

SANDUSKY

PUBLIC ART AND PLACEMAKING PLAN

OCTOBER 2018

CITY OF SANDUSKY, OHIO

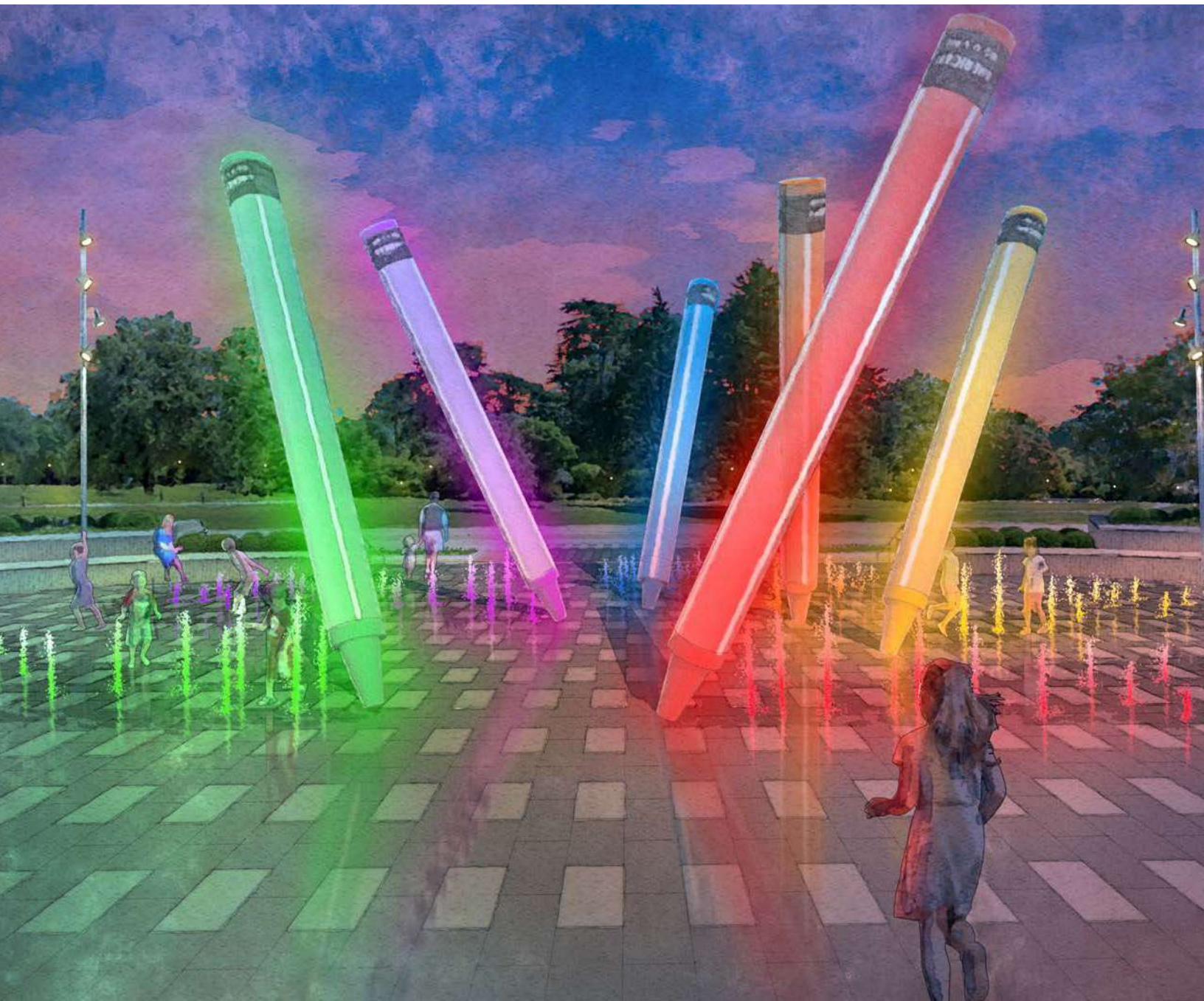
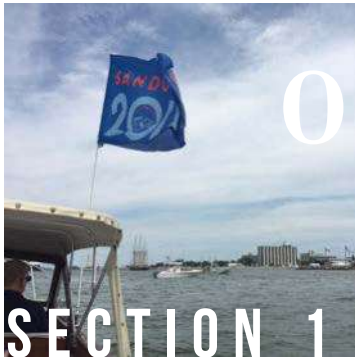


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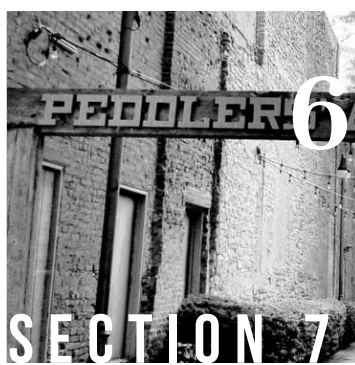
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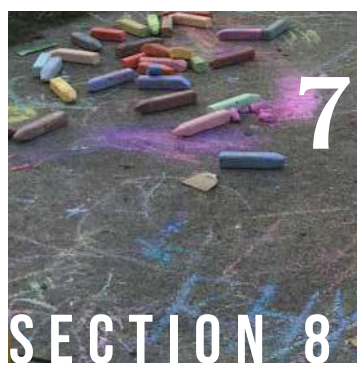
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A MESSAGE FROM THE MAYOR AND CITY MANAGER



*Cities are a reflection of their history, culture and people,
which can be expressed collectively through public art.*

Many of Sandusky's greatest icons, from the Boy with the Boot, the Sandusky bushes, the path to freedom sculpture, to the illuminated roller coasters across the Bay are examples of past and current investments in art. These investments shape how Sandusky looks and feels, to both residents and visitors alike.

The Arts & Cultural Commission is a collection of stakeholders representative of Sandusky's cultural community who will work to bring life to the recommendation of the Bicentennial Vision Plan to invest in public art as a tool for enriching our citizens, engaging our children and creating a more vibrant community. We look forward to partnering with local artists and other stakeholders to bring this plan to life in ways that will create today artworks that will become Sandusky icons in the future.

The success of this plan will be less about the number of works created or the scale or medium of those projects. Instead, it will be measured by the inspiration public art and artistic programming provides to our citizens on a daily basis as they move through and interact with the city and its surroundings, including public art.

The Public Arts & Culture Commission and this plan are a first step towards long term investments in arts and culture. Cities that believe in their citizens and their future invest in arts and culture, and Sandusky is proud to be one of those cities.

DENNIS MURRAY AND ERIC WOBSE



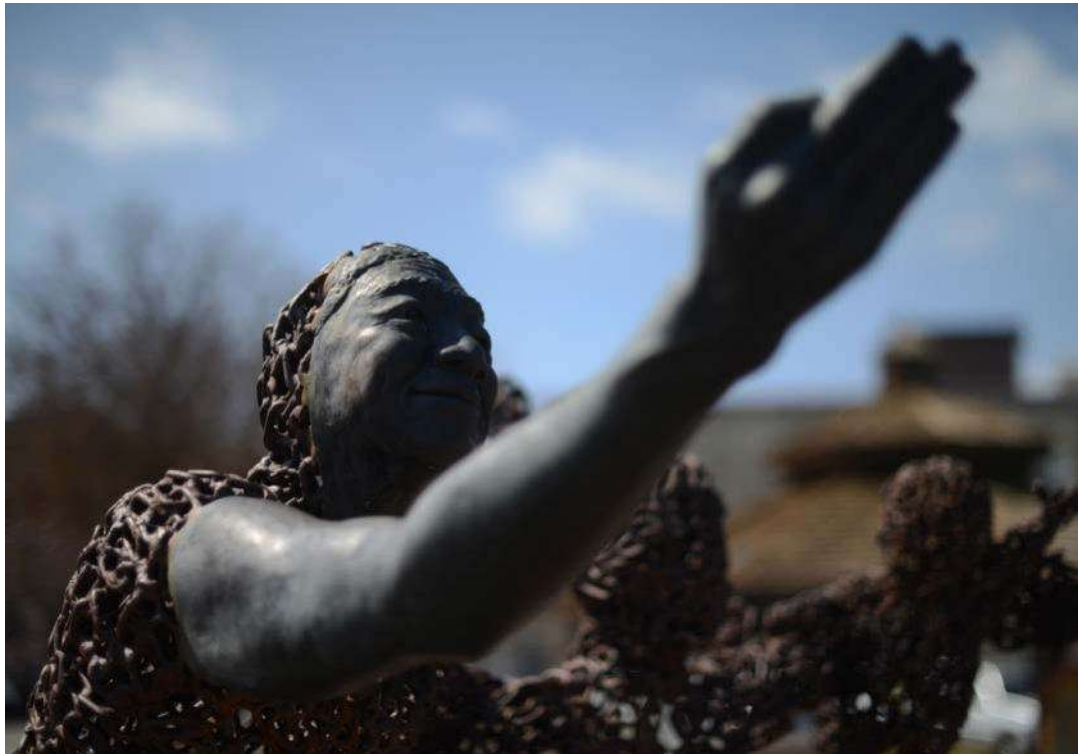
01

CONTEXT: BICENTENNIAL AND BEYOND

As Sandusky celebrates its Bicentennial and prepares for the future, the opportunity has arisen for the city to reevaluate its context -

- its place in the world - and to discover new opportunities to communicate its story. The city's rich history, geography, and diversity set Sandusky apart, but these special qualities are not always visible to the outside world. The celebration of Sandusky's Bicentennial in 2018 brought an opportunity to create a vision for how the city can build on its legacy through policies and civic improvement. In many ways this effort is an outgrowth of that vision, and to that end, the city has created an innovative policy that funds the creation of public art in order to enhance the physical environment for residents and visitors to the city.

The City of Sandusky has chosen public art as a preferred medium to inject its culture into the built environment. By using public art, the city's civic infrastructure can physically embody the communal desire to ensure Sandusky is vibrant, celebrated, connected, and livable. The topics below define why public art in particular is key to helping the city achieve its overall goals.



Why Public Art?

ARTISTIC INTEGRITY

Sandusky is a city that prides itself on high quality civic amenities. Like the accolades of the city's historic buildings, roller coasters, or floral traditions, public art in Sandusky can help put the city on the map through the highest quality art possible. Whether the art of Sandusky originates here or elsewhere, that inspiration must be drawn from the community and be relevant to residents. The intention of this plan is to ensure the city succeeds in finding its communal voice and expressing it through high quality art in the public realm.

COMMUNITY IDENTITY

Though Sandusky is a widely sought out destination for visitors and residents alike, the city doesn't always capitalize on the visitors. Sandusky has an opportunity to use public art to communicate to both residents and visitors what Sandusky represents – a city that cares about who it is, what happens here, and where its going in the future. The art of Sandusky can become the city's calling card to the world.

ECONOMIC DEVELOPMENT

As Sandusky seeks to improve the local economy, public art can aide the effort. Public art is a natural draw for visitors and tourists and has been proven to increase revenue for businesses and government. Additionally it can be a driver for reinvestment in neighborhoods through aesthetic improvement and heightened attachment to place.



Why Creative Placemaking?

Creative placemaking projects help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking is the collaboration of artists, arts organizations, and community development practitioners to deliberately integrate arts and culture into community revitalization work- placing arts at the table with city departments such as land use, transportation, economic development, education, housing, infrastructure, and public safety strategies. Creative placemaking supports local efforts to enhance quality of life and opportunity for existing residents, increase creative activity, and create a distinct sense of place.



02

WHAT WE ASKED, WHAT WE HEARD

The public art master plan process is built on input from a variety of community members.

In order to understand the desires of the residents and needs of the City, a series of engagement events were undertaken, creating a foundation for the master planning process.

WHAT WE ASKED

As part of the public engagement process, a survey was conducted to understand the community's vision for public art in the future. Participants were also asked what makes Sandusky an interesting, unique, and great place to visit and call home.

HOW WE ASKED

SURVEY

As part of the public engagement process, a survey was conducted to understand the community's vision for public art in the future.

STAKEHOLDER INTERVIEWS

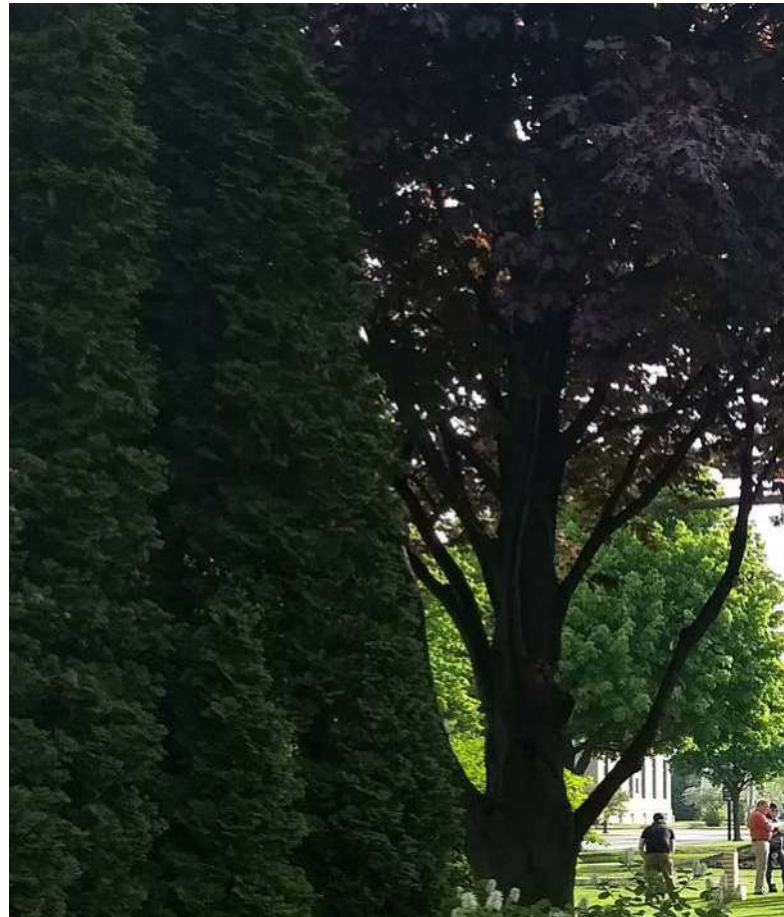
Over thirty stakeholders were interviewed in order to understand the community's vision for the program in the future. These stakeholders included Commission Members, local business owners, city staff, Public Arts and Culture Commissioners, local civic leaders, and engaged residents.

PUBLIC MEETINGS

Informed by the initial stakeholder interviews, two public meetings took place to discuss the importance of public art and placemaking in Sandusky. The first meeting, the Public Art Popsicle Pop-Up, was hosted at Washington Park. Participants were asked to share their big ideas for public art in Sandusky and what they believed to be the essence of Sandusky. The second meeting focused on presenting the recommendations of the plan to the public to ensure accurate representation of their vision for the Public Art and Placemaking Plan.

“Art is a way for the residents of the city to show their passion. Art can tie us all together.”

- Sandusky resident



WHAT WE HEARD

As a result of the stakeholder interviews, engagement opportunities, and survey responses, several themes emerged that should underlie every facet of arts and culture in Sandusky.

KEY THEMES

1. Public Art is a creator of public space, adds vibrancy, and promotes a strong identity in Ohio.
2. Public art should be integrated into many facets of the Sandusky community, including parks, schools, areas along the bay, infrastructure projects, transportation projects, public works projects, and private development projects. Strategic integration of public art into the architecture and design of these elements will continue to increase the vibrancy of Sandusky.



3. Public art can embody the spirit and soul of Sandusky by honoring the past and celebrating the future.
4. Public art in Sandusky should be high quality and interactive.
5. Public art should be accessible to all.

OUR MISSION

The mission of the City of Sandusky Public Art and Culture Program is to promote cultural and economic vitality in Sandusky, Ohio by integrating the work of artists into public places.

OUR VISION

The vision of the Sandusky Public Art and Culture Program is to enrich the lives of all Sandusky residents through honoring its history, celebrating its culture, and creating rich experiences for residents and visitors through art in planning initiatives, public spaces, and city infrastructure.

WHAT WE ASKED, WHAT WE HEARD

GOALS OF SANDUSKY PUBLIC ART AND CULTURE PROGRAM:

- To further the development of, awareness of, and interest in the visual arts;
- To integrate the design work of artists into Sandusky;
- To create an enhanced, interactive visual environment for Sandusky residents;
- To commemorate Sandusky's rich history;
- To promote tourism and economic vitality in Sandusky through the artistic enhancement of public spaces;
- To increase attachment to place;
- To engage community partners to build support for public art

GUIDING PRINCIPLES:

Sandusky's Public Art:

- Will allow for artistic creativity and innovation
- Is community and site-oriented
- Is sensitive to community histories, strengths, and aspirations
- Is developed in an open, informed atmosphere
- Articulates the values and vision of the community
- Is designed for a diverse and ever-changing audience
- Will be distributed citywide, focusing on areas where people gather
- Will be represent a variety of artistic media and forms of expression
- Will be maintained for people to enjoy





SPIRIT OF SANDUSKY

Understanding community character is key to expressing the essence of any city through public art or placemaking efforts.

Thanks to Sandusky's interesting history, diverse residents, and dedicated citizenry, clear elements of what makes Sandusky unique quickly emerged as part of this planning process. At public meetings and through online surveys residents contributed their thoughts on what Sandusky represents and what is important to the

community. This feedback along with further research was distilled down into the 'Spirit of Sandusky Framework,' which can be used to facilitate future public art and placemaking projects that are relevant, Sandusky-centric and will resonate with residents and visitors alike.

How to Use the Framework

The framework below outlines a vision for the community character of public art and placemaking in Sandusky. By utilizing these attributes, projects can be developed that will stand the test of time. Whether the city is developing a new public art installation for a neighborhood, the Commission is determining whether to accept a private donation of art, or even a developer who wants to invest in public art at a project in Sandusky, the following framework becomes a family of components that speaks to the core of the identity of the city.

