



PUBLIC ART

MASTER PLAN



THE CITY OF
NOLANVILLE
A GREAT PLACE TO LIVE

A Message from

THE MAYOR OF NOLANVILLE

ANDY WILLIAMS

Public art is a special ingredient in any community. Public art is something that everyone has access to without making special trips to museums and art galleries. It's right there for all to see, enjoy and consider.

Because of this, adding public art to the City of Nolanville has the potential to add great value to the cultural, visual, and economic growth of our community.

It is a proven fact that public art enhances the quality of life for all of those who live near and visit. It helps to give a community its identity, fosters community pride, and can create a sense of belonging. Nolanville will be no exception and has much to gain in these areas through the implementation of a public art program.

We have the opportunity to: give professional opportunities to local artists and give them an environment to showcase their creations.

We have the opportunity to: invest in our future, as public art is a big factor in creating an active, appealing, and vibrant sense of space. Adding to this cultural scene will be more attractive to individuals and businesses.

We have the opportunity to: open the eyes and the minds of local students and create a supportive learning environment.

We have the opportunity to: build community engagement by connecting residents to their neighbors and helping them to share new cultural experiences together.

We have the opportunity to: build an environment of place-making and with that comes a growth of community pride.



SECTION ONE: INTRODUCTION



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EXECUTIVE SUMMARY

The adoption of the recommendations within the Public Art Master Plan will strengthen the City of Nolanville's commitment to sustaining a vibrant cultural life by:

- Establishing, by policy, a discretionary City Council appropriation consisting of 1% of selected eligible Capital Improvement Project budgets for public art.
- Requiring, by ordinance, a 1% set-aside for public art enhancement in private development. The 1% public art requirement may be satisfied by the financing of cultural and artistic facilities and/or on-site artwork, or the developer may elect to deposit .5 % into the Public Art Fund account to be used for the artistic enrichment of the City's public spaces. The public art financial requirement shall be based on 1% or .5% of the building permit valuation.

The public art financial requirement is imposed on all private, nonresidential development projects and private/public building projects with building permit valuations over \$250,000.

NOLANVILLE PUBLIC ARTS VISION 2022-2025

Nolanville is a remarkable city. We have a strikingly beautiful environment, agreeable climate, and creative citizenry, and we are culturally diverse and poised for significant economic and population growth in the coming decades. Our vision is that public art will one day join this list of attributes

when one thinks of Nolanville, public art will announce to residents and visitors alike that they are in a place that cares about the quality of the Nolanville Public Art Plan has been authored by the Arts Council Nolanville under the direction of the Nolanville City Council. The Nolanville City Council is dedicated to enriching the city’s artistic vitality and cultural vibrancy. This includes fostering the development of Nolanville’s nonprofit arts sector, independent working artists, and for-profit arts businesses; providing a framework to guide the city’s future cultural and economic growth; marketing the city’s cultural assets to the Central Texas audience; and presenting high-quality, accessible, and affordable cultural programs for residents and visitors.

BACKGROUND

Today, Nolanville is not recognized as a public art city, and it has yet to be known across the region over for iconic works that have helped define and shape the field. However, the city desires to use public art to feature expansive, interdisciplinary exhibits embedded in social practices that acknowledge how art intersects with civic life. The city will support artists working in various forms across its neighborhoods to capture its vision.

The Nolanville Arts Plan calls for a fundamental shift in how Nolanville talks about and supports public art. The process of commissioning public art will welcome creativity in all of its forms and offer broad opportunities for participation. Above all, it will nurture art that has the potential to surprise, inspire, challenge, and bring people together through shared experiences.



SMART MUSEUM

The City of Nolanville is transforming the former JW Sims Community Center into an interactive Museum. The 8,100 square foot museum will highlight the delicate balance between the natural environment and technology via high tech, hands on exhibits. Each exhibit will educate, challenge and allow visitors to explore self-guided aspects of the environmental sciences. Unlike the American Industrial Revolution when manufacturing production flourished to the detriment of the environment, Smart Museum visitors will learn through tactile experiences how today’s technologies in manufacturing, defense, health care, logistics and supply chain management improve efficiency, and product quality while preserving nature.

