

CITY OF MIAMI ART IN PUBLIC PLACES MASTER PLAN AND PROGRAM GUIDELINES

Introduction

History. On January 12th, 2017, pursuant to Ordinance No. 13656 and 13657 the Miami City Commission enacted Phase I of the Art in Public Places Program; established the Art in Public Places Program, the Public Art Fund, and the Art in Public Places Board (“Board”).

In 1967 the City of Miami had the vision and foresight to adopt the first public art program in Miami-Dade County, however in 1988 due to changes in the administration the program went dormant. The City has since reestablished its commitment to create a stimulating and diverse cultural environment that reflects, defines, and enhances the City’s heritage, values, and visions for the future through art integrated in the architecture, infrastructure and landscape through the re-adoption of the art in public places program in 2017.

The City of Miami recognizes that the aesthetic diversity provided by art within the City’s built environment is vital to the quality of the life of its citizens and to the economic success of its businesses as it attracts visitors and potential residents, fuels the local economy by creating job opportunities, and assists the City in fulfilling its mission to make Miami a premier, world class city in which to live, work and raise a family.

The Ordinance and the Art in Public Places Program. Ordinance No. 13656 and 1365782-112 establishes the Art in Public Places Program, and provides for the set-aside of not less than 1½ percent of the construction cost of City capital projects for works of art in public places. Funds for art may be aggregated, and may be used for the acquisition of works of art in, on or near government projects, or at existing government sites, and for program operating costs. Art work funds are deposited in an Art in Public Art Fund, from which expenditures are made by the Board in accordance with Chapter 62, Article XVI of the City Code titled “Art in Public Places” for acquisition of art work, for its care and maintenance, and for program operating costs.

This Public Art Master Plan is intended to be interim until the adoption and execution of the City’s own Public Art Master Plan as a result of the RFP.

Pursuant to Section 62-655 the Ordinance established the Art in Public Places Board (“Board”). The Board with the assistance and recommendations of the planning department, public art division, and all other city departments, as necessary, has the functions, duties, and powers as follows:

- (1.) To recommend the public art program guidelines and amendments to the public art program guidelines thereto to the city commission;
- (2.) To recommend the public art master plan and amendments to the public art master plan thereto to the city commission;
- (3.) To approve expenditures of the public art fund as proposed by the city manager or his/her designee;
- (4.) To approve, approve with conditions, or deny proposed installations, dedications, or donations of art, based on the public art program guidelines and the public art master plan; and

- (5.) To act on any other art in public places related matter as assigned by the city commission.
- (6.) Notwithstanding section 18-115, the AIPPB shall have the authority to accept donations of art in excess of \$25,000.00 in accordance with this article.

Vision

Arts and culture in the City of Miami inspire openness and change, reflecting its people, diverse population, history, innovation, resilience and the beauty of its natural and built environment.

- The City of Miami will adopt the Public Art Master Plan as the guiding document for all artwork proposed for City property and the public realm in general.
- The Art in Public Places Board will be the steward of this vision, serving as a resource and leading the City's efforts to use public and private funds to improve the public realm.
- The City's Public Art Program will oversee the collection of artworks that are placed on City property and manage public art projects commissioned for City buildings, parks and infrastructure.

THE MASTER PLAN

The purpose of the Master Plan is to insure a coherent acquisition program for Art in Public Places, the City of Miami and to provide a framework which guides art work acquisitions. The Master Plan establishes criteria and policies for the Art in Public Places program and priorities for art work at certain tourist-oriented locations in the City, as called for in the Ordinance.

For the purposes of the Master Plan, "art in public places" means "works of art of exceptional quality executed on an appropriate scale and for general public access in public places other than museums, which enrich and give dimension to the public environment".

Section 1. Goals.

The principal goals of the Art in Public Places Programs are:

- A. To enhance and preserve the artistic heritage of the City of Miami and Miami-Dade County;
- B. To enrich the public environment for both residents and visitors to the area through incorporation of the visual arts;
- C. To enable the City of Miami to attain recognition as a national leader in art in public places and in cultural life;
- D. To increase public access to works of art, and to promote understanding and awareness of visual arts in the public environment throughout the city;
- E. To enhance the climate for artistic creativity in the City of Miami and Miami-Dade County and to elevate the role the artist and the creative process plays in connecting people and place.

