

## **Keizer Public Art Commission Policies and Criteria**

The Keizer Public Art Commission shall meet with representatives of any proposed art project and forward the proposal to KPAC if selection criteria appear to be met. The KPAC meeting where the work(s) of art is to be considered shall be an open meeting and input may be provided by the public. KPAC shall weigh the proposal against the adopted approval criteria and vote to approve or reject the proposal.

If KPAC decides not to approve an art project proposal, the applicant may ask for specific feedback on ways to improve his or her proposal, resubmit the proposal, and ask for reconsideration by the Commission at a future meeting.

The Commission will use the process and criteria outlined herein, and any criteria adopted by City Council Resolution, on a case-by-case basis depending on the type of art being considered, and location of the proposed work of art (mural, community center art, sculpture etc.).

### **A. INTERIOR PUBLIC ART AT KEIZER COMMUNITY CENTER GALLERY**

The process to display Public Art at the Keizer Community Center Gallery is as follows:

1. Artist/representative submits the following to the Keizer Public Arts Commission at least 7 business days prior to the art commission meeting before the date requested for installation:
  - a. Letter of request
  - b. Photo of each piece proposed to be displayed
  - c. Contact information for each artist, including daytime contact number, email and mailing address
  - d. List indicating the title(s) of the property for each artist
  - e. Description of the Medium of the property (oil, acrylic, pastel, etc)
  - f. Approximate dimensions of the property
  - g. Market value of each piece (even if the piece is not for sale)
2. The Keizer Public Arts Commission (KPAC) will review and evaluate the request at a regularly scheduled meeting.
3. If the display is approved, KPAC will inform the artist(s) that the art must be mount-ready for installation and when the art will be displayed.
4. If the display is approved and the art is available for the approved exhibition period, KPAC will provide the legal department with the artist information listed in Section A(1) above.
5. KPAC will also provide the legal department with the beginning and termination date for the display (minimum of 30 days to a maximum of 90 consecutive calendar days).
6. The legal department will prepare an agreement and obtain the appropriate signatures.

7. Following KPAC's approval, staff will make arrangements for the installation and removal of the public art by city staff with the art representative present.
8. The art must be appropriate for the Community Center Gallery which is public space. Since the art is on property owned by the City, the City may reasonably prohibit certain material. The art cannot include objectionable material such as nudes or derogatory or defamatory content.
9. The valuation of each piece and total value of the exhibition cannot exceed the values as set by Keizer City Council Resolution.
10. The executed contract must be received prior to the receipt and installation of the property by the City.
11. It is the responsibility of the artist(s) to prepare title cards (approx. 3"x5") which list the title of the piece, the media, the artist's name (if the display is multiple artists), the sale price—or a statement that the piece is not for sale, and contact information of the artist if the piece is for sale. The cards must be of neutral grey, white or buff. The City will provide sticky gum for the affixing of the cards to the wall.
12. The pieces must be in good condition, suitable for display, and ready to hang from the display system in use at the Community Center.
13. The quantity of the pieces should be suitable for the space and a drawing of the display areas is available if necessary. Larger pieces will necessitate a fewer number of total pieces. The City generally is able to accommodate approximately 60 pieces of artwork which are approximately 18"x 24" (this is a general approximation--depending on framing, orientation etc.)
14. The physical hanging of the art will be by City staff, but must be organized and ordered by the artist or their representative, and they must be present and able to assist the staff as the work is being installed.
15. The artist/representative is highly encouraged to meet with staff prior to the display installation to coordinate, review and plan the details of the installation.
16. The Artist will agree to pay a commission to the City for any art pieces sold while on display at the Community Gallery as set by City Council Resolution.

The criteria that KPAC will use to evaluate pieces to display Public Art at the Keizer Community Center Gallery is as follows:

1. The Commissioners have the sole discretion to evaluate the art proposed for public display and will accept the pieces for display based on artistic merit, quality of work, and subject matter.
2. The evaluation will be based on the intent of creating a venue for public display of art for education, edification, and enjoyment of the citizens of the City of Keizer.

