

**CITY OF LOGAN
RESOLUTION NO. 21-17**

A RESOLUTION ADOPTING THE 2021 PUBLIC ART ACTION PLAN

WHEREAS, the Logan Public Arts Master was adopted in 2020 to provide guidance for the implementation of a Public Art Program in Logan City; and

WHEREAS, the Public Art Advisory Board was established in 2021 to advise the Municipal Council regarding implementation of the City's Public Art Program; and


WHEREAS, the bylaws of the Public Art Advisory Board require the submission of an annual Action Plan that specifies goals, funding recommendations, and proposed projects for the upcoming year to the Municipal Council for consideration; and

WHEREAS, the proposed goals, funding, and projects of the Action Plan align with the goals and vision of the Logan Public Arts Master Plan; and

NOW THEREFORE, BE IT RESOLVED THAT THE LOGAN MUNICIPAL COUNCIL, hereby adopts the 2021 Public Art Action Plan.

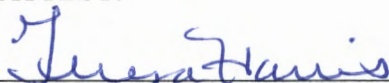
This resolution shall take effect immediately upon its adoption and approval.

PASSED BY THE LOGAN MUNICIPAL COUNCIL THIS 20th DAY OF April, 2021.



Mark A. Anderson, Council Chair

ATTEST:


Teresa Harris, City Recorder



2559



2021 Public Art Action Plan

Section 1: Plan Narrative

Previous Year

In 2020, the Public Art Master Plan (Master Plan) was adopted. The plan was developed with extensive input from the community, and defines the public art values, vision, goals, and potential projects for expanding public art engagement in Logan. The core values identified in the plan include creating experiences, sensitivity, diversity and accessibility, education, and strong management. Through these values, and the processes and projects identified in the plan, the hope is to create exciting public art opportunities, and elevate and activate public spaces in the city.

2021

Following on the adoption of the plan, it is now time to begin implementation. The first steps are to create an advisory board to help direct and create guidelines, policies, and procedures for a successful public art program; identify short term and long-term goals and objectives for the program; and complete initial public art projects.

The Action Plan (AP) process is the vehicle for the Public Art Advisory Board (PAAB) to convey the recommended goals and objectives, budget, and proposed projects for the next year to the Mayor, City Council, city administration, and community. Submission of an AP is required annually and will serve as the short term guiding document for decision making by the PAAB in conjunction with the Master Plan.

Section 2: Goals and Objectives

The Master Plan includes an implementation section (pg. 101) that provides a timeline for specific plan goals and objectives. Based on administrative capacity and resources, the AP will identify yearly goals and objectives based on the implementation timeline from the Master Plan. Year one goals are designed to improve the administration of the public art program, and guide the program through its initial growth.

1. Creation and appointment of the Public Art Advisory Board

The PAAB oversees the implementation of the Master Plan and serves as a recommending body to the Mayor and City Council for the public art program. As stewards of the art program, their duties include the submission of the AP, proposal of a budget, and review and selection of public art projects. Goal and objectives for the creation of the PAAB include:

- Approval of appointments to the PAAB by the City Council (Winter 2021).
- Adoption of bylaws, procedures, and policies (Winter 2021).
- Appointment of a chair (Winter 2021).
- Selection of a regular meeting time and date (Winter 2021).

2. Formalize and submit first Action Plan

As this is the first year of operation for the PAAB, many of the policies and procedures will need to be formalized. Submission of an AP to the Mayor and City Council for formal adoption is an integral first step to establishing the operation of the PAAB.

- Approval of AP by the City Council (Spring 2021).

3. Pursue grant funding

Grant funding will be an essential part of the success of the public art program. During year one the PAAB should work to identify grant opportunities and submit applications for grant funding.

- Create list of annual grant opportunities (Spring 2021).
- Submit applications for 1-2 grants (grant dependent).

4. Establish branding/identity for the PAAB

Outreach and engagement is a critical component of the PAAB as it will help to inform the community regarding the public art program.

- Create PAAB logo/branding (Spring/Summer 2021).
- Create PAAB social media accounts (Spring/Summer 2021).
- Solicit media coverage of projects (Summer 2021).

5. Complete first projects

The policies and procedures for the solicitation of artist/artwork, review of proposals, and installation of art work will be established during this first year.

- Publish first call for art/artist, RFP/RFQ.
- PAAB review and selection of artist/art.
- Establish templates for contract/agreements.
- Install first project.

6. Solicit local artist for projects

Community participation and engagement in the public art program will be a pillar of its success. Soliciting local artists to participate in the public art program will help to engender support for the program and bolster the local arts community.

- Local artists should be directly solicited and encourage to participate in the public art program.

- 'Call for artists' should include incentives for local artists and artist teams to apply.

