

**City of Greenbelt
Greenbelt Recreation Arts Program**

**Guidelines for Public Art Projects
On City of Greenbelt Property**

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I. Introduction

This document explains how Greenbelt Recreation staff foresee implementing the Greenbelt Public Arts Policy as drafted by the Arts Advisory Board (“AAB”) and excerpted below. Procedures may be updated over time based on experience, additional information, new opportunities and changing circumstances.

As explained by AAB, "public art" is a very broad category encompassing “artwork in any medium which is exhibited, performed or otherwise presented for any duration in a public space or in a privately-owned space which is publicly accessible without charge. Public art may be ephemeral or enduring. It may be programmed by the city or another sponsor, or presented independently by artists acting within the scope of applicable laws and regulations.” This document addresses a variety of circumstances through which public art may be presented, indoors or outdoors, on City of Greenbelt property. The procedures outlined herein may be modified as needed to accommodate situations which have not been addressed directly; in such cases, the same fundamental considerations will apply

including fair access to opportunity for artists, inclusion of advisory board and additional community input, and the responsible management of public funds and infrastructure by staff and Council.

Greenbelt's public art program is independent of the city's memorialization program for former residents. However, contributions are welcome to the city's assigned fund for public art in memory of a loved one. Gifts and commissions of artwork may also be proposed in honor of an individual; such proposals would be handled through the same procedures as any other proposed acquisition or commission of artwork.

II. General Selection Criteria for Artwork

A. All disciplines:

- 1. Content:** The content of all artwork should be secular and appropriate for a diverse, intergenerational clientele.
- 2. Quality:** The city's arts programming celebrates a wide range of artistic training, experience and achievement. When professional artists are being selected for participation, artistic merit will be a primary consideration. Visual artwork under consideration for an extended loan, gift, purchase or commission should be of exceptionally high artistic merit.
- 3. Safety:** The proposed work must pose no unreasonable threat to people or to the environment in which the work would be presented.
- 4. Feasibility:** The proposed presentation must be feasible for the City of Greenbelt to support with respect to staff availability, technical capacity and financial resources. Presentations must be compatible with other concurrent uses of the facility. Projected maintenance needs and costs will be a significant consideration for works of visual art intended for extended display.

B. Criteria specific to visual art:

- 1. Condition:** Artwork and any associated equipment should be clean, intact, in excellent condition and not in immediate need of conservation. The artwork and equipment should be structurally stable and sufficiently durable to withstand the conditions under which it would be displayed. Exceptions may be granted, particularly in cases where an artwork possesses historical value.

C. Project-specific criteria may also be defined.

III. Guidelines for Public Performances and Screenings

A. City Presentations:

- 1. Special Events Programming:** The City of Greenbelt regularly sponsors public performances and screenings in conjunction with its broad array of special events. Performances have spanned many disciplines and traditions, have featured both

amateur and professional performers, and have utilized a variety of indoor and outdoor public spaces. Screenings have included major releases, vintage cinematic works, locally made animation, and video works by visual artists. Information is available online for artists and community groups seeking bookings through the city's special events.

- a. Performers and digital media are selected for City of Greenbelt events by the department organizing the event. Advisory Board, Council and public review are not required for special event programming, although suggestions and feedback are always welcome.

B. Guest Presentations: The Arts Program will provide applications for Greenbelt-affiliated artists and community organizations that wish to perform or to present a performance or screening indoors or outdoors on city property.

1. Arts staff will share applications with the staff who use and maintain the facility where the presentation would take place. These staff may accept or decline the proposal. If a proposal is accepted for an outdoor presentation, it will be subject to additional approvals from the City Manager and the departments of Public Safety, Planning and Community Development and/or other departments at the City Manager's discretion. Advisory Board, Council and public review are not required for guest presentations.