## **B. PUBLIC MURALS**

The process to display a Public Mural in the City of Keizer is as follows:

1. The property owner or artist, or other individual submits a request to KPAC with the concept for a mural with such detail to allow KPAC the ability to evaluate the concept according to the approval criteria established herein. This would include sketches and enough description about the materials used, the space where the piece would be created, and any other details that allow a decision to be made.
2. The request must contain any proposed temporary signage associated with the project prior to the mural being installed. Such temporary signage is considered part of the mural as a public purpose announcement and
3. Person(s) applying to paint a public mural will agree to standardized city signage relating to the title, artist information, and/or dedication information that is to be installed following completion of the mural installation. This information shall be appropriately sized and shall be part of the mural and therefore not counted as part of the sign area.
4. KPAC or City staff will verify that the property owner is willing to have a mural on the property.
5. KPAC will review and evaluate the request at a regularly scheduled meeting.
6. If KPAC determines in its sole discretion that such concept is approved, KPAC will provide the legal department with a representative drawing or photo of the mural and the location proposed for the mural.
7. An Art Easement between the City and the property owner will be created by the legal department.
8. The legal department will have the Art Easement signed by the property owner and will place it before the Keizer City Council for authorization to enter into the Easement.
9. If authorized by the Keizer City Council, the Art Easement will be signed by the City representatives and recorded against the title of the property.

10. The Art Easement must be fully signed and recorded against the title of the property before work on the property will commence.
11. At the same time that the Art Easement is being prepared and signed, KPAC will make approve the funding plan, supplies, artists, etc. in preparation of placement of the Public Mural at the property.
12. The valuation of the Public Mural cannot exceed the value set by the Keizer City Council by Resolution.
13. Following completion of the project, KPAC notifies the City Recorder of the value of the mural.

The criteria that KPAC will use to evaluate Public Murals in the City of Keizer is as follows:

1. Artistic quality: The strength of the artist's concept and demonstrated craftsmanship must be of a manner suitable for public display;
2. Context: The Work must enhance the architectural, geographical, socio-cultural and historical context of its location and be of suitable subject matter for its context;
3. Media: The choice of media (paint, collage, relief, etc.) shall be suitable for the manner and place of its display;
4. Scale: The work must be appropriate in scale to the surrounding neighborhood or display area;
5. Feasibility: The work's budget, timeline, etc. must be accomplished without undue disruption to the public;
6. Originality: The uniqueness and originality of the work is encouraged and shall be considered;
7. Structural and surface soundness: The work must be durable and resistant to vandalism and weather if displayed outdoors;
8. Property owner's agreement: For murals, the property owner must be willing to execute an easement granted to the City;
9. Property owner's maintenance: It is desirable that the property owner will agree to allow and support maintenance of the mural over the life of the mural;
10. Public Safety: The mural must meet City codes for safety and will not create any undue distraction or hazard.

**C. OTHER PUBLIC ART (such as but not limited to: sculpture, landscape, traffic control boxes and hard surface)**

The process to display Other Public Art (other than Public Murals or interior Art placed at the Keizer Community Center Gallery) is as follows:

1. A KPAC Commissioner, property owner, artist, Keizer Art Association, or other individual may submit a proposal to KPAC to consider an art piece(s).
2. The proposal must contain enough information, such as the proposed location, materials, and approvals needed in order for KPAC to make a decision.
3. KPAC evaluates the proposal to determine the feasibility of the project.
4. KPAC will review and evaluate the proposal at regularly scheduled meetings.
5. If KPAC determines the proposal is approved, KPAC staff will determine the appropriate legal documents that will be required with the assistance of the legal department.
6. KPAC reviews and approves the funding plan or arranges for necessary funding.
7. The legal department will prepare the legal documents, obtain Council approval, if required, and obtain the appropriate signatures.
8. KPAC staff/City staff installs art pads, if necessary.
9. KPAC facilitates installation of art following documents being fully signed and art pads being installed.
10. City Recorder adds value of art to insurance policy.

The criteria that KPAC will use to evaluate Other Public Art in the City of Keizer is as follows:

1. Artistic quality: The strength of the artist's concept and demonstrated craftsmanship must be of a manner suitable for public display;
2. Context: The Work must enhance the architectural, geographical, socio-cultural and historical context of its location and be of suitable subject matter for its context;
3. Media/Material: The choice of media/material (paint, metal, wood, concrete, etc.) shall be suitable for the manner and place of its display;
4. Scale: The work must be appropriate in scale to the surrounding neighborhood or display area;

5. Feasibility: The work's budget, timeline, etc. must be accomplished without undue disruption to the public;
6. Originality: The uniqueness and originality of the work is encouraged and shall be considered;
7. Structural and surface soundness: The work must be certified by the artist that the work is durable and resistant to vandalism and weather;
8. Public Safety: The mural must meet City codes for safety and will not create any undue distraction or hazard or visual impediment for pedestrians or drivers.

Adopted by Keizer Public Arts Commission on this 22<sup>nd</sup> day of September, 2015.