

ARTICLE IV. PUBLIC ART

Sec. 34-101. Generally.

- (a) Mission. The Public Art Program is dedicated to celebrating the people and spirit of Douglasville and promoting economic vitality throughout the city through the integration of artwork into public spaces.
- (b) Guiding Principles. The Public Art Program shall be guided by these principles:
- (1) Celebrates the identity of the community;
 - (2) Varies geographically, and is distributed citywide, focusing on downtown;
 - (3) Showcases community histories, strengths, and aspirations;
 - (4) Is commissioned in an open and informed atmosphere;
 - (5) Expresses the values and vision of the community;
 - (6) Ensures careful collection management to promote vibrant public spaces for years to come; and
 - (7) Honors artists design process.
- (c) Goals of the Douglasville Public Art Program. The Public Art Program shall aspire to these goals:
- (1) Enhance the visual environment of public spaces for residents and visitors through a commitment to public art;
 - (2) Strengthen the brand, and stature of the city;
 - (3) Establish standards of excellence for public art in the city;
 - (4) Promote and support the economic development and vitality of the city through an investment in the public realm;
 - (5) Promote distinctive artwork that communicates the city's sense of spirit, identity, and pride;
 - (6) Commemorate the city's collective memory and history;
 - (7) Celebrate the city's cultural diversity: and
 - (8) Use public art as an opportunity to promote collaboration with and support programs for tourism goodwill.

Sec. 34-102. Definitions.

For the purposes of this division, the following terms, phrases, words and their derivation shall have the meaning given herein:

Art or artwork means works in any permanent medium or combination of media produced by a professional practitioner in the arts; the terms do not include performing or literary arts such as dance, music, drama, or poetry.

Artist means a practitioner of the creative arts, generally recognized as such by critics and peers, with a body of work including commissions, exhibitions, sales, publications, and collections; “artist” does not include persons primarily working in the professional fields of architecture, engineering, design or landscaping.

Commission means the Douglasville Public Art Commission of the City of Douglasville, Georgia.

Member means the members of the Douglasville Public Art Commission.

City means the City of Douglasville, Georgia.

Douglasville Public Art Collection means all works of art owned by the City of Douglasville, Georgia.

Public Art Master Plan or *Plan* means the Public Art Master Plan of the City of Douglasville, Georgia, as it exists or may be amended, providing a process for the systematic selection of pieces of art and locations of art to be included in public spaces.

Public Art means a work of art that is visible and accessible to the public for a minimum of 40 hours per week. Public art may include sculpture, painting, installations, photography, video, works of light or sound, or any other work or project determined by the Public Art Commission to satisfy the intent of this division, provided, however, that none of the following shall be considered public art for the purposes of satisfying the requirements of this division:

- (1) Objects that are mass produced of standard design, such as banners, signs, playground equipment, benches, statuary, street or sidewalk barriers, or fountains;
- (2) Reproduction, by mechanical or other means, of original works of art, except as incorporated into film, video, photography, printmaking or other derivative works as approved by the Public Art Commission;
- (3) Decorative, architectural, or functional elements that are designed by the building architect or landscape architect as opposed to an artist commissioned for this purpose; or
- (4) Landscape architecture or gardening, except where these elements are designed by an artist and are an integral part of a work of art.

Public Art Commission means a seven member body that serves principally in an advisory capacity to the Community Development Department.

Public Art Acquisition Fund means funds used for the acquisition and commissioning of public art for the City of Douglasville. The PAAF is a separate, special fund as part of the City’s overall finances into which public art donations and funding are deposited, transferred and used for acquisition, commissioning,

exhibition and conservation of public art as recommended by the Public Art Commission and approved by the Mayor.

Public Art Program means the Public Art Program of the City of Douglasville, Georgia.

Public art annual work plan means the annual work plan developed by the Public Art Commission with staff, detailing the public art projects and funding levels recommended for the upcoming year.

Public Space means any area or property (public or private) which is accessible or visible to the general public a minimum of 8 hours per business day.

Sec. 34-102. Public Art Commission.

(a) Purpose and Responsibilities. The Public Art Commission shall advise the city in all matters pertaining to city-sponsored Public Art Programs. The Commission's primary goal shall be to increase the public's awareness of all visual arts including, but not limited to, exhibition of sculpture, murals, mosaics, photography, and video.

(b) Duties. The Douglasville Public Art Commission shall interpret and review proposed public art projects and make recommendations to the Mayor and City Council. The Public Art Commission shall:

- (1) Act principally in an advisory capacity to Douglasville staff and the Mayor and City Council in any matter pertaining to art.
- (2) Present an annual report of Public Art Commission Activities.
- (3) Advise and make recommendations to the Mayor and City Council pertaining to, among other things, policies and procedures as identified in the Public Art Master Plan, artist selection juries and process, commission and placement of artworks and maintenance and removal of artworks.

