

Developer's Guide to Public Art

Executive Summary

PUBLIC ART IN SUWANEE

Through its public arts initiative, begun in 2007, the City of Suwanee has strengthened its identity and sense of place and bolstered its reputation as a cool place to live and work. The City has an ordinance designed to encourage and facilitate the creation and placement of art both in public spaces and within private developments – residential and commercial. This ordinance underscores Suwanee's belief that inclusion of art in development projects serves the common good in a manner comparable to architectural standards, landscaping requirements, or zoning restrictions.

WHAT'S EXPECTED OF YOU

As part of the formal planning and approval process for any private development project within the City of Suwanee, developers must meet with the Public Arts Commission at an advertised, regularly scheduled, public meeting. At this meeting, plans for incorporating art in your project are presented and discussed. The City will not issue permits until this meeting takes place. Call **Toni Shrewsbury** at 770-904-3389 to schedule your meeting.

WHAT'S ASKED OF YOU... THE 1% SOLUTION

Developers are strongly encouraged to undertake one of the following:

- Include public art on their site or on City property, valued at approximately 1 percent of total project cost, including construction and land. (This 1 percent of development cost is in the mid-range set by municipal governments across the nation.)
- Make a cash contribution of equal value (approximately 1% of total project cost) to the public art fund, which is administered by the City for acquisition or commission of art on City-owned sites or for other art-related purposes.





WHAT IS PUBLIC ART?

For the purpose of the City of Suwanee's public arts initiative, public art is defined broadly. Basically, public art includes original works of art that are durable and accessible to the public and that may possess functional as well as aesthetic qualities. The art should reflect an awareness of the site, both physically and socially, and fit the historical and cultural values and sensibilities of the community.

NEED AN ARTIST?

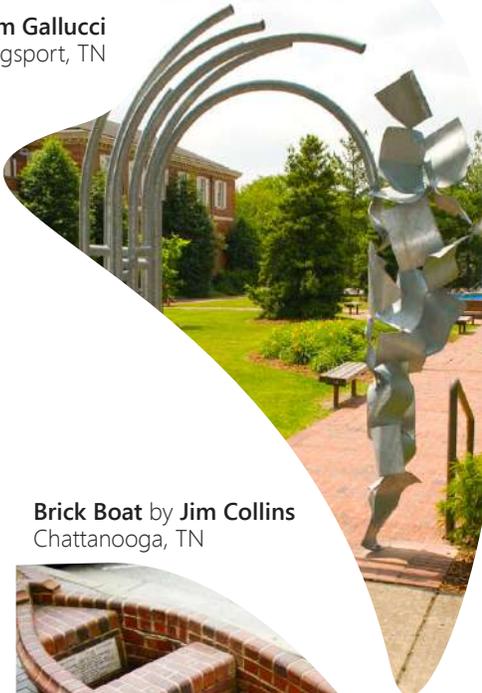
The Public Arts Commission can provide resources, including names of artists who specialize in public art, have participated in Suwanee's SculpTour, or have created pieces for other developers. Developers may wish to retain a professional art consultant to assist in selection of a qualified artist for their public art project.

QUESTIONS?

Feel free to call the **City of Suwanee planning department** at 770-945-8996 or **Toni Shrewsbury** in the economic and community development department at 770-904-3389.



Flutter Gate by Jim Gallucci
Kingsport, TN



Examples of Public Art

Big Blue Bear
Denver Convention Center



Grown in Galway by Ruairi O'Byrne
Claddagh Jewellers - Galway, Ireland



Brick Boat by Jim Collins
Chattanooga, TN



Eyeball Park
Agnes R Katz Plaza - Pittsburgh, PA



Lady With a Green Blanket
Lake Eola Park - Orlando, FL



Public Arts Commission (PAC)

Developer Form

project name: _____

Owner information

name: _____ title: _____

company: _____

address: _____

phone: (_____) _____ / _____ alt. phone: (_____) _____ / _____

e-mail: _____

Public art contact information - primary person designated to communicate with the PAC.

name: _____ title: _____

company: _____

address: _____

phone: (_____) _____ / _____ alt. phone: (_____) _____ / _____

e-mail: _____

Architect information

name: _____ firm: _____

address: _____

phone: (_____) _____ / _____ alt. phone: (_____) _____ / _____

e-mail: _____

Project Status - purpose, current phase of design, and estimated value (land and construction).

