



Public Art Long-Range Plan

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DRAFT

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Why Public Art?

Public art is defined as artwork within the public realm such as on publicly owned buildings or within the public right of way and thus freely accessible for the community to enjoy. Public Art may be functional or purely aesthetic and can be crafted from a variety of mediums.

Public art has the power to be a change agent for a community—culturally, socially, and economically. It can help to humanize the built environment, energizing public spaces and enhancing a sense of identity for the community. Public Art may also serve to educate or remind us of our heritage.

Whether historic, whimsical or purely aesthetic, it can help define a space, create a sense of arrival or transform an area into a landmark destination. Strategically placed works of public art can set our community

apart and accent the unique and special qualities of Sandpoint. This, in turn, may catalyze community generation or regeneration. By enhancing our sense of place, public art may also stimulate investment—attracting visitors and job creators to the area.

“The City of Sandpoint places a high value on attracting, encouraging and developing arts and culture. Sandpoint aspires to be one of the nation’s best small arts towns by encouraging local artists, preserving cultural heritage, nurturing creativity, inspiring original expression, and cultivating art appreciation.”

—2009 Sandpoint Comprehensive Plan

Mission Statement

The purpose of the public art program is to enhance the public spaces of the City of Sandpoint by the introduction of art into the built environment and to promote the City as a center for artistic and cultural excellence.

~~This mission statement embodies two main goals. The first is to **work to develop public art in our public spaces** and the second is to **work with other key community partners to make Sandpoint a focus for arts and culture.**~~

Goals

The goals of the Public Art Program include broadening the role of the artist in the community by:

1. Advancing Sandpoint as an arts and cultural destination;
2. Ensuring those responsible for the selection and placement of public art are broadly

representative of the community;

3. Recognizing the achievements and excellence of outstanding artists and increasing public access to their works;
4. Developing a public collection of artworks with strong inherent aesthetic quality, representing diverse communities, and a wide range of artistic style and disciplines;
5. Providing opportunities for artists to advance their art forms;
6. Ensuring that public agencies and community representatives participate in the selection of public art.

Guiding Principles

The following **guiding principles** give direction toward attaining our main goals:

1. **Accessible:** Place public art out in the open so that it is accessible to the public to see and interact with.
2. **Adequate Support:** Ensure that adequate funding, an involved public, professional staff, and proper maintenance support the program.
3. **Community Design:** Integrate public art into the design of buildings, parks, streetscape and public spaces making art a natural enhancement of community design.
4. **Community Education:** Establish relationships with schools and other organizations to provide arts exposure, education and training to students and the community at large.
5. **Community Involvement:** Open lines of communication, interaction and support with arts and other community organizations. The result is working together to deliver art and culture to the community.
6. **Diverse and Durable:** Build a diverse public art collection that incorporates various art media styles and themes, reflects the heritage of the community, and can withstand the climate extremes.
7. **Open Public Process:** Select art through an open process that involves a wide range of involved citizens and groups. Focus the process on regional artists that reflect our heritage.

Types of Public Art Projects

Working toward the stated goals while employing the guiding principles, the Sandpoint Arts Commission proposes to focus on the following types of projects:

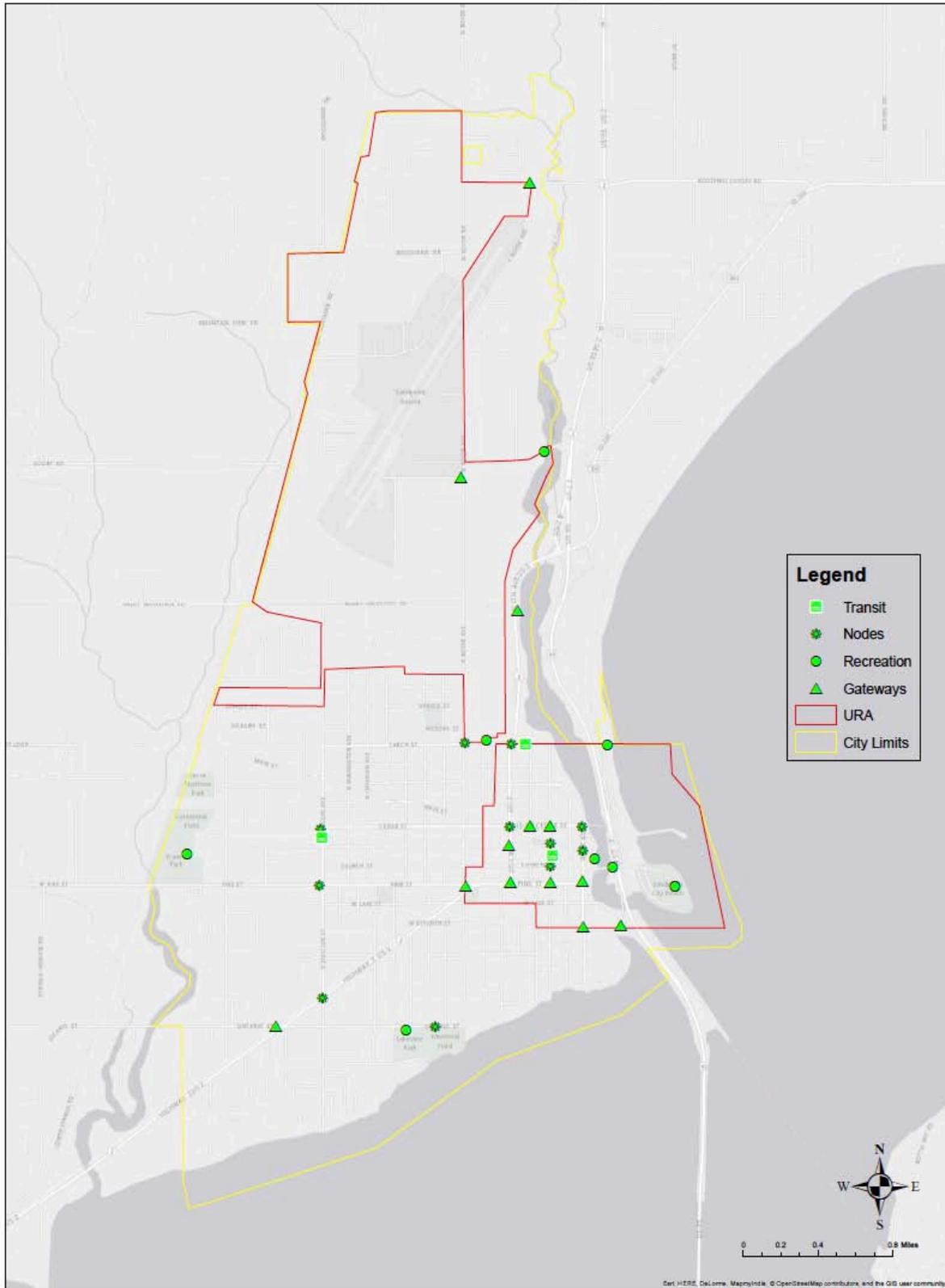
1. **Art in the Park** - working closely with the Department of Parks & Recreation to:
 - a. Identify potential projects
 - b. Identify project spaces
 - c. Develop project timelines
 - d. Identify funding sources