Moreover, at the core of the Smart Museum lies the importance of the beauty of nature measured against the advancements of technology. The museum will include site-specific artwork to enhance the visitor experience for a deeper connection to nature through digital technologies. It is through technology and public art that each visitor’s imagination will be revealed.

The Smart Museum will integrate public art that extends beyond the visual to challenge our other senses and stretch the visitor’s imagination. Multisensory art exhibits include sound, touch, smell or taste, either alone or in conjunction with a visual aspect. All of the art work from mural to sculpture is being designed for the site with consideration to its audience, environmental conditions, and history. Additionally, the museum will feature exhibits throughout the grounds that will be sensitively integrated within the natural environment.



NOLANVILLE PUBLIC PARK SYSTEM

As part of Nolanville’s Public Arts Plan, the city’s park system and wilderness trails will integrate public art exhibits. Careful consideration will be given to materials, scale and design elements that have harmonious with the natural environment. Nolanville believes that effective Place Design within its parks will promote public health and connect people to the great outdoors and to each other.

Individualizing parks through the use of public art will create a place that provides a meaningful personal experience to users as well as a connection to nature and the broader community.

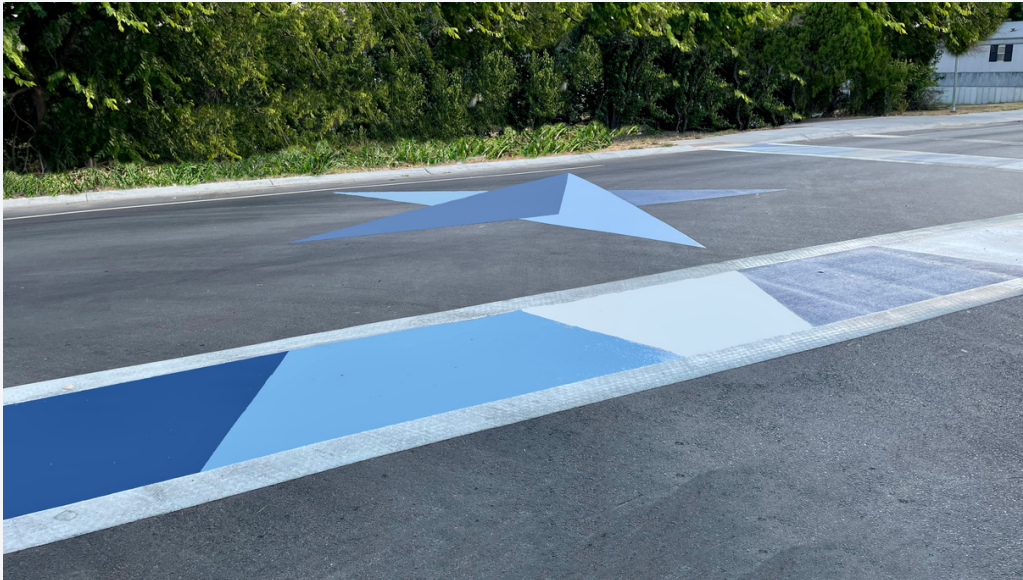
Nolanville’s Public Art Plan will include large, site-defining installations, temporary art works and nontraditional locations and subjects, as well as multisensory projects in each of its public parks. Ultimately, Nolanville’s park exhibits will be as unique and as diverse as the parks themselves.



SECTION TWO: GOALS & RECOMMENDATIONS



SECTION TWO: GOALS AND RECOMMENDATIONS



1. ADOPT A PERCENTAGE FOR ART PROGRAM

The Nolanville City Council is one of the first cities of its size within the Central Texas region to implement an ordinance requiring that a portion of the cost of capital improvement project exceeding \$250,000 (1.0 percent) be set aside for the creation of original artwork. There are more than 200 similar programs throughout the United States, due in large part to the success of the ordinance. Since adopting the Percent for Art policy nearly 40 years ago, the field of public art has expanded.