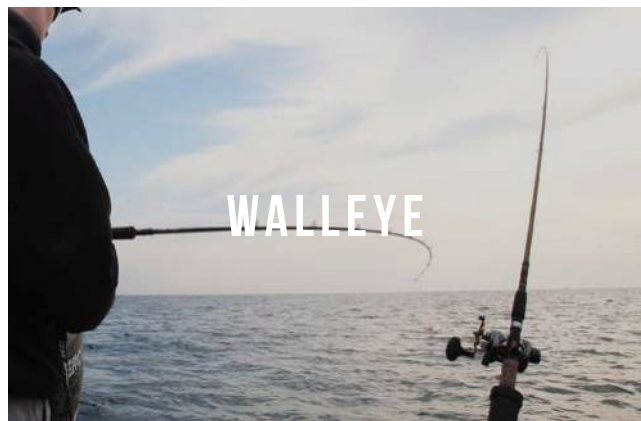
When considering creating art or placemaking projects for Sandusky, artists and designers can use this document to become inspired by the city's unique qualities, and integrate Sandusky-specific ideas into creative projects. The art in Sandusky should express the attachment and pride residents have for the city, and should stand out among other communities within the state and region as a community that values innovative and engaging public art reflective of the

Spirit of Sandusky Framework

The following concepts become a family of components that speak to the identity of Sandusky as defined by the locals. Artists may mix and match these elements into their designs, or choose to emphasize one element over another in order to accentuate what is most important to them and how they see Sandusky. However creatively the components of the Essence of Sandusky are interpreted, they will serve as a reflection of our beloved city and as an inspiration to the creative process. The following Spirit of Sandusky elements are not exhaustive and are meant to serve as inspiration when creating artworks and developing place-based projects.

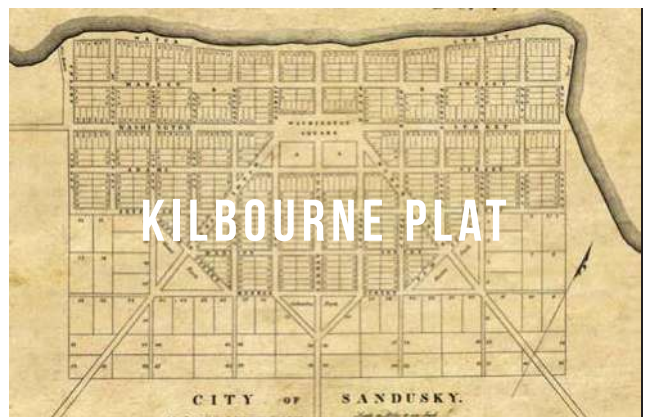
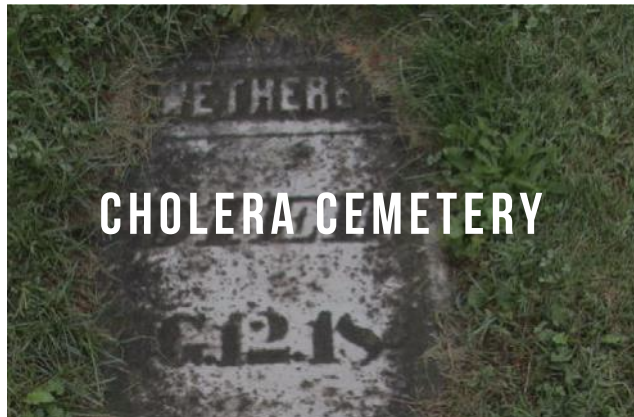
BIG BAY, GREAT LAKE

Sandusky owes its origins to its eponymous bay which opens into Lake Erie. Even today the city generates much of its prosperity from the industry and tourism that is a natural byproduct of its bayfront real estate. The lake is a lifeblood for Sandusky and makes it stand out in Ohio and beyond.



STEEPED WITH SYMBOLS

The past isn't relegated to a bookshelf in Sandusky- it's evident and can still be experienced by all who step foot in the city. Emblems of history loom large from triangles to tree tops. Whether spotting a barge on the bay or strolling past a towering steeple, the past is present in Sandusky.



MULTITUDE OF PEOPLE

From its earliest days Sandusky has drawn people from all over Ohio and the world. Some came for amusement; some were journeying towards freedom, but all made an impact on the city. Today Sandusky is home to an array of people making the city an interesting and vibrant place to be.



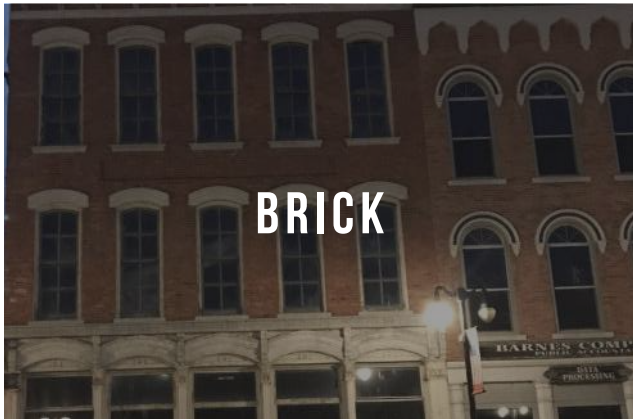
WATER'S EDGE

No matter where in Sandusky you are, the shoreline is only a quick step away. Marinas and boat slips line the bayfront and perhaps the best vantage point of the city is from the bay.



BUILDING BLOCKS

The materials and colors that define our community are derived from our historic building and the nature that surrounds. From our courthouse to our open water, color is abundant in our environment.





04

STRATEGIES FOR ART & PLACE

With a front door on the bay, Sandusky is known as a place of respite for residents and visitors alike.

Sandusky has taken great care to ensure that size, scale, and building usage is appropriate for the spirit and feel of the city. Future projects and development should integrate

unique art and elevated design. By integrating the Spirit of Sandusky into public spaces, Sandusky can continue to shape its identity around experience of the place.

STRATEGIES FOR ART AND PLACE



Citywide Location Selection Recommendations

As city staff and the Public Arts and Culture Commission collaborate to select sites for future public art, locations should be evaluated based on their impact to the overall community. Staff and the Commission should attempt to satisfy as many of the recommendations below as possible. They are organized in order of importance.

RECOMMENDATION 1: HIGHLY VISIBLE AND/OR HIGHLY TRAFFICKED

To ensure the largest impact for the city overall, selected locations for public art should either be located at key gateways, intersections, and other similar locations, or be in highly visited locations such as parks, plazas, piers, schools, etc.



RECOMMENDATION 2: ADDS TO THE GEOGRAPHIC DIVERSITY OF THE COLLECTION

Much of the existing public art and placemaking projects in Sandusky are concentrated in the downtown area, specifically in plazas along Water Street and in Washington Park. Though these locations are important and obvious locations for public art, future projects should expand the breadth of the collection in order to provide better access and opportunity for all Sandusky residents and visitors.

RECOMMENDATION 3: MAXIMUM INTERACTION OPPORTUNITIES OR VANTAGE POINTS

When it is highly visible and engaging, public art meets its highest potential. To impact the largest amount of residents and visitors, sites should be visible from several viewpoints and perspectives. A vacant space where a bike trail meets a prominent intersection, an entry point to a local tourist destination, or a highly used park are all examples of places that allow for many view and interaction opportunities.

Specific Geographic Strategies

Because of the unique geography of Sandusky, three geographic-specific strategies should be considered when commissioning public art. In addition to following the ‘Citywide Location Selection Recommendations’, projects in each geography should follow the recommendations below.

GEOGRAPHIC STRATEGY 1: WATERFRONT

With miles of accessible and useable waterfront along the Sandusky Bay and Lake Erie, Sandusky has a rare opportunity. Public art in these areas can create interactive or visual functions that impact the viewer both in the water and on the shore.

Geographic-specific Recommendations:

- Large in Scale
- Sensitive to the Environment
- Interactive with Water

GEOGRAPHIC STRATEGY 2: DOWNTOWN SANDUSKY

The historic core of the city is the most pedestrian friendly and the most visited area of the city (outside of Cedar Point). There are many public spaces within this area that are highly trafficked and visible.

Geographic-specific Recommendations:

- Varying in scale
- Sensitive to the historic fabric
- Pedestrian Scale

GEOGRAPHIC STRATEGY 3: NEIGHBORHOODS

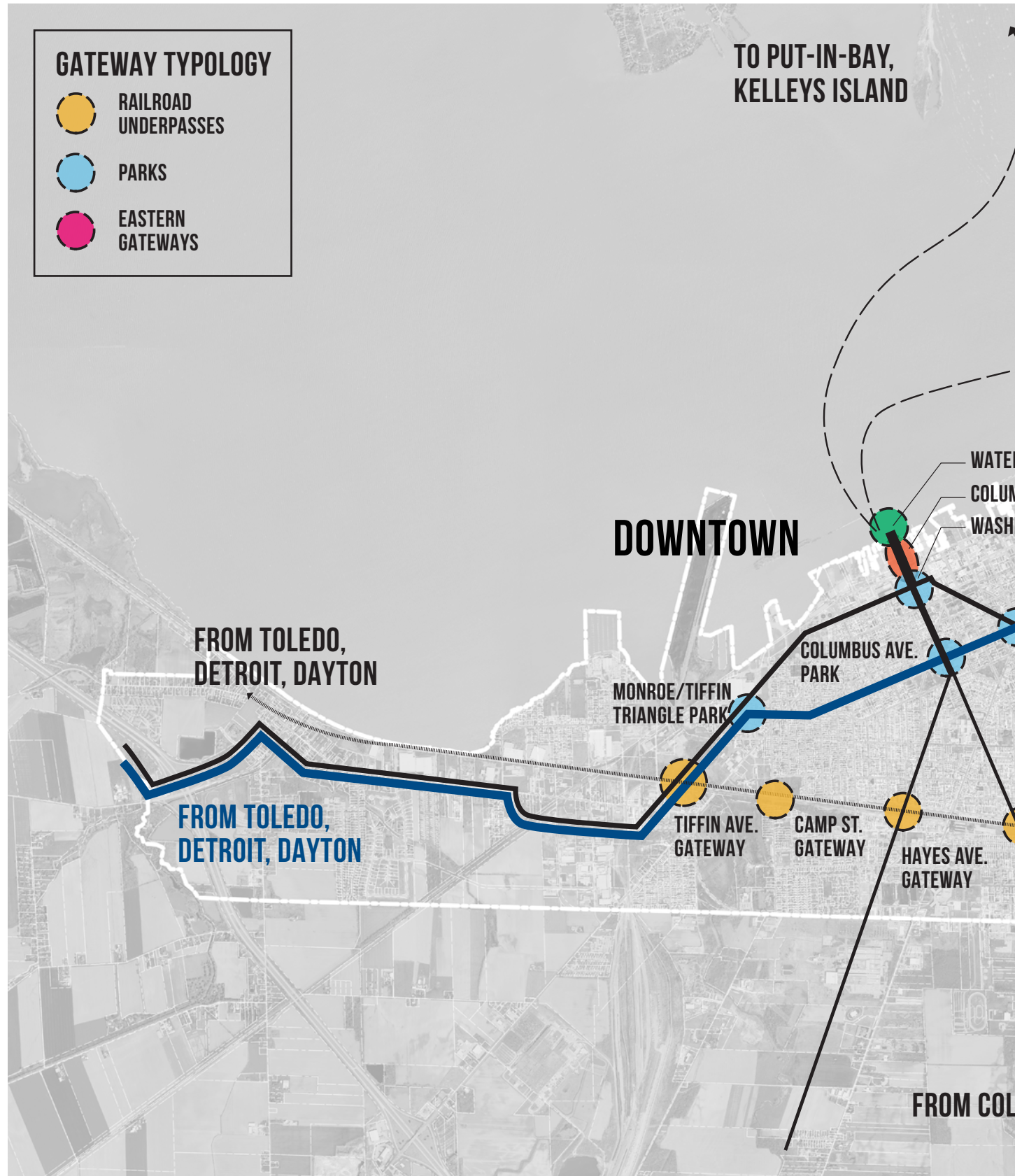
Public art is a powerful tool for reinforcing neighborhood identity and increasing pride. Special emphasis should be placed on commissioning art that is unique to Sandusky’s neighborhoods and that is focused on improving their health and vitality.

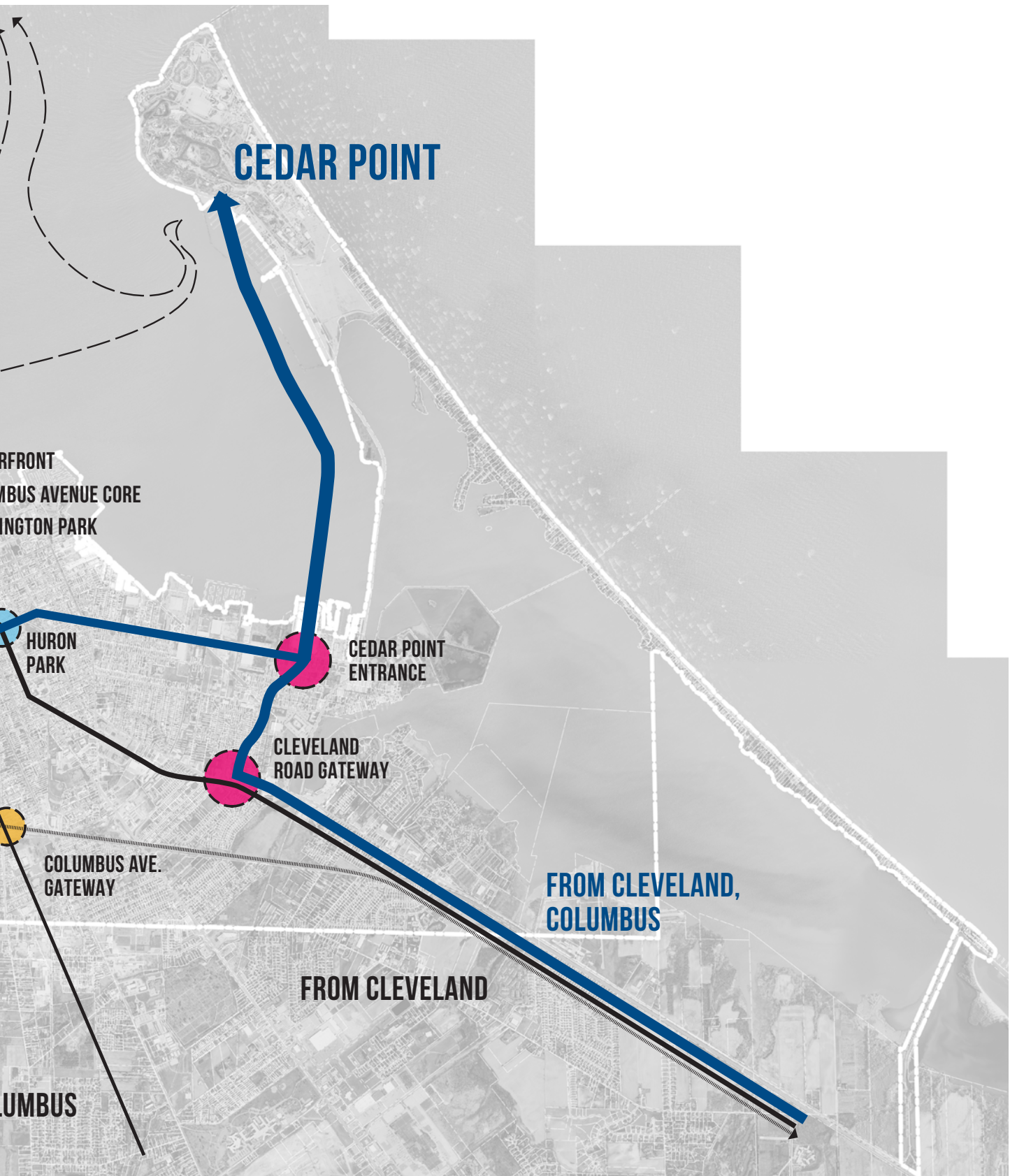
Geographic-specific Recommendations:

- Pedestrian Scale
- Represents Residents of the Area
- Encourages Revitalization



STRATEGIES FOR ART AND PLACE





Public Art Typologies

Several types of art are mentioned throughout this document as ideal mediums for public art in Sandusky. They are described in detail on the following pages.



SCULPTURE

Whether contemporary, irreverent, traditional, or something more, sculptures are often the highlight and focal point of civic art. Sculptures may have the express purpose of celebrating civic pride or inversely may become culturally defining showpieces for the City. Sculptures often fit well when created in or alongside gateways, parks, and city centers and can take on many shapes and sizes.

MURALS

Murals can transform an empty- or graffitied- wall into a colorful and stimulating piece of art. Opportunities for murals exist in Sandusky in many spaces throughout the city – on the backs of commercial buildings, on dumpster enclosures, at parks and recreation centers, and more.

While curating permanent works of art as part of the City's collection is important, ephemeral works such as murals allow for the exposure of many artists over a short period of time rather than a few artists over a long period of time. Semi-permanence also allows for integration of other mediums not typically included in mural installation, such as photography.

FUNCTIONAL ART

Sandusky has focused on improving the infrastructure to facilitate added use by residents. Due to the ongoing addition and expansion of infrastructure in the city, there is a unique opportunity to implement designs in place of otherwise ordinary pieces of infrastructure. Integrating unique ‘Sandusky’ designs into infrastructure may be an affordable and efficient way to create a major visual impact.

Some possible options for functional art installations include bike racks, benches, medians, storm drains, manholes, installations within parking lots, monument signage, sidewalk treatments, and more.

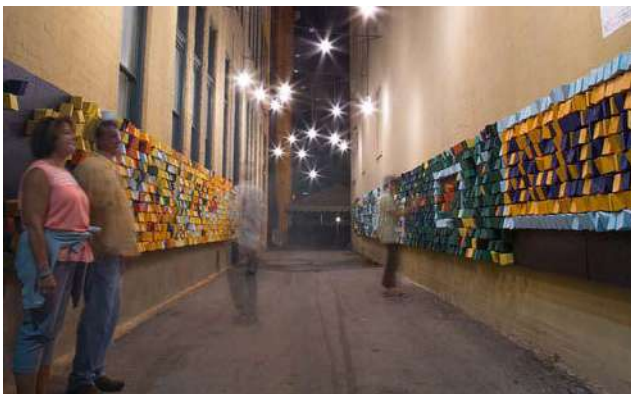


LIGHT INSTALLATIONS

Contemporary artists have begun to use lighting in creative and interesting ways in order to manipulate the built environment with limited physical impacts. Light installations may be used on existing buildings, in parks, or in other locations. They may be especially useful and impactful when used in infrastructure projects.



STRATEGIES FOR ART AND PLACE



MULTIMEDIA

Multimedia installations may combine many other art types in ways that expand the imagination. Video, lighting, sculpture, murals, and more can be combined to make multimedia installations some of the most interesting pieces around. Multimedia installations are especially useful for temporary or pop-up installations.

POP-UP & TEMPORARY ART

Art can be long-lasting or it can be something that is experienced for a short time. Though temporary art isn't long-lived, it can have a lasting impact on the a community. Temporary installations can create a sense of whimsy and joy in unexpected places, such as construction sites and temporarily empty storefronts.

