



CITY OF NORTH ADAMS, MASSACHUSETTS PUBLIC ART MASTER PLAN



DRAFT

For comment, July 1, 2021

On the cover:

CIVIL WAR MONUMENT

Charles Niles Pike, 1878



City of North Adams, Massachusetts Public Art Master Plan

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MURALISMO PUBLICO

2012, Marta Gill and Estibaliz Vera

I. Executive Summary

(to be drafted at the completion of public review)



READ TO ME
2019, Artist Unknown

II. Introduction

(to be drafted at the completion of public review)

A. Narrative

- i) Historical Economic and Community Development
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HARMONIC BRIDGE

Bruce Odland and Sam Auinger, 1998

III. Existing Conditions

A. Public art resources

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B. Public art policies

- i) PAC Ordinance

Be it ordained by the City Council of North Adams as follows:

That Chapter 2, Article XXXIV of the Revised Ordinances of the City of North Adams, "Public Arts Commission", is hereby amended by deleting it in its entirety and replacing it with the following:

Article XXXIV. PUBLIC ARTS COMMISSION

2-173. Definitions

(a) Public Art. Any work of art that is accessible to the public and located on land or structures owned or controlled by the City of North Adams, that are not otherwise leased or assigned.

(b) Work of Art. Any painting, mural decoration, statue, bas-relief, sculpture, monument, fountain, arch, ornamental gateway, or other structure of a permanent character intended for ornament or commemoration.

2-174. Purpose; establishment

The City Council recognizes that the public display of the arts contributes to the enrichment and enhancement of the social and physical environment of the community and desires to foster an advancement of public art within the City of North Adams. Therefore there is hereby established a commission to be known as the Public Arts Commission.

2-175. Membership; qualifications; appointment; terms; compensation; removal

The Public Arts Commission will consist of seven members, each of whom shall have a vote.

Membership on the Commission will be comprised of people, all residents of the City of North Adams; five with qualified backgrounds in one or more of, but not limited to, the following areas: the arts; art education; art criticism; museum curation; real estate development; architecture; and two from the City at-large. At no time will a majority of the Commission be comprised of members with qualified backgrounds in the same areas required for qualification hereunder.

All members of the Public Arts Commission will be appointed by the mayor, subject to confirmation by the City Council, and shall serve without compensation for the terms as follows: two to serve until the first day of May succeeding the appointment; two to serve until one year from said first of May; one to serve until two years from said first of May; one to serve until three years from said first of May; and one to serve until four years from said first of May. Thereafter, the mayor, subject to confirmation by the city council, will appoint to fill the expired term a member to serve for five years from the first day of May in that year or until a successor is qualified.

2-176. Organization; quorum.

Annually, at the first meeting following new appointments, the Public Arts Commission will convene to elect a chair and a vice chair. The chair will appoint, from the membership, a secretary. A majority of the Commission will serve as a quorum for the transaction of business.

2-177. Meetings; rules.

The Public Arts Commission will meet as needed to discuss the application for and installation of public art or the ornamentation of public buildings and space.

2-178. Powers and duties.

The Public Arts Commission will develop policies for the selection and placement of public art. To the

maximum feasible extent, public art will be placed near the construction project from which funds were derived for payment of that work of art.

The Public Arts Commission will have the custody and care of all works of art owned by the city. No work of art will

- (a) become the property of the city by purchase, gift or otherwise;
- (b) be placed in or over a public space or city property, excepting cemeteries; or
- (c) be altered, moved, or removed, if such art is owned by the City; without the written approval of the Commission.

Applications to install Public Art must be submitted to the Community Development Office. The Public Arts Commission must consider each application within 90 days of submission.

All contracts or orders for the execution of any public art for the City must be made by the Public Arts Commission, acting by a majority of its members, and approved by the Mayor as required by Section 29 of the City Charter.

If the mayor's office rejects the contract, it will notify the Commission in writing.

The Public Arts Commission will, at the request of the Mayor, provide an opinion regarding the design of any actual or proposed municipal structure, or any private structure extending into or over a public place.

2-179. Public hearings.

The Public Arts Commission will hold public hearings as needed to discuss matters within the scope of the Commission's powers and duties.

III. Existing Conditions

C. Public art inventory

1. The table below identifies all existing works of public art in North Adams, per the definition provided in Article XXXIV §2-173 of the Revised Ordinances,

Title	Location	Artist(s)	Year Installed	Type
Civil War Monument	Main/E. Main/Church/N. Church Intersection	Charles Niles Pike	1878	Monument
Muralismo Publico	Rear Mohawk Theater	Marta Gil; Estibaliz Vera	2012	Mural
Read to Me, Boy and Girl on Bench	North Adams Public Library	Unknown	2019	Sculpture
Harmonic Bridge	Marshall Street underpass	Bruce Odland; Sam Auinger	1998	Sound and Visual Installation
Justice	Center Street	Alaa Awad	2014	Mural
Circumnavigate Through	St. Anthony's Parking Lot	Corwin Levi	2014	Mural
Art on Fire	Center Street	North Adams Public Schools Art Club	2018	Small Murals
Bus Stand	Main Street	Victoria Palermo	2012	Installation

