



Regional Arts & Culture Council

CITY OF PORTLAND

BUREAU OF ENVIRONMENTAL SERVICES (BES)

BUREAU OF WATER WORKS (BWW)

January 10, 1994

The intent of this Policy is to identify appropriate Bureau of Environmental Services (BES) and Bureau of Water Works (BWW) participation in Portland's Public Art Program within the restrictions of the Code, State law and other legal commitments of the City.

Regional Arts and Culture Council Public Art Ordinance History:

- 1980 Multnomah County passed 1% for art ordinance.
- 1980 City of Portland passed 1% for art ordinance.
- 1985 County added .33% for administration, maintenance and public education.
- 1989 City added .33% for above and expanded scope to include Parks improvements without buildings and some Transportation and PDC projects.
- 1990 County expanded scope to include purchase price of existing buildings, Expo Center, additional parks funds.
- 2005 City passes 2% ordinance
- 2008 County passes 2% ordinance

Portland has long recognized that public art is a way to collaboratively create community identity and to heighten public awareness of vital issues. Public artists contribute to high quality design and to a stimulating aesthetic environment for the general public and city employees. Public art has become an accepted and even expected element of public projects, locally and nationally. In 1989, The City Council directed the Metropolitan Arts Commission, now the Regional Arts & Culture Council (RACC), "to work with representatives of the Bureaus of Water and Environmental Services to develop a procedure through which (they) might become involved and participate in the 2% for Public Art Program."

In the case of both BES and BWW expenditures for public art can help promote Bureau objectives, as well as further public policy and quality of life. Accordingly, several categories of capital project expenditures have been identified for which the dedication of a portion of capital costs for public art can be seen to promote BES and BWW objectives. BES has voluntarily already undertaken several such public art projects.

PUBLIC ART OPPORTUNITIES

Category #1: Public/Working Environment

Statement: Public art can establish a stimulating environment where the general public interacts with city personnel and can contribute to a humane working environment for employees, a BES and BWW objective.

Application: When new facilities are built or existing ones remodeled, in which there is a substantial workforce and especially ones visited by the general public, 2% of construction costs will be set aside for public art.

Category #2: Community Acceptance of Environmental Public Works

Statement: Incorporation of art and design elements in public works projects can contribute to their acceptance by the communities in which they are sited. Achieving community acceptance for important BES and BWW public works is an objective of both bureaus.

Application: Public art funds should be set aside to enhance, in creative and interesting ways, large, highly visible works which might otherwise be considered undesirable by the neighboring communities. In the case of new structures, or major renovations, artists may serve as members of the design team, thereby affecting the structures, materials and sites in creative and stimulating ways, without adding substantially to the project costs.

Category # 3: Environmental messages and System Identity

Statement: Public art and design can contribute to effective communication of important environmental messages concerning sewer and water services and quality. Increased public environmental awareness of services is an objective of both bureaus.

Application: Public art funds could be dedicated for artist designed system elements, informational exhibits or tours, artworks of limited duration, or other opportunities for communicating environmental messages and system identity. These elements could also be the result of artists participating on project design teams.

Category # 4: Historical and Educational Information

Statement: Public art can contribute to effective communication of historical and educational information, a goal of both BES and BWW.

Application: Artists might create informational and/or historic displays in a variety of media, including historic artifacts, which could be mounted at public sites and/or loaned to various educational and other institutions.

INELIGIBLE PROJECTS

BWW and BES capital projects which are not deemed appropriate for public art participation include works which are not staffed, are not visible to their surrounding communities, or have no utility in common with the public.

ADMINISTRATIVE ISSUES

Public art amounts to be allocated:

Category #1: The amount identified for public art will be the full amount allocated by other City agencies for Percent for Art projects under Section 5.74.010 of the City code (2%).

Categories #2 through #4: In some cases projects in these categories may require more than 2% of the project costs and in others less than 2%. In cases where artists are hired to participate on the project design team, fees and expenses for design and/or artwork will be negotiated. BES and BWW Administrators, together with the RACC Public Art Program Director staff, will estimate the amount necessary for designated projects during preparation of the annual budget, as well as at such times as unexpected opportunities arise.

RACC Administrative Costs

RACC will be reimbursed for the administration of BWW and BES public art projects defined as eligible by this policy

In category #1 projects, 27% of the 2% is allocated to be used for the RACC costs of selection, project management, community education and registration of Public Art, 10% of the percent for art funds shall be used for maintenance, conservation and deaccessioning of public art and public education. In categories #2 through #4, RACC administrative fees will be negotiated at the time public art allocation amounts are identified. In all cases, RACC's administrative responsibilities will be clearly articulated at the start of the project.

Accounting

Adequate financial records will be kept so that the application of all BES and BWW funds towards BES and BWW objectives can be documented. BES and BWW will enter into a contract for services with RACC for public art program management, as described in this policy.
BES/BWW Public Art Policy

Selection of Art

In accordance with RACC public art program guidelines, a BES and BWW representative will be appointed by the bureau Administrator (or designee) to serve on a selection committee panel, which shall be responsible for the selection of artists and artwork for a given project. RACC's Public Art Advisory Committee shall have final approval of all selection committee panel recommendations.