IV. Guidelines for Temporary Visual Arts Presentations

A. City Arts Program Presentations:

1. **Exhibition Programming:** The Arts Program presents exhibitions featuring primarily the work of outstanding professional artists as an aspect of ongoing programming. Exhibitions have utilized a variety of indoor and outdoor public spaces. The Greenbelt Community Center Art Gallery is the city's primary exhibition space and is reserved for city programming. Information is available online for artists who wish to have their work considered for presentation through the city's exhibition program.
 - a. Arts staff may program exhibitions up to three months in length. If exhibitions are contemplated for locations other than the Greenbelt Community Center Art Gallery, these opportunities will be explored in coordination with the staff who use and maintain the facility in question.
 - b. If the artwork is to be displayed outdoors, staff will also consult with the departments of Public Works and Planning and Community Development.
 - c. If the artwork is to be displayed outdoors for a duration of greater than one week, the artwork will be discussed at a meeting of the Greenbelt Arts Advisory Board at which public comment will be welcome. Input from the Board and community will be taken into consideration by staff.

d. Formal approval by AAB or Council are not required for the delivery of exhibition programming.

2. **Arts Education Program Displays:** The Arts Program displays in city facilities artwork which is produced by participants in Greenbelt Recreation arts education programs. Displays have utilized multiple indoor and outdoor public spaces.

a. Arts staff may display arts education program artwork for up to three months outdoors, and for any length of time indoors. These displays will be presented in coordination with the staff who use and maintain the facility in question. If the artwork is to be displayed outdoors, staff will also consult with the departments of Public Works and Planning and Community Development. Artwork may be removed by the Arts staff at any time as needed. Advisory Board, Council and public review are not required for the display of arts education program artwork.

B. Guest Presentations: The Arts Program will provide applications for Greenbelt-affiliated artists and community organizations that wish to exhibit visual art indoors or outdoors on city property for up to three months.

1. Arts staff will share applications with the staff who use and maintain the facility where the artist or group would like to display their work. These staff may accept or decline the proposal.
2. If a proposal is accepted for an outdoor presentation, it will be subject to additional approvals from the City Manager and the departments of Public Safety, Planning and Community Development and/or other departments at the City Manager's discretion.
3. If the artwork is to be displayed outdoors for a duration of greater than one week, the artwork will be discussed at a meeting of the Greenbelt Arts Advisory Board at which public comment will be welcome. Input from the Board and community will be taken into consideration by staff.
4. Formal approval by AAB or Council are not required for temporary displays by guest artists and organizations.

V. Guidelines for Long-term Visual Arts Presentations

A. Guidelines for Extended Loans or Gifts of Specific, Existing Artworks

Planned duration of installation: greater than three months

These steps apply to the proposed acquisition of specific, enduring works of visual art for extended display on City of Greenbelt property. These works would be owned and/or maintained by the City of Greenbelt unless otherwise arranged.

Loans or gifts may be initiated by any party. All proposed loans and gifts will be directed to city Arts staff.

1. **Proposal Information:** Arts staff will work with the prospective lender/donor to collect information about the artwork and the proposed terms of a loan or gift, including expectations regarding transportation, installation methods, insurance, maintenance, lighting, signage, public access and license to produce images of the work.
2. **Arts Advisory Board:** Arts staff will present the proposed loan/gift to the Arts Advisory Board. If the Board does not grant preliminary support for the loan or gift, the proposal will be modified or declined. If the Board grants provisional support for the offer, their input will also be gathered regarding one or more possible sites for the artwork. Staff will inform Council via the City Manager and City Clerk and proceed with the steps below.
3. **Community Stakeholder Input:** A future Arts Advisory Board meeting will be designated to include an opportunity for public input on the proposed loan/gift. Special effort will be made to inform Council, other advisory boards and community stakeholders of this meeting.
4. **Staff Input:** Information about the proposed loan/gift will be shared with the Departments of Planning and Community Development and Public Works for their input. In addition, the information will be shared generally with staff who work at a facility where the piece may be installed, in order to invite their input.
5. **Conservator Input:** Arts staff may retain the services of a professional conservator to assess the anticipated maintenance needs and longevity of the artwork.
6. **Arts Advisory Board Recommendation:** Based on all of the information collected and a consideration of programming and funding priorities, the Arts Advisory Board will make a recommendation to the Greenbelt City Council via the City Manager and City Clerk regarding whether or not to accept the proposed loan/gift.
7. **Staff Recommendation:** Greenbelt Recreation will also make a recommendation to the Greenbelt City Council via the City Manager regarding whether or not to accept the proposed loan/gift. Staff will include an initial project budget.
8. **Council Decision:** The Greenbelt City Council will decide whether or not to approve the proposed loan/gift.
9. **Staff Implementation:** Should the proposal be approved by Council, Arts staff will: prepare a Loan Agreement or Deed of Gift; coordinate transport of the piece if necessary; coordinate site preparation and installation of the piece – along with lighting and public access as needed -- by the Department of Public Works; have signage made and installed; provide insurance information to the Finance Department; publicize the acquisition and arrange a dedication event if appropriate.