1. **Civil War Monument.** Dedicated to the (then) Town of North Adams on July 4, 1878, the Civil War Monument was sculpted by Charles Niles Pike, a North Adams native, and gifted to the Town by the Ladies Soldiers Aid Society.
2. **Muralismo Publico.** Commissioned by DownStreet Art, a program of Massachusetts College of Liberal Arts' (MCLA) Berkshire Cultural Resource Center (BCRC), this large-scale mural was completed during the summer of 2012 and depicts a woman in series of poses on the rear wall of the Mohawk Theater facing Veterans Memorial Drive..
3. **Read to Me, Boy and Girl on Bench.** Accepted by the City Council as a gift in memoriam of an individual, "Read to Me" depicts a boy holding a book and a girl with a teddy sitting on a bench. The sculpture is situated at the Library's East Main Street entrance.
4. **Harmonic Bridge.** Commissioned by MASS MoCA in 1998, "Harmonic Bridge" is a sound and visual installation located on Marshall beneath the Route 2 overpass that translates the sound of overhead traffic into harmonies and melodies that drone in the key of C. The installation, per the artists' description: "focuses one's attention on the majestic columns, the grand scale of the area, which combined with the droning, brings to mind a gothic nave."
5. **Justice.** Commissioned by DownStreet Art as part of summer 2014 programming, this large-scale mural by Egyptian artist, Alaa Awad depicts ancient Egyptian motifs describing contemporary political and social realities.
6. **Circumnavigate Through.** Commissioned by DownStreet Art as part of its summer 2014 programming, this mural, painted by Levi Corwin, is situated on the north side of the east end of the Route 2 overpass, opposite "Justice."
7. **Art on Fire.** These repainted fireboxes on Center Street were a project undertaken by the North Adams Public Schools Art Club in 2018.
8. **Bus Stand.** A MASS MoCA KidSpace project completed in 2012, Victoria Palermo's "Bus Stand" provides shelter from the weather to transit riders and adds color to the Main Street streetscape.



JUSTICE

Alaa Awad, 2014

IV. Administrative Guidelines

A. Vision and Guiding Principles

Vision:

Public art in North Adams contributes to the community's identity as an arts destination and center for creativity; it fosters community pride, ownership, and a sense of belonging, and contributes to the quality of the City's built environment.

The role public art plays in the life of North Adams builds upon four central ideas.

i) Culture:

North Adams is growing in importance as a place for arts, culture, and creative enterprise. Public art projects can bring innovative and distinctive art experiences to public places that draw upon the City's unique character, add new landmarks to the cultural landscape, and directly support artists in the creation of new art and the exploration of new ideas.

ii) Community:

North Adams is a diverse and growing community. Public art projects can bring people together, build bridges, and stimulate conversation.

iii) Economy:

The thoughtful and strategic use of public art can boost tourism, make city-wide connections, and highlight local businesses and industry in North Adams.

iv) Design:

Public art can elevate the quality and creativity of design of public spaces in North Adams, mark important community gateways and thresholds, and help anchor important gathering places.

Guiding Principles:

The mission of the City of North Adams Public Art Master Plan is to promote the commissioning and/or acquisition of permanent and temporary public art, to act as a steward of the City's public art collection, and to engage the public in the collection. Public art projects will be accomplished through the direct commissioning of artwork, community partner-ships, and by encouraging public art in private development.

i) Principle:

When the City, on its own or through a partnership, builds or make a significant renovation or addition to a community facility or park, public art should be a part of the project.

ii) Principle:

Public art should grow out of the richness of the community, and, when possible, be commissioned. Artists should be invited to work in the community and with the community, to include representatives from diverse populations and age groups, and to ensure that the work has meaning and resonance.

iii) Principle:

Public art projects should be commissioned through an inclusive and transparent competitive process that values both artistic expertise and community input. The policies and procedures adopted by the City will result in the selection of highly qualified artists and will support them in creating their best work.

IV. Administrative Guidelines

B. Roles and Responsibilities

i) Mayor

The Office of the Mayor is responsible for ensuring that the visitors, businesses, and residents of North Adams are provided with the highest quality of services and assistance possible, and that are within the jurisdiction of the Office. The Mayor has oversight over all City policies related to public art. The Mayor appoints members of the Public Arts Commission and reviews individual public art projects. The Mayor also has an oversight role over acquisitions, deaccessions, and donations.

Responsibilities:

- 1) Make appointments to the Public Arts Commission.
- 2) Approve the Public Art Work Plan.
- 3) Approve Individual Project Plans.
- 4) Sign public art contracts.
- 5) Approve public art policies.
- 6) Approve gifts and loans of works of art.
- 7) Approve deaccession of works of art with PAC and City Council.

ii) Public Arts Commission

The Public Arts Commission is an official commission of the City of North Adams, appointed by the Mayor. The Commission will be comprised of people, all residents of the City of North Adams; five with qualified backgrounds in one or more of, but not limited to, the following areas: the arts; art education; art criticism; museum curation; real estate development; architecture; and two from the City at-large. The Public Arts Commission will meet monthly, or as needed.

Responsibilities:

- 1) Approve Individual Project Plans and forward to Mayor for approval.
- 2) Review artist qualifications and selects finalists.
- 3) Review finalist concept proposal and/or interview finalists and recommend selection.
- 4) Appoint ad-hoc Art Selection Panels and review and approve recommendations of Panels (when applicable).
- 5) For proposed gifts and loans of artworks, conduct aesthetic review and recommend whether the City should accept or not accept the donation.
- 6) Review project plans and artist concept proposals or proposed artworks for private development projects, where the developer is to provide public art as part of their developer agreement with the City.
- 7) Review and approve the de-accession or relocation of artwork from the City's public art collection, subject to approval of the Mayor.
- 8) Make recommendations regarding proposed revisions to public art policies and procedures.
- 9) Serve as an advocate for public art in North Adams.

iii) Art Selection Panels

For some public art projects, the Public Arts Commission may decide to appoint an ad-hoc subcommittee to review artists' qualifications and artist concept proposals, and make a recommendation back to the PAC. The majority of members for each panel should have a professional background in the visual arts (artist, arts administrator, curator, art historian). Other members could include stakeholders that have a close connection to the site (businesses, neighbors, users) or design

professionals working on the project (if part of a larger capital project). Each Art Selection Panel should include at least one member of the PAC.