Temporary art can be done inexpensively and easily. It can be a small pop of color or a huge "WOW". Whatever it is, its short lifespan gives energy to the space and drives excitement within the community. Temporary art invites collaboration.



INTERACTIVE ART

Interactive art is conceived, designed, and implemented around spectators. While interesting to look at, this art asks us to think, have fun, and gather in celebration. Interactive art can make children laugh while also bringing back the inner child in adults. Sometimes it can ask spectators to help determine an outcome or participate in a story. Because it requires action, this type of art is memorable and beloved.





05

RETHINKING OUR PUBLIC SPACES

The following pages contain seven conceptual projects and five conceptual programs, all of which were created as inspiration for future projects and programs.

The following pages contain seven conceptual projects and five conceptual programs, all of which were created as inspiration for future projects and programs. While conceptual projects are tied to specific locations, conceptual programs are not. The following projects and programs are not ranked by priority and should be considered strategically as opportunities to utilize them present themselves. While the following projects are site specific, it is not required that these projects should or must occur at these exact locations. The following projects and programs are conceptual in nature and are not bound for installation upon acceptance of the master plan.

The Public Art and Placemaking Plan has identified seven conceptual projects that could be installed throughout the city. The specifics of each project are explored on the following pages. Conceptual projects are tied to specific locations and may be recurring or phased in their commission. Concept implementation should not be restricted to the following projects and should be regularly altered and updated as time progresses, priorities change and new possibilities arise. The following projects are not ranked by priority and should be strategically selected as opportunities present themselves.

Project 1: Sandusky Gateways | Railroad Underpasses

SITE DESCRIPTION

Four railroad crossings exist when entering Sandusky from the south and serve as gateways to the community. These include the Tiffin Avenue underpass, the Cap Street underpass, the Hayes Avenue underpass, and the Columbus Avenue underpass, all of which are a part of major city thoroughfares and transportation routes for residents and tourists. Currently, these underpasses are unremarkable and feel unsafe. If improved, they will provide an opportunity to create noteworthy gateways and comfortable pedestrian passages, and to celebrate the City's industrial heritage through placemaking.

INSPIRATION

- Hayes Avenue Underpass Opportunity Diagram
- Birmingham Underpasses

PROJECT DESCRIPTION

In order to create connectivity, the underpasses present an exciting opportunity for multimedia installation. Flat walls provide opportunities for murals or vegetation walls. The underpasses themselves provide exciting opportunities for light installations that could be a variety of colors or shades of one color.



RIGHT

Wuppertal, Germany, Lego
Bridge, Megx,

BOTTOM

Lightrails, Bill FitzGibbons

LEFT

antyRAMA collective,
Katowice, Poland



Project 2: Lemmy Park

SITE DESCRIPTION

There are multiple readily accessible lakefront parks that should be considered for a playground/park that celebrates the legend of the 'Lake Erie Monster'. A site of roughly 1 acre should be provided for this park, though a site that is smaller would suffice if necessary.

INSPIRATION

- Lemmy Folklore
- Beyond Reflection- Lawrence Argent
- Interpretive Playground

POTENTIAL LOCATIONS

- Lions Park
- Paper District Marina
- Shoreline Park
- Sandusky Bay Pavilion
- Battery Park
- Kiwanis Park or Big Island
- Sandusky Bay Pathway / Pipe Creek

PROJECT DESCRIPTION

The 'Lake Erie Monster' is Great Lakes folklore with origins in Sandusky. There have been multiple reported sightings of this serpent-like creature along the Lake Erie coastline. A sculpture of Lemmy should be utilized as a focal point for an interactive children's park. Multiple historical, environmental, and cultural themes should be incorporated into the design of the park, creating an opportunity to educate children about Lake Erie.

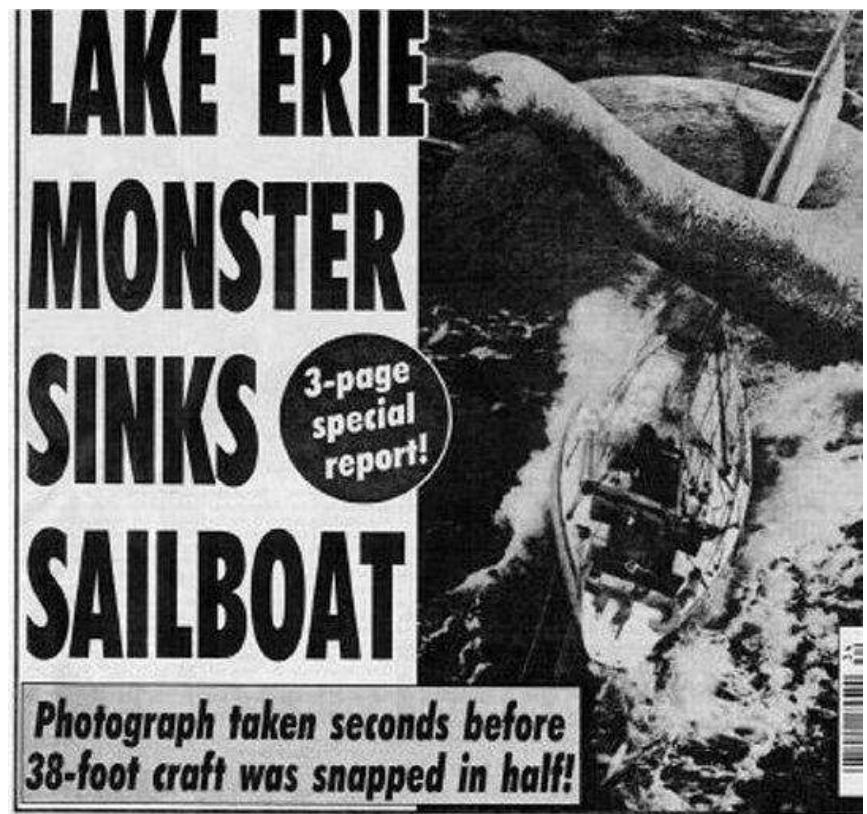


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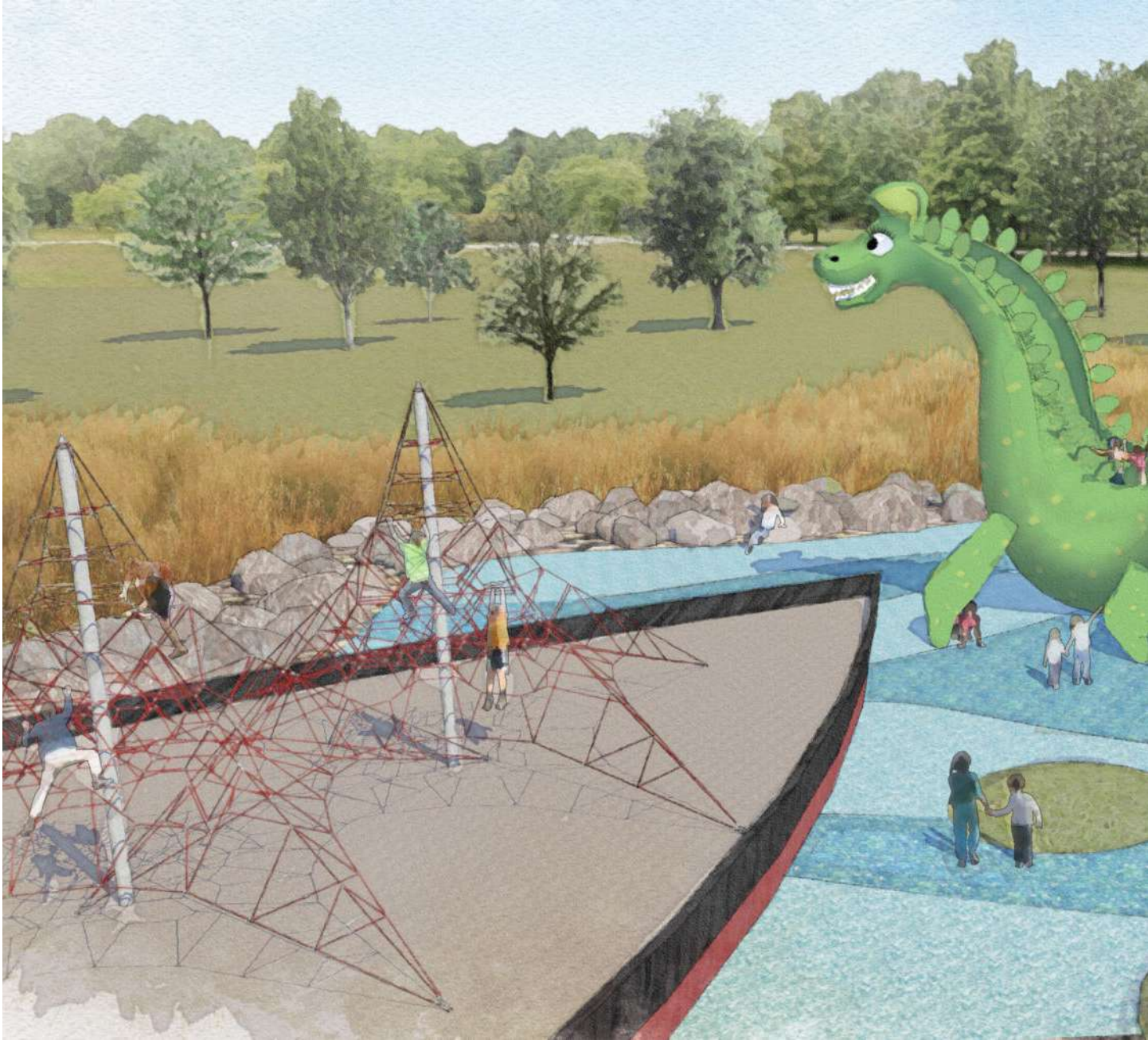
Lawrence Argent, Beyond Reflection, Shenzhen, China

RIGHT

Weekly World Tabloid Cover



RETHINKING OUR PUBLIC SPACES





Project 3: Sandusky Gateways | Triangle Parks

SITE DESCRIPTION

Sandusky's streets were laid out in 1816 by Hector Kilbourne, a Freemason. He utilized the Masonic 'square and compasses' symbol as inspiration for the design. Huron and Central Avenue are the arms of the compass, Elm and Poplar Streets the sides of the mason's square. This unique street grid creates triangle parks that are underutilized.

INSPIRATION

- Kilbourne Plat
- CCAD Sculpture in Columbus, Ohio

PROJECT DESCRIPTION

In order to celebrate the unique triangular shapes that are leftover by the street grid, an artist should be commissioned to develop a series of pieces that connect the triangular parks to one another. Pieces could include sculptural elements that span the street.



TOP

CCAD Sculpture, Columbus, Ohio

MIDDLE

Ancestral Way, Robert Pulley, Columbus, Indiana

BOTTOM

Kissing Dinosaurs, Erenhot, China



TOP
Triangle Park
Opportunity Map

BOTTOM
EOS, Dessa Kirk,
Columbus, Indiana



Project 4: Sandusky Gateways | East Gateway

SITE DESCRIPTION

The intersection of Cleveland Road and Cedar Point Drive provides an opportunity to utilize architecture as a gateway. Currently, this intersection has large, empty parking lots that serve the businesses lining this commercial corridor. This combined with multiple utility lines, wide roads, and narrow sidewalks creates an environment that is not friendly to pedestrians or cyclists and is a missed opportunity to create a high quality gateway for visitors.

INSPIRATION

- Downtown Core Historic Architecture
- Cedar Point
- Gateway Feature

PROJECT DESCRIPTION

A Placemaking Architecture Overlay Zone should be created for parcels that front Cleveland Road West and Cedar Point Drive. With this Overlay in place, the City will have a mechanism to promote new, high quality development in this critical area. The principal architectural facade of proposed buildings should be located at or just behind the right-of-way line in order to encourage pedestrian access. The entire facade should have high quality construction materials, significant architectural detail and fenestration, high quality signs or graphics, and should be a minimum of 25' in height,. Fifty percent or more of the ground floor facade should be composed of windows, doors, or other transparent elements.



LEFT

Downtown Sandusky
Cedar Point Entrance

RIGHT

Massing Examples for
Cleveland Road Gateway

BELOW

Proposed Placemaking
Architecture Overlay Zone



Project 5: American Crayon Plaza

SITE DESCRIPTION

A site has not been identified for this project at this time. Roughly a half acre site will be required to facilitate installation of the artwork and interactive fountain. A publicly accessible restroom will be required to support the fountain and should be in close proximity to the facility. In addition, the site should be highly visible from well-trafficked public areas and have adjacent parking and trail access.

INSPIRATION

- American Crayon Company
- Flying Pins Sculpture; Eindhoven, Netherlands
- Denver Blue Bear

PROJECT DESCRIPTION

Once home to the American Crayon Company, Sandusky was a major manufacturer of crayons, pencils, and other drawing tools. While most of the original buildings are gone, the public still embraces this narrative as a point of historical pride. This concept builds on the history to create an interactive focal point. Crayon-shaped cylindrical tubes will change color throughout the day and evening. Water jets will be synchronized to suggest the appearance of lines being drawn across the pavement.

In addition to art and interactive water elements, seating should be developed around the plaza for people to sit and enjoy the art and to people watch. This can be completed with bleacher-like seating. To support the water feature, granite should be the base material in order to sustain prolonged saturation. This new project will create a dramatic focal point and bring new energy and visitors to its selected location.



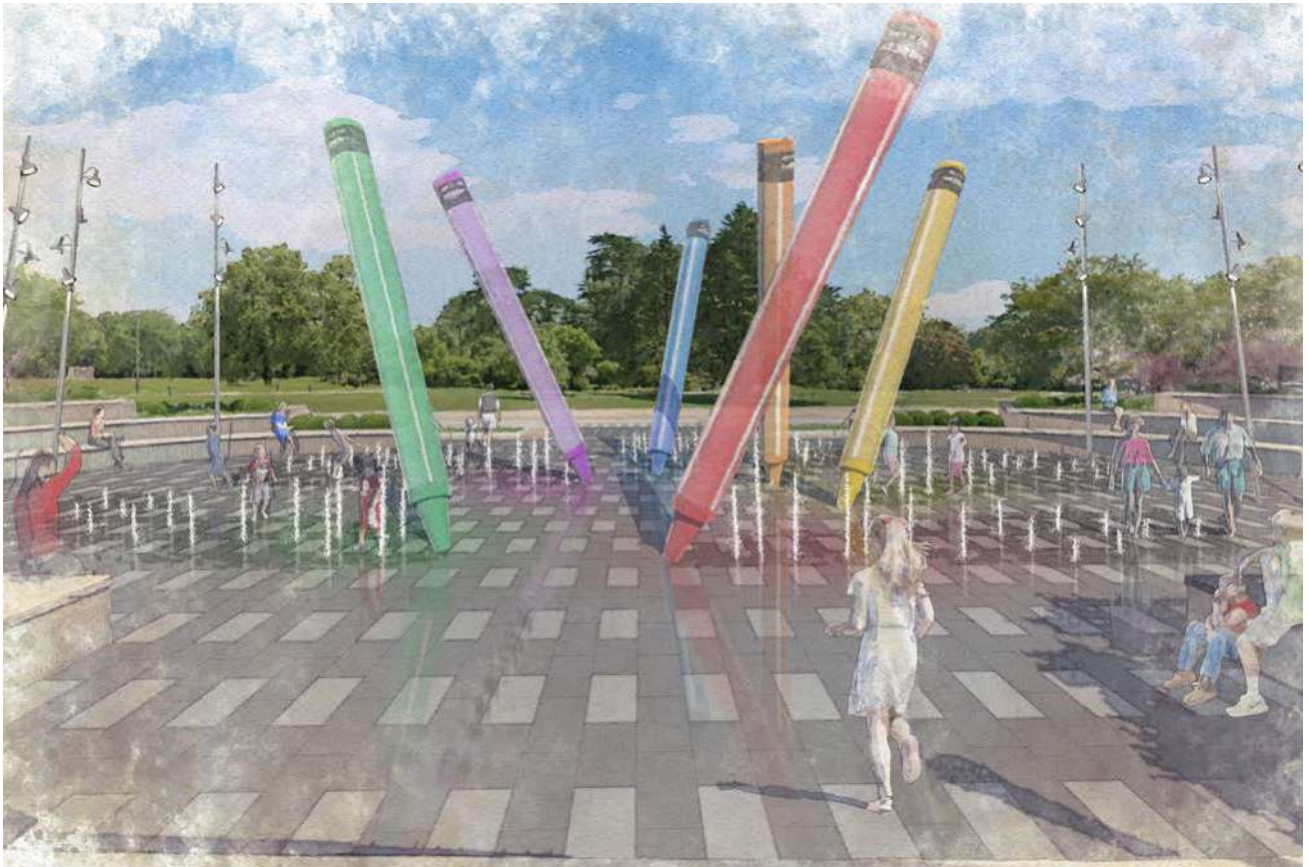
TOP

American Crayon Company

RIGHT

American Crayon Company
Crayons





Project 6: Downtown Street Perch Walk

SITE DESCRIPTION

Many downtown streets offer opportunities for overhead public art. Flanked by historic architecture, the streets already has significant character and appeal. With relatively minor improvements, it could be a showcase space for the City and provide a highly memorable experience for visitors.

INSPIRATION

- The Walk of Colors, Montreal
- Carnaby Street, London
- Larimer Square, Denver

PROJECT DESCRIPTION

Banners, lights, and other specialty elements suspended over commercial streets have been used successfully to create dynamic, fun, and year-round pedestrian environments. The goal of these elements is to draw people to the space and entice them to spend time there. The resulting atmosphere provides customers for retailers and creates a market demand for real estate investment, ultimately generating tax revenue for the City and supporting historic preservation efforts in the City.

Some infrastructural elements are required to support these banners. 25-30' height poles will be required along both sides of the street. These could replace existing streetlights and have pedestrian lighting integrated into them, or they could be newly constructed and located between existing streetlights. Thin metal cables will be strung between the poles to provide attachment points for these overhead elements. Electrical outlets will also be provided within the poles so that lighting can be incorporated into the specialty elements. With this infrastructure in place, many different types of overhead elements could be implemented and support seasonal displays, special events, or a more permanent installation.

One concept for an overhead display could build upon the City's relationship to Lake Erie. With a nearby state fish hatchery and significant cultural focus on boating, water-based recreation is a key part of Sandusky's quality of life, local economy, and tourism industry. The concept creates a cluster of fish-shaped fabric banners over a downtown street. The banners will move slightly in the wind, creating the effect of a school of fish swimming toward the Sandusky Bay. Items can be rotated on the structure quarterly with the season.