2. **Arts Education**
 - a. Encourage relationships with local schools and arts programs
 - b. Encourage student public art projects
 - i. Early involvement in conception and planning
 - ii. Assist in implementation
 - c. Recruit involved student board member
 - i. Encourage project participation

3. **City Portal Art**
 - a. Identify locations and scope of work
 - b. Develop portal art guidelines
 - c. Develop project timelines

4. **Streetscape Art**
 - a. Identify possible projects and locations such as but not limited to:
 - i. Murals
 - ii. Sidewalks and Boardwalks
 - iii. Buildings and other vertical surfaces
 - iv. Sculptures
 - v. Site furnishings such as waste and recycling cans, benches and seat walls, bicycle racks, drinking fountains, and transit stops
 - b. Work with schools and other organizations
 - i. Identify participants
 - ii. Identify themes
 - iii. Develop project timelines

Public Art Planning Map



Partnerships & Funding for Public Art

Sandpoint Urban Renewal Agency

Founded in 2005 by the City Council, the Sandpoint Urban Renewal Agency (SURA) is the primary source of funding for public art in Sandpoint. SURA receives its budget—5% of which is dedicated to public art— from tax increment (TIF) financing and has a life span of 24 years, which would take the agency to the year 2029.

Under tax increment financing, the increased taxes generated by increased property values in the URA are used to pay for public improvements, "in and other revitalization activities in a portion of that area known as the Revenue Allocation Area (RAA). At the time an urban renewal district is formed, the county assessor establishes the current value for each property in that RAA. This value is referred to as the "base" value. Over time, as both public and private dollars are invested and development occurs in the area, property values rise. The increase in value over the base is called the "incremental" value, or increment. The taxes generated by this incremental value are shared by the school district and the urban renewal agency.

There are two revenue allocation areas within the city which SURA funds may be allocated for public improvements. These two districts, the Northern and the Southern Districts, represent the boundaries where SURA funding for public art may be distributed. More information about SURA can be found at sandpointurbanrenewal.org.

Art by The Inch Fund

The Art by the Inch Fund is a way to collect donations from individuals or foundations that wish to support public art in Sandpoint. The donations are tax deductible under IRS code section 170(c)(1). Unlike funding from SURA, the Art by the Inch fund is not restricted to the Urban Renewal Districts and may be applied anywhere within City limits.

Grants

A wide variety of Grants from public and private entities are available for specific public art projects. Below is a partial list of potential sources for public art grant funding.

- National Endowment for the Arts
- Idaho Community Foundation
- Idaho Department of Commerce
- Idaho Humanities Council
- Inland Northwest Community Foundation
- Idaho Commission on the Arts
- Art Place America

Funding Organizations

Many local organizations have demonstrated a strong commitment to public art—many of

which have partnered with the Arts Commission, SURA and the City with public art projects in the past:

- Avista Utilities
- Bonner County
- Bonner County Gardners Association
- Bonner County Human Rights Task Force
- City of Sandpoint
- Elks Lodge #1376
- Greater Sandpoint Chamber of Commerce
- Rotary Club of Sandpoint
- Sandpoint Lions Club
- Trout Unlimited

Other Partnership Opportunities

Partnerships with the many cultural institutions and governmental departments listed below are strongly encouraged.

- Bonner County Fair Board
- Bonner County Historical Museum
- Bonner County Library
- Festival at Sandpoint
- Idaho Department of Fish and Game
- Idaho Transportation Department
- Local Music and Theater Groups
- Pend Oreille Arts Council
- Panida Theater
- Sandpoint Historic Commission
- Sandpoint Music Conservatory
- Sandpoint Parks and Recreation Department
- Sandpoint Public Works Department