Responsibilities:

- 1) Review artist qualifications and select finalists.
- 2) Review finalist concept proposal and/or interview finalists and recommends selection.
- 3) Review and recommend approval of artist concept to the Public Arts Commission.

iv) City Staff Person/Public Arts Commission Liaison

The Public Art Master Plan projects will be supported by the City of North Adams staff. The City Staff Person will also play a role in the successful implementation of public art projects related to capital projects.

Responsibilities:

- 1) Manage all aspects of commissioning and acquiring works of art, including:
 - Draft Individual Project Plans, RFQs and RFPs.
 - Organize and facilitate meetings.
 - Prepare and negotiate contracts.
 - Perform technical review of artist designs.
 - Inspect the final work and coordinate scheduling of installation with artist.
 - Ensure that the City's public art policies and procedures are followed.
- 2) Ensure that the City's public art collection is properly documented, maintained and conserved.
- 3) Develop materials, programs and initiatives to inform and engage the public about the City's public art collection and program.
- 4) Assist with grant writing and soliciting funds to support Public Art Master Plan projects and Initiatives.
- 6) Oversee the review of donated gifts and loans.
- 7) Oversee the review of works being considered for deaccession.

IV. Administrative Guidelines

C. Sources and Uses of Funds

Create a 'Public Art Fund' - Track all funds allocated and expended for public art through a combination of funding sources as follow.

i) Write grants and solicit funds. Grant opportunities including, but not limited to:

(1) NEA (National Endowment for the Arts) Art Works – \$10,000-100,000

(2) NEA Challenge America Fast-Track – extend reach of art to under-served populations - \$10,000 (for development through community engagement)

(3) NEA Our Town - \$25,000-200,000 1 deadline/yr. 'place-making projects' 'Contribute to livability of communities and place arts at their core'

(4) ART PLACE – several participating foundations – money given for 'place-making'

ii) Public Art in Private Development:

City could work with developers to contribute to the Public Art Fund or incorporate artwork in their development project that supports the city's vision for public art (i.e. 1% for Art Program, where 1% of capital project costs automatically are put aside to fund public art (handled through City Hall) see programs in Boston and Salem, MA).

iii) Lectures and Master Classes:

Have artists who do public art projects partner with local institutions to host public lectures or Master classes – sharing expertise with a broader audience and building anticipation (work to have art become part of the community fabric) – potentially sparking donations.

iv) Non-Profit Status

PAC would rely on contributions from individuals, corporations, and foundations to make public art available and accessible to audiences of all ages and backgrounds – at no charge. Gifts at every level would make a difference and would be 100% tax-deductible. (see NYC Public Art Fund)

IV. Administrative Guidelines

D. Planning Processes for Public Art

i) Public Art Work Plan

Each year, the Public Arts Commission, working with the City, will develop a Public Art Work Plan that outlines public art activities and the use of funds from the proposed Public Art Fund for the coming fiscal year. The Public Art Work Plan should be informed by the opportunities in the Public Art Master Plan, as well as information provided by the City about ongoing and new capital improvement projects.

The Public Art Plan will lay out, on a project-by-project basis, the project development and project management activities that will be undertaken for public art projects, as well as other activities such as education, programming, planning, conservation, and maintenance.

ii) Individual Project Plan

The Individual Project Plan is the document that outlines the work that must be done to undertake any one project, and establishes the goals against which the project will be reviewed by the City and Public Arts Commission. It helps to establish buy-in for the project among key stakeholders before the commissioning process begins.

The Individual Project Plan will outline all aspects of the project including, but not limited to:

- (1) A description of the project's location and other information regarding the proposed siting.
- (2) The project goals and how the project relates to the overall vision for public art in the City of North Adams.
- (3) Evaluation criteria against which the artist selection and conceptual design can be assessed.
- (4) Project budget and funding sources.
- (5) Project schedule and how it relates to a capital project schedule, if applicable.
- (6) A list of project stakeholders.
- (7) The artist's scope of work proposal.
- (8) The artist selection method/process.
- (9) A list of recommended selection panel members with alternates, if applicable.
- (10) A community outreach plan and strategy.

The Individual Project Plan will be developed with the Public Arts Commission, in collaboration with the relevant City departments (if applicable), and other project partners. The plan will be informed by the Public Arts Master Plan and other planning documents related to the site. The Public Arts Commission approves the Individual Project Plan and forwards it to the Mayor's office for final approval.

iii) Coordinating with Capital Project Planning Process

The best time to commission a work of art for a building or facility is often when the facility is being built or undergoing major renovations or expansion. This allows for the art to be considered in the context of the overall design and use of the facility, gives the artist more flexibility in the siting and integration of the artwork, and relates the opportunity for cost saving by including the infrastructure for the art in the plans and construction documents. The City should track major Capital Building and Infrastructure Projects to ensure that public art is considered early in the planning process for these projects, and if a Capital Project is a high priority for art, that an allowance for art is included in the budgetary planning.

IV. Administrative Guidelines

E. Art Selection, Procurement, and Project Management Processes

Art on Public Property in North Adams should be roughly divided into three categories: Artist Initiated Works, Commissioned Works, and Works Acquired by Purchase or Donation.

i) Artist Initiated Works

(1) Artist Proposal

Artists may submit a site-specific Concept Proposal to the Public Arts Commission. If a concept proposal is approved, the artist would present a physical representation of the work (rendering, three-dimensional model), and written project description, a description of materials and fabrication techniques, expectations regarding site preparation and infrastructure needs, a detailed budget, and time line.

The Public Arts Commission, the Office of Community Development (and any applicable board or commission e.g. Library Board for projects at the Library) would review the proposal materials. The City Department in charge of where the art will be located would also review the Concept Proposal to identify any technical concerns. The Public Arts Commission would review these concerns and make a final recommendation to Mayor's Office/City Council for approval.

