntington's Public Art Master Plan (the "Master Plan") exists to foster a program of public art in public spaces that will be temporary or rotating in nature and that will enrich the quality of life for the residents of Huntington and our region, complement our extraordinary educational and cultural amenities, and support a positive economic environment in the community. A progressive public art program can serve to inspire the citizenry, create a sense of unity and purpose, encourage creativity, and celebrate the cultural heritage of the residents of this region. A quality public art program will make our community more attractive to its residents, it will help to attract visitors who might otherwise overlook Huntington as a destination, and it will add to the prestige of Huntington.

MISSION STATEMENT:

This Master Plan provides a process and framework for encouraging and facilitating an expanding offering of public artistic experiences in all art forms in Huntington, West Virginia. In this context, public art is art that is open and freely accessible to all and includes, but is not limited to, temporary site specific, discrete works of art in public spaces and buildings; functional and/or nonfunctional design elements in the public owned streetscape and/or landscape that enrich human sensory experience; and public performances. Inherently, the Master Plan fosters an appreciation for artists and their work and encourages embracing artists as working professionals.

OBJECTIVES:

The objectives of the Master Plan are:

1. To develop and recommend a governance/legal structure under which the city of Huntington, other public entities, and private sector entities can cooperate in the selection, site selection, installation, display, and maintenance of public art;
2. To identify and prioritize appropriate locations where public art could and should be located in Huntington in order to maximize its impact on the public consciousness;
3. To assure that the artistic offerings in Huntington reflect, engage with, and appeal to the ethnic, gender, and age diversity of our citizens and visitors;
4. To recommend processes and procedures for selection, installation, display, and maintenance of public art in Huntington using the following criteria and guidelines for selection:
 - a. Review the cost and scope of proposed projects
 - b. Review the scale and type of art collectively preferred for each priority location/site
 - c. Recommend choices in genre or type including, but not limited to, abstract art, environmental art, representational art, functional art, architectural art and/or design elements, performance art
 - d. Review budget(s)
 - e. Review project criteria
 - f. Recommend best method for selecting the artist (where applicable)
 - g. Adjudicate proposals
 - h. Make critical aesthetic judgments
 - i. Address security, maintenance, liability, risk, and insurance issues related to public art proposals;
5. To partner with and seek guidance from Huntington's multiple and diverse arts organizations in the development of a progressive public art program for the city;
6. To recommend, advocate for, and assist in the adoption of statutes, laws and ordinances, as well as rules, regulations, building codes and policies, that further the mission sought to be achieved by this Master Plan; and

7. To create and maintain an inventory of art in public spaces in Huntington, West Virginia.

RECOMMENDED RESPONSIBILITIES OF THE PUBLIC AND PRIVATE PARTNERS:

The successful creation and execution of strategies for public art in Huntington depends heavily on public/private partnerships. The city alone does not have the staff, resources or desire to control the selection, site selection, exhibition, and maintenance of public art. The private sector alone cannot site art on public property. Together the public and private sectors can translate the community vision of a strong, diverse cultural heritage in Huntington into a focused program for the selection, acquisition and display of public art including pieces on public property. The governance arrangement for this process must, of necessity, be collaborative rather than hierarchical. Significant and interdependent roles will be played by the Mayor, the Mayor’s Council on the Arts and its Public Art Policy Subcommittee, the Greater Huntington Park and Recreation District, the Cabell County Commission, individual patrons, and various other municipal and private entities.

Accordingly, the recommended responsibilities of the public and private partners are as follows:

I. The Mayor’s Council on the Arts.

The Mayor appoints members to the Mayor’s Council on the Arts (MCA). One role of the Council is to work with its Public Art Policy Subcommittee in the development of a public art program.

MCA will be a conduit to the appropriate city departments to ensure that any art project placed on city property complies with all zoning, building, and other related codes and regulations.

II. The Public Art Policy Subcommittee.

The Public Art Policy Subcommittee (PAP) will consist of a minimum of 7 and no more than 13 members. PAP members are drawn from the MCA and the community and at all times the majority will be members of MCA. The Mayor appoints the membership of PAP upon the recommendations of MCA. PAP exists to provide vision, engender support, recommend policy, advise the city and oversee the process by which public art projects move from concept to initiation. PAP facilitates public art projects that occupy city property but it does not manage or take responsibility for projects that emanate from the private sector.

PAP promulgates the Master Plan Vision Statement articulated above and serves as a proponent for what art can and should do for the community. Defining and sustaining a unified public art strategy is the heart of PAP’s responsibilities. The execution of that strategy is the shared responsibility of all the partners.

III. The Private Partners

The private sector will be the primary source for funded public art projects in Huntington, inasmuch as the city of Huntington lacks sufficient fiscal resources to support a public art program for now and the foreseeable future. Any private entity wishing to pursue a public art project that occupies public property will submit a proposal to the Public Art Policy Subcommittee (PAP) for review and approval.

PROJECT PROPOSAL PROCESS:

Any proposed placement or occurrence of a work of public art on public property is subject to the review and recommendation of PAP and the final approval of the Mayor.

The proposal process is as follows:

1. Applicants (including institutions organizing public art exhibitions) are encouraged to submit a concept paper as the initial step and prior to establishing specific processes for obtaining works, performance, etc.
2. PAP reviews the concept and consults with the appropriate city departments to ensure the proposal is viable.
3. PAP consults with the applicant and relates any concerns and/or suggestions.
4. Applicant submits a complete proposal that includes, at a minimum:
 - The Concept Paper
 - Proposed site
 - Type of work of art
 - Comprehensive budget plan
 - Timeline
 - Selection process (if applicable)
 - Provisions for installation (if applicable), maintenance, deinstallation
 - Flow chart of responsibility to applicable city departments (utilities, right-of-ways, access, etc.)
 - Ownership
5. PAP reviews, consults with appropriate city departments and makes a recommendation to the Mayor
6. Mayor takes final action on proposal and approves or disapproves

ARTWORK AND ARTIST SELECTION

Where applicable, methods used for artwork and artist selection may include open competition, request for qualifications, direct selection of an artist, or selection from a pre-qualified roster of artists. In all instances the selection process shall conform to all laws, regulations, and city policies governing purchasing and procurement.

When determining the method to be used for selection of an artwork or artist, the following should be considered:

- The process should take into consideration needs related to the site, the community the project will serve, and the goals of the public art project.
- The selection process must include people with knowledge and experience in visual and or performance arts.
- To create an original artwork that is site-specific and is integrated with the overall site design, an artist must research the site, learn about the community, and if applicable, understand related capital improvement project(s) and urban design conditions. Artists should not be requested to submit detailed artistic proposals at the initial request for qualifications stage of artist selection.
- Appropriate design fees are encouraged as part of the project budget and will generally be provided when a proposal is submitted.

DOCUMENTATION

Each public artwork must include complete documentation, normally supplied by the artist or the artist's agent, to include:

- Artist's or artists' name(s)
- Year of birth and if applicable, year of death
- Media
- Dimensions
- Photographs
- Value of Work

Year work was created
Donor name if applicable
Maintenance instructions

This documentation must be submitted to PAP. The Applicant sponsoring public art projects will be solely responsible for coordinating maintenance of public art sited on public property.

The Public Art Master Plan policies and procedures shall be made available to patrons and other persons upon request.