Programs have embraced a broad definition of public art that acknowledges the diverse ways artists can inspire thinking and elevate everyday experiences into extraordinary ones. The field has expanded to support artists' work as collaborators in the design of civic spaces, buildings, bridges, and transit ways. The City of Nolanville Percent for Art ordinance and applicable policies and procedures must be responsive to new developments in artistic practice and positioned to support public art development in the city. The following recommendations will bring the program in line with the most current thinking in the field and increase its flexibility and effectiveness:

1. Review the definition of public art in the ordinance to reflect a spectrum of artistic mediums.
2. Create an ordinance to cover capital and infrastructure investments, whether wholly or partially funded by the city.
3. Adopt policies and procedures to ensure quality and fair artist selection.
4. Revise guidelines for community input to support engagement at different stages of project development.

5. Develop clear roles and responsibilities to ensure efficient and timely administration of the program.
6. Determine clear procedures for identifying which projects are eligible for the Percent for Art program.
7. Investigate the possibility of pooling Percent for Art allocations to support public art's equitable and strategic development throughout the city.
8. Create a system that encourages the involvement of artists at the earliest stages of project planning and design.

2. ESTABLISH CLEAR AND TRANSPARENT PRACTICES

Public art is a collaborative process that requires input from artists, government agencies, community organizations, and residents. In its role, the city—via the Arts Council Nolanville and Nolanville City Council – establishes procedures and processes to support public art. **During the development of this Arts Plan, feedback from the public revealed that the city's public art permitting procedures should be more precise.** The following recommendations aim to increase the transparency and effectiveness of these procedures to promote and incentivize the creation of public art:

1. Convene city and community stakeholders to advance a shared vision and ensure effective and strategic implementation of the public art program.
2. Identify points of contact in key city departments to work in collaboration with Arts Council Nolanville and arts agencies to help the public art program function more smoothly and effectively.
3. Work with the Nolanville Public Works Department to refine and improve public art permitting procedures.
4. Educate the public and developers about the city's permitting procedures for public art.
5. Collaborate with city and state agencies to review procedures for art in the public right-of-way, reducing barriers for artists while maintaining public safety and notification requirements.



3. EXPAND RESOURCES TO SUPPORT THE CREATION OF PUBLIC ART THROUGHOUT THE CITY

This Arts Plan aims to see that public art becomes a defining characteristic of every neighborhood in Nolanville. This requires support from Nolanville’s public, private, and philanthropic communities, as current resources are insufficient. Careful analysis of existing models and a willingness to explore new collaborative approaches are critical to ensuring the recommendations outlined in this plan are met. The following recommendations explore a variety of public and private funding models that can generate additional revenue to support public art in many forms across Nolanville’s neighborhoods:

1. Implement strategies outlined in Goal 1 related to the Percent for Art ordinance to increase revenue. Explore the benefits and feasibility of increasing the applicable Percent for Art ratio.
2. Review best practices and alternative funding models in other cities to identify new ways of supporting public art. Organize an internal task force of city and sister agencies to identify grant and funding opportunities that will increase resources to help public art in neighborhoods.
3. Rally support from private entities, foundations, and individuals to create a “public art fund” to support ambitious plans and groundbreaking public art projects.
4. Encourage arts organizations and funders to invest in Nolanville’s neighborhoods by expanding or establishing public art programs. Spur investment in Nolanville’s parks and open spaces as centers for public art and creative activity across the city.
5. Encourage the private sector to embrace public art as a defining characteristic of Nolanville’s built environment and a valuable component of new building projects.
6. Promote artful design and inclusion of public art in all city infrastructure development, whether bridges, streetscapes, lighting, or other projects.

4. ADVANCE PROGRAMS THAT SUPPORT PROGRAMS THAT SUPPORT ARTISTS, NEIGHBORHOODS AND THE PUBLIC GOOD

Art and culture are essential in fostering the conditions in which communities and people thrive. With public engagement at its core, artists’ work can span disciplines and—collaborating with residents, city agencies, and community organizations—create projects that support and celebrate neighborhoods. The following recommendations will develop and

support a wide range of cultural programs and initiatives that will contribute to the health and vitality of Nolanville's neighborhoods:

11. Embrace a broad definition of public art that includes the various ways art and culture engage with the public, including festivals, parades, and other social and community-based practices.
2. Support programs that activate civic and public spaces through temporary public art installations, events, performances, and happenings.
3. Develop or adapt grant programs to increase direct funding to artists and organizations that initiate new public art or preserve and amplify existing assets.
4. Encourage arts organizations to expand resources and programming in neighborhoods, including youth development and inclusion programs.
5. Establish programs that engage artists to work with city agencies to develop more creative public art programs and solutions.
6. Promote collaborative programs to transform vacant and underutilized properties in neighborhoods with public art.

