

PUBLIC ART PROGRAM PROCEDURES

April 2007

This document outlines guidelines for these elements of Roanoke's Public Art Program:

1. Roanoke Arts Commission Responsibilities for Public Art Projects
2. Conflict of Interest Policy
3. Selection Panel Procedure
4. Selection Criteria
5. Inventory, Management, Maintenance Guidelines

I. ROANOKE ARTS COMMISSION (RAC)

Roanoke Arts Commission is a standing commission of the City of Roanoke. The Commission's purpose is "to advise and assist City Council on matters relating to the advancement of the arts and humanities within the city." (See Section 2-771, Roanoke City Code) The Roanoke Arts Commission is charged to oversee Roanoke's Public Art Program and Collection.

A. The responsibilities of the RAC include the following:

1. Participate in briefings on all new public art projects.
2. Establish mode of procurement on select projects:
 - Open call – all artists allowed to submit qualifications
 - Limited invitational – few artist(s) invited to submit qualifications
 - Invitational – a larger number of artists invited to submit
 - Direct purchase – from artist or gallery
 - Roster – selected from list of pre-qualified artists
3. Appoint selection panels for projects, with staff input.
4. Approve semi-finalists, finalists and their artworks as recommended by the selection panel.
5. Serve as selection panel when a specific panel is not called for (see Selection Panels below).
6. Upon request of the City Manager, review and recommend acceptance or rejection of gifts to the public art collection (see Article XIII chapter 27 of the City Code relating to "Gifts, Grants, Devises and Bequests to the City").
7. Upon request of the City Manager, recommend re-siting and deaccessioning of works from the Public Art collection (see Article XIII chapter 27 of the City Code, sec. 2-269, relating to deaccessioning and disposing of art objects.)
8. Oversee art by private developers (see Public Art Site Plan, Sec. VI., Private Projects).
9. Proactively seek opportunities/sites for private donations and public/private partnerships to add works to the public collection.

10. Hold public forums on the public art plan and specific projects as needed.

II. CONFLICT OF INTEREST

1. No artist sitting on the RAC may compete, during his/her tenure, for public art commissions/purchases over which the Commission has approval authority or administrative responsibility.
2. No RAC staff member or member of his/her household may submit for public art projects for which the RAC has approval authority or administrative responsibility.
3. No member of the project architect's or landscape architect's firm may apply for a public art project being designed by that firm.
4. No artist sitting on a selection panel may compete for the commission/purchase for which the panel was formed.
5. RAC members must declare a conflict of interest if a project comes before the selection panel with which he/she is involved. RAC members must also declare a conflict of interest if a person with whom he/she shares a household or whom he/she professionally represents has a matter before the selection panel.
6. Any selection panel member who is an artist representative or person sharing a household with an artist must declare conflict of interest in the event that an artist that he/she represents or shares a household with is being considered for a commission/purchase. The selection panel member must withdraw from discussion of that artist and shall not vote.

III. SELECTION PANELS

A. Appointment

The RAC will appoint Selection Panel members from a reference list continuously updated by public art staff and the RAC, taking into account the needs of each individual project and the panel membership formula listed below.

B. The responsibilities of selection panel members shall include:

- Become familiar with individual public art project
- Review all materials submitted by artists
- Recommend semi-finalists to RAC for approval
- Recommend finalist(s) to RAC for final approval
- Participate in dedication ceremonies

C. Selection panels shall consist of:

- At least two arts professionals, one of whom is an artist
- The project's designer (architect, landscape architect or engineer) if the public art piece is part of the initial capital project

- A representative of the project sponsor: City department or public/private organization
- A citizen with particular interest in the project
- At least one member of the RAC
- Public Art Program staff (ex-officio) who will facilitate meetings of the panel
- City of Roanoke Purchasing Division representative (non voting)

D. Term and voting

- Each panel serves for the duration of the specific project or multi-year program.
- Each panelist has one vote.

IV. SELECTION CRITERIA

Criteria to be used by the RAC and Selection Panels when considering acquisition of artwork by purchase, commission or donation shall include:

- Artistic merit: concept, design, craftsmanship
- Context: architectural, historic, geographic, cultural
- Compliance with definition of public artwork – for both permanent and temporary artworks
- Maintainability: structural and surface soundness, durability and resistance to vandalism, weathering, excessive maintenance/repair costs
- Diversity: artworks from artists of diverse cultural, geographic, racial, and gender; of varied scale and media; exploratory and well established art forms
- Public safety
- Accessibility
- Consistency with RFP for commissioned work
- Feasibility: artist's ability to complete the work on time and within the budget
- Originality: edition of one or part of a limited edition
- Artist's proven ability to collaborate with design professionals (for design team opportunities)

The aforementioned criteria are the minimum criteria on which the selection panel shall base its selection. Other criteria may be established by the RAC as dictated by the project's particular requirements and shall be outlined in the selection panel's written instructions.

V. INVENTORY, MANAGEMENT AND MAINTENANCE

The City of Roanoke and the RAC will establish a procedure to provide on-going funding for maintenance of the Public Art Collection by budgeting for maintenance funds with each project. Additionally:

- The public art staff and volunteers will catalogue the collection and maintain records of works as they are acquired.
- The public art staff will also be responsible for re-siting and deaccessioning should that become necessary.

- Every two years public art staff and/or RAC members will conduct site visits to each work of art acquired through the Percent for Art Program. They will document any necessary maintenance, which will be reported to the city manager. Maintenance includes, but is not limited to, damage; deterioration from environmental factors or time; structural problems that compromise the integrity of the work; or cleaning. The RAC, in consultation with the artist/artists team if living, will recommend to city manager a professional arts conservator with whom a contract can be executed.

**OVERVIEW OF
PROCESS FOR DEVELOPING A PUBLIC ART PROJECT**

Roanoke Arts Commission (RAC) recommends specific sites, themes and budgets for public art to Roanoke City Council

V

Upon approval of City Council, RAC develops project criteria and RFP

V

RAC appoints selection panel

V

RAC approves final RFP

V

Project announced, artists' proposals accepted

V

Optional community meeting to review proposals

V

Selection Panel recommends artist/s

V

Commission approves artist/s and recommends to City Manager for contract

V

City Council receives presentation on project/s

V

Artist develops concept and design for project

V

Commission approves design

V

Artist fabricates and installs artwork

V

Community dedication and celebration