LEFT

The Walk of Colors, Montreal, Canada



MIDDLE

Larimer Square, Denver, Colorado

BOTTOM

Caranby Street, London, England



Project 7: Sandusky Bay Pathway Art Trail

SITE DESCRIPTION

The Sandusky Bay Pathway is a significant emerging recreational and cultural resource in the Sandusky region. The Pathway as a whole could eventually include 80 miles of paved trails which connect Port Clinton, Sandusky, and Vermilion. A key stretch of this system between Cedar Point and Downtown Sandusky will likely have the highest levels of use and serve as the system's focal point. With this in mind, the City should leverage its value to generate additional tourism and economic development through enhancement of the trail user experience.

INSPIRATION

- Indianapolis Cultural Trail
- Folsom Johnny Cash Trail

PROJECT DESCRIPTION

The Sandusky Bay Pathway presents the opportunity for public art interventions along the path beside the waterfront. These interventions should vary in scale based on location. For instance, larger pieces should promote the pathway entry points, and small-scale pieces should dot the pathway itself to ensure enjoyment of the Bay by bike or on foot. Artists should also be considered when determining the benches and shade structures along the path.

RIGHT

Glick Peace Walk, Rundell Ernstberger Associates, RLR Associates and Circle Design Group, Indianapolis Cultural Trail

RIGHT TOP

Ann Dancing, Indianapolis Cultural Trail

RIGHT BOTTOM

Indianapolis Cultural Trail





Conceptual Programs

The Public Art and Placemaking Plan has identified five conceptual programs to be implemented throughout the city. The specifics of each program are explored on the following pages. Conceptual programs are not tied to specific locations and may be recurring or phased in their commission. The following programs are not ranked by priority and should be strategically selected as opportunities present themselves.

Program 1: Temporary Mural Program

PROGRAM CONCEPT

Artists and galleries display their works through vinyl, heat applied graphics that would be rotated regularly. This application method does not damage historic buildings and is a temporary investment.

OPTIONS

These temporary vinyl murals could be utilized to display existing art pieces or could be commissioned in order to generate new art pieces.

FUNDING POSSIBILITIES

Grant funding, sponsorships from galleries or businesses for each art piece.

ADMINISTRATIVE REQUIREMENT

The program would require artists or galleries to be selected in order to display the pieces as well as select and get permission for display locations.

PROGRAM COST

\$700 per vinyl displayed.

RIGHT
ADGraphix

BOTTOM
Pullman Porter Museum,
Brotherhood of Sleeping Car
Porters and their Chief



Program 2: Sculpture on Loan Program

PROGRAM CONCEPT

Cities across the country have found success creating sculpture on loan programs for their communities to temporarily display artwork in a more ephemeral way than traditional sculpture. These programs may be juried or have a public component. They may be part of a short-term festival or other exhibition, or may be more long-lasting with installations in place for one to two years.

OPTIONS

Sculptures could be placed in themed locations every year. For example; sculptures could be placed in neighborhoods in year 1, in parks in year 2, and the historic downtown in year 3.

FUNDING POSSIBILITIES

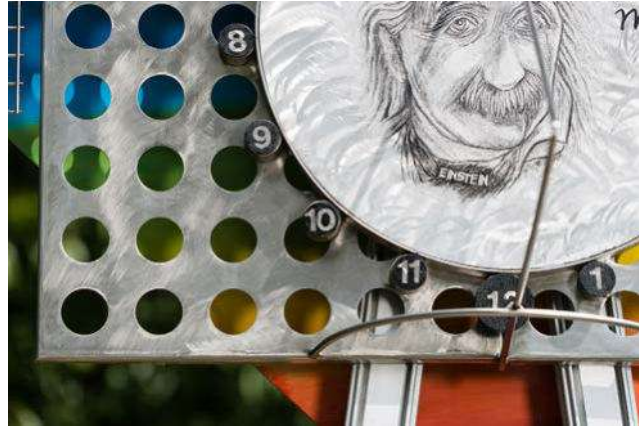
Public Art Fund, Private Donations

ADMINISTRATIVE REQUIREMENT

Though this type of program could be created on an ad hoc basis, it would be most successful if coordinated by a local arts or business organization.

PROGRAM COST

The program will require the Public Arts and Culture Commission's participation in advising on sites for the sculptures and some assistance in selecting the sculptures.



TOP

Einstein Sundial, Benfield and Ruden, Roswell ArtAround, Roswell, Georgia

BOTTOM

Low Polly Open Heart, Matthew Duffy, Roswell ArtAround, Roswell, Georgia

Program 3: Functional Art Program



TOP
Pittsburgh, Pennsylvania Bike Rack Program

PROGRAM CONCEPT

Functional art designed by artists is a simple and impactful way of introducing art into the public realm. Location options range from parks and open spaces to sidewalks, right-of-ways, and other public spaces. Short-term opportunities include adding artist-designed benches and bike racks throughout downtown.

The Public Arts and Culture Commission should have purview over each of these functional art elements if installed in the Right of Way or on City-owned property.

OPTIONS

Functional art elements include: bike racks, benches, light poles, shade structures, crosswalks, and utility boxes.

FUNDING POSSIBILITIES

Local business sponsorship, Public Art Fund

ADMINISTRATIVE REQUIREMENT

The program will require the Public Arts and Culture Commission's participation in approving elements that will be in the public right of way.

MIDDLE

Urban Light, Chris Burden,
Los Angeles, California

BOTTOM

Wordsmith, Artist unknown,
West Palm Beach, Florida

Program 4: Vacant Storefront to Gallery

PROGRAM CONCEPT

Our vacant storefronts can be transformed into vibrant assets through a vacant storefront program. Several different approaches could be taken that allow for diverse options from low cost leases to temporary displays created by artists.

OPTIONS

Depending on the level of interest from artists, property owners, arts groups, and others, the possibilities for the program include but are not limited to the following:

- Short Term Leases: While waiting for a long term tenant, property owners could create short-term, month-to-month agreements with artists and creative entrepreneurs in order to activate vacant retail spaces. This gives owners flexibility and creatives opportunity to utilize an otherwise inaccessible space.
- Temporary Art Installations: Artists or groups of artists could be provided opportunities to display their existing work or create new, creative site-specific displays in vacant spaces.

FUNDING POSSIBILITIES

Local businesses or property owners, potential statewide grants

ADMINISTRATIVE REQUIREMENT

Though this type of program could be created on an ad hoc basis, it would be most successful if coordinated by a local arts or business organization.

PROGRAM COST

Costs for this type of program would be very low, ranging from \$1,000-\$5,000 depending on any regrants to artists or costs paid to property owners.

Program 5: Sandusky City Hall: A Gallery

PROGRAM CONCEPT

By late 2018, the City of Sandusky will relocate their administrative offices to Downtown at the corner of Columbus Avenue and East Washington Row. The new City Hall will also host 18 upper floor apartments. This new location of City Hall offers ample opportunity to place art in and around the building. A juried annual show could take place in the main lobby and throughout the public spaces in the new building.

The Public Arts and Culture Commission should have purview over the call and form a selection panel to select the finalists.

OPTIONS

Once artists are selected, an opening reception should be held to celebrate the artists. Each artist should invite friends and family to celebrate the show.

The City of Sandusky and the Public Arts and Culture Commission could consider purchasing one piece from each show annually.

FUNDING POSSIBILITIES

Public Art Fund

ADMINISTRATIVE REQUIREMENT

The program will require the Public Arts and Culture Commission's participation in selecting work for the show as well as in preparing for the opening of the annual show.



06

PRIORITY ACTION PLAN

The following goals and strategies are derived from community engagement activities and national best practices in public art planning.

The goals are broken down into tiers, as many of the long-term goals are only achievable if the initial, short-term goals are implemented. These

goals and implementation strategies should be carefully considered and implemented with the proper partners.

SHORT-TERM GOALS AND STRATEGIES (1-2 YEARS)

FUNDING:

- 1. Identify an existing staff person within the City of Sandusky Planning Department to be the liaison to the Public Arts and Culture Commission.** In order to maximize the effectiveness of the Public Art and Culture Program, it is necessary to dedicate staffing resources to the Public Art and Culture Program.

This staff person's additional responsibilities include but are not limited to: management of the growing collection, creation and management of the maintenance plan for all future additions to the collection, development and maintenance of strategic partnerships, encouraging integration of public art into the development process at the conceptual stage of the project, management of all new public art installation processes, management of programming, management of all messaging both online and offline, and the procurement of outside funding sources.

- 2. Utilize Public Art Program funds to leverage existing funding by providing matching funds for grant opportunities from local, state, and national organizations.** Target grants to strategic placemaking endeavors or programmatic actions such as:
 - Programming that supports cultural diversity in the arts;
 - Programs for reaching underserved communities;
 - Projects that integrate arts and culture into community revitalization work such as land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies;
 - Projects that utilize the arts to support the creative needs of non-arts sectors;
 - Projects that explore the intersection of artistic creativity and creativity in non-arts sectors;
 - Projects that use the arts and the creative process to address complex issues; and
 - Programming that celebrates heritage or history of a specific place.

PROCESS/POLICY:

1. **Adopt the Responsibility and Authority of the Sandusky Public Arts and Culture Commission Policy.** (See p. 88 for proposed Responsibility and Authority of the Sandusky Public Arts and Culture Commission Policy)
2. **Adopt the Collection Management Policy.** (See p. 93 for proposed Collection Management Policy)
3. **Adopt the Donation Policy.** (See p. 97 for proposed Donation Policy)
4. **Adopt the Maintenance Policy.** (See p. 100 for proposed Maintenance Policy)
5. **Accept and implement the Mural Guidelines.** (See p. 107 for proposed Mural guidelines)
6. **Accept and implement the Sandusky Public Arts and Culture Commission Communication Guide Policy.** (See p. 103 for proposed Public Arts and Culture Commission Communication Guide)
7. **Complete an inventory of all public art pieces in the Sandusky Public Art collection.** Details must include:
 - Type of public art
 - Specific location
 - Materials used
 - Artist
 - Current and project maintenance needs
8. **Develop the Public Art Work Plan. The Public Art Work Plan is an annual document that outlines what projects will be initiated in the coming fiscal year, as well as projects that will be in process during that fiscal year.** The Public Arts and Culture Commission will develop the Plan in consultation with the Staff Liaison and will submit it to City Commission as part of the Fiscal Year Budget for its review and approval. This plan will need to be completed at the beginning of each budget season. The following steps will be taken to develop the Public Art Work Plan:
 - Determine availability of funds
 - Identify projects to be paid for by identified funding
 - Develop a draft Public Art Work Plan that will include locations, goals, and budgets for public art projects and programs.
 - Present the Plan to City Commission as part of the City budget approval.
9. **Develop a process by which the Public Arts and Culture Commission celebrates the unveiling of a newly commissioned piece.**

MEDIUM TERM GOALS AND STRATEGIES (3-5 YEARS)

FUNDING:

1. **Examine the effectiveness of the Admissions Tax allocation and determine if a request for increase in allocation is needed.**

PROCESS/POLICY:

1. **Purchase or commission art through collaborations between arts and non-arts partners.**
2. **Collaborate with business associations, Lake Erie Shores and Islands, and other stakeholders to increase awareness of the program and its purpose.** Engaging more residents and visitors in the Sandusky Public Art and Culture Program is integral to the future success of the program.
 - **Marketing:** Social media is an important and useful tool to increase awareness of the program. Short videos and photos of pieces in the collection and a succinct description of the image or video are easy ways to establish an audience online. The use of hashtags are also great ways to engage new audiences and gain followers.
 - **Activities:** Planning activities around public art is a great way to spread awareness about the program. Activities include:
 - **Artist talks:** Invite artists who have been commissioned to do work to do an artist talk that is free and open to the public. Artists should explore their process for creating public art.
 - **Unveiling activities:** Host short events at the install of new pieces. Invite elected officials, neighbors, and community members to participate in the unveiling.
 - **Art Events:** Additional art forms sited around newly commissioned public art pieces will encourage the public art in Sandusky to have a synergistic value to it. Examples of events include: outdoor dance, Shakespeare in the Park, music concerts, scavenger hunts, and neighborhood festivals.
 - **Lecture Series:** Host a lecture series on the importance of art and culture in Sandusky. Invite lecturers in from around the region to speak on the importance of public art in their communities and allow the public to ask questions after the presentation.

ART IMPLEMENTATION:

1. **Develop a list of qualified artists.** This list should include artists that are well-oriented to the Sandusky Public Art and Cultural Program that can be provided to developers, individuals, and businesses in the event they are interested in procuring or commissioning a piece of public art.
2. **Prioritize more expensive or difficult-to-implement projects and programming such as sculptures and public space creators that require a larger pool of dedicated funding.**

LONG TERM GOALS AND STRATEGIES (5+ YEARS)

FUNDING:

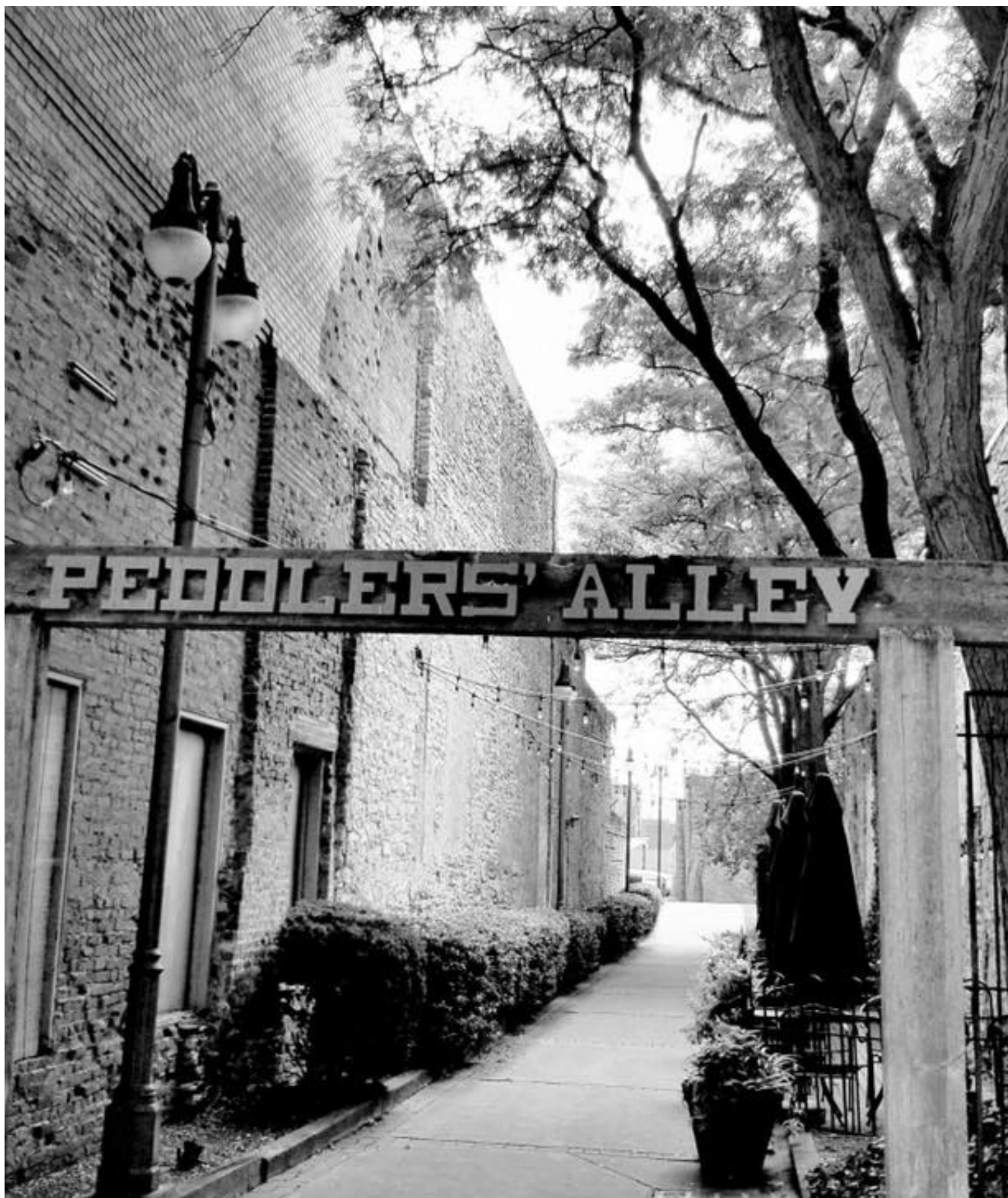
1. **Examine additional funding mechanisms for larger public art installations.** Additional revenue sources and mechanisms should be examined in order to generate funding for large public art installations.

PROCESS/POLICY:

1. **Update the Public Art and Placemaking Plan in 3 to 5 years to respond to opportunities and challenges as the program grows.** This can be done internally by the Commission or by City Staff.
2. **Collaborate with local, national, and international museums, galleries and collections to do innovative exhibitions throughout Sandusky.**
3. **Create public art projects and programming with non-traditional partners.** Potential collaborators include health care facilities, rehabilitation and senior centers, disability-focused organizations, and more.
4. **Yearly Surveys.** Send out yearly digital surveys to stakeholders through mailing lists and social media to garner feedback on the public art and culture program and its impact. These surveys are especially important when communicating with the City Commission on requests for increased funding.

ART IMPLEMENTATION:

1. **Create partnerships with the local school system to ensure public art and educational opportunities for students and artists.**
2. **Prioritize more expensive or difficult-to-implement projects and programming such as monumental sculptural pieces and multi-piece installations.**



ADMINISTRATIVE GUIDE

The Administrative Plan outlines the roles and responsibilities of citizens, City staff and elected officials in the development, funding and implementation of the public art program for the City of Sandusky.

The Plan provides guidelines and requirements for the development of an annual Public Art Work Plan, the funding and acquisition of public art, the selection of artists and artwork, the implementation and conservation of the Sandusky Public Art Collection. It is intended to ensure that the City of Sandusky Public Art Program is implemented in a fair and consistent manner that enables a community-oriented, artistically creative process and promotes the cultural, aesthetic and economic vitality of Sandusky.

The Sandusky Public Art Program will be led by the Public Arts and Culture Commission, a citizen committee appointed by the Sandusky City Commission and the Sandusky City Manager. The City Commission, and City Manager, will retain ultimate responsibility for the program. Day-to-day responsibility for the program will reside with the Planning Department.