5. SUPPORT THE WORK THAT ARTISTS AND ORGANIZATIONS DO TO CREATE PUBLIC ART

The city recognizes that public art exists beyond government commissions. Support for spontaneous grassroots and hyperlocal expressions helps ensure that all Nolanville residents have access to public art. In addition, the ability to develop and nurture relationships between artists and community-based organizations is essential to creating programs that are diverse and innovative. The following recommendations are aimed at providing support for Nolanville's broader public art ecology in order to encourage learning and collaboration between artists, local agencies, and organizations:

1. Create resource toolkits that guide artists and communities through the city's public art development and funding processes.
2. Support professional development and capacity-building programs for artists and community organizations that create public art.
3. Establish a mechanism for commissioning agencies to promote resources collaboratively and opportunities for artists.
4. Design programs to address the needs of Special Service Areas, Killeen Independent School District, Fort Hood, and Chambers of Commerce to plan and implement public art programs in neighborhoods effectively.

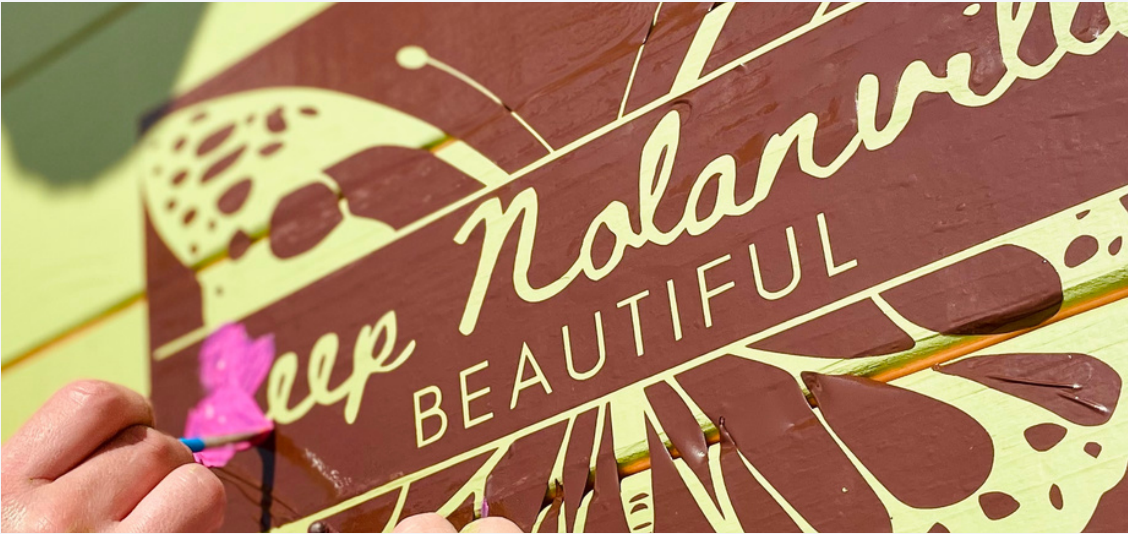
6. BUILD AWARENESS OF ENGAGEMENT WITH NOLANVILLES PUBLIC ART

Nolanville is fortunate to have several programs that enliven its streets, parks, and civic spaces with public art. These assets are woven into the fabric of the city's neighborhoods and provide sources of inspiration for both residents and visitors. Increasing opportunities for the public to experience these works through technology, public programs, and publications will build awareness and illuminate the value of public art in the city. The following recommendations aim to increase public engagement and stewardship of the city's public art collection:

1. Build a public art website to include a listing of projects and programs by local, state, federal, and sister agencies.
2. Create interactive and participatory educational content in the form of maps, tours, and guides that engage audiences.
3. Commission new artworks that reinterpret and reimagine existing or historical public paintings for new audiences.
4. Publish an annual report for the city's public art program that highlights the collaborative work of artists, residents, and city agencies.
5. Develop programs that directly support the work of individuals and organizations to preserve and protect the city's public art exhibits.