(2) Execute the Artist Agreement

The City of North Adams would enter into an agreement with the artist to develop a concept, develop final design documentation, fabricate, and install the artwork. The agreement would then be approved by either the Mayor's Office.

(3) Monitor Final Design and Fabrication

Prior to fabrication, the artist would take the concept through design development, further refining the design, fabrication techniques, materials, budget, etc. At this point, the artist may also need to have elements of their design reviewed and stamped by a licensed engineer in the Commonwealth of MA. The artist should also submit the detailed design to the Public Arts Commission and Office of Community Development for technical review. The Public Arts Commission would keep in regular contact with the artist through the fabrication of the work, including inspecting the work (photographically or in person) prior to installation.

(4) Oversee Installation

The Public Arts Commission would work with the artist and any relevant city departments to ensure that all necessary site permissions and permits are obtained prior to installation, and that any site preparation or other infrastructure that is not being provided by the artist is in place (these details should be worked out in the artist proposal and agreement). City staff would also be involved in coordinating the scheduling of the installation and coordinating with necessary City departments and property owners. If there are maintenance requirements for the work, the artist will provide detailed instructions to the Office of Community Development as part of their original proposal. The City will be responsible for ensuring that the maintenance instructions are followed.

(5) Oversee Maintenance, Conservation

Works of art in should be cleaned regularly and/or otherwise maintained by the City department responsible for the facility, building or site in which the work of art resides. Works of art should be maintained in a manner appropriate to the medium and characteristics of the artwork, and in accordance with the Visual Artists Rights Act of 1990. The City department should report any damage or conservation needs to the Office of Community Development and should not perform any non-routine maintenance unless requested.

In some cases, works of art will need special attention to ensure their proper appearance and longevity. For newly commissioned or purchased works of art, the artist should guarantee the work of art against any repairs for a mutually agreed-upon period stipulated in the contract. Periodically the City should conduct a conservation assessment of the works in the City's collection and ensure all necessary repairs are completed.

IV. Administrative Guidelines

ii) Commissioned Works

(1) Define the Art Opportunity

The first step for a public art project is to define the general parameters of the project in a Project Plan - an essential tool that documents all aspects of the project and can be used as a reference for all parties involved with managing and approving the project. Each plan would discuss the proposed site, specific goals for the project, a budget, the time frame, and the methods for community engagement and artist selection.

The Public Arts Commission develops the Individual Project Plan and submits it to the Mayor's Office (or City Council) for approval.

(2) Artist Selection

In general, artists should be selected in a two-phase process.

In the first phase, the Public Arts Commission or the City would issue a Request for Qualifications. Interested artists submit qualifications packages (generally a cover letter, resume, images of past work with descriptions, and references). Artists can be invited through an open call or by invitation. An ad-hoc Art Selection Panel reviews artist qualifications and selects finalists.

In the second phase, finalists would be invited either to develop a site-specific Concept Proposal for the project and/or to interview with the selection panel. If a concept proposal is requested, the artist would present a physical representation of the work (rendering, three-dimensional model), and written project description, a description of materials and fabrication techniques, expectations regarding site preparation and infrastructure needs, and a detailed budget and time line.

The Art Selection Panel (and any applicable board or commission .e.g. Library Board for projects at the Library) would review artist Concept Proposals and/or interview artists and recommend the selection of an artist for the project to the Public Arts Commission. The City Department in charge of where the art will be located would also review the Concept Proposal to identify any technical concerns. The Public Arts Commission would review this recommendation and make a final recommendation to Mayor's Office/City Council for approval.

(3) Execute the Artist Agreement

The City of North Adams would enter into an agreement with the artist to develop a concept, develop final design documentation, fabricate and install the artwork. The agreement would then be approved by the Mayor's Office.

(4) Monitor Final Design and Fabrication

Prior to fabrication, the artist would take the concept through design development, further refining the design, fabrication techniques, materials, budget, etc. At this point, the artist may also need to have elements of their design reviewed and stamped by a licensed engineer in the Commonwealth of MA. The artist should also submit the detailed design to the Public Arts Commission for technical review.

The Public Arts Commission would keep in regular contact with the artist through the fabrication of the work, including inspecting the work (photographically or in person) prior to installation.

(5) Oversee Installation

The Arts Commission would work with the artist and any relevant city departments to ensure that all necessary site permissions and permits are obtained prior to installation, and that any site preparation or other infrastructure that is not being provided by the artist is in place (these details should be worked out in the artist proposal and agreement). City staff would also be involved in coordinating the scheduling of the installation and coordinating with necessary City departments and property owners.

If there are maintenance requirements for the work, the artist will provide detailed instructions to the Office of Community Development as part of their original proposal. The City will be responsible for ensuring that the maintenance instructions are followed.

IV. Administrative Guidelines

(6) Oversee Maintenance, Conservation

Works of art in should be cleaned regularly and/or otherwise maintained by the City department responsible for the facility, building or site in which the work of art resides. Works of art should be maintained in a manner appropriate to the medium and characteristics of the artwork, and in accordance with the Visual Artists Rights Act of 1990. The City department should report any damage or conservation needs to the Office of Community Development and should not perform any non-routine maintenance unless requested.

iii) Acquisition of art through purchase or donation

In certain cases, the City of North Adams could determine that it is in the interest of the City to acquire, or purchase, an existing artwork directly from an artist or from a gallery. The reasons for purchasing a work instead of commissioning would be outlined in the Project Plan.