B. Guidelines for the Purchase of Existing Artwork

Planned duration of installation: greater than one year

These steps apply to the acquisition of enduring works of visual art for display on City of Greenbelt property. These works will be owned and maintained by the City of Greenbelt unless otherwise arranged. Acquisitions may be proposed by any party, including but not limited to Council, staff, advisory boards, community organizations, local businesses and residents. All proposals to purchase public artwork will be directed to city Arts staff.

In most cases, artwork will be selected for purchase through an open call for artists. An open call may not be necessary in cases where a specific artwork is of particular interest to the city due to its having been created by a notable Greenbelt resident artist or due to other substantial, community significance.

1. **Proposal Information:** Arts staff will gather information about the proposal to acquire a work of art.
2. **Arts Advisory Board:** Arts staff will present the proposal to the Arts Advisory Board. If the Board does not grant preliminary support, the proposal will be modified or declined. If the Board grants provisional support, their input will be gathered regarding one or more possible sites for the artwork. Staff will inform Council of the Board's position and input via the City Manager and City Clerk.
3. **Staff Recommendation:** Greenbelt Recreation will make a recommendation to the Greenbelt City Council, via the City Manager, regarding the proposed acquisition. If the Department supports the proposal to acquire a work of art, the Department will recommend one or more potential sites for the artwork, prepare a project budget, and nominate an ad hoc **Public Art Project Committee** (hereinafter "the Committee") to guide the acquisition through all stages up to and including the installation and dedication of the artwork. The composition of the Public Art Project Committee will be subject to Council approval. Staff will proceed with the project unless directed by the City Manager or Council not to do so.
 - a. The committee shall consist of 3, 5 or 7 members, including a representative of the City of Greenbelt's Arts staff and any individual or group representative contributing 51% or more of the amount of the acquisition. Additional members may include: one representative from any (other) community organization co-sponsoring the proposed project through substantial in-kind or financial contribution; community stakeholders for the specific project at hand; and/or individuals otherwise unconnected with the project who have relevant experience with public art projects as artists or administrators. Members of the Greenbelt Arts Advisory Board will not be eligible to serve on the Committee as the Board will be consulted separately for their input.
4. **Call for Artists:** Arts staff will draft a Call for Artists, subject to approval by the Director of Greenbelt Recreation. Artist eligibility must, at a minimum, be open to residents of Maryland, Virginia and the District of Columbia for projects with a budget of \$1,000.00 or more.
 - a. Once approved, staff will publicize the Call, allowing at least 30 days for artists to respond.