DEFINITIONS



ARTIST: A person generally recognized by critics and peers as a professional visual artist, as judged by the quality of the artist’s body of work, educational background, experience, exhibition record, past public commissions, or other appropriate criteria.

ARTWORK: Includes, but is not limited to, physical art that may be free-standing or integrated into a public site, infrastructure, or building or combined with other design professionals' work. A public work of art may be permanent or temporary, fixed or portable. A public work of art may be in any style, expression, genre, or media, provided that the Artwork is designed by an artist as defined herein. For this policy, the following are not considered Artworks:

1. Reproductions by mechanical or other means of original Artworks (however, limited editions controlled by the artist, or original prints, cast sculpture, photographs, etc., may be included);
2. Decorative, ornamental, or functional elements that are not designed by an artist selected through an approved selection process;
3. Those elements generally considered to be components of the architecture or landscape design: vegetative materials, pools, paths, benches, receptacles, fixtures, planters, etc., which are designed by the project architect, landscape architect, or other design professional engaged by the primary designer; or
4. mass-produced Art objects, ordered from a catalog, or of a standard design, such as playground sculpture or fountains; directions or other functional elements, such as graphics, signage, color coding, maps, etc.

DONATION: A gift of a work of art or funding to acquire or commission a work of art.

LONG TERM LOAN: Any loan or display of an Artwork proposed to be on City property for a period over one year.

RESTRICTED DONATION: A donation to the City for a specified purpose or for which there are conditions or limitations by the donor as to the current or future use.

UNRESTRICTED DONATION: A donation to the City without any restrictions or limitations being placed by the donor regarding its current or future use.

DONATION POLICY AND GUIDELINES

Any time a donation or long-term loan of a work of art is proposed for the City of Nolanville, the City agency or department (the department) that operates or maintains the site of the proposed work of art shall consult with the Arts Council Nolanville, which shall have the final responsibility of reviewing and approving such proposed donation or long-term loan.

1. When a donation or long-term loan of a work of art has been proposed, the City department or agency receiving the proposal shall notify the Arts Council of Nolanville. The Arts Council shall contact the prospective donor to inform the donor of the City's donation policy and gather information about the proposal.

2. Under the guidance of the Arts Council, the prospective donor, and the department shall meet with Council staff and prepare written and visual documentation of the proposed donation. This documentation shall include, at a minimum, the following:

- Slides, drawings, photographs, or a model of the proposed work;
- Biography of the artist;
- The provenance of the work of art, if appropriate;
- Proposed site and installation plans;
- Cost of the Artwork and budget for installation;
- Ongoing operating costs for the Artwork, if applicable;
- Maintenance requirements for the Artwork;
- Conditions or limitations on the donation proposed by the donor;
- Contact information for the donor and the artist; and
- Fair market value is to be determined by the artist;



3. The Arts Council, with the aid of an advisory panel, made up of practicing artists and other professionals associated with the arts, shall review the donation proposal and determine whether they will accept or reject the donation. The Arts Council and the advisory panel shall consider the following criteria in making their decision:

- **Aesthetic Considerations:** To ensure Artwork of the highest quality, proposed donations must be accompanied by a detailed written proposal and visual documentation, the artist's professional resume, and, if appropriate, a current certified appraisal of the work of art.
- **Financial/Legal Considerations:** Based on the installation cost, the proposal should identify sources of funding for the project and the projected cost of operation, maintenance, and repair of the work of art over the expected life of the piece. Careful consideration should be given to any proposed donation that will create substantial, ongoing costs for the maintenance and/or operation of the work of art.
- **Liability:** The proposal should discuss the susceptibility of the work of art to damage and vandalism, any potential danger to the public, and any special insurance requirements.
- **Environmental Considerations:** The proposal should address the appropriateness of the work of art to the site and the scale and nature of the work of art in relation to its immediate physical and social context.