When the City wishes to consider purchasing an artwork, it should follow the procedures as outlined above, with the following modifications:

(1) Select the Art

The Public Arts Commission would invite artists and/or galleries to submit images and descriptions of existing and available artwork. The information should include the artist's basic qualifications (résumé, bio, portfolio), an image of the artwork, dimensions, materials, date fabricated, condition, provenance, and asking price. An Art Selection Committee would be convened to review the existing work based on the goals and criteria outlined in the Project Plan and make a recommendation.

Prior to forwarding a recommendation for purchase to the Mayor's Office, the Public Arts Commission should consider obtaining an independent, qualified appraisal of the fair market value of the artwork and a professional art conservator's report on the condition of the artwork.

(2) Execute the Agreement

The City would enter into an agreement of sale/donation with the seller/donor.

(3) Oversee Installation

Depending on the nature of the agreement with the seller, the City may have to take full or partial responsibility for site preparation, design of foundations, landscape and hardscape, shipping and installation.

(4) Oversee Maintenance, Conservation

Works of art in should be cleaned regularly and/or otherwise maintained by the City department responsible for the facility, building or site in which the work of art resides. Works of art should be maintained in a manner appropriate to the medium and characteristics of the artwork, and in accordance with the Visual Artists Rights Act of 1990. The City department should report any damage or conservation needs to the Public Arts Commission and should not perform any non-routine maintenance unless requested.

IV. Administrative Guidelines

F. Public Art in Private Development

Placement of publicly viewable art on private property can have an effect the surrounding neighborhood and businesses. The Public Arts Commission should be considered a resource for private owners and developers seeking to place publicly viewable art on their buildings or property. The Public Arts Commission could potentially act as a bridge between artists seeking locations to place their work and owners of property that are seeking works. The Public Arts Commission may also act in an advisory role in the selection of art that would be contextually appropriate.

Proposed Guidelines:

- i) The Public Arts Commission may act in an advisory position to private developers of publicly viewable art, when projects are presented to the Commission.
- ii) The Commission reserves the right to make comments and suggestions in a public forum, however, the Public Arts Commission role is advisory only.
- iii) The general public, surrounding neighbors, and businesses may use the Public Arts Commission meetings as an avenue to connect to private developers and artists during discussions of privately held publicly viewable art installations. Comments from the public are welcome during the public comment period of such meetings.
- iv) The Public Arts Commission may also act as a bridge between private developers seeking projects and artists that are seeking a placement for a project. Artist may present proposals to the Commission and private developers may seek projects via the Public Arts Commission.
- vii) All proposals that come before the Public Arts Commission in a meeting shall be part of the public record of that meeting.

IV. Administrative Guidelines

G. Review Process for Gifts and Loans of Public Art

i) Proposal Requirements

Donors who express an interest in making a gift or loan of a work of art to the City should be required to submit a proposal that includes:

- 1) Drawings, photos, and written descriptions of the artwork. This should include size, colors, weight, materials, and any other information that will establish that the artwork has the requisite physical integrity to be placed on public display and withstand exposure to the natural elements.
- 2) An explanation of how the artwork supports the vision and goals for public art established in the master plan.
- 3) Background on the artist (resume or biography).
- 4) The proposed location for the installation.
- 5) The method of display and required site improvements (i.e.: hardscaping, landscaping, buildings, utilities, security devices, anchoring, etc.).
- 6) Cost estimates for installing the artwork, including but not limited to site improvements, foundations, landscaping, seating, lighting and other improvements, and the funding source to cover these costs.
- 7) Written explanation of legal issues, including but not limited to certifying the current legal owner of the artwork and the existence of any copyrights, patents or other title rights in or to the artwork, and an explanation of any conditions or limitations on the donation of the artwork.
- 8) The estimated fair market value of the artwork (including appraisals if available).
- 9) A condition report prepared by a conservator, including an estimate of ongoing maintenance and conservation costs, and the funding source to cover these costs.
- 10) The anticipated date(s) for the gift or loan to occur.
- 11) Any additional information the City deems necessary or appropriate.

ii) Technical Review

City staff should first conduct a technical review of the proposed gift or loan. The review should focus on the following issues:

- 1) Ownership. If the donor is proposing to donate an existing artwork, has the donor documented that the artwork can be legally given to the City?
- 2) Costs - Has the donor documented that the costs associated with the artwork have been adequately anticipated and can be met?
- 3) Safety and Liability - Is the artwork durable? Does it pose any safety or liability concerns?
- 4) Maintenance and Conservation - Are the anticipated maintenance and conservation needs documented, and can they be met?
- 5) Availability of Site - Is the proposed site available for the installation of artwork? Are necessary electrical, plumbing or other utility requirements defined and available?
- 6) Timing - Is there sufficient time for the normal review process by the City and the Public Arts Commission? Has the donor provided timely and appropriate responses to Commission and staff requests for additional materials?

IV. Administrative Guidelines

iii) Aesthetic Review

The Public Arts Commission will review the proposed gift or loan for aesthetic and site considerations. When reviewing the work the Public Arts Commission will consider the following criteria:

- 1) The artist should meet the definition of artist that is included in this plan.
- 2) The artwork supports the City's vision and goals for public art.
- 3) The artwork demonstrates excellence in aesthetic quality, workmanship and creativity.
- 4) The artwork is appropriate to the site in scale and form, and is of materials/media suitable for the site.

iv) Acceptance

For permanent gifts and for temporary loans that would be on display for ninety days or more, the recommendations from City staff and the Public Arts Commission regarding acceptance of the gift or loan should be forwarded to the Mayor for approval.

Once the proposal for the loan or gift has been reviewed and accepted, a contract will be prepared detailing the roles and responsibilities of the City of North Adams and the entity lending or donating the work of art.