7. Explore Percent for Art, and additional funding options for 2022 Action Plan

While the modest first year funding will help to get the public art program moving, additional funding options must be explored to sustain a robust program. The PAAB should review and consider additional funding options that can be incorporated and recommended to the Mayor and City Council for the subsequent program year.

- Review funding recommendations of the Master Plan, and various models of Percent for Art that have been adopted by other public art organizations and municipalities.

Section 3: Budget

The Public Art Master Plan identifies several potential funding sources for the public art program. While initial funding may be modest, additional funding options should be considered by the City as the program progresses. Funding options outlined in the Master Plan include line-item-funding, public percent-for-art, development fees, public/private partnership, donations, in-kind contributions, and grants.

2021 Funding

Logan City Line-Item Funding: \$10,000

For FY2022 (July 1, 2021 – June 30, 2022), Logan City is proposing \$10,000 in funding for the public art program. This initial infusion of funding is vital to getting the program moving forward.

Logan City CDBG Grant Proposal: \$10,000

Logan City receives Community Development Block Grant (CDBG) funding for projects that benefit low and moderate income (LMI) residents. The proposed funding would be used to develop public art projects in areas of Logan that meet LMI requirements. Additional details for CDBG project funding can be found in the Proposed Projects section of the plan.

Additional Grant Funding: Variable

As identifying potential grants is a goal for this program year, there may be opportunity for additional grant funding to become available. Additional funding received will be included in a plan amendment.

Section 4: Proposed Projects

Downtown Placemaking

Description: The intent of this project is to invigorate the pathways and public spaces of downtown with a series of public art projects. While direction will be given and precedents provided for the types of projects that would be preferred, this project is intended to be broad, and solicit applications from multiple mediums, including: 2d/mural, sculpture, installation, and

augmented reality/digital art. The selected art for the placemaking program should directly engages with the downtown sense of place and character.

Funding: \$10,000

Proposals will be considered ranging from \$1,000 to \$10,000.

Location: The placemaking program will be geographically bounded to the downtown area. The Master Plan identifies several downtown locations for consideration including the Center Block Promenade that connects 200 N to Center Street, backstage alley, and Garff Wayside Gardens. There are also several alley-ways and other public spaces that could be considered for the project. A geographic boundary and a list of potential sites will be provided to direct artists to locations, but alternative locations in downtown will be considered. Public property will be preferred for first year projects to reduce administrative burden of the art program.

Main Street and Center Street Sidewalks



Center Block Promenade



Theatre District



Alley-ways



Garff's Wayside Garden



Project Precedents
2D/Murals



Sculpture



Installation



Augmented Reality/Digital Art



Art in the Park – Mural Program

Description: The Art in the Park program will commission a series of murals in parks that are in LMI neighborhoods. Murals may include multi/mixed media projects and installations on existing surfaces, including walls and pathways. It is anticipated that up to 2 murals could be completed this year with the funding requested. The goal is to commission murals that activate the park space and connect with the activities and communities that utilize the space. All murals will be in parks that meet HUD LMI requirements. Parks identified in the Public Art Master Plan will be given priority. Mural sites will utilize existing walls and surfaces at the parks.

Funding: \$10,000 CDBG funding

CDBG application will be submitted March 2021. The CDBG program is competitive, and funding is awarded by the City Council based on CDBG program goals.

Location: Sites will be selected based on existing infrastructure/walls that can be made available for a mural with little to no alterations to the site. Per CDBG requirements, all murals are required to be located in LMI areas. As more than 50% of Logan City's residents meet LMI criteria, most parks in Logan are eligible for the program. Sites identified in the Master Plan for consideration include Merlin Olsen Park and the Soccer Park Complex.

- **Priority parks:**
 - Soccer Park
 - Merlin Olsen Park

- **Other eligible parks:**
 - Adams Park
 - Willow Park
 - Bridger Park
 - Bridgerland Park

Priority Park - Soccer Park

The Soccer Park is accessed via bridges across wetlands and the Blacksmith Fork River, and features several ball fields, walking paths, and a central concession building. For the mural program, the central concession building, or the pathways could be utilized for mural installation. Potential art themes at the location based on the use and characteristics of the park include soccer, Latino culture, and wetlands and wildlife.



Priority Park - Merlin Olsen

Merlin Olsen Park sits in the historic core of Logan along East Center Street. The mature trees and canal that bifurcates the park lend it a serene character. The park has several walls and feature that could be utilized for mural installation, including the old skate rink building, several utility buildings, and the tunnels. Potential art themes at the park include historic Logan and waterways.



Project Precedents

Potential projects may include various media and are not limited to painted murals alone. While not an exhaustive list, the project precedents shows projects similar to what would be considered for the Art in the Park – Mural Program.

Painted facility building



Painted Panels



Mosaic/3D





Augmented Reality



Painted pathways

