



MONROE CITY COUNCIL

Agenda Bill No. 16-035

SUBJECT:	Approval of Downtown Events and Public Art Policies
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
03/15/2016	Parks & Rec.	Mike Farrell	Mike Farrell	Final Action #1

Discussion: 03/08/2016; 03/15/2016

- Attachments:**
1. Downtown Events Waiver Policy for City Services
 2. Public Art Policy

REQUESTED ACTION: Move to approve the Downtown Events Waiver Policy for City Services and Public Art Policy.

DESCRIPTION/BACKGROUND

In order to encourage special events to occur within the newly renovated downtown core, and to commission a piece of public art to be sited within the same downtown plaza area, the City Council budgeted a total of \$15,000 for 2016 to accomplish both initiatives. Staff has researched and drafted the attached policies to implement these programs.

Downtown Events Waiver Policy for City Services

A fee waiver policy is proposed for City services in conjunction with approved special events held within the downtown. Feedback from event organizers pointed to the costs associated with required street closures for events, with costs ranging from \$600-\$800 plus as an obstacle to their event budgets. The policy puts in place a mechanism to address this through a fee waiver for City services up to \$1,000 per event until the annual budget amount is exhausted. Staff proposes that up to \$5,000 of the 2016 budgeted amount be utilized for this new program, which could support five (5) special events. It is important to consider the aggregate interruptions to downtown businesses, which is factored into the proposed limit of \$5,000. The goals of this policy include: to encourage existing and new special events to occur in the newly renovated downtown core that promote tourism, to foster economic revitalization of the downtown, and to provide cultural activities for residents.

Public Art Policy

A public art policy is proposed to guide the purpose, goals, selection criteria, and procedures for public art in City-owned areas. The policy, when approved, will provide support for Staff to implement a *Call-for-Sculptors* to commission an outdoor sculpture sited within the newly-renovated downtown plaza area. Staff has researched similar art policies and programs throughout the region and has consulted with the Monroe Arts Council in drafting the policy and *Call-for-Sculptors*. Staff proposes that \$10,000 of the 2016 budgeted amount be utilized for a downtown art sculpture. Submitters are free to solicit matching funds, but not required. The unique pervious sidewalk system, coupled with the uncertainty of a final art sculpture product's installation requirements (as it may vary), may produce a need for additional funding of up to \$2,500 for a structural base support/foundation.

IMPACT – BUDGET

The 2016 Budget includes \$15,000 designated to support new and existing special events that occur in the newly-renovated downtown core, and also to initiate a public art program in order to commission a sculpture to be sited within the newly-renovated downtown core.

TIME CONSTRAINTS

As soon as possible to allow for implementation of the two new programs.

CITY OF MONROE

POLICY SUBJECT: Waiver for City Services for Downtown Events

REFERENCE NUMBER: 2016-XXX

EFFECTIVE DATE: March 15, 2016

APPROVED:

_____ Mayor _____ City Administrator

SUBMITTED TO COUNCIL:

_____ N/A X Yes Date: March 15, 2016

1.0 PURPOSE:

The City of Monroe recognizes that special events held in the downtown, such as: fun runs, roadway foot races, fundraising walks, bike-a-thons, parades, car shows, and street fairs, promote tourism, foster economic revitalization of the downtown, and provide cultural activities for residents. The Monroe Municipal Code (MMC) chapter for Special Events (MMC 5.28.110) states that fees for the use of City services and equipment may be waived in part or in full if the event is of sufficient community benefit to warrant the expenditure of City funds without reimbursement by the applicant/sponsor.

2.0 GOALS:

- Encourage existing and new special events to occur in the newly renovated downtown core that promote tourism, foster economic revitalization of the downtown, and provide cultural activities for residents.
- Utilize the special event-friendly design of the newly renovated downtown street plaza area.

3.0 ELIGIBILITY (all must be satisfied for waiver):

- The applicant otherwise satisfies all applicable criteria for issuance of a Special Event Permit pursuant to Chapter 5.28 MMC.
- Event must occur within Monroe's downtown core.
- Event necessitates closure of road(s) by City staff.
- Fee waiver for City services up to \$1,000 per event until exhaustion of fee waiver aggregate limit established annually in the City's budget.
- Limit of two (2) fee waiver requests per organization/applicant per calendar year.
- First come-first served.
- Event must fulfill the purpose and goals in sections 1 and 2 above.
- Applicant must provide an estimate of the number of people expected to attend the event and provide an estimate of the number of attendees following the event.