ADMINISTRATIVE GUIDE

SANDUSKY CITY COMMISSION

The Sandusky Commission adopted Ordinance 18-004 establishing the Sandusky Public Art Program on January 8, 2018. As the community's elected officials, Commission members are ultimately responsible for the outcomes of the Public Art Program.

The Sandusky City Commission has the following responsibilities:

- Review and approve the Public Art Master Plan.
- Appropriate on an annual basis an amount of 1% of the Admissions Tax
- Review and approve the annual Public Art Work Plan.
- Make appointments to the Public Arts and Culture Commission.
- Approve all contracts in excess of \$10,000.00.

Public Arts and Culture Commission

The Sandusky Public Arts and Culture Commission will be comprised of nine (9) members. Five (5) members shall be appointed by the City Commission and four (4) members shall be appointed by the City Manager. Three (3) ex-officio members will be appointed. The City Manager shall designate a City employee to serve as the staff liaison, one City Commissioner, and one representative of a high school and/or college art program shall serve as ex-officio members. Each member will serve three-year terms and membership will be staggered. To achieve staggered appointments, the initial appointments to the Public Arts and Culture Commission shall have three (3) members appointed to three (3) year terms, three (3) members appointed to two (2) year terms and three (3) members appointed to (1) year terms. No Commissioner shall serve for more than six (6) consecutive years; provided, however, should a Commissioner's replacement not be qualified upon the expiration of any term of a Commissioner, then that Commissioner shall holdover on the Public Arts and Culture Commission until a qualified replacement Commissioner has been appointed. Board members will be recommended and approved by the Sandusky City Commission and will be representative of the community demographic. Member shall have experience and/or an interest in the placement, creation, or designation of public art. Each commissioner shall have any other qualification(s) as the City Commission deems necessary and appropriate.

The Public Arts and Culture Commission has the following responsibilities:

1. Act principally in an advisory capacity to Sandusky staff, City Manager, and the City Commission in any matter pertaining to art.
2. Present an annual report of Public Arts and Culture Commission Activities.
3. Advise and make recommendations to the City Manager and City Commission pertaining to the execution of the public art master plan and associated budget.
4. Advise and make recommendations to the City Manager and City Commission 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.

Funding and Use of Funds

Funding for the Sandusky Public Art Program may come from Sandusky's General Fund and monies calculated by the Admissions Tax, as well as from grants and/or contributions from private entities, other public agencies, or philanthropic sources.

USES OF FUNDS

The public art funds may be spent for:

- Advertising and administering calls for artists;
- Artist fees including travel and expenses related to travel;
- Artwork fabrication and installation;
- Acquisition of existing works of art;
- Required permits and insurance during the fabrication and installation of the artwork;
- Curators and contracted services.

The public art funds may not be spent for:

- Mass produced work, with the exception of limited editions controlled by the artist.
- Artwork not produced or designed by a Commission-approved artist.
- Professional graphics, unless designed or executed by an artist or used in the development of collateral material.
- Decorative, ornamental or functional elements that are designed by the architect or other designer.
- Routine maintenance.
- Purchase of existing works of art outside of the Commission's selection process.

Fund Management

All monies appropriated for the Sandusky Public Art Program are transferred into a special, interest-bearing public art project account (Public Art Fund), which is maintained in a separate project fund. As a project account, any funds not expended at the conclusion of the fiscal year will roll over into the following fiscal year. As part of the account, a separate category will be established for the ongoing conservation of artwork. The City may also utilize this fund to accept gifts, grants and donations made for the public art program.

The Planning Department will prepare an annual budget in support of the Public Art Work Plan that will allocate funds for the range of eligible activities.

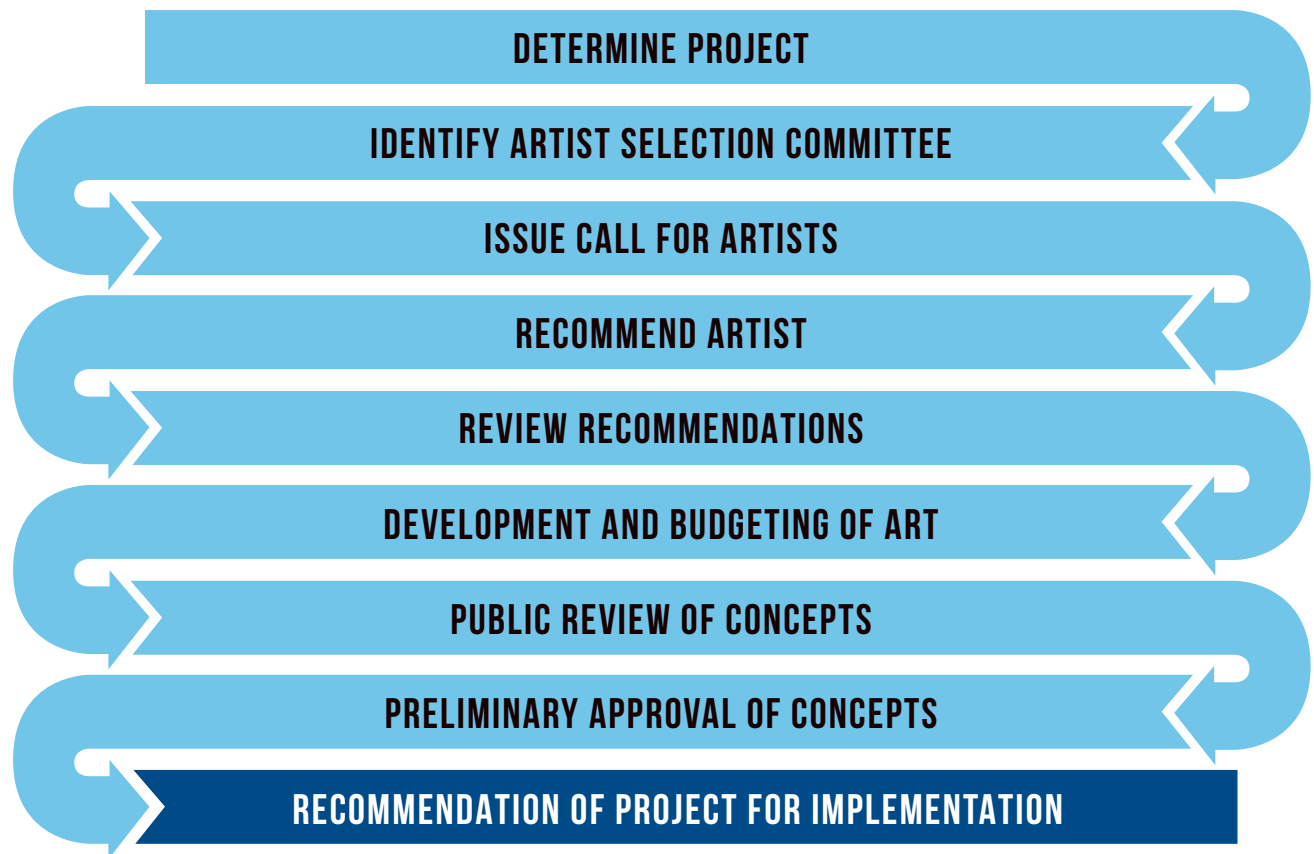
What is a Public Art Work Plan?

The Public Art Work Plan is an annual document that outlines what projects will be initiated in the coming fiscal year, as well as projects that will be in process during that fiscal year. The Public Arts and Culture Commission will develop the Plan in consultation with the Planning Department and will submit it to City Commission as part of the Fiscal Year Budget for its review and approval.

The following steps will be taken to develop the Public Art Work Plan:

1. Determine availability of funds
2. Identify projects to be paid for by identified funding
3. Develop a draft Public Art Work Plan that will include locations, goals, and budgets for public art projects and programs.
4. Present the Plan to City Commission as part of the City budget approval.

PROCESS FOR SELECTING AN ARTIST OR ARTIST TEAM



Selecting the artist is one of the most important steps in commissioning public art. An open, competitive process that inspires the artist and engages the community can be an enriching experience and lead to more creative and exciting public art.

Goals of the Selection Process

- To satisfy the goals of the project site through an appropriate artist selection.
- To further the mission and goals of the Public Art Program.
- To select an artist or artists whose existing public artworks or past collaborative design efforts have demonstrated a level of quality and integrity, or to encourage emerging local and regional artists to experiment in a safe environment.
- To identify an approach to public art that is suitable to the goals and demands of the particular project.
- To select an artist or artists who will best respond to the distinctive characteristics of the site and the community it serves.
- To select an artist or artists who can work successfully as members of an overall project design team.
- To ensure that the selection process represents and considers the interests of all parties concerned, including the public.

ARTIST SELECTION METHODS

Open Competition

In an Open Competition, any artist may submit their qualifications or proposal, subject to any requirements established by the Artist Selection Committee. The Requests for Qualifications (RFQs) or Requests for Proposals (RFPs) 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.

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 and/or proposals. This method may be appropriate when the Public Arts and Culture Commission is looking for 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. It is possible that this list of artists would come from a pre-qualified list.

Direct Selection

On occasion, artists may be chosen directly by the Artist Selection Committee. Direct selection may be useful on projects where an urgent timeline, low budget, or very specific project requirements exist. It is possible that this artist would come from a pre-qualified list. Approval of City Commission must be secured to utilize this selection method.

Direct Purchase

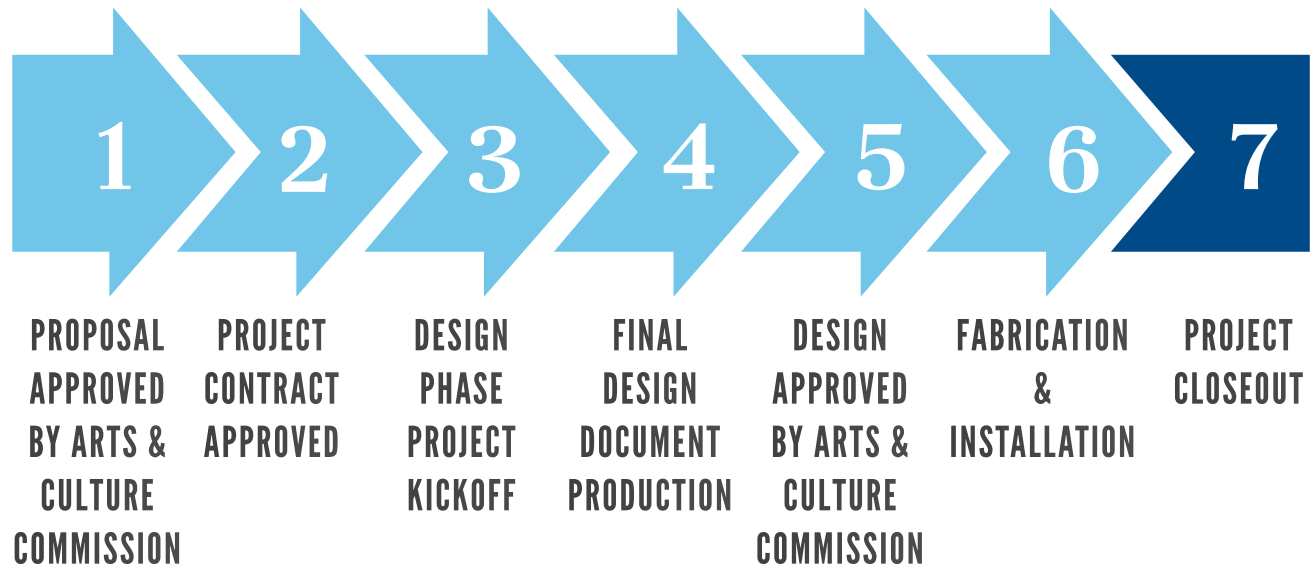
Some projects require the purchase of a specific artwork due to the exacting nature of the project or a very limited project timeline. In this case, the work must be “one-of-a-kind” and not mass-produced or off the shelf. It is possible that this artwork would come from an artist on a pre-qualified list. Approval of City Commission must be secured to utilize this selection method.

Pre-Qualified Artist Lists

The Public Arts and Culture Commission may decide to develop a pre-qualified pool of artists from which it can choose artists for Limited Competition, Direct Selection and Direct Purchase. This pool would be developed based on a comprehensive review of artist qualifications. This list could be updated annually or bi-annually, depending on the frequency of new projects.

ADMINISTRATIVE GUIDE

PROJECT IMPLEMENTATION PROCESS



Upon the decision of the Artist Selection Committee, the Planning Department will work with the Law Director and/or City Manager to prepare a contract that includes the scope of work, fee, schedule, and relevant terms and conditions.

Contracts at or in excess of \$10,000.00 will be presented to the City Commission for their approval prior to the issuance of the contract. Contracts less than \$10,000.00 can be approved by the City Manager. In these cases, the Planning Department will brief the City Commission. For some projects, the contract with the artist may be phased to include two scopes of work with separate pay schedules and deliverables. The first phase would include all design documentation, including final design, stamped engineering drawings, installation details, and a revised fabrication budget and timeline. The second phase would include all costs related to fabrication and installation.

The Planning Department will ensure all documents are signed and insurance coverage secured before issuing a notice to proceed. The Staff Liaison will be responsible for coordinating the work of the artist to ensure the successful integration of the artwork into the project. The Planning Department will organize a meeting with all relevant staff to review roles, responsibilities and schedule.

If specified in the contract, the artist will develop design development drawings for review and approval from the Public Arts and Culture Commission and the City before proceeding with fabrication. The Planning Department will schedule meetings with the appropriate offices to review and approve the plans.

If the artist proposes any significant design changes, the Planning Department will secure the approval of the Public Arts and Culture Commission and the City before approving said changes in writing, per the terms and conditions of the contract.

If the parties are not in agreement, the City Manager will act as arbiter. If the change will affect the budget, scope or schedule, the Planning Department will initiate a contract modification, if funds are available to do so.

The Planning Department will be responsible for overseeing the installation of the artwork. The Planning Department will be responsible for ensuring that all the necessary requirements have been completed prior to interim and final invoice payments to the artist.



SUMMARY OF PUBLIC ENGAGEMENT

Three components of public engagement took place throughout the process. The following documents showcases the results of the engagement opportunities.

SURVEY

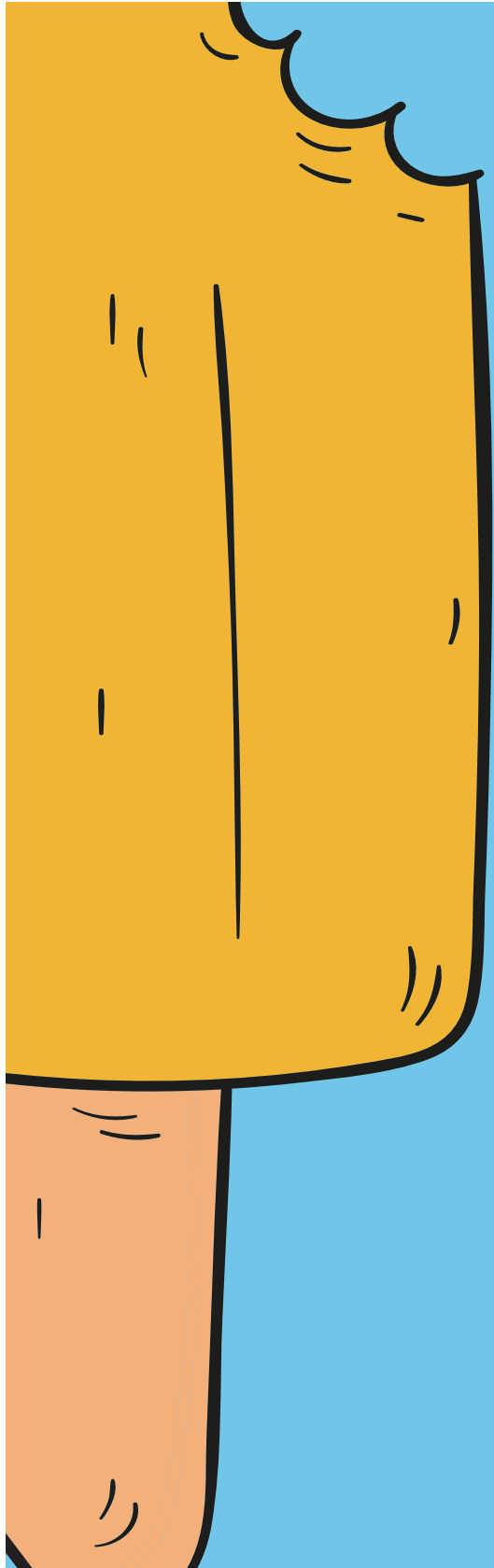
As part of the public engagement process, a survey was conducted to understand the community's vision for public art in the future.

STAKEHOLDER INTERVIEWS

Over thirty stakeholders were interviewed in order to understand the community's vision for the program in the future. These stakeholders included Council Members, local business owners, city staff, Public Arts and Culture Commissioners, local civic leaders, and engaged residents.

PUBLIC MEETINGS

Informed by the initial stakeholder interviews, two public meetings took place to discuss the importance of public art and placemaking in Sandusky. The first meeting, the Public Art Popsicle Pop-Up, was hosted at Washington Park. Participants were asked to share their big ideas for public art in Sandusky and what they believed to be the essence of Sandusky. The second meeting focused on presenting the recommendations of the plan to the public to ensure accurate representation of their vision for the Public Art and Placemaking Plan.