- F. To provide equitable access to a diversity of artists and artistic experiences, with emphasis towards local artists.
- G. To Celebrate our community’s cultural assets, highlighting the unique character of our neighborhoods, honoring their histories, and preserving quality of place.
- H. To encourage multidisciplinary collaboration in the public and private sectors to create vibrant public spaces.
- I. To strengthen diversity, equity and inclusion in the arts and cultural sector for all residents of the City of Miami, and
- J. Expand resources to support the creation of public art throughout the city.

Section II. Criteria.

A. Standard of Excellence

Acquisitions for Art in Public Places shall be, in the judgment of recognized art experts, of exceptional quality and enduring value. Selection of works of art shall be in accordance with Section 62-658 of Article XVI of Chapter 62 of the City Code.

B. Appropriateness to Site

Relationship of art work and site shall be considered in terms of the physical dimensions, social dynamics, local character and surrounding urban context of the site, existing or planned and as further described in Section 62-658(2).

Section III. Policy.

A. Art Funds - Prohibition of Use

Public Art Funds shall not be spent for:

1. Reproductions or unlimited editions of original work;
2. “Art objects” that are mass produced;
3. Works that are decorative, ornamental or functional elements of the architecture or landscape design, except when commissioned from an artist as an integral aspect of a structure or site; or
4. Architectural rehabilitation or historical preservation, although works may be acquired in connection with such projects.

See Section 62-658(2) titled “Selection criteria” and Section 62-661 titled “Creation of the Fund”.

B. Focus of Art in Public Places

In concert with the City of Miami and Miami-Dade County’s development, which emphasizes contemporary architecture, the focus of Art in Public Places shall be contemporary art. This shall not however, preclude the acquisition of important historical works which provide a context for contemporary art, where most appropriate for the site.

C. Relationship to Site

The Art in Public Places Board views art in public places as a dynamic process, which challenges artists to respond innovatively to Miami's unique subtropical environment.

1. In order to encourage works which respond to the City's rich physical setting and diversity of public sites, commission of new works shall have priority over purchase and siting of existing works.
2. Collaboration between artists and architects in the design process shall be encouraged to promote the integration of art work and site.

D. Diversity

Recognizing the multi-lingual and multi-cultural nature of the City of Miami and Miami-Dade County's population, the Board shall promote diversity and pluralism in art in public places, which shall reflect as wide range of expression as possible.

E. Responsibility to the Community

The Board recognizes that works of art often significantly alter public places, becoming a major new presence in the environment. In recent decades, visual art has rapidly evolved and diversified, creating at times a gap between contemporary art and its appreciation by the general public. The program shall endeavor to bridge this gap, by broadening community awareness of the issues involved in contemporary art and its historical context and encouraging informed debate among all segments of the community.

F. Professional Conduct

The Board shall oversee the acquisition of public art on the basis of informed and carefully considered professional judgment. The Board shall also foster a professional approach in dealings with artists, supporting the artist's aesthetic judgment in the interest of always securing the best possible work.

G. The Private Sector

The City Commission shall refer to the Board proposed donations of works of art or funds for the acquisition of works of art in public places from the private sector.

Acceptance or rejection of proposed gifts is based on the criteria and policies established in the Master Plan and as further outlined in Chapter 62, Article XVI of the City Code and Chapter 11 of the Miami 21 Code titled "Art in Public Places".

Section IV. Art Work at Tourist-Oriented Locations

A. Major Facilities.

Art work projects will be developed in concert with long-range facility planning. A balance will be sought between works on a large scale and works which relate to areas where people congregate, wait, rest or engage in social activity. Location of art works, advertising, functional installations and signage will be planned to avoid conflicts.