4.0 PROCEDURE:

The organization/applicant shall:

- Submit a completed Special Event Permit application for event held in the downtown that necessitates a road closure.
- Submit a Downtown Event Fee Waiver form.

Nothing in this policy is intended to alter the City's codified standards and procedures for waiving service fees for First Amendment events pursuant to MMC 5.28.110.

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CITY OF MONROE

POLICY SUBJECT: Public Art

REFERENCE NUMBER: 2016-XXX

EFFECTIVE DATE: March 15, 2016

APPROVED:

_____ Mayor _____ City Administrator

SUBMITTED TO COUNCIL:

_____ N/A X Yes Date: March 15, 2016

1.0 PURPOSE:

- 1.1 The City of Monroe views public art as integral to the Monroe community's fabric by improving quality of life, enhancing community identity, strengthening economic development and tourism, and enriching the spirit and pride of its citizens. To this end, the City may periodically acquire, fund or otherwise commission the creation of certain works of art for installation and display on designated areas that are owned or controlled by the City. The purpose of this policy is to establish the standards and procedures that will inform the selection of such public art and its location.
- 1.2 This policy only addresses the selection of public art that that is acquired, funded or otherwise commissioned by the City. This policy does not address or otherwise purport to regulate the display of art by members of the public in places and/or in the manner otherwise allowed under applicable federal, state and local law. Without prejudice to the foregoing, nothing in this policy is intended to create a public forum for the purpose of expression.
- 1.3 The City may periodically designate one or more areas of public property for temporary artistic displays, including without limitation art shows, contests similar events. The standards and procedures governing such temporary displays shall be established by separate policy and are not set forth herein.

2.0 KEY TERMS

- 2.1 **"Public Art"** means: (i) any visual work of art; (ii) that is lawfully displayed on a permanent or semi-permanent basis in an area owned or controlled by the City, including without limitation on the exterior of any City-owned facility, inside any City-owned facility, or on other property that is leased or otherwise controlled by the City; and (iii) that is acquired, funded or otherwise commissioned, in whole or in part, by the City.
- 2.2 **"Work of art"** includes, but is not limited to, the art forms of: sculpture, monument, mural, fresco, relief, fountain, banner, benches, architectural furniture, and performance art facilities. Work of art includes, but is not limited to, the art mediums of: weaving, carving, painting, assemblage, collage, welding, casting, and sculpting.
- 2.3 **"Selection Committee"** is a body composed of City staff and invited representatives from local organizations such as: the Monroe Park Board, Monroe Planning Commission, Monroe Arts Council, Monroe Chamber of Commerce, and Downtown Monroe Association, as appointed by the Mayor.

3.0 PUBLIC ART GOALS

- A. To curate a diverse public art collection.
- B. To facilitate exposure to public art.
- C. To use public art to reflect the characteristics of the greater Monroe community.

4.0 SELECTION CRITERIA

Proposed public art acquisitions will be evaluated on the following criteria:

4.1 Work shall exhibit artistic quality and craftsmanship.

Does the proposed artwork have a strong aesthetic merit? Criteria for aesthetic quality should include:

- A. Durability and craftsmanship in fabrication;
- B. Relationship of artwork to other works in the City's public art collection as a whole;
- C. Appropriateness of artwork scale to the proposed site;
- D. Appropriateness of artwork to other aspects of its surroundings; and
- E. Artist's credentials and recognition.

4.2 Work shall be original.

4.3 Works that incorporate and/or reflect Monroe's natural geographical features, rich history and cultural diversity shall be encouraged (*media, subject matter, size, etc.*).

4.4 Works shall not include nudity, pornography, obscenity, profanity or overtly partisan and/or political advocacy.

4.5 Work shall be suitable size and media for the recommended site.

4.6 Budget and Contractual Information.

- A. Projected costs must be accurate and realistic as demonstrated by artist/fabricator and/or installer estimates.
- B. If the site present special obstacles (e.g. poor drainage, steep slope) have these obstacles been adequately addressed?