PUBLIC ART POPSICLE POP UP

JOIN THE CITY OF SANDUSKY FOR A
DISCUSSION ON PUBLIC ART OVER
POPSICLES AND KONA ICE SNO-CONES
AT

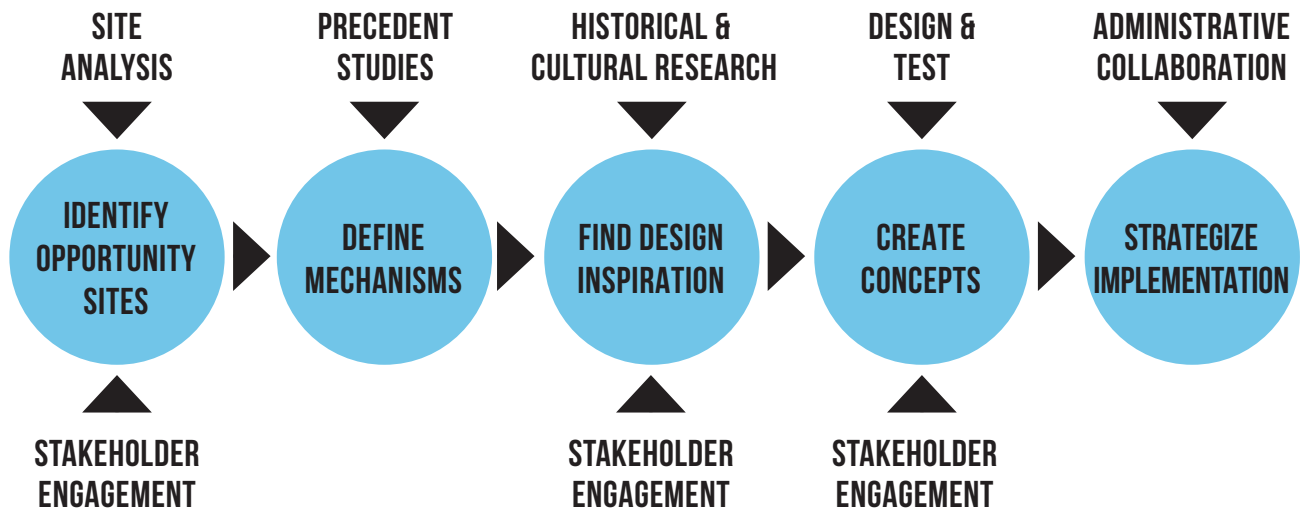
WASHINGTON PARK

THURSDAY, MAY 17, 2018
6:00 - 7:30 PM

VISIT WWW.SANDUSKYPUBLICART.ORG TO LEARN MORE ABOUT
THE SANDUSKY PUBLIC ART MASTER PLAN



SUMMARY OF PUBLIC ENGAGEMENT



Sandusky Stakeholder Report

What We've Heard, So Far

SUBMITTED ON MAY 29, 2018

THEMES

Vibrancy

- Art can create vibrancy in Sandusky. How do we get there?
- Are commercial corridors where the focus should be?
- How can public art be integrated into neighborhoods to solidify the unique identity of each?
- Should neighborhood parks be where major public art opportunities lie within neighborhoods? Are there other ideal locations?
- Art should be both for the tourist and for the resident with an emphasis on Sandusky-centric themes
- Should there be development focused on the arts? (Examples include an arts district, an art park, annual temporary art show or festival)

Interactivity

- Interactive pieces must be part of the strategy of new art pieces. Young families live and are moving back here- if the art was geared toward being fun and for families, it would continue to solidify Sandusky's identity as a City for all ages.

High Quality and Varying Scale

- Art that is high quality should be sought by the Sandusky Public Art and Culture Commission.

OPPORTUNITIES FOR CONSIDERATION

LOCATION OPPORTUNITIES

Gateways

- Cedar Point Drive Gateway
- Water Taxi Points

Bayfront

- Large pieces along the Bay to be seen from Cedar Point, and other points of interest along the Bay.
- Sandusky Bay Pathway
- "Ground Zero" location
- Jackson Street Pier
- Schade- Mylander Plaza
- Grassy Area between Jackson Street Pier and Chesapeake Lofts
- Shoreline Park

Parks

- Small triangles

SUMMARY OF PUBLIC ENGAGEMENT

- Opportunities in Parks:
 - Shade Structures in Parks
 - Restrooms in Parks
 - Art Park

Historic Downtown

- Missing building on Water Street

Commercial Opportunities

Underpasses

PROGRAMMING OPPORTUNITIES

Temporary Art Festival

- (Example: Madison Square Park, Nuit Blanche, Fire and Ice Festival, etc.)
- Locations could include high visibility streets, parks without art, private property, City owned large roads, etc.
- Possible weekly events in the Summer

Collaboration: Partnership opportunities are extensive in Sandusky and must be harnessed for a strong program.

Partnership opportunities include:

- Local School System
- Existing cultural institutions
- Firelands Hospital
- Cedar Point
- Trust for Public Land
- Erie Metro Parks

FUNDING OPPORTUNITIES AND CONSIDERATIONS

Grants

- Local and National grants are great opportunities to apply to when considering implementation of the plan.

Percent for Arts Policy (Current Mechanism to fund public art)

- Public development
- Identify capital projects for the next five years to understand what projects are identified for investment.

Fundraising

- Create an innovative art proposal for a major installation and raise the money for the art.

POLICY NEEDS

- Public Art and Culture Commission Roles and Responsibilities
- Donation policy (including maintenance plan)
- Collection Management Policy
 - Inventory
 - Maintenance
 - Deaccession
- Public Private Partnership for Public Art

GENERAL COMMENTS

- Use this process as a groundswell for local artists
 - This planning process has the ability to capture the local artist community and to grow the community.
 - Consider Hamilton ArtSpace as an option in Sandusky
- Leverage Existing Funding
 - Must leverage existing funding to gain more funding from state and national grants.
- Strong Desire for Arts Presence in the northern Ohio Region
 - Could Sandusky become where the value of Public Art is researched and documented with the anticipated growth of the City?
- Use this process for placemaking identification as well as for public art
 - This process should be used to consider public spaces for placemaking activities that create points of interest for evening gatherings.
 - Recommendations should include showcasing our existing cultural institutions.
 - Could Sandusky be the City of Light?
- Significant interest in art creating points of interest for photographs.
- This plan must consider all other planning efforts currently underway in Sandusky.

SUMMARY OF PUBLIC ENGAGEMENT

Sandusky Online Survey Results

1. What qualities about Sandusky makes it unique? Select your top 3 choices.
 - The Bay- 60.94%
 - The Lake- 50.00%
 - History- 49.22%
 - Parks/Greenspace- 29.69%
 - Appearance/Character- 23.44%
 - Food/Dining- 19.53%
 - Local businesses- 17.19%
 - Sense of community- 16.41%
 - Active arts culture- 14.06%
 - Community Diversity/Inclusiveness- 14.06%
 - Active/Engaged Citizens- 10.94%
 - Schools- 7.81%
 - Neighborhoods- 7.03%
 - Local shopping- 2.34%
 - Other (sample of responses below)- 14.84%
 - Cedar Point
 - Limestone Buildings
 - Leisure and Tourism

2. What comes to mind when you think of public art? (sample of responses below)
 - Murals
 - Sculptures
 - Statues
 - Parks
 - Landscaping & Floral Displays
 - Festivals

3. Are you in favor of bringing more art to Sandusky?
 - Yes – 91.41%
 - No – 2.34%
 - I'm not sure – 6.25% (sample of responses below)
 - Depends on Medium
 - Depends on Funding
 - Depends on Locations

4. My favorite activity involving arts and culture in Sandusky is...
 - Theater
 - Art Walk
 - Art Classes
 - Gallery
 - Festivals

5. Where does this activity take place?
 - Downtown
 - Sandusky Cultural Center
 - State Theater
 - Washington Park
 - Galleries

6. Are there qualities you would like to see celebrated in Sandusky?
 - Yes – 64.23% (sample of responses below)
 - History of Sandusky
 - Diversity
 - Water – Bay & Lake
 - I’m not sure – 31.71%
 - No – 4.07%

7. Art in Sandusky could be... (sample of responses below)
 - Everywhere
 - Bold
 - Tool for Community Improvement
 - Unique
 - Inclusive

8. What locations would be ideal for public art? (sample of responses below)
 - Downtown
 - Waterfront
 - Parks, Plazas, & Piers
 - Gateways
 - Community Gathering Spaces
 - Throughout Neighborhoods
 - Public Buildings

9. Which of the following attributes would you like to see in Sandusky? Select as many that apply.
 - Thought provoking – 67.19%
 - Beautiful – 65.63%
 - History – 57.81%
 - Whimsical – 57.18%
 - Unexpectedness – 55.47%
 - Appeals to everyone – 40.63%
 - Recognizable content – 32.81%
 - Other attributes – 21.09% (sample of responses below)
 - Celebrating Diversity
 - Sophisticated
 - Interactive

SUMMARY OF PUBLIC ENGAGEMENT

10. Do you work in Sandusky?

- Yes – 69.53%
- No – 30.47%

11. Are you a resident of Sandusky?

- Yes – 76.38%
- No – 23.62%

12. What is your zip code? (most occurring)

- 44870
- 44839

13. What is your age?

- 18-21 – 5.60%
- 22-25 – 4.00%
- 26-30 – 11.20%
- 31-40 – 22.40%
- 41-50 – 23.20%
- 51-60 – 16.00%
- 61+ – 17.60%

14. How many people are in your household?

- 1 – 18.40%
- 2 – 33.60%
- 3 – 18.40%
- 3+ – 29.60%

Join the Sandusky Arts and Culture Commission to preview and give feedback on the recommendations for the Public Art and Placemaking Plan.



PUBLIC **ART &**
PLACEMAKING PLAN
PUBLIC MEETING

Visit www.sanduskypublicart.org for more information.

WHEN:

Wednesday, August 1, 2018

WHERE:

Near the Floral Clock at Washington Park



A

RELEVANT POLICY

Program Introduction p. 86

*Responsibility and Authority of the Public Arts
and Culture Commission p. 88*

Collection Management Policy p. 93

Donation of Public Art Policy p. 97

Policy and Procedure for Maintenance p. 100

*Commission Communication Guide for Public
Arts and Culture Commissioners p. 103*

Mural Guidelines p. 107

APPENDIX A: PROPOSED POLICY

SANDUSKY PUBLIC ARTS AND CULTURE COMMISSION AND PUBLIC ART AND CULTURE PROGRAM

DEFINITIONS

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

Art or artwork when used herein shall mean works in any permanent medium or combination of media produced by a professional practitioner in the arts, including architecture and landscape architecture, generally recognized as possessing serious intent and substantial ability. For the purposes of this division, the terms art and artwork do not include performing or literary arts such as dance, music, drama, or poetry unless expressed in a manner defined above.

Commission when used herein shall mean the Sandusky Public Art and Cultural Commission of the City of Sandusky, Ohio.

Commissioner when used herein shall mean the members of the Sandusky Public Art and Cultural Commission, excluding the city manager who shall serve as an ex officio member of the Public Art and Cultural Commission.

Capital improvement project or CIP when used herein shall mean projects that are funded by the City of Sandusky.

City Manager when used herein shall mean the City Manager of the City of Sandusky, Ohio, or his/her designee.

Sandusky when used herein shall mean the City of Sandusky, Ohio.

Sandusky Public Art Collection when used herein shall mean all works of art owned by the City of Sandusky, Ohio.

Percent for Art Program when used herein shall mean a program in which a percentage of the admissions tax is used to fund and install public art.

Public art master plan or plan when used herein shall mean the Public Art Master Plan of the City of Sandusky, Ohio, as it exists or may be amended. The public art master plan shall provide a strategy and vision for the systematic selection of pieces of art and locations of art to be included in public spaces.

Public Arts and Culture Commission when used herein shall mean a nine member body that serves principally in an advisory capacity to Sandusky City Staff.

Public and Cultural Art Acquisition Fund when used herein shall mean funds used for the acquisition and commissioning of public art for the city of Sandusky. The Public and Cultural Art Acquisition Fund (PAAF) is

funded on an annual bases with the use of general funds. One percent (1%) of the total admissions tax received from the previous year shall be used as the formula for establishing the budget for PCAAF. The PCAAF 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, performance, exhibition and conservation of public art as recommended by the Public Arts and Culture Commission and approved by the City Manager.

Public Art and Culture Program when used herein shall mean the Public Art and Culture Program of the City of Sandusky, Ohio continued by this division.

Public art annual plan when used herein shall mean the annual plan developed by the Public Arts and Culture Commission with staff, detailing the public art projects and funding levels recommended for the upcoming year. The public art annual plan shall be submitted to City Commission for approval as part of the annual budget.

Public Art and Culture Program.

The Public Art and Culture Program is hereby continued to, among other things, promote and encourage public and private art programs, to further the development and awareness of, and interest in, the visual arts, to create an enhanced visual environment for Sandusky residents, to commemorate Sandusky's rich cultural and ethnic diversity, to integrate the design work of artists into the development of Sandusky's infrastructure improvements and to promote tourism and economic vitality in Sandusky through the artistic design of public spaces.

Public Art and Culture Program Funding.

The Public and Cultural Art and Acquisition Fund shall be funded on an annual basis with the use of general funds. One percent (1%) of the total admissions tax received from the previous year shall be used as the formula for establishing the budget for the Public and Cultural Art and Acquisition Fund. The Public and Cultural Art and Acquisition Fund 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, performance, exhibition and conservation of public art as recommended by the Public Arts and Culture Commission and approved by the City Manager.

***SANDUSKY PUBLIC ARTS AND
CULTURE PROGRAM
RESPONSIBILITY AND AUTHORITY OF THE
SANDUSKY Public Arts and Culture Com-
mission***

SANDUSKY PUBLIC ARTS AND CULTURE COMMISSION

Purpose and Responsibilities

The Sandusky Public Arts and Culture Commission, established in January of 2018 (Ord. No. 18-004), advises the Sandusky City Commission in all matters pertaining to city-sponsored Public Art and Cultural Art Programs. The Board's primary goal is to increase the public's awareness of all visual arts including, but not limited to, exhibition of sculpture, paintings, mosaics, photography, and video.

The Sandusky Public Arts and Culture Commission, as a decision-making body within the Sandusky city government, will be responsible for interpreting and reviewing proposed public art projects based on the criteria identified in these policies and procedures, and making recommendations to the City Commission.

The Public Arts and Culture Commission has the following responsibilities:

- Act principally in an advisory capacity to Sandusky staff and the city Commission in any matter pertaining to art.
- Present an annual report of Arts and Culture Commission Activities.
- Advise and make recommendations to city Commission pertaining to the execution of the public art master plan.
- Advise and make recommendations to the city Commission 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.

Membership

The Sandusky Public Arts and Culture Commission will be comprised of nine (9) members. Five (5) members shall be appointed by the City Commission and four (4) members shall be appointed by the City Manager. Three (3) ex-officio members will be appointed. The City Manager shall designate a City employee to serve as the staff liaison, one City Commissioner, and one representative of a high school and/or college art program shall serve as ex-officio members. Each member will serve three-year terms and membership will be staggered. To achieve staggered appointments, the initial appointments to the Public Arts and Culture Commission shall have three (3) members appointed to three (3) year terms, three (3) members appointed to two (2) year terms and three (3) members appointed to (1) year terms. No Commissioner shall serve for more than six (6) consecutive years; provided, however, should a Commissioner's replacement not be qualified upon the expiration of any term of a Commissioner, then that Commissioner shall holdover on the Public Arts and Culture Commission until a qualified replacement Commissioner has been appointed. Board members will be recommended and approved by the Sandusky City Commission and will be representative of the community demographic. Member shall have

experience and/or an interest in the placement, creation, or designation of public art. Each commissioner shall have any other qualification(s) as the City Commission deems necessary and appropriate.

Procedures

Commissioners will not submit applications for the placement of their own artwork and/or projects that are commissioned using City funds. Commissioners are able to invite artists to participate, but must refrain from giving advice to applicants or answering their questions and direct such questions to the Staff Liaison. If the Board holds a public meeting, the hearing will be open to the public and the dates, times, and locations of these meetings will be posted on the City’s website. Decisions will be based on a simple majority vote of the Board.

Conflict of Interest

Commissioners will declare any and all conflicts of interest for all projects and artwork under consideration at the beginning of their meetings. A conflict of interest exists if a Commissioner, an organization the Commissioner is associated with, as a staff or Commissioner, or a Commissioner’s family member, has the potential to gain financially from the project under consideration by the Board. In order to promote public confidence in this process, a Commissioner may also consider declaring a conflict if they think there may be a perception that they have a conflict. If a Commissioner has a conflict, he/she must not participate in the Board’s discussion or decision regarding the project. They must also refrain from discussion about the project and from influencing fellow Commissioners.

SANDUSKY PUBLIC ARTS AND CULTURE COMMISSION STAFF LIAISON

The Public Arts and Culture Commission Staff Liaison will oversee the Public Arts and Culture 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 success of the Sandusky Public Arts and Culture Program is dependent on having a dedicated staff liaison to administer all aspects of the program.

The Staff Liaison has the following responsibilities:

- Develop and implement the annual Public Art Work Plan in coordination with the Public Arts and Culture Commission and appropriate City departments and representatives.
- Oversee the administration of the commissioning of new works of public art including, but not limited to:
 - Project planning- developing scopes of work and project budgets, coordinating with the Project Manager and project architect, and identifying community partners when necessary.
 - Management of the artist selection process- developing and distributing RFQs and RFPs, staffing the artist selection committees, and conducting artist workshops.
 - Project implementation- developing contracts, getting necessary approvals, coordinating with the project manager, reviewing preliminary and final designs, and monitoring artist progress and compliance with the project contact.
 - Documentation- keeping records of contracts, photographs, construction drawings, maintenance manuals, and meetings.
 - Community education- assisting in garnering publicity for projects, facilitating public meetings, and developing educational materials.
- Oversee the work of project consultants
- Encourage private developers to include public art in their developments and guide them, when requested, through the process of selecting public art for their facilities.

APPENDIX A: PROPOSED POLICY

- Identify collaborations and sources of funds
- Oversee a comprehensive conservation survey of the Sandusky Public Art Collection and ensure all necessary repairs are conducted.
- Report to the Planning Director
- Staff the Public Arts and Culture Commission

ARTIST SELECTION PROCESS

Purpose and Responsibilities

The role of the artist selection process will interpret and review artist's proposals based on the selection criteria.

The goals of the selection process are as follows:

- To satisfy the goals of a specific project or site through an appropriate artist selection.
- To further the mission and goals of the Public Arts and Culture Program.
- To select an artist or artists whose existing public artworks or past collaborative design efforts have demonstrated a level of quality and integrity, or to encourage emerging local and regional artists to experiment in a safe environment.
- To identify an approach to public art that is suitable to the goals and demands of the particular project.
- To select an artist or artists who will best respond to the distinctive characteristics of the site and the community it serves.
- To select an artist or artists who can work successfully as members of an overall project design team.
- To ensure that the selection process represents and considers the interests of all parties concerned, including the public, the arts community and the City department involved.

Artist Selection Methods

Open Competition

In an Open Competition, any artist may submit his/her qualifications or proposal, subject to any requirements established by the Artist Selection Committee. The Requests for Qualifications (RFQs) or Requests for Proposals (RFPs) 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.

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 and/or proposals. This method may be appropriate when the Public Arts and Culture Commission is looking for 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. It is possible that this list of artists would come from a pre-qualified list.

Direct Selection

On occasion, artists may be chosen directly by the Artist Selection Committee. Direct selection may be useful on projects where an urgent timeline, low budget, or very specific project requirements exist. It is possible that this artist would come from a pre-qualified list. Approval of City Commission and/or the City Manager must be secured to utilize this selection method.