Certifications

I have read and understand the public arts ordinance guide for developers and understand that a pac liaison will be contacting me regarding the incorporation of public art into the project.

signature of public art contact date: _____

signature of owner date: _____

print name

print name

* if additional applicant or owner information is needed please attach addition information to this form

City of suwanee use only

Date Received: _____

Accepted By: _____

Developer's Guide

Why Public Art



The City of Suwanee has long been recognized as a forward-looking community. The City's acres of parks, miles of greenways, numerous public events, high architectural standards, public art program, and innovative branding are examples of the community's commitment to maintaining a high quality of life. The City's growth and its numerous national rankings as one of the country's best places to live are proof of the success of this formula.

Another element in Suwanee's success is public art. Public art contributes to the livability and character of a community, enhances the visual quality of the built environment, and raises and preserves property values. The quality and desirability of a community is often reflected in public art pieces that are integrated into commercial and residential developments as well as in parks and along rights-of-way.

Public art doesn't just sprout spontaneously out of the ground. An effective public art program requires not only artists' creativity, but also a community's commitment and teamwork.

Through its Public Arts Ordinance, the City of Suwanee asks all community stakeholders to help bring art to public places. The City views developers as stakeholders since they, too, have a financial and physical stake in Suwanee continuing to be a desirable, thriving, and growing community. Developers are therefore strongly encouraged to enhance their projects by creating and placing art within their own site or, alternatively, on public sites within the City for the enjoyment of all citizens and visitors. Some developers may choose to make a donation to the Public Arts Commission to fund future art projects or arts-related events.

The inclusion of art in development projects or financial contributions to fund public art projects elsewhere in the City or art-related events/programs is, in our view, a generous act of enlightened businesses giving back to the community.

PURPOSE

Suwanee's Public Arts Ordinance is designed to aesthetically enhance our environment and enrich the lives of citizens by encouraging voluntary installation of works of art where they will be visible to the public. The ordinance applies to private commercial and residential developments as well City-owned properties. Importantly, the ordinance calls for all public art projects to reflect aesthetic, cultural, and social values of the community.



THE 1% SOLUTION

Developers are expected to include public art valued at approximately 1 percent of the total project cost, including construction and land, or to make a contribution of equal value to the public art fund. This fund is dedicated to the acquisition or commission of public art at other locations within the City or to the creation of arts-related events or programs.

The value of any contributed art includes, in addition to actual art acquisition cost, any art consultant fee; professional artist(s) fee; costs for design and/or fabrication of art including materials, insurance, permits, taxes, site preparation, pedestals, foundations, or other structures to support the artwork; delivery and installation charges; and signage such as an acknowledgement plaque to identify the artist, work, and development.

How to Contribute to Public Art

To facilitate the process, developers are encouraged to submit a letter outlining plans for participation in the City's public arts initiative. Submitted in advance, the letter will be the basis of discussion at an open, regularly scheduled public meeting of the commission.

Below are examples of how developers might participate in the public arts program. These are only suggestions, the commission is open to other ideas.

- Provide public art on the development site with acquisition and installation value equal to 1 percent of the total project cost consistent with guidelines already suggested. For public access and enjoyment, all works of public art located on private parcels should be installed outside of buildings and be visible or accessible from an adjacent public right-of-way or in an area where the public will have access. The commission can assist with identifying appropriate types of artworks and artists.

- Install public art with an acquisition value equal to 1 percent of the project cost on City property rather than the property proposed for development. While such a contribution would be greatly appreciated, its appropriateness, durability, and long-term maintenance costs must be considered by the Public Arts Commission and approved by City Council. Sites identified in the City's 2030 Master Plan and/or other public sites approved by the Public Arts Commission and City Council may be considered. If the artwork is accepted, the donor will be recognized in a visible and permanent manner at the site.

- Contribution equal to 1 percent of the project cost to the City's public art fund. These funds will be used for the artistic enrichment of public spaces or arts-related programs and events within the City. The City of Suwanee will use its communications resources, including its contacts and substantial goodwill with the media, to inform residents of the participating developer's public art contribution.

PUBLIC ART PLAN COMPONENTS

When a developer chooses to install a public work of art, the commission and developer should continue to work together to ensure a positive outcome for the City and the developer.