4.7 Vandalism and Safety.

In considering the type, size and location of proposed works of art, any relevant concerns regarding potential vandalism and public safety issues shall be taken into account.

- A. Description of potential safety hazards and how they have been addressed.
- B. Describe elements of the artwork that might the work be prone to vandalism and how this potential for vandalism has been addressed.
- C. Describe how specific issue of graffiti vandalism has been addressed.

4.8 Durability - Routine and Long-Term Maintenance

- A. Estimated accounting of on-going maintenance requirements and cost.
- B. Dimensions.
- C. Materials.
- D. Colors.
- E. Power, plumbing or other utility requirements.
- F. Construction/installation method.
- G. Fabricator is qualified to install the work and carries adequate insurance to meet city standards.

4.9 Timeline

Can the proposal/ artist meet the timeline established?

5.0 AQUISITION, RELOCATION AND DEACCESSION PROCEDURES

5.1 Acquisition

5.1.1 Call for Art

A. Eligibility:

Whenever the City desires to commission the creation of a work of art, the selection committee shall develop and issue a call specifying the general parameters of the proposal.

B. Selected Location for Public Art Display:

City shall select public locations for public art display subject to space availability, applicable regulations and policies, and prioritization of public uses. The City Council shall make the final determination regarding the specific location for the installation of public art.

C. Specifications:

1. City shall select a suitable scale for dimensions and artistic quality of public art.
2. Each work of art must require minimum maintenance and be able to withstand the effects of weather, be as resistant as possible to vandalism, able to withstand possible pedestrian contact, and not impede either walking or driving traffic.
3. It is the artist's responsibility to deliver the work of art at the specified site by the established deadline.
4. The City of Monroe reserves the right to reject any work of art that, when completed, differs from the original proposal, or does not meet standards of durability, safety, and quality.
5. Installation/Anchoring specifications to be determined by the City of Monroe for installation of the selected sculpture.

D. Purchase Amount:

To be determined on a case-specific basis through dedicated budgeting funding actions taken by the City Council.

E. Selection Process:

City shall develop a case-specific selection process utilizing selection criteria described in Section 4 of this policy.

5.1.2 Unsolicited Donation

- A. All accepted donated works become part of the City art collection and, as such, may be relocated at the City's discretion unless otherwise specified by contract.
- B. Unrestricted monetary donations to help fund public art acquisitions may be accepted by the City at any time. Donations with conditions or restrictions, such as use for acquisition of a specific artwork or theme, will be reviewed and accepted in accordance with this policy and any other applicable regulations, and shall be declined if the conditions or restrictions are not approved.
- C. For a work proposed for loan to the City, the owner or owner's representative will be required to enter into an Art Display Agreement, in a form approved by the City Attorney, setting forth the length of the loan and other terms such as location, maintenance requirements, insurance, value of art work, installation and removal responsibility, and other conditions pertinent to the agreement.
- D. Donated or loaned art work will include identifying plaques if accepted by the City at the sole cost of the donor.
- E. If applicable, loaned artwork may be subsequently purchased by the City if there is sufficient public support to acquire it via public fundraising or City Council action.
- F. The provisions of this policy shall be construed in accordance with, and shall be subordinate to, the applicable requirements of Chapter 3.40 MMC.

5.2 Relocation

The purpose of this section is to provide procedures for the relocation of City owned or loaned art work.

The City may relocate any public art work upon if one or more of the following criteria are satisfied:

- A. The condition or security of the art work cannot be reasonably guaranteed in its present location.
- B. The art work presents a public safety risk in its present location.
- C. Significant changes in the use, character or actual design of the site require a re-evaluation of the art work's relationship to the site.
- D. A more suitable location for the artwork has been identified by the City.
- E. The site is needed, in the City's sole discretion, for different public use.

5.3 Deaccession

To provide procedures for the deaccession of City owned art work.

- A. Review of any restriction which may apply to the specific work.
- B. Assessment of options for storage or disposition of art work, which may include sale, trade, return to the artist, or gift.
- C. Analysis of reasons for deaccessioning and recommendation to City Council for the final decision.

6.0 Modification; Third-Party Rights.

The City may modify, supplement and/or repeal this policy at any time in the City's sole discretion. This policy is for the exclusive use and convenience of the City. Nothing herein shall be construed as vesting any enforceable rights in or for any other parties.

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