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. In this case, the work must be “one-of-a-kind” and not mass-produced or off the shelf. It is possible that this artwork would come from an artist on a pre-qualified list. Approval of City Commission and the City Purchasing Agent must be secured to utilize this selection method.

Pre-Qualified Artist Lists

The Public Arts and Culture Commission may decide to develop a pre-qualified pool of artists from which it can choose artists for Limited Competition, Direct Selection and Direct Purchase. This pool would be developed based on a comprehensive review of artist qualifications. This list could be updated annually or biannually, depending on the frequency of new Projects.

ARTIST SELECTION COMMITTEE

Membership of Selection Committees

The Sandusky Public Arts and Culture Commission can appoint, with support from staff, ad hoc committees for the purpose of selecting the artist(s) for any particular project. Recommendations for membership on the committee will come back to the full Sandusky Public Arts and Culture Commission for approval.

Procedures

Selection committee members will not submit applications for projects. Committee members will refrain from giving advice to applicants or answering their questions, and direct such questions to the Staff Liaison. All Committee meetings are open to the public; dates, times, and locations of these meetings will be posted on the city’s website and at City Hall. The Staff Liaison will provide Committee members with a ballot to assist them in reviewing each application or interview. Decisions will be based on a simple majority vote of the Committee.

Conflict of Interest

Committee members will declare any and all conflicts of interest for all projects and artwork under consideration at the beginning of their meetings. A conflict of interest exists if a committee member, an organization the committee member is associated with as a staff or board member, or a committee member’s family member, has the potential to gain financially from the project under consideration by the Committee. In order to promote public confidence in this process, a committee member may also consider declaring a conflict if they think there may be a perception that they have a conflict. If a committee member has a conflict, he/she must not participate in the Committee’s discussion or decision regarding the project. They must also refrain from discussion about the project and from influencing fellow committee members.

CITY DEPARTMENTS

City Departments may recommend projects for possible funding or staff support by the Public Arts and Culture Program. They may also include side proposals and funding in their own Capital Improvement Plans. City Departments are also accountable to the City’s public art policies and procedures. Public art projects under the jurisdiction of any City Department must be reviewed and approved according to the public art policies and procedures contained within this document.

APPENDIX A: PROPOSED POLICY

INDEPENDENT BOARDS AND COMMISSIONS OF THE CITY

Independent Boards and Commissions may recommend their projects for possible support by the Public Arts Program. They may also include public art projects in their own requests to City Commission. Public art projects developed in partnership with these entities must be reviewed and approved according to the public art policies and procedures contained within this document. City staff coordinating public art projects will work closely with the staff liaisons of these Boards when working in partnership with them or placing projects on their property. Agreements with these Boards will reflect and include the policies and procedures of all partner boards.

CITY COMMISSION

The City Commission is tasked with the following:

- Review and approve the Public Art Master Plan.
- Review and approve the annual Public Art Work Plan.
- Make appointments to the Public Arts and Culture Commission.
- Approve all contracts in excess of \$10,000.00.

SANDUSKY PUBLIC ART PROGRAM COLLECTION MANAGEMENT POLICY

The City of Sandusky acquires artworks by commissions of the City’s Public and Cultural Art Acquisition Fund and through gifts from groups and individuals. Processes for these acquisitions are dictated by the Sandusky Public Arts and Culture Commission and Public Art Program Ordinance and by the Donation Policy and/or by the City’s contract with the artist(s). Artworks acquired through these processes are considered to have been accessioned into the City’s Permanent Collection and must be cared for in accordance with the Policy and Procedure for Maintenance Policy and the Collection Management Policy. Artworks in the City’s possession that were acquired outside of or before these policies may not be accessioned pieces of the Permanent Collection and thus may not be subject to the Artwork Collection Management Policy. The Collection Management Policy is intended to maintain the value of the City’s Permanent Collection and guard against the arbitrary disposal of any of its pieces.

OBJECTIVES

- Maintain a collection management program that results in a high-quality, City-owned public art collection;
- Eliminate artworks that are unsafe, not repairable, or no longer meet the needs of City of Sandusky;
- Respect the creative rights of artists; and
- Support an efficient workload for staff.

DEFINITIONS

Deaccession means a procedure for the withdrawal of an artwork from the Permanent Collection and the determination of its future disposition.

Relocation means a procedure for the movement of an artwork from one location to another.

Life Spans

- **Temporary:** 0-2 years
- **Short Term:** 2-10 years
- **Medium-Term** 10- 25 years
- **Long-Term** 25+ years

GENERAL POLICIES

Removal from Public Display

If the artwork is removed from public display, the City of Sandusky may consider the following options:

- **Relocation:** If City Staff and the Public Arts and Culture Commission decide that an artwork must be removed from its original site, and if its condition is such that it can be re-installed, the City will attempt to identify another appropriate site. If the artwork was designed for a specific site, the City will attempt to relocate the work to a new site consistent with the artist’s intention. If possible, the artist’s assistance will be requested to help make this determination.
- Store artwork until a new site has been identified or the City decides to deaccession the artwork.
- Sell or trade the artwork after deaccession.

Provision for Emergency Removal

In the event that the structural integrity or condition of an artwork is such that the artwork presents an eminent

APPENDIX A: PROPOSED POLICY

threat to public safety, the City may authorize immediate removal without Public Arts and Culture Commission approval or the artist's consent, by declaring a State of Emergency, and have the artwork placed in temporary storage. The artist and the Public Arts and Culture Commission members must be notified of this action within 30 days. The City and the Public Arts and Culture Commission will then consider options for repair, reinstallation, maintenance provisions or deaccessioning. In the event that the artwork cannot be removed without being altered, modified, or destroyed, and if the Artist's agreement with the City has not been waived under the Visual Artists' Protection Act, the City must attempt to gain written permission before proceeding. In the event that this cannot be accomplished before action is required in order to protect the public health and safety, the City shall proceed according to the advice of the City attorney.

Criteria for Deaccession

The City may consider the deaccessioning of artwork for one or more of the following reasons in the event that it cannot be re-sited:

1. An artwork is not, or is only rarely, on display because of lack of a suitable site.
2. The condition or security of the artwork cannot be reasonably guaranteed.
3. The artwork has been damaged or has deteriorated and repair is impractical or unfeasible.
4. The artwork endangers public safety.
5. In the case of site specific artwork, the artwork's relationship to the site is altered because of changes to the site.
6. The artwork has been determined to be incompatible within the context of the collection.
7. The City of Sandusky, with the concurrence of the Public Arts and Culture Commission, wishes to replace the artwork with work of more significance by the same artist.
8. The artwork requires excessive maintenance or has faults of design or workmanship.
9. Written request from the artist.

Integrity of Artworks

The Sandusky Public Arts Program will seek to ensure the ongoing integrity of the artwork and the sites for which they were created, to the greatest extent feasible, in accordance with the artist's original intentions, and consistent with the rights afforded by the 1990 Visual Artists Rights Act.

Access to Artworks

The City will seek to assure continuing access to artwork by the public, although the City may limit availability due to circumstances such as funding, public safety, display space, and deaccession processes.

Life Spans

Life spans that have been assigned to the work during the commissioning process will be taken into consideration as part of requests for deaccession or removal. For artworks that have not been assigned a life span, the Staff Liaison may engage experts to assist in assigning the artwork a life span, based on the life expectancy of the artwork's materials and fabrication methods.

APPLICATION PROCESS

Preliminary Request

Permanent artworks must be in place for at least five years before deaccession or relocation requests will be considered, unless matters of public safety necessitate the removal. Deaccession or relocation requests may be submitted by one of the following:

- Neighborhood organization or Homeowners Association;

- City Department;
- Independent Board or Commission of the City; and
- City Commission Member.

The Public Arts and Culture Commission reviews a preliminary request from the applicant. If this Commission votes in favor of considering the request, then the Staff Liaison works with the applicant to bring a full proposal before the Public Arts and Culture Commission.

DEACCESSION AND REMOVAL FORM

The Staff Liaison will provide applicants with an application form that will serve as the applicant's formal request for consideration by the Public Arts and Culture Commission.

REVIEW PROCESS

The Public Arts and Culture Commission will review requests and make a decision regarding deaccession or relocation.

Public Meeting

The Public Arts and Culture Commission will hold at least one public meeting for the purpose of gathering community feedback on a proposed deaccession or removal. The Commission may also decide to hold additional public meetings or gather community input through other methods. The Public Arts and Culture Commission may seek additional information regarding the work from the artists, galleries, curators, appraisers or other professional prior to making a recommendation. If relocation is proposed, a public meeting is not required.

Artist Involvement

If deaccession or removal is recommended, the artist (if available) will be contacted and invited to provide input to the Public Arts and Culture Commission. The artist's contract, along with any other agreements or pertinent documents, will be reviewed and sent to the City Attorney's Office.

Recommendation

The Staff Liaison will prepare a report that includes the opinion of the City Attorney on any restrictions that may apply to the specific work. The Public Arts and Culture Commissions' recommendation may include dismissing the request and/or modifying, relocating, selling, donating, disposing, or storing the artwork.

The Staff Liaison will provide all relevant correspondence including, but not limited to:

1. Artist's name, biographical information, samples of past artwork, and resume.
2. A written description and images of the Artwork.
3. Artist's statement about the Artwork named in Deaccession or Relocation Request (if possible)
4. A description of the selection process and all related costs that was implemented at the time the Artwork was selected.
5. A formal appraisal of the Artwork (if possible)
6. Information regarding the origin, history, and past ownership of the Artwork
7. Information about the condition of the Artwork and the estimated cost of its conservation.
8. Information and images of the Artwork's site
9. Any information gained from the public meeting held about the deaccession and removal of the work.
10. Feedback from the Director of the City Department responsible for operating and maintaining the Artwork.
11. Detailed budget for all aspects of conservation, maintenance, repair, installation, operation, insurance,

APPENDIX A: PROPOSED POLICY

storage, and City Staff support.

12. The Artist's contract with the City.

The Public Arts and Culture Commission can recommend one or more of the following methods for an artwork's deaccession:

1. Sale or Exchange- sale shall be in compliance with the State of Ohio and City of Sandusky laws and policies governing sale of municipal property.
 - Artist, or estate of the artist, will be given first option to purchase or exchange the artwork(s).
 - Sale may be through auction, gallery resale, direct bidding by individuals, or other form of sale in compliance with the State of Ohio and City of Sandusky law and policies governing surplus property.
 - Exchange may be through artist, gallery, museum or other institutions for one or more artwork(s) of comparable value by the same artist.
 - No works of art shall be sold, traded or given to Public Arts and Culture Commission Members or City of Sandusky Staff.
 - Proceeds from the sale of artwork shall be placed in a City of Sandusky account designated for public art purposes. Any pre-existing contractual agreements between the artist and the City regarding resale shall be honored. An exception to these provisions may be required if the artwork was originally purchased with funds that carried with them some restriction, for example, bond funds for street and sidewalk improvements, in which case the proceeds shall be placed in an account designated for art allowed under similar restriction(s).
2. Destruction of Artwork – if artwork is deteriorated or damaged beyond repair or deemed to be of negligible value.
3. If the City of Sandusky is unable to dispose of the artwork in a manner outlined above, the Public Arts and Culture Commission may recommend the donation of the artwork to a non-profit organization or another method.

COSTS

If deaccession or relocation accommodates the applicant's interests or project, they may be required to cover the costs of deaccession or relocation at no cost to the City.

CONFLICT OF INTEREST

No works of art shall be given, sold, or otherwise transferred publicly or privately, to officers, directors, or employees or staff of the City of Sandusky, or their immediate families or representatives of the City of Sandusky.

COMPLIANCE WITH APPLICABLE POLICIES AND REGULATIONS

Deaccession and relocation of artwork will be done in a manner that complies with all other applicable City of Sandusky, state of Ohio, and federal procedures, policies and regulations.

EXISTING PUBLIC ART PIECES AT TIME OF POLICY ADOPTION

Existing public art pieces on City-owned property should be evaluated using the deaccession criteria to ensure that it is appropriate for the City to continue to own and maintain the piece. If the piece does not meet the deaccession criteria, then the piece will be accessioned into the Sandusky Public Art Collection.

SANDUSKY PUBLIC ARTS AND CULTURE PROGRAM DONATION OF PUBLIC ART PROCEDURES

All public art piece donated to the City of Sandusky must come with a plan to fund and deliver ongoing maintenance or the resolution accepting the public art must identify how maintenance of the donated public art will be funded.

DONATION REQUIREMENTS

The City will consider donations on the following basis:

- The donation contributes to and enhances the City’s public art collection;
- The donation meets a high standard of quality and is appropriate and meaningful to the community;
- The donation follows required City procedures including the submission of a Donation Proposal and a Maintenance Plan. Donation Proposal requirements are included in this policy. The requirements for the Maintenance Plan can be found in the Sandusky Public Art Program Policy and Procedure for Maintenance Policy;
- The donation is made with the understanding that no City funds will be required for production, siting, installation, or ongoing operations and maintenance of the work without prior approval of the City of Sandusky;
- The donation proposal includes a plan to fund and deliver ongoing operations and maintenance – or the resolution accepting the public art must identify how maintenance will be funded; and
- The donation proposal is reviewed and endorsed by the Sandusky Public Arts and Culture Commission and approved by the City of Sandusky.

The City will not accept a donation of artwork until all funds for its development, fabrication, siting, and installation have been secured. The City will consider the following types of donation proposals for artworks for City-owned property:

- An already completed work of art;
- A commissioned artwork by a specific artist or artists to be created especially for a City-owned property; and

ROLE OF THE SPONSOR OR DONATING ARTIST

A donation of artwork must have a sponsor or co-sponsors, who will prepare and present a donation proposal. The sponsor’s principal roles are to state the intent of the donation and be responsible for raising or providing the funding for its production, acquisition, installation, and maintenance. Community groups or corporations can act as a sponsor, provided they can demonstrate community support for the proposal. Demonstrating community support reinforces the public nature of the proposal.

DONATION PROPOSAL PROCEDURES

All offers of artwork proposed for property under City jurisdiction must be made in writing and submitted by the sponsor to the City of Sandusky for review by Sandusky Public Arts and Culture Commission. The donation proposal must contain the following for an already completed work or a commissioned artwork:

APPENDIX A: PROPOSED POLICY

1. Rationale for the intent, purpose, and added value to the City of the proposed gift;
2. Brief statement about the artwork or project and biographical information about the artist, including resume and supporting materials;
3. Project timeline;
4. Site plan that shows the proposed location of the artwork, a photograph of the proposed installation site, and surrounding environment;
5. Visual presentation of the artwork on the proposed site(s), including drawings, photographs, and models of the proposed work with scale and materials indicated;
6. Maintenance plan, including operations and maintenance information citing requirements for ongoing maintenance and associated costs; and
7. Documentation of artwork ownership and statement of authority and intent to transfer ownership to the City.

The following additional information must be provided for a commissioned artwork to be created especially for a City-owned property:

8. Detailed budget, with costs for the project including site preparation, installation, and insurance that meets City requirements, and
9. Funding committed to date and proposed source(s) of funds.

DONATION PROPOSAL REVIEW PROCESS

All proposals for donations of artwork must follow a three-stage review process:

1. Review by the City of Sandusky and the Public Arts and Culture Commission utilizing the Donation Review Criteria below;
2. Evaluation by a qualified professional public art conservator and/or arts professional such as a museum director, curator, historian, or writer/critic; This service will be procured by the City and paid for by the sponsor; and
3. Recommendations and findings from the conservator and/ or arts professional will be presented to both City Staff and the Public Arts and Culture Commission, who will prepare a report and request to be submitted to the Sandusky City Commission for approval.

If a donation is made that is valued at \$10,000.00 or less, the Public Arts and Culture Commission may recommend acceptance of the donation by the City Manager with communication to the City Commission. If the donation is valued in excess of \$10,000.00, the acceptance of the donation must be approved by the City Commission through a resolution. The resolution must include the anticipated location(s) of the artwork(s). If the Public Arts and Culture Commission decides against accepting the proposal, City Staff, in collaboration with the Public Arts and Culture Commission, will notify and provide a rationale to the sponsor and the artist.

DONATION REVIEW CRITERIA

The donation review process will include, but will not be limited to, the following:

- **City-owned Property** – Donated public artwork must be located on City-owned or City-managed property;
- **Relevance and Site Context** – Works of art must be appropriate for the proposed location and its surroundings, and/or complement the architecture, topography, history, and social dynamic of the location in which it is placed;
- **Artist and Artwork Quality** – The artist demonstrates the ability and potential to execute the proposed artwork, based on previous artistic achievement and experience. The artwork must enhance the City's public art collection;

- **Physical Durability** – The artwork will be assessed for long-term durability against theft, vandalism, and weather;
- **Public Safety and Liability** – The artwork will be assessed for any public safety concerns, as well as for any potential liabilities for the City;
- **Sustainability** – Consideration will be given to the environmental impact and sustainability of the proposed artwork, including its operations and maintenance requirements/costs; and
- **Legal** – Proposed terms of donation, legal title, copyright authenticity, artist’s right to reproduce, liability, and other issues as deemed appropriate will be considered.

Memorial Gifts

Memorial gifts will have an additional review process, which will include, but will not be limited to, the following:

- **Timeframe** – The person or event being memorialized must be deemed significant enough to merit such an honor. The person so honored will have been deceased for a minimum of twenty-five years. Events will have taken place at least twenty-five years prior to consideration of a proposed memorial gift;
- **Community Value and Timelessness** – The person or event being memorialized represents broad community values and will be meaningful to future generations; and
- **Location** – The location under consideration is an appropriate setting for the memorial; in general, there should be some specific geographic justification for the memorial being located in a specific site.

ACCEPTANCE AND ACCESSION OF THE ARTWORK

If the proposal is accepted by the City of Sandusky, a formal agreement will be negotiated outlining the responsibilities of each party (the City, the sponsor(s), the artist, and outside contractors, where applicable). The agreement will address project funding, insurance, siting, installation, operations and maintenance, project supervision, vandalism, the right of removal or transfer, public safety, and other issues as necessary.

The City of Sandusky will be the owner of the artwork and reserves the right to remove or alter the work to ensure public safety or because of any other City concerns. The City upholds copyright law and the Visual Artists Rights Act of 1990. Any changes will be made in consultation with the artist and sponsor(s).

The completed and installed artwork will be accessioned and added to the City’s inventory list and master database with all accompanying documentation.