IV. Administrative Guidelines

H. Collection Management and Maintenance

The PAC should develop a catalog system to accurately record each project. Such records will be public record, the PAC membership should develop a consistent format to document all such works. The catalog shall detail each individual project, with photographs, the contract, and other details of the particular item. Maintenance of public arts projects should be spelled out in the contract developed between the artist, the City, and the Public Arts Commission. The contract should be an integral item included with the details of every project.

- i) The Public Arts Commission shall develop a format to catalog all projects that are under the jurisdiction of the commission. This should include all past, present, and currently proposed future projects.
- ii) Any such catalog or database should be considered a public record and copies should be made available to any member of the general public upon request.
- iii) The catalog should include all physical details of the project, including current pictures of the installation, it's history, the contract governing that particular art. An artist's statement of the work, any material details, and any other important aspects of the work.
- iv) The catalog may be kept in a digital or print format to be secured by the City Clerk's office. All changes must be cataloged as a preface to the document to insure that the document has been properly updated and modified and the details of any modification. A digital format would be easy to store and update, however it should be stored in a format that allows an easy download or printout to anyone requesting a copy of the catalog.
- v) Any changes to the catalog must be brought before the commissioners, discussed, approved, or rejected by a quorum of the PAC membership.
- vi) The Public Arts Commission chairperson will designate a person or persons to make the approved modifications to the catalog. The designated person shall make the changes, describe and record the changes made, save and publish the document, and submit the master copy of the document to the City Clerk's office for verification and safekeeping.
- vii) If a digital medium is used to store the master document, a printed copy should also be published after each change for safe-keeping by the City Clerk's office.
- viii) Details of maintenance responsibilities should be included in the catalog for each project under the jurisdiction of the PAC.

IV. Administrative Guidelines

I. Communication and Outreach

The City of North Adams and the North Adams Public Arts Commission should work together to inform the community about its public art initiative, its new projects and to build audiences for public art through programming and ongoing communications. New public artworks are exciting and can open new discussions in a community. The message conveyed from the program can help to shape this dialogue and build support for more projects.

i) Communications

Listed below are many strategies for building awareness. Whenever possible, these strategies should be employed to communicate with the many audiences that will encounter the works of art. As budgets for projects are being built, consideration should be given to the opportunities listed below and accounted for so that they are possible to achieve.

1) Press and Media Releases

There are always media-related opportunities around the installation, dedication, and activation of a public artwork. Cultivating the local and regional media can bring attention to the artist, artwork, and community.

2) Dedication And Celebration Events

As each project is completed, it creates an opportunity for a community celebration. All those involved in the selection and creation of the artwork, the general public, and media should be invited to celebrate it and welcome it into the community. These events can be as simple as a press conference, or as inclusive as a block party, depending upon the scope of the project and its location.

3) Maps/Public Art Tours

As the public art collection begins to grow, the City should develop both a digital and print map of where public art is located throughout the city with information about each piece highlighted (See section H. Collection Management and Maintenance, above).

4) Website And Social Media

- A page on the City of North Adams' website should be dedicated to any new public art initiative. This web page can share the vision and goals of the program, an annotated map highlighting the City's existing public art collection and new projects.

- The website can also serve as a good place to host Calls to Artists and announcements about progress on projects. Often photographic and video updates on the progress of the creation of a new artwork can help to build excitement about a coming project.

- As the public art program grows it could add value to incorporate social media channels such as Wikipedia, Facebook, Instagram, Twitter, Tumblr, Pinterest, and public photo sharing sites. These channels should be evaluated in terms of the efficacy and breadth of outreach versus the staff resources that are required to manage them on an ongoing basis.

5) Collateral Materials

While strong temporary public art projects live forever in the memories of those who experience them, collateral materials can be a physical document that extends their life. Photography and video of projects from fabrication through installation helps to ensure that the creative process is honored as it is often as much a part of the piece as the final project itself.