- b. Committee members may supplement general advertising of the Call by reaching out to qualified individual artists and inviting them to respond.
 - c. The Committee will review all artist responses and select up to five (5) works of art for further consideration. The Committee may at its option reject all artwork proposed if they see fit. No higher approval will be required for the Committee's selection of artworks.
5. **Community Stakeholder Input:** An Arts Advisory Board meeting will be designated to include an opportunity for public input on the artworks selected for further consideration. Special effort will be made to inform Council, other advisory boards and community stakeholders of this meeting.
 6. **Staff Input:** Information about the art works will be shared with the Departments of Planning and Community Development and Public Works for their input. In addition, the information will be shared generally with staff who work at a facility where the piece may be installed in order to invite their input.
 7. **Conservator Input:** Arts staff may retain the services of a professional conservator to assess the anticipated maintenance needs and longevity of all artworks under consideration.
 8. **Arts Advisory Board Input:** Taking into account all of the information gathered, and giving consideration to programming and funding priorities, the AAB will provide input to the City Council regarding each of the artworks under consideration for purchase.
 9. **Committee Recommendation:** Based on all of the information collected, the Public Art Project Committee will make a recommendation to the Greenbelt City Council regarding which of the artworks – if any – to acquire. The Committee or City Council may at their option reject all of the artwork under consideration if they see fit.
 10. **Council Decision:** The Greenbelt City Council will decide whether or not to approve the Committee's recommendation.
 11. **Staff Implementation:** Should the acquisition be approved by Council, Arts staff will: facilitate the purchase; coordinate transport of the piece if necessary; coordinate site preparation and installation of the piece – along with lighting and public access as needed -- by the Department of Public Works; have signage made and installed; provide insurance information to the Finance Department; publicize the installation and coordinate a dedication event as appropriate.

C. Guidelines for the Commission of Enduring Works of Visual Art

Planned duration of installation: greater than one year

These steps apply to the commission of enduring works of visual art with public and/or private funds for display on City of Greenbelt property. These artworks will be owned and maintained by the City of Greenbelt unless otherwise arranged. Commissions may be proposed by any

party, including but not limited to Council, staff, advisory boards, community organizations, local businesses and residents. All proposals to commission a work of public art will be directed to city Arts staff.

In most cases, artists will be selected through a two-stage process involving a Request for Qualifications and a review of proposals prepared by a limited number of selected finalists.

- 1. Proposal Information:** Arts staff will gather information about the proposal to commission a work of art.
- 2. Arts Advisory Board:** Arts staff will present the proposal to the Arts Advisory Board. If the Board does not grant preliminary support, the proposal will be modified or declined. If the Board is in favor of pursuing a commission, they will inform Council via the City Manager and City Clerk. The Board will include recommendations for potential sites for the new artwork and/or comments on any site which has been proposed by other parties.
- 3. Staff Recommendation:** Greenbelt Recreation will make a recommendation to the Greenbelt City Council, via the City Manager, regarding the proposed commission. If the Department supports the proposal to commission a work of art, the Department will indicate one or more potential sites for the artwork, suggest an appropriate project budget, and nominate an ad hoc **Public Art Project Committee** (hereinafter “the Committee”) to guide the commission through all stages up to and including the installation and dedication of the artwork. The composition of the Public Art Project Committee will be subject to Council approval. Staff will proceed with the project unless directed by the City Manager or Council not to do so.
 - a.** The committee shall consist of 3, 5 or 7 members, including a representative of the City of Greenbelt’s Arts staff and any individual or group representative contributing 51% or more of the amount of the commission. Additional members may include: one representative from any (other) community organization co-sponsoring the proposed project through substantial in-kind or financial contribution; community stakeholders for the specific project at hand; and/or individuals otherwise unconnected with the project who have relevant experience with public art projects as artists or administrators. Members of the Greenbelt Arts Advisory Board will not be eligible to serve on the Committee as the Board will be consulted separately for their input.
- 4. First Round of Competition: Request for Qualifications**
 - a.** Arts staff will draft a Request for Qualifications (RFQ), subject to approval by the Director of Greenbelt Recreation. The degree of complexity will be tailored to the scope of the project that is envisioned. Artist eligibility must, at a minimum, be open to residents of Maryland, Virginia and the District of Columbia for projects with a budget of \$1,000.00 or more. Artist eligibility may be expanded beyond these states for projects where travel expense reimbursement is available to finalists and to the selected artist.