Upon reviewing the proposed donation, the Arts Council shall decide to accept the donation, reject the donation, or accept the donation with conditions. The Council should accept donations without contractual limitations on the future use, display, or disposal of the work of art to the extent possible.

Preference should always be given to unrestricted donations instead of restricted donations. When appropriate, the Arts Council shall ask the donor to provide funds to endow the maintenance of the work of art permanently.

If the Council chooses to accept the work of art as a donation or a loan, with or without conditions, the Council shall obtain either a legal instrument of conveyance of title or an executed loan agreement as appropriate. Any conditions the City or donor places on a donation shall be stated in writing and attached to the instrument of conveyance.



SECTION THREE: PROGRAM ADMINISTRATION & RESPONSIBILITIES



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COUNCIL SHALL:

- Be responsible for the ongoing oversight of the Public Art Program;
- Establish policies and procedures under which the Public Art Program operates;
- Review and approve the recommendations of the Public Art Advisory Committee;
- Oversee the management of the public art collection, including the periodic assessment and maintenance of the group; and
- Review and recommend to the City Council the annual public artwork plan and the proposed annual budget for public art.
- Recommend program policy and general oversight for the Public Art Program;
- Recommend guidelines, policies, and procedures for the selection, implementation, and conservation of public art in Nolanville;
- Review and recommend to the Commission all public art selections for the City of Nolanville;
- Make recommendations regarding the care and maintenance of the public art collection to appropriate parties or site agencies;
- Review and recommend the annual work plan to the Commission;
- Recommend a pool of potential artist selection panel members;
- Act as liaisons to the individual artist selection panels;
- Review and recommend to the Commission the personal artist selection panel recommendations;
- Ensure community outreach and citizen participation in the Public Art Program;
- Review and recommend proposed gifts of public art to the City, as well as loans and long-term exhibitions of public art on City-owned property;
- Review and recommend accessioning and deaccessioning of Artworks from the public art collection;
- Periodically review and recommend changes to the Public Art Program guidelines, policies, and procedures; and
- Be comprised of no more than nine voting members, primarily persons qualified in the visual art and/or design professions.

COMMISSION STAFF SHALL:

- Steer the overall work objectives of the Public Art Program, such as staff project administration, coordination with artists, strategic planning, and community outreach;
- Monitor the overall development of the public art collection, including ensuring that local and regional artists are represented in the Collection and ensuring that the public art collection is reasonably balanced over time concerning the ethnicity and gender of artists selected and with respect to styles of expression, media, and genre;
- Facilitate all artist selection panels for the City of Nolanville;
- Oversee a maintenance survey every five years of the entire public art collection;
- Review and advance the recommendations of the Arts Council Nolanville;
- Review and approve the annual work plan presented by the Arts Council Nolanville that shall include identification of eligible Capital Improvement Projects and funding appropriations;
- Oversee all artists' contracts in association with the Public Art Program; and
- Present approved recommendations to the Nolanville City Council.

ARTIST SELECTION PANELS SHALL:

- Be ad-hoc panels formed for a limited period of time and charged by the Council with recommending artists for individual projects or groups of projects;
- Review the credentials, prior work, proposals, and other materials submitted by artists for particular projects;
- Recommend to the Arts Council Nolanville an artist or artists to be commissioned for projects or who will be engaged to join the design team for projects;
- Respond to the charges outlined in the project prospectus and project guidelines concerning the requirements and concerns addressed within the particular project;
- Be sensitive to the public nature of the project and the necessity for cultural diversity in the Public Art Program;
- Consist of individuals broadly representative of the following categories: artists, arts professionals, community members, donors, project architects and/or engineers, project managers, and others as deemed appropriate;
- Maintain confidentiality on the proceedings of all panel meetings to the extent allowed by law; and
- Continue to meet, when appropriate, to review the selected artist's design concepts.