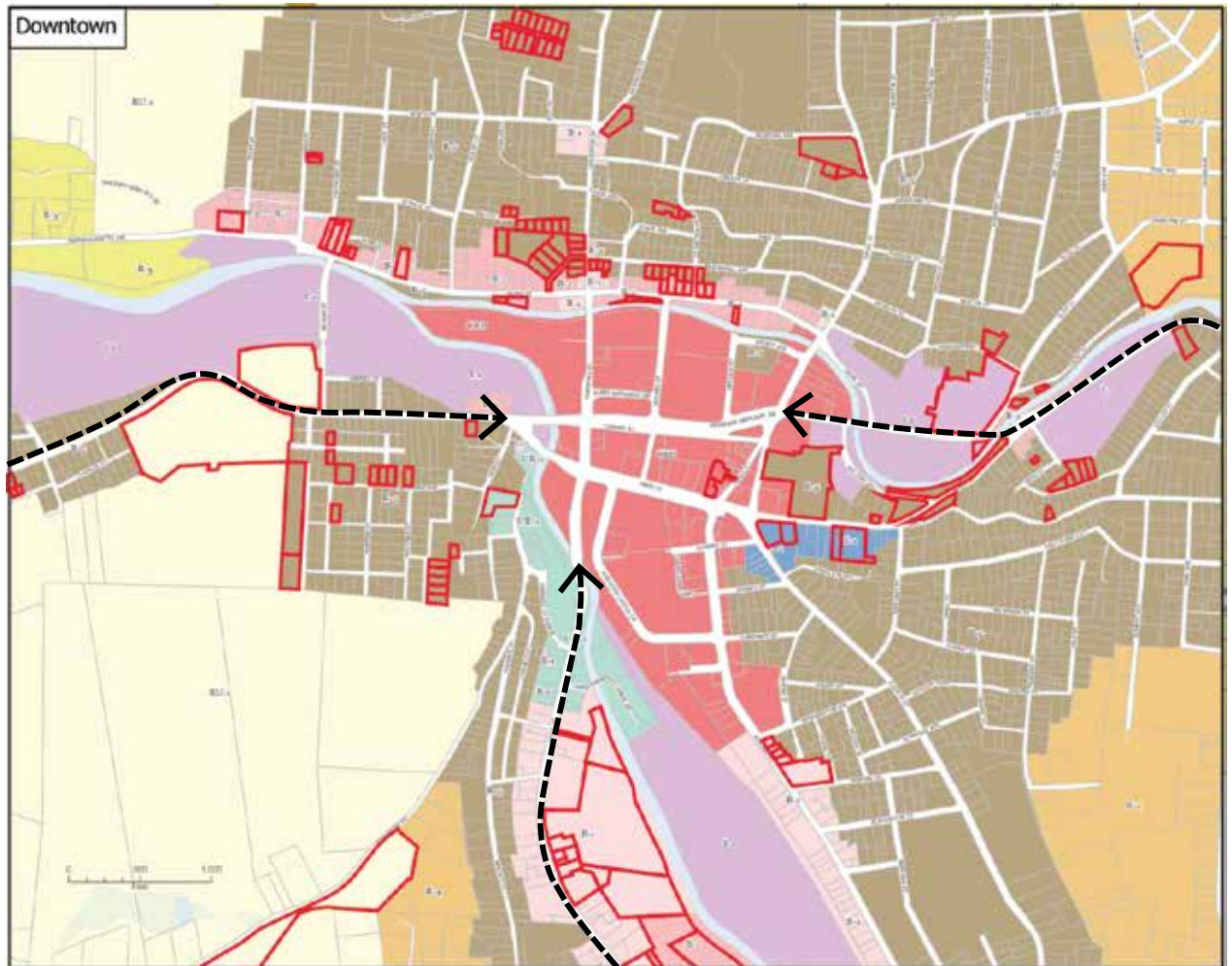
CIRCUMNAVIGATE THROUGH

Corwin Levi, 2014

V. Place-making Priorities

A. Gateways:

- a) Route 2 - Westbound
- b) Route 2 - Eastbound
- c) Route 8 North / State Street - Northbound
- d) Ashland Street - Northbound



V. Place-making Priorities

A. Gateways:

a) Route 2 - Westbound



* This property may be "otherwise leased or assigned."
Placement of public art at this location might require
coordination with the leasing entity, or entities.

a) Route 2 - Westbound



V. Place-making Priorities

- A. Gateways:
 - b) Route 2 - Eastbound



* This property is "otherwise leased or assigned."
Placement of public art at this location would require
coordination with the leasing entity, or entities.