To facilitate this process, a simple public art plan, created by the developer, might include all or some of the following elements:

1. A written description – dimensions, materials, etc., as well as, if available, photographs, models, or renderings of the proposed art project.
2. The artist's credentials and, if available, photographic examples of previous installations.
3. A site plan indicating location of the art.
4. A cost estimate of any newly commissioned art or an independent appraisal of an existing piece.



What is Public Art?

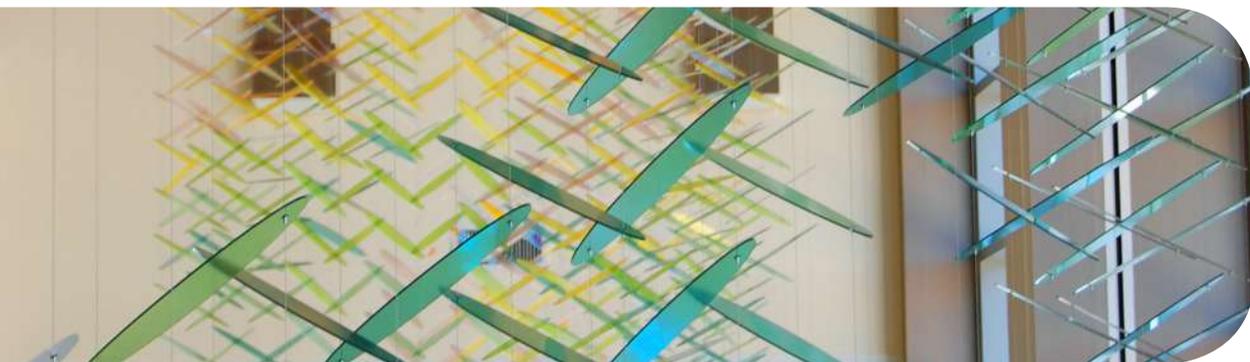
The City of Suwanee defines public art broadly in order to encourage as much variety as possible. Basically, public art includes original works of art that are durable and accessible to the public and that may possess functional as well as aesthetic qualities; the art should reflect an awareness of the site, both physically and socially, and fit the historical and cultural values and sensibilities of the community. The relationship of artwork and the site should be considered in terms of physical dimensions, social dynamics, local character, and surrounding context of the site, existing or planned.

Site-specific installations of artwork may be functional, stand-alone, or integrated into the architecture of buildings in the form of gates, entryways, sitting areas, and walkways. So, while public art is not defined as a bicycle rack, it could be defined as a bicycle rack that is original, attractive, and artfully designed and executed. Similarly, a plaza wouldn't necessarily be artwork, but a unique paving pattern might turn it into art. To achieve the goals of the ordinance, such public art projects should be of exceptional quality and enduring value.

Most public art will fit into one of the following categories: architectural metals, architectural ceramics, mosaics and wall reliefs, architectural glass, architectural elements, murals and tromp l'oeil, atrium sculpture, and representational sculpture.

More broadly, public art may include production of permanent, innovative tangible objects including, but not limited to:

- Paintings
- Carvings
- Engravings
- Bas relief
- Sculptures
- Mobiles
- Collages
- Unique plaza surfaces
- Mosaics
- Murals
- Fountains of original design



How to Find an Artist

The Public Arts Commission can provide lists of artists who specialize in public art as well as artists who have participated in Suwanee's SculpTour or have created similar pieces. Developers may wish to retain a professional art consultant to assist in selection of a qualified artist for their public art project.

As a general rule, in order to ensure the highest artistic standards, it is recommended that the selected artist meet at least two of the following criteria:

- Completed other public commissions on a similar scale
- Received awards, grants, or fellowships
- Placed works in private, corporate, or museum collections
- Participated in exhibitions at major museums or galleries

PROJECT/ARTWORK SELECTION CRITERIA

General considerations for defining appropriateness of public art projects:

- Will Suwanee residents enjoy it?
- Would a typical resident find it offensive?
- Does it impart a clear feeling — powerful, moving, contemplative, humorous, or playful?
- Does it complement or conflict with its setting?
- Is it appropriate, in content and presentation, for the majority of potential viewers?
- Is it unique or derivative?
- Does it relate in any way to the character or history of Suwanee or the surrounding community?
- Is it well-executed?
- Is it physically as well as aesthetically durable and not a public hazard?
- Is it attractive and does it enhance its site and the community?