- b. The city will publicize the competition, allowing at least 30 days for artists to respond. Arts staff will serve as the artists' point of contact throughout the competition and commission process.
- c. Committee members may supplement general advertising of the RFQ by reaching out to qualified individual artists and inviting them to respond.
- d. The Committee will review all artist responses and select up to three finalists. The Committee may at its option reject all applicant artists if they see fit. No higher approval will be required for the Committee's selection of finalists.

5. Second Round of Competition: Finalist Proposals

- a. Arts staff will prepare a packet for finalists containing additional project information and defining final proposal requirements. The packet will be subject to approval by the Director of Greenbelt Recreation.
- b. Selected finalists will be paid an appropriate stipend to develop full proposals including scale renderings, a budget and technical specifications.
- c. Finalists' proposals will be shared with the city's Planning and Community Development and Public Works Departments for their review and input.
- d. A professional conservator may be retained by the Arts staff to review the finalists' proposals and advise on routine maintenance needs and potential long-range conservation issues.
- e. The Committee will host a public design presentation meeting which the artists, City Council members, Arts Advisory Board members, other boards and identified stakeholders will be invited to attend.
- f. The Greenbelt Arts Advisory Board will be asked to provide input to the Committee and the Greenbelt City Council regarding all of the finalists' proposals. Other advisory boards may offer input to Council at their option.
- g. The Committee will consider input from the artists, the public, the Arts Advisory Board, the conservator (as applicable), and the Departments of Public Works and Planning and Community Development, and make a recommendation to the Greenbelt City Council for the selection of (up to) one of the finalists for the project, and up to two of the finalists as alternates (in order of preference). The Committee may at its option reject all of the finalists if they see fit.
- h. City Council approval of the artist selected by the Committee will be needed in order to award contracts and proceed with project implementation.

7. **Artist Contracts:** Should the artist be approved by Council, Arts staff will draft and negotiate a contract with the artist, subject to review and approval by any city departments or agents as directed by the City Manager.
 - a. Final design drawings and technical specifications will be identified as deliverables under the terms of the artist's contract. These materials will be shared with Council when available on an informational basis but will not require additional approvals beyond the Committee level.
8. **Project Management:** Arts staff will: facilitate scheduled disbursements to the artist; apply for any county or state permits as may be needed; coordinate transport of the piece if necessary; coordinate site preparation and installation of the piece – along with lighting and public access as needed -- by the Department of Public Works; have signage made and installed; provide insurance information to the Finance Department; publicize the acquisition and arrange a dedication event if appropriate.

VI. Collection Management

- A. **Records:** Arts staff will maintain records of all major public art works owned by the City of Greenbelt. Staff will supply the city's insurance coordinator with all information necessary to insure public art works of significant value.
- B. **Maintenance:** Maintenance of major works in the city's existing collection will have priority over the acquisition of new work with respect to the use of funds available for public art. Maintenance and repairs should be performed by a trained conservator and their staff or interns. Minor cleaning and vandalism mitigation may be performed by city staff upon guidance from a conservator.
- C. **Relocation/Removal of Artwork:** The city may find it necessary to relocate a work of art or to remove it permanently from view due to considerations including but not limited to: deterioration of or damage to the artwork; competing need for use of the space; changing community standards and preferences; or loan of the artwork to another agency. Requests to relocate or remove artwork will be referred to the Arts staff and the Arts Advisory Board. If staff and Board recommend that the work be removed from the city's collection through gift, sale, or destruction, this decision will require City Council approval. Relocation or removal of the artwork would be implemented by the Department of Public Works and/or their contractors. Preferred options for the disposition of the artwork would include (but are not limited to): returning the artwork to the artist, or selling the work with proceeds returned to the city's assigned fund for public art.