

SECTION 7: PROJECT AND SITE SELECTION

The following is a process for determining project sites and which projects should receive support from the Art in Public Places program and/or budget. Project and site selection decisions are also contingent upon available staffing and funding.

7.1 Objectives

- 7.1.1 Identify annual priorities that are consistent with the goals of the Art in Public Places program and the planning efforts of the City of Minneapolis.
- 7.1.2 Provide opportunities for projects to be initiated from multiple stakeholder groups.
- 7.1.3 Balance projects across wards and neighborhoods.
- 7.1.4 Be aware of and receptive to initiatives which come from the community.
- 7.1.5 Be proactive in soliciting proposals from the community.
- 7.1.6 Educate City staff and partners about public art and its important role in public infrastructure and planning.
- 7.1.7 Use public resources wisely and leverage financial support for public art from multiple sources.
- 7.1.8 Create a manageable work plan for the Public Arts Administrator and other Art in Public Places program staff.
- 7.1.9 Develop public artworks that can be sustainable.

7.2 Types of Projects and Sites to be Considered

The focus of the program shall be public infrastructure and City building projects, such as buildings, roads, bridges and other structures and spaces constructed by the City. The types of projects to be considered may include:

- 7.2.1 Creation of public art master plans for specific developments or areas;
- 7.2.2 Commissions by artists or commissions for artists to serve on design teams for City infrastructure and plans;
- 7.2.3 Community-based public art projects that address a particular issue or neighborhood site;
- 7.2.4 Initiatives from the for-profit sector needing technical assistance in developing an artwork on public property or private property in public view; and
- 7.2.5 Maintenance of existing works of public art.

7.3 Types of Support from the Art in Public Places Program

Types of support provided to selected projects shall be recommended by the selection panel and may include one or more of the following.

- 7.3.1 Artist fees supported from the Art in Public Places budget;
- 7.3.2 Consultant fees supported from the Art in Public Places budget; and
- 7.3.3 Staff assistance, which may include:
 - Coordination and implementation of public art projects;
 - Information about available resources;
 - Leveraging of resources (fundraising assistance); and
 - Public relations assistance.

7.4 Process for Long-Term Projects (1-3 Years in Advance of Fabrication)

- 7.4.1 The Art in Public Places program brings possible panel capital recommendations before the Capital Long-Range Improvement Committee (CLIC).
- 7.4.2 CLIC brings recommendations to the Mayor. The Planning Director, Director of Community Planning and Economic Development, and the Mayor prepare a budget and act on CLIC's capital recommendations.
- 7.4.3 City Council approves budget.
- 7.4.4 The Planning Commission reviews the annual plan for Art in Public Places in terms of compliance with the comprehensive plan.
- 7.4.5 The Public Arts Administrator invites other City staff to submit a letter of intent describing possible goals and projects to be considered for support from the program.
- 7.4.6 Heads of City departments, the Neighborhood Revitalization Program and independent City boards (i.e. Library Board, Park and Recreation Board) meet with the Public Arts Administrator to prioritize goals/projects to be considered for support from the Art in Public Places program. Staff whose goals/projects have been identified for further consideration complete a brief application.
- 7.4.7 The Public Art Advisory Panel meets and reviews proposals, selects projects, and makes recommendations for types of support from the Art in Public Places program budget.
- 7.4.8 The Art in Public Places program forms steering committees or works with existing steering committees to oversee the development of each individual project and/or commission.

7.5 Emergency Process for Short-Term Projects (Under One Year)

- 7.5.1 The Public Arts Administrator may review emergency requests for project support. Such projects may be approved by the Planning Director within the context of the selection criteria listed below, the constraints of the program budget, and other City processes.

7.6 Selection Criteria

The criteria listed below shall be used for evaluating proposed projects:

7.6.1 Stimulate Excellence in Urban Design and Public Arts:

- Does the site provide an opportunity to make an engaging or bold artistic statement?
- Does the site/project provide an opportunity for a unique public artwork?
- Is the site/project an opportunity to draw an artist with a significant or engaging body of work?

7.6.2 Enhance Community Identity and Place:

- Does the site, surrounding area or project provide an opportunity to reflect on the community and its characteristics, including history, identity, geography and cultures?
- Are there opportunities within the site/project to integrate artwork into the design or function of structures?

7.6.3 Contribute to Community Vitality:

- Will the site be visible to and attract visitors and residents?
- Is the project making an effort to build capacity and cooperation between the private and public sectors, artists, arts organizations and community members?
- Does the site have the potential to engage these groups?
- Is the site located on one of the City's commercial corridors?
- Does the site/project provide an opportunity to encourage civic dialogue on City issues?
- Is the proposed site and artwork location safe?

7.6.4 Involve a Broad Range of People and Communities:

- Does the site/project provide an opportunity to engage citizens, neighborhoods and organizations in the planning and creation of the artwork?
- Will the site/project support an artwork that meets ADA regulations?

- Does the site/project provide an opportunity to celebrate one or more of the City's cultural communities?
- Does the site provide an opportunity for people to gather and come together?

7.6.5 Value Artists and Artistic Processes:

- Can the site/project accommodate a range of artists working in a range of media or nurture an emerging artist?
- Can the proposed site or design process include an artist and artistic process as a central element?

7.6.6 Use Resources Wisely:

- Are the conditions at the proposed site stable enough to support an artwork for several years or is the site expected to undergo significant changes in the future?
- Is there an opportunity to create an artwork that can be maintained within standard City maintenance procedures and cycles?
- Is the proposed site workable within the public art timeline and budget?
- Can funds be leveraged for the artwork from the construction budget?
- Does the site/project provide an opportunity for a specific grant, private partnership or donation?

The Panel shall also evaluate projects based on their ability to comply with other City building and code regulations, such as Chapter 520.160 of the Zoning Code which defines "mural." (Adopted November 12, 1999.) The Panel shall also strive to balance projects between wards. The long-term vision of the program is to develop at least one work of public art in every neighborhood in the City.

7.7 Evaluation

The Public Art Administrator shall retain an outside consultant to evaluate this selection process and make recommendations to the program, the Mayor, and the City Council for proceeding beyond 2004.