

**CITY OF CHERRY HILLS VILLAGE**

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**Art in Public Places Master Plan  
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## **Art in Public Places Master Plan**

### **I. Introduction**

The purpose of the Art in Public Places Master Plan is to further the City of Cherry Hills Villages goals with respect to art in public places, by creating a Public Art Commission (PAC), and providing a guide to the City Council, the PAC and the citizens of Cherry Hills Village in location, selecting and maintaining Public Art within the City of Cherry Hills Village. This master plan is intended to provide objective direction to develop art for public places. The placement of art in public places, enriches, stimulates, and enhances the aesthetic experience. Public art illuminates the diversity and history of a community and points to its aspirations for the future. A wealth of art and culture in the public realm will foster educational opportunities and economic development for Cherry Hills Village.

### **II. Mission Statement**

The Cherry Hills Village Public Art Commission is devoted to developing a Public Art collection by selecting, locating, placing and maintaining art in public places, exposing the community to the arts, fostering education programs.

### **III. Definitions**

Deaccession - Deaccessioning is the removal, replacement or rotation of Public Art on the public property regardless of whether the art was originally purchased, commissioned, donated, or loaned.

Public Art - A work of art located on public or private property, which is accessible to the public

Public Property - Property owned by the City of Cherry Hills Village or private property that has a public easement on it.

Private Property - Property owned by an individual or business.

Public Art Commission (PAC) - The Public Art Commission is made up of up to 5 members, including a Council representative. All members are appointed by the City of Cherry Hills Village City Council. Members must be residents of Cherry Hills Village. Outside expertise may be consulted as needed (The PAC may not expend any funds without approval from City Council). City Council will consider applicants for their knowledge, experience, interest and involvement in the arts in Cherry Hills Village.

### **IV. Responsibilities of Public Art Commission**

- A. Act as an advisory Commission on the arts to the City Council.
- B. Explore opportunities for Public Art and present an annual report on its work to the City Council.

- C. Make recommendations to the City Council regarding the location, selection and purchase of Public Art and the development and implementation of Public Art programs.
- D. Develop an annual work plan and budget with staff to be approved by City Council.
- E. Adopt, subject to final City Council approval, and administer an art selection process for public and applicable privately owned property.
- F. Facilitate the placement of Public Art.
- G. Implement this Art in Public Places Master Plan.
- H. Promote the City's Public Art program.
- I. Develop an educational role to serve the Public Art Program and community. (Program to be approved by City Council prior to implementation)

**V. Annual Prioritization of Public Art Projects**

The PAC will identify project priorities on an annual basis allowing for flexibility, creativity and a connection to community values, as they may change over time.

- A. In January of each New Year the PAC shall review the existing budget including commitments from previous years and identify future projects.
- B. Projects identified will then be prioritized based on a majority vote of the Commission.
- C. Project priorities will then be presented to the City Council.
- D. The staff person to the PAC shall compile the projects priorities and maintain a current list for reference.
- E. The projects priorities list may be amended with the majority vote of the PAC.

**VI. Site Selection Guidelines**

- A. In selecting site locations appropriate for Public Art the following guidelines should be considered.
  - 1. Locations that are easily viewed and accessible to the public.
  - 2. Locations that allow for reflection and provide a break from social activity.
  - 3. Locations that would avoid excessive visual clutter.

4. Locations that are enhanced by Public Art (such as, the location is void of visual interest, or the addition of artwork would expand the location's visual experience.)
5. Locations that provide a meaningful context for the art.

**VII. Artwork Selection Guideline**

- A. To make the selection process more objective, the following guidelines should be followed when selecting a piece of art.
  1. The proposed artwork should be identified as one of the annual project priorities.
  2. The PAC should consider the permanence of the artwork being proposed both physically and conceptually. Permanence includes:
    - a. Maintenance
    - b. Resistance to vandalism
    - c. Safety concerns
    - d. Timelessness
  3. Proposed art should be compatible with the selected site location. Basic elements include:
    - a. Scale
    - b. Materials
    - c. Existing Landscaping/Proposed Landscaping
    - d. Existing Lighting/Proposed Lighting
  4. The proposed artwork must be produced in limited edition by the artist.

**VIII. Deaccessioning of Public Art**

The City recognizes that Public Art selected and placed is not necessarily going to remain there in perpetuity.

- A. Reasons for deaccessioning of art include:
  1. Damage. The art has been damaged, and is deemed by the PAC and the property owner as not being cost effective to repair.
  2. Safety. The art has become potentially hazardous to the public.
  3. Maintenance. The cost to maintain the artwork has exceeded projected expectations of the property owner and the PAC.
  4. Reconfiguration of land. The property owner desires to change the way they use the property on which the art is located, and the art therefore becomes an obstacle to their plans.
  5. Flexibility and changing tastes. As time passes, the community tastes may change; therefore the opportunity will be reserved to deaccession Public Art that is no longer compatible with community values.
- B. Outcomes of deaccessioning. In the event the decision has been made to deaccession an artwork, the piece may be:
  1. Relocated to another public place
  2. Stored indefinitely until another suitable location is found.

3. Returned to the artist or donor if such an arrangement had been agreed upon prior to donation.
4. In the event none of the above occurs, then the piece may be:
  - a. Sold through a public bid process
  - b. Traded for other art
  - c. Destroyed, if artist cannot be contacted

Unless other arrangements were made at the time of placement, proceeds from the sale of deaccessioned art should be returned to the City to further the Public Art program.

## **IX. Funding**

- A. Ongoing and Potential Funding Sources
  1. City budget line item. The City could provide funding support as budgets allow. (Above and Beyond the ½ % mentioned in #6 below)
  2. Grants
  3. Partnerships and co-sponsors
  4. Private donations
  5. Fund raising
  6. ½ % for Public Art (based on the City's capital improvement budget) \$10,000 maximum per year.

## **X. Marketing/Publicity**

Promotion of Public Art.

- A. How to Market the Art in Public Places Program
  1. Establish consistent marketing, use of logo, mission statement, signage etc.
  2. Raise public awareness of PAC
  3. Encourage community involvement

## **XI. Educational Opportunities**

The PAC's goal is to increase community awareness, understanding and involvement in the arts by providing educational opportunities.