ARTIST STAFF SHALL:

- Submit credentials, visuals, proposals, and/or project materials as directed for consideration by artist selection panels;
- Conduct necessary research, including attending project orientation meetings and touring project sites when possible;
- If selected, execute and complete the Artwork, conceptual work, or design work, or transfer the title of existing work in a timely and professional manner;
- Work closely with the project manager, project architect, and/or other design professionals associated with the project;
- Make presentations to the Arts Council Nolanville and other reviewing bodies at project milestones as required by contract; and
- Make public presentations, and conduct community education workshops and forums in the community where the Artwork will be placed, as required by contract.

ARTIST SHALL:

- Submit credentials, visuals, proposals, and/or project materials as directed for consideration by artist selection panels;
- Conduct necessary research, including attending project orientation meetings and touring project sites when possible;
- If selected, execute and complete the Artwork, conceptual work, or design work, or transfer the title of existing work in a timely and professional manner;
- Work closely with the project manager, project architect, and/or other design professionals associated with the project;
- Make presentations to the Arts Council Nolanville and other reviewing bodies at project milestones as required by contract; and
- Make public presentations, and conduct community education workshops and forums in the community where the Artwork will be placed, as required by contract.

CITY COUNCIL SHALL:

- Review and approve the annual work plan presented by the Arts Council Nolanville for Arts and Culture, which shall include identification of eligible Capital Improvement Projects and funding appropriations;
- Appropriate monies for art in individual Capital Improvement Projects shall be transferred into the Public Art Fund as part of the annual Capital Improvement Program budgeting process; and
- Approve contracts with artists over \$5,000 for specific public art projects.



SECTION FOUR: SELECTION PROCESS



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GOALS:

The overarching goal of the artist selection process is to acquire Artworks of the highest quality. Selecting an artist whose skill, experience, style, commitment to collaboration, and community facilitation skills match the needs of the project is critical to the success of any project. Specifically, the goals of the selection process are to:

- Encourage the highest level of creative engagement and vibrant thinking concerning individual works or those in tandem with public or private architectural projects;
- Select an artist or artists whose existing public Artworks or past collaborative efforts have maintained a level of quality and integrity;
- Implement the goals of the overall Capital Improvement Program or private development project through an appropriate artist selection;
- Further the mission and goals of the Public Art Program and the Commission;
- Identify the optimal approach to public art that is suitable to the demands of the particular Capital Improvement Project;
- Select an artist or artists who will best respond to the distinctive characteristics of the site and the community it serves;
- Select an artist or artists who can work successfully as members of an overall project design team; and
- Ensure that the selection process represents and considers the interests of all parties involved, including the public, the arts community, and the City department.

METHODS OF SELECTING ARTISTS

The method of selecting artists for individual projects shall be determined by Art Council staff, in consultation with the Art Council Nolanville, in accordance with the adopted Public Art Program guidelines and policies. Any of the following methods may be used, depending upon the requirements of a particular project.

Open Competition: An open competition is a call for artists for a specific project in which artists are asked to submit evidence of their past work. Any artist may submit credentials and/or proposals, subject to any limitations established by the artist selection panel or the Arts Council Nolanville. Calls for entries for open competitions will be sufficiently detailed to permit artists to determine whether their work is appropriate for the project under consideration.

Limited or Invitational Competition: A limited number of artists shall be invited by the artist selection panel to submit credentials and/or proposals for a specific project. Artists shall be invited, based on their past work and demonstrated ability to successfully respond to the conditions posed by the particular project (i.e., water features, light works, paintings, sound works, landscape works, design team efforts, etc.) or based on other non-aesthetic Public Art Program goals (i.e., artists who reside in a particular community or neighborhood where a project is occurring, local artists or regional artists, etc.).

Direct Selection: At times, the Arts Council Nolanville may elect to recommend a natural selection in which it contracts with a specific artist for a particular project. Such an election may occur for any reason. Still, it will generally occur when circumstances surrounding the project make an open or limited competition unfeasible (for example, project timeline, community or social considerations, client demand, etc.).

Mixed Process: A mixed process may include any combination of the above approaches.

Pre-Qualified Artists List: The Council may use an Artist Selection Panel to create a pool of pre-qualified artists who can be utilized by Arts Council staff to select artists for small, community-based projects where a separate artist selection panel may not be warranted. The Arts Council in Nolanville should review the pre-qualified artist's list annually.