(c) Membership. The Douglasville Public Art Commission shall be comprised of seven members appointed by the Mayor and Council. The City Manager shall designate a city employee to serve as the staff liaison. Members shall have experience or an interest in the placement, creation, or designation of public art. Member posts shall be as follows:

- (1) Post one, who shall be a Council Member;
- (2) Post two, who shall be a Cultural Arts Council member;
- (3) Post three, who shall be a Downtown Development Authority member;
- (4) Post four, who shall be a Historic Preservation Commission member;
- (5) Post five, who shall be a City of Douglasville resident;
- (6) Post six, who shall be a City of Douglasville resident; and
- (7) Post seven, who shall be a City of Douglasville resident.

The members for posts one, three, five, and seven shall serve an initial term ending on July 1, 2022, with subsequent terms ending on the four-year anniversary of that date. The members for posts two, four, and six shall serve an initial term ending on July 1, 2024, with subsequent terms ending on the four-year anniversary of that date.

(d) **Members Ineligible to Exhibit.** Members will not submit applications for the placement of their own artwork or projects. Members may invite artists to participate but must refrain from giving advice to applicants or answering their questions and direct such questions to the Staff Liaison. All Commission meetings shall comply with the Georgia Open Meetings Act. Decisions will be based on a simple majority vote of the Commission.

Sec. 34-103. Staff Liaison.

The Public Art Commission Staff Liaison will oversee the Public Art Program, as well participate in the planning, purchasing, commissioning, donation, placement, handling, conservation, and maintenance of public artwork under the jurisdiction of all city departments. The Staff Liaison shall have the following responsibilities:

- (a) Develop and implement the annual Public Art Work Plan in coordination with the Public Art Commission and appropriate city departments and representatives.
- (b) Oversee the administration of the commissioning of new works of public art including, but not limited to:
 - (1) Project planning by developing scopes of work and project budgets, coordinating with the project manager and project architect, and identifying community partners when necessary; .
 - (2) Managing the artist selection process by developing and distributing requests for qualifications and proposals, staffing the artist selection committees, and conducting artist workshops;
 - (3) Project implementation by developing contract terms, coordinating with the project manager, reviewing preliminary and final designs, and monitoring artist progress and compliance with the project contract;
 - (4) Documentation by keeping records of photographs, construction drawings, maintenance manuals, and meetings; and
 - (5) Community education by assisting in garnering publicity for projects, facilitating public meetings, and developing educational materials.
- (c) Oversee the work of project consultants;
- (d) Oversee the inclusion of public art in private development;
- (e) Identify collaborations and sources of funds;
- (f) Oversee a comprehensive conservation survey of the Douglasville Public Art Collection and ensure all necessary repairs are conducted; and

(g) Staff the Public Art Commission, maintain by-laws, maintain records, keep minutes and agendas and assure compliance with the Georgia Open Meetings Act.

Sec. 34-104. Artist Selection Process.

- (a) Purpose and Responsibilities. The artist selection process shall serve to interpret and review artist's proposals based on the selection criteria. The goals of the selection process shall be as follows:
- (1) To satisfy the goals of a specific project or site through an appropriate artist selection;
 - (2) To further the mission and goals of the Public Art Program;
 - (3) To select artists whose existing public artworks or past collaborative design efforts have demonstrated a level of quality and integrity;
 - (4) To identify an approach to public art that is suitable to the goals and demands of the particular project;
 - (5) To select artists who will best respond to the distinctive characteristics of the site and the community it serves;
 - (6) To select an artist or artists who can work successfully as members of an overall project design team; and
 - (7) To ensure that the selection process represents and considers the interests of all parties concerned, including the public, the arts community and the city elected officials.
- (b) Exception to Purchasing Policy. The selection and purchase of Public Art shall follow the process described in this division and shall not be required to comply with the city's purchasing policy.
- (c) Contracting. All contracts and agreements for Public Art shall be contracts of the city and shall be approved or denied pursuant consistent with the City Code. The Commission shall have no authority to enter into contracts or agreements.
- (d) Artist Selection Methods.
- (1) Open Competition. In an open competition, any artist may submit his qualifications or proposal, subject to any requirements established by the Artist Selection Committee. The requests for qualifications proposals should be sufficiently detailed to permit artists to determine whether their art is appropriate for consideration. Open competition allows for the broadest range of possibilities for a site and brings in new, otherwise unknown, and emerging artists, and may be utilized in any procurement circumstance.
 - (2) Limited or Invitational Competition. In a limited competition, or Invitational, several pre-selected artists are invited by the Artist Selection Committee to submit their qualifications or proposals. This method may be

utilized when the Public Art Commission seeks a small group of experienced artists, when there is a limited time frame, or if the project requirements are so specialized that only a limited number of already identified artists would be eligible. The Commission is authorized to use a prequalified list of artists for this purpose.

(3) Direct Selection. Direct selection may be utilized on projects where an urgent timeline, low budget, or very specific project requirements exist. The Commission is authorized to use a prequalified list of artists for this purpose.

(4) Direct Purchase. Some projects require the purchase of a specific artwork due to the exacting nature of the project or a very limited project timeline. The Commission is authorized to use a prequalified list of artists for this purpose.