REMOVAL, RELOCATION OR DEACCESSION OF THE ARTWORK

In accepting a donation of artwork, the City of Sandusky will not be bound by any agreement with the donor that restricts the City’s ability to act in the best interest of the City of Sandusky. Nothing in the acceptance of a donation of artwork shall prevent the City from approving subsequent removal, relocation or deaccessioning of such donations if it serves the City’s best interest to do so. The City will deaccession and dispose of works of artwork in its collection in accordance with the Collection Management Policy.

ART ON LOAN OR TEMPORARY DISPLAY ON CITY-OWNED PROPERTY

Art on loan or art on temporary display on City-owned property must meet the Donation Requirements above, follow the Donation Proposal Procedures 1-9 above, and must be reviewed using step 1 of the Donation Proposal Review Process. Art on loan or art on temporary display on City-owned property must not be accessioned or added to the City’s inventory list and master database.

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If a temporary display on City-owned property is valued at \$10,000.00 or less, the Public Arts and Culture Commission may recommend acceptance of the temporary display on City-owned property by the City Manager with communication to the City Commission. If the temporary display on City-owned property is valued in excess of \$10,000.00, the acceptance of the donation must be approved by the City Commission through a resolution. The resolution must include the anticipated location(s) of the artwork(s). If the Public Arts and Culture Commission decides against accepting the proposal, City Staff, in collaboration with the Public Arts and Culture Commission, will notify and provide a rationale to the sponsor and the artist.

SANDUSKY PUBLIC ART AND CULTURE PROGRAM POLICY AND PROCEDURE FOR MAINTENANCE

INTRODUCTION

The Sandusky Public Art Maintenance Program uses the Public and Cultural Art Acquisition Fund appropriated through the PCAAF.

The Public Art Maintenance Program will be administered by the City of Sandusky under advisement of the Sandusky Public Arts and Culture Commission through yearly evaluation and planning for maintenance of the existing collection.

The Program addresses:

- Accessioning and inventorying the City's collection of public art;
- Conducting a semiannual Survey and Condition Assessments of all work in the collection;
- Preparing a semi-annual Public Art Maintenance Plan; and
- Overseeing routine maintenance and special conservation treatment of the City's public art collection.

Every five years, the City of Sandusky will conduct an assessment of the condition of all public art with a qualified professional conservator and develop a prioritized list of works in need of conservation or maintenance. This list will be the basis of the semiannual Public Art Maintenance Plan.

Under this plan, trained City staff may carry out routine maintenance. For work in need of a higher level of maintenance, specialized care, or conservation treatment, the Program will utilize the maintenance funds available held in the Public and Cultural Art Acquisition Fund.

PROCEDURES PRIOR TO THE PUBLIC ART MAINTENANCE PROGRAM

Maintenance Plan

Understanding maintenance and care of public art begins before an artwork is created. During the design phase or when a donation is initiated, the City, artist, or sponsor will review and analyze their design proposal and advise on maintenance and operations of the artwork.

On behalf of the City, artist, or sponsor, the appropriate party will submit a Maintenance Plan to the City of Sandusky and the Public Arts and Culture Commission, who will review and then catalogue any tasks associated with maintenance of the artwork.

The Maintenance Plan will enable the City and the Public Arts and Culture Commission, to:

- Evaluate the quality and sustainability of the proposed or existing public artwork;
- Establish maintenance requirements, assign schedules, and identify potential costs; and

APPENDIX A: PROPOSED POLICY

- Determine if the City of Sandusky should accept or decline the design proposal and/or public artwork.

To produce the Maintenance Plan, the artist should examine and render an opinion on the following:

- Durability;
- Type and integrity of materials;
- Construction/fabrication technique;
- Internal supports, anchoring and joining, and footings;
- Landscaping;
- Vulnerable and delicate elements;
- Drainage of artwork;
- Potentially dangerous elements;
- Security;
- Location;
- Environment;
- Whether the design encourages/discourages interaction; and
- Effects of skateboarding, graffiti, and any other potentially damaging activities.

The Maintenance Plan will include:

- A record of the artist's intentions for the work of art;
- Recommendations to mitigate potential problems discovered during the examination;
- Notes about how the artist would like the work of art to age;
- An itemization of long-range considerations and care, highlighting maintenance and the anticipated needs for periodic conservation treatment or repairs; and
- Identification of the lifespan of the artwork and a prognosis of its durability in consideration of that lifespan.

Lifespan of Artwork

This lifespan will be selected from one of the following categories:

- **Temporary:** 0-2 years
- **Short Term:** 2-10 years
- **Medium-Term:** 10- 25 years
- **Long-Term:** 25+ years

The artwork may also be identified as site-integrated, or part of the site and/or the architecture, as appropriate and will fall into the Long-Term lifespan category above.

Utilization of the Maintenance Plan

The Maintenance Plan will be used to:

- Advise the Public Arts and Culture Commission, City Department Directors, and others who must review and approve design proposals or accept or decline donated public artwork;
- Troubleshoot the production of construction drawings, the fabrication of the artwork, and the preparation of the site;
- Follow-up on the artist's recommendations; and
- Refer to during the post-fabrication/installation inspection to prepare a final report and a punch-list to complete the project.

The City of Sandusky and the Public Arts and Culture Commission, professional conservators, and artists will strive to address the recommendations in the Maintenance Plan without unduly interfering with the aesthetic intent of the proposed public art.

Post Fabrication/Installation Inspection

The Post-Fabrication/Installation Inspection conducted by staff will be based upon and follow-up on the Maintenance Plan that was carried out during the design phase. It will include the following:

- Ensure that recommendations made in the Maintenance Plan and during fabrication were followed;
- Confirm that the artwork is executed as proposed and agreed upon;
- Confirm that there are no missing or incomplete elements;
- Establish that materials quality and stability are acceptable;
- Establish that fabrication quality and stability are acceptable;
- Confirm that installation is stable and secure;
- Confirm that stainless steel is fully and properly “passivated”;
- Confirm that, if required, protective coatings have been applied;
- Ensure that warranties for electronic and other media are submitted as necessary;
- Identify any remaining vulnerabilities;
- Confirm no new damage resulting from installation process;
- Ensure that the maintenance and operations plan is accurate; amend as needed; and
- Confirm that the plaque/public notice meets program guidelines and is properly installed.

INDIVIDUAL COMMUNICATION AND SOCIAL MEDIA GUIDE FOR SANDUSKY PUBLIC ARTS AND CULTURE COMMISSIONERS

The purpose of this guide is to help standardize and elevate communications from Commissioners and other non-staff members on behalf of the public arts and culture program. Please use this guide to inform your external communications.

WHY PUBLIC ART?

Often one of the first questions those in the public art field are asked to answer is basic: why public art? The answer is multifaceted and may change based on the audience, however the fundamentals on how to answer this question are outlined below:

- To reflect Sandusky's cultural and ethnic diversity, and the diversity of the visual arts, while building a publicly available collection of dynamic art that celebrates the human spirit and condition.
- To foster the development of independent artists by integrating their work into public places, civic infrastructure and private development.
- To enrich the community through innovative and diverse Public Art.
- To promote tourism and economic vitality in Sandusky through the artistic enhancement of public spaces.

PUBLIC ARTS AND CULTURE COMMISSION

In addition to communicating the importance of public art, Commissioners may also be required to communicate what the Public Arts and Culture Commission is, what it does, and how it does its work. This can be summed up by communicating the mission, goals, and guiding principles of the Commission.

Our Mission

The mission of the City of Sandusky Public Art and Culture Program is to promote cultural and economic vitality in Sandusky, Ohio by integrating the work of artists into public places.

Goals

- To further the development of, awareness of, and interest in the visual arts;
- To integrate the design work of artists into Sandusky;
- To create an enhanced, interactive visual environment for Sandusky residents;
- To commemorate Sandusky's rich history;
- To promote tourism and economic vitality in Sandusky through the artistic enhancement of public spaces;
- To increase attachment to place;
- To engage community partners to build support for public art

Guiding Principles

Sandusky's Public Art:

- Will allow for artistic creativity and innovation
- Is community and site-oriented
- Is sensitive to community histories, strengths, and aspirations
- Is developed in an open, informed atmosphere
- Articulates the values and vision of the community
- Is designed for a diverse and ever-changing audience
- Will be distributed citywide, focusing on areas where people gather
- Will be represent a variety of artistic media and forms of expression
- Will be maintained for people to enjoy

Principles for Sharing

The set of principles below should govern how information is shared online. Whether on social media, via email, or through other digital methods remember to always keep these principles in mind.

WHAT TO DO:

Ensure Accuracy

The massive amount of information available online, much of it inaccurate, means we must pay close attention to verify information before we share. This is especially true when sharing information as a Commissioner since your communications may be seen as representing the city and the Public Art and Culture Program. Verify facts - especially those in viral posts or memes- before sharing. Be sure to cite and link to your sources whenever possible and ensure those sources are reputable news sources or organizations. Be on the lookout for false or misleading sites and always verify before you share.

Maintain Transparency

Remember that when you comment or post on social media, you are representing the Public Arts and Culture Commission- even if posting in a personal context. Always be honest about your identity. In personal or professional posts that relate to public art, the Public Arts and Culture Commission, or other city projects, you should identify yourself as a Commissioner. Be clear that you are sharing your views as an individual, not as a representative of the Public Arts and Culture Commission as a whole.

Think Before You Post

Even when using privacy controls, social media is inherently public. Screenshots can be taken of private posts and shared. Search engines can turn up posts and pictures years after the publication date. If there is someone with whom you would be uncomfortable seeing your post, its best not to post at all.

Take the High Ground

Again remember that you represent the Public Arts and Culture Commission, and by extension the city, in your online activity. Participating in discussions online is important and useful, especially to people who are unable to attend in person meetings. Engage with people civilly, as you would in person or at a Public Arts and Culture Commission meeting.

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Correct Mistakes

If you share inaccurate or incorrect information be up front and quick in correcting your post. Whether it be a blog or a social media post, be sure to state that you edited your post to correct a mistake or inaccuracy.

Monitor Comments

Most people who maintain social media sites welcome comments—it builds credibility and community. However, you may be able to set your account so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

WHAT NOT TO DO:

Do Not Use Pseudonyms

Never pretend to be someone else. Tracking tools enable supposedly anonymous posts to be traced back to their authors. Do not post something online unless you feel comfortable publicly identifying yourself.

Do Not Make Statements on Behalf of the Commission, City, or Staff

If you publish content to any website and it has something to do with the work you do on the Commission or about public art, use a disclaimer such as this: “The postings on this site are my own and do not represent the Public Arts and Culture Commission’s positions, strategies, or opinions.”

Do Not Use the Sandusky Logo or Make Endorsements

Do not use the City of Sandusky’s logo, or any other Sandusky collateral or images on your personal online sites. Do not use the City, Commission, or Staff’s name to promote or endorse any product, cause, or political party or candidate.

WHAT TO SHARE

When sharing or posting online about public art or the program, it is important to be intentional in order to effectively represent the program. The following topics should be the focus of posts relating to public art:

- The importance of public art
- Highlights of pieces in the collection
- Experiences with public art in Sandusky
- Anticipation of new public art in Sandusky
- Invitations to unveiling of new public art in Sandusky
- Repost and share status updates from the City of Sandusky Parks and Recreation Department without altering the original status
- Experiences with public art in the region or while travelling outside of the region

HOW TO SHARE

In order to be effective in your digital and online communications several mixed strategies should be deployed. This means sharing a variety of content and media, as well as providing original commentary. The following are the fundamentals that should be focused on in order to have a successful online presence.

Share Images

Social media in particular is geared towards visual media. Sharing photos is a great way to reach people while also visually illustrating your point. Always provide at least a short commentary on your photos and ensure that they are well lit, in focus, and contain interesting subject matter.

Share Videos

Video is a quick, easy, and engaging way to share online. With the advent of live-streaming and the ability to easily share video, it is an important tool to use on social media. Use video when static images wouldn't fully convey the subject matter or intended point. Be sure to pay attention to sound - either disable, provide intentional commentary, or allow useful ambient noise to play.

Share Articles with Commentary

A popular method of sharing on social media is to share articles from online news outlets and other organizations. Refer to the principals on sharing for guidelines on how to discern what to share. When it comes to 'how' to share, the key to ensure engagement is to provide commentary on your personal thoughts on the article.

Sharing personal stories can enhance the three methods of sharing above as sharing personal experiences and stories is one of the most impactful ways to engage online. Personal stories don't always need to disclose personal information, but rather should explain why public art is important to you and why others should care.

SANDUSKY PUBLIC ARTS AND CULTURE PROGRAM MURAL GUIDELINES

INTRODUCTION

Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art.

The Planning Department has oversight responsibility pertaining to the creation of murals on privately-owned buildings in the City of Sandusky.

The Sandusky Public Arts and Culture Commission assists the Planning Department with coordinating the creation and completion of murals on privately-owned buildings. This assistance includes but is not limited to: identifying potential mural sites; securing the required private funds and/or in-kind contributions from individuals, foundations, businesses and other corporate donors; issuing and administering the Request for Qualifications (RFQ) for mural artists; coordinating a selection process for RFQ reviews and artist recommendations; working to secure permits, as appropriate; negotiating and finalizing the contracts with building owner(s), artist(s), and donor(s); coordinating the creation and completion of murals; and working with the city of Sandusky on mural dedications.

Applications for mural designs on privately-owned buildings in the City of Sandusky must be approved by the Planning Department through the City mural application approval process described in number 6 below.

Private Building Mural Program Guidelines

1. Theme / Design Criteria:
 - Murals on privately-owned buildings will reflect the character, culture and history of the area/ neighborhood.
 - Appropriate thematic and other relationships to the surrounding environment.
 - Readability and appropriateness of scale.
 - Content: No signage or subject matter that could be construed as advertising or political messages.
2. Site Selection Criteria:
3. Requests for consideration of a mural to be placed on a privately-owned building may be submitted in one of the following ways.
 - The building owner submits a letter of request for the proposed mural to the Sandusky Public Arts and Culture Commission for consideration. The letter must include a proposed general idea or theme; a photograph of the wall on which the proposed mural will be created; and photographs of the surrounding area, including structures immediately adjacent to the building. The letter must include proof in writing that the required private funds and/or in-kind contributions are secured.
 - The City of Sandusky approaches the building owner to see if he/she is interested in potentially having a mural painted on the exterior of the building. If the building owner agrees to potentially having a mural painted, he/she writes a letter to the Sandusky Public Arts and Culture Commission indicating this approval. The Sandusky Public Arts and Culture Commission will submit a letter of request for the

proposed mural to the Planning Department for consideration. The letter must include a proposed general idea or theme; a photograph of the wall on which the proposed mural will be created; and photographs of the surrounding area, including structures immediately adjacent to the building. The letter must include proof in writing that the required private funds and/or in-kind contributions are secured.

4. Building Owner(s) Responsibilities:

- The Building owner must sign a contract created by the City of Sandusky which states that he/she will not paint over, destroy, or alter the mural for no less than five (5) years, nor will he/she alter the building or obscure the mural for no less than five (5) years. This criteria will be waived if the building owner submits a letter of request to the Planning Department that provides legitimate proof that the building owner must expand or remodel the building before five (5) years for business and/or other reasons, and/or the property is sold or transferred, and the Planning Department approves the request in writing. In such cases, before the mural is altered or destroyed, the building owner must provide thirty (30) days notification by letter and phone call to the artist and the Planning Department.
- The Building owner agrees to purchase and maintain lighting for the mural, where appropriate, during the mural's lifetime, which shall be no less than five (5) years.
- The Building owner agrees to pay for electricity to illuminate the mural nightly, if applicable, during the mural's lifetime, which shall be no less than five (5) years.
- The Building owner agrees that he/she is responsible for the maintenance of the mural during its lifetime, which shall be no less than five (5) years.
- The Building owner agrees to allow images of the completed murals to be placed on The City of Sandusky website.

5. RFQ Artist Selection Criteria:

- Experience with similar mural projects, examples of past projects – either in Sandusky or other cities with strong mural programs, including at least ten (10) color images of one or more completed mural projects – and three supporting professional references.
- Willingness to work with the Public Arts and Culture Commission, the building owner and the community to develop and refine the mural design.
- Timely response to the RFQ, which shall include but not be limited to a requirement that at least ten (10) color renderings/designs of the proposed mural, a written description of the mural, and photographs of the proposed site and physical surroundings be submitted to the Public Arts and Culture Commission.
- Innovative and unique artistic vision, including technique, composition of visual art elements, use of line, color, form, and texture.
- Realistic project budget and timeline.
- Willingness to enter into a contractual agreement with the City of Sandusky.
- Liability/Workers compensation/automobile insurance.
- Agreement to allow images of the completed mural to be placed on the City of Sandusky website.

6. City Mural Application Approval Process:

To streamline the mural application approval process, the City of Sandusky will receive, review and submit all application materials to the Public Arts and Culture Commission, which will route the application materials through the appropriate City Departments (including but not limited to the Planning Department) for review and approval.

- The City of Sandusky submits to the Public Arts and Culture Commission Staff Liaison the Planning Department's General Application Form and supporting materials for the City mural application

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- approval.
- The Planner in charge of the mural approval process monitors the application through the Planning Department.
 - The Planning Department notifies Public Arts and Culture Commission when the General Application Form for the mural is approved and presents the mural as a courtesy review.
 - The Planning Department notifies the building owner and artist.
 - All zoning and other regulations of the City of Sandusky must be adhered to unless specifically exempted with such regulations or a waiver is approved through the applicable board or commission.
7. Fundable Expenses include but are not limited to:
- Artist(s) fees for design and execution of mural.
 - Rental or purchase of painting equipment or the purchase of painting supplies.
 - Rental of barricades and other equipment required of street or alley closures.
 - Lighting and electrical equipment.
 - Other expenses that are pre-approved by the Public Arts and Culture Commission and the City of Sandusky.
8. Mural Preparation and Creation:
- The Private Property owner and the City of Sandusky will work together to secure permits, as appropriate, such as street or alley closures.
 - The City of Sandusky monitors the creation and completion of the mural.
 - The Artist creates artwork in a timely fashion. If more time is needed, artist notifies the City of Sandusky so that any applicable permits may be extended.
 - The creation of the mural must include materials that are long-lasting (at least five (5) years), graffiti-resistant, or include an anti-graffiti coating.
 - The artist notifies the City of Sandusky when the mural is completed.
9. Dedication:
- When the mural is completed, the Public Arts and Culture Commission will hold a mural dedication event.
10. Publicity
- The artist provides the City with digital images of the completed mural.
 - City of Sandusky Staff will post digital images of the completed mural on the City of Sandusky website.