- c) Route 8 North / State Street - Northbound



V. Place-making Priorities

- A. Gateways:
 - d) Ashland Street - Northbound

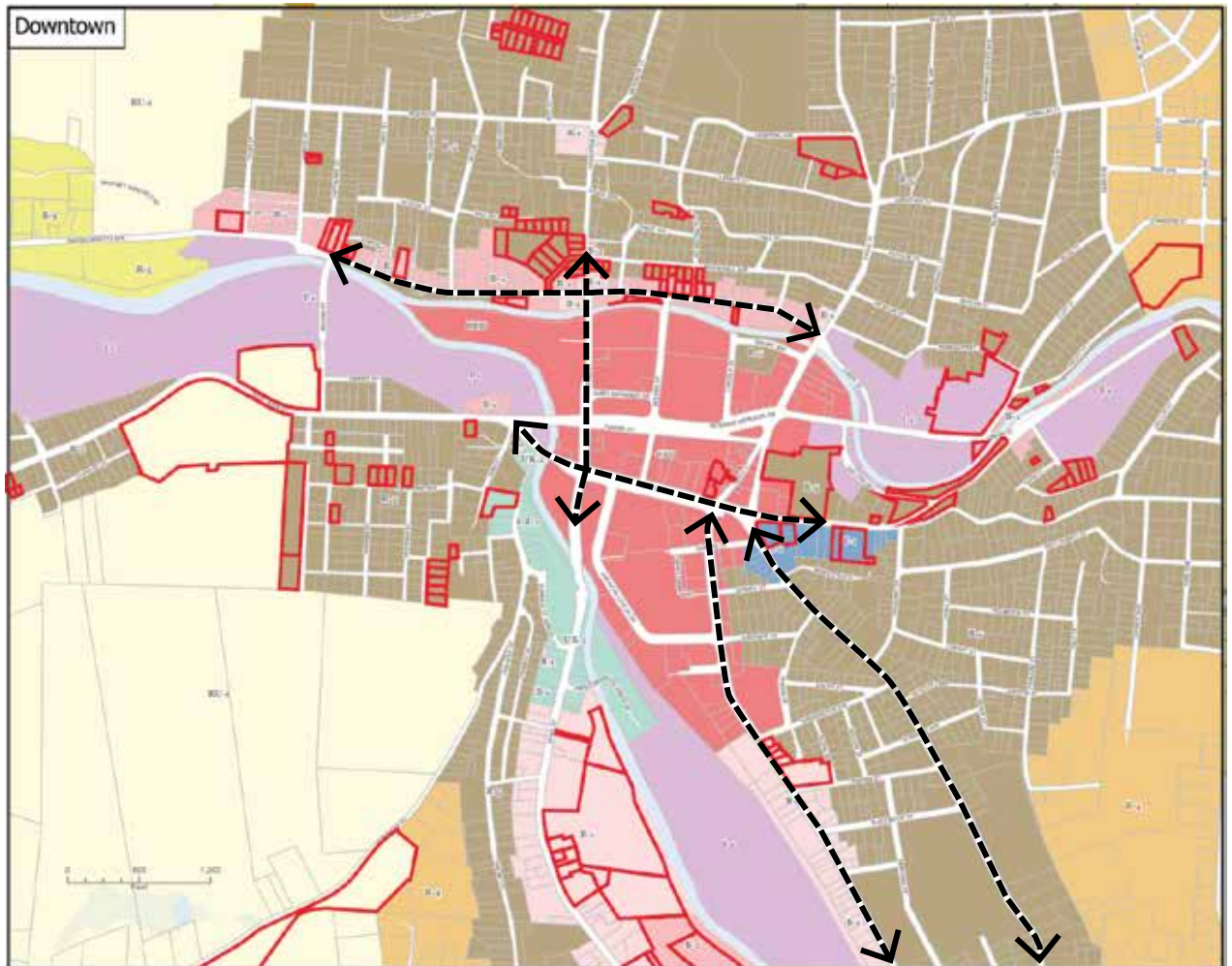


* This property is "otherwise leased or assigned."
Placement of public art at this location would require
coordination with the leasing entity, or entities.

V. Place-making Priorities

B. Connections

- a) Marshall Street
- b) River Street
- c) Main Street
- d) Church Street
- e) Phelps Avenue Footbridge



V. Place-making Priorities

B. Connections:

a) Marshall Street



b) River Street



V. Place-making Priorities

B. Connections:

c) Main Street



d) Church Street



V. Place-making Priorities

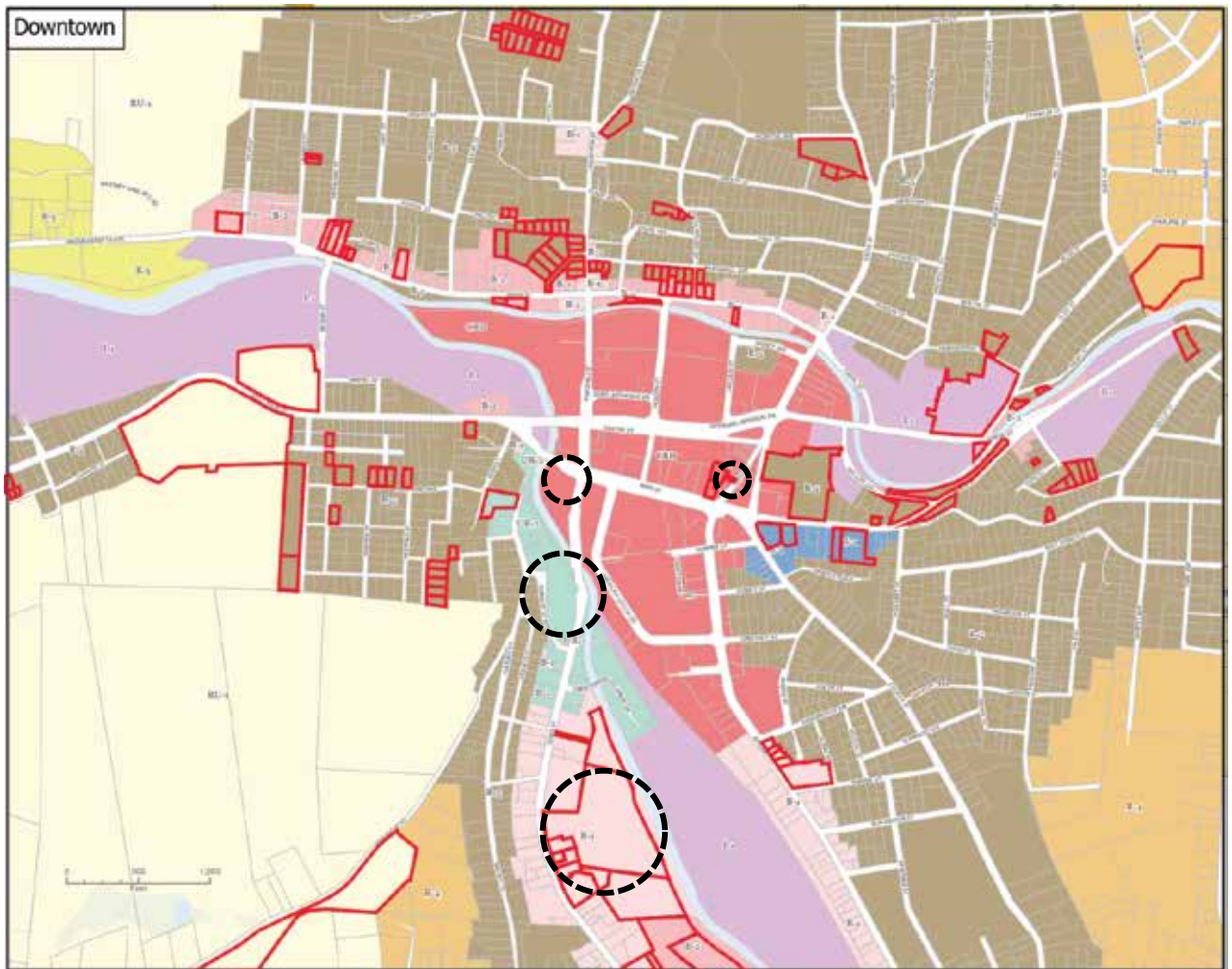
B. Connections:

e) Phelps Avenue Footbridge



V. Place-making Priorities

- C. Gathering Places
 - a) Windsor Lake
 - b) Noel Field Athletic Complex
 - c) City Hall
 - d) Heritage State Park



V. Place-making Priorities

C. Gathering Places:

a) Windsor Lake



b) Noel Field Athletic Complex



V. Place-making Priorities

- C. Gathering Places:
c) City Hall



- d) Heritage State Park





ART ON FIRE

North Adams Public Schools Art Club, 2018

VI. Appendices

A. Documentation of Work



BUS STAND

Victoria Palermo, 2012