1. **Sports Venues.** As the principal destination area for sports and entertainment in the greater Miami area, sports venues offer a unique opportunity to display the area's cultural,

historic and environmental diversity through the integration of public works of Art. Priorities for art work(s) include:

- a. Major entry and exit points.
- b. visitor areas, plazas and principal facades
- c. Perimeter areas which interface with surrounding communities, where works of art can provide amenities and encourage use by the public to ease the transition between the sports venue and its surroundings.
- d. Areas visible from surrounding thoroughfares and public places

B. Systems: Parks, Waterfronts, Thoroughfares, and Infrastructure

Art work projects will be planned in concert with system-wide development. Art works may enhance the continuous features which link elements in the system, or the individual and variable location character of sites within it. and as further described in Section 62-658 titled "Selections of works of art".

1. Parks. Art work projects for parks will recognize the leisure activities accommodated at individual sites, the extent to which users are drawn from primarily local or regional and visitor populations, and the urban or suburban character of the park's surroundings. Park and beach sites are seen as excellent opportunities for art works that offer tactile experiences, invite interaction or participation, establish resting places or focal points, or respond to natural elements or landscape features at the site. Priority will be given to:
 - a. Sites not used exclusively for programmed activity or active recreation.
 - b. Sites under development or improvement, where art works can be integrated through the planning and design process.
2. Waterfront. As major resources which are extensively used by residents and visitors, and strongly identified with the City of Miami and Miami-Dade County's image, the waterfront represent an opportunity for artists to respond to their special environmental characteristics. Emphasis will be placed on:
 - a. Environmental features such as water, light, wind, sand and air.
 - b. Sites under development or improvement where art works can be integrated through the planning and design process.
 - c. Historical context and relationship to the waterfront.
3. Thoroughfares. Art work projects will recognize the urban design functions of thoroughfares as major vehicle movement routes, as pedestrian passages, as visual links and terminating vistas within the cityscape. Priorities will include:
 - a. Pedestrian passage, promenades, paseos, malls and routes which open onto important public spaces and centers of activity.
 - b. Thoroughfares, traffic circles, which function as strong visual links and directional orientations.

- C. **Infrastructure.** Quality public infrastructure projects provide opportunities to define and enhance the urban fabric and elevate the city's commitment to excellence in urban design. Incorporating public art in infrastructure projects provides an opportunity to bring public art to every neighborhood, providing art that reveals its unique identity and character. Creating a public art collection that celebrates the city's many cultures and histories.

Opportunities for the integration of public art may include artist-designed infrastructure elements, such as but not limited to seawalls, the baywalk, pump stations, sound-walls and utility structures, as well as artist-designed street furniture, such as benches, bus stops, tree grates, manholes, lighting, crosswalks, paving, etc.

Off-site Government Public Infrastructure improvements such as but not limited to Roadway improvements, resurfacing, re-milling, restriping, road drainage improvements, street-lighting excluding structures shall be exempt from Public Art requirements.

Section V. While certain priorities for art works are identified, this shall not preclude consideration of exceptional opportunities for art work(s), where they are in keeping with the criteria and policies established in the Master Plan.

PROGRAM GUIDELINES

The Guidelines govern the manner and method of the submission of proposed works of art to the Professional Advisory Committee ("PAC"), the process by which the PAC shall make recommendations to the Board members and the process by which the Board members shall approve acquisitions, as called for in the Ordinance. Section 62-658.

Section I. Art Work Projects

A. Development of Projects

The Art in Public Places Board oversees the implementation of individual art work projects in accordance with the master plan. Art in Public Places staff works with other City staff to identify construction projects eligible under the Ordinance for the allocation of art funds. Before considering any request for waiver of the art allocation, the Board will seek a recommendation from the Art in Public Places staff. Art funds are then deposited into the Public Art Fund in accordance with Article 11 of the Miami 21 Code and Section 62-661 of the City Code. Staff researches and identifies planned construction projects and existing facilities in the county City which are potential art work sites. An inventory of art work sites is then established and continually updated, to include for each site: current information on the extent of public access, special user groups involved, environmental conditions, the surrounding community or urban area, and the design and construction schedule for each site. The Trust Board on an annual basis approves an art work budget which designates art work projects, the allocation of funds and the method of art work selection for each project, consistent with the Master Plan. A selection committee and an ad-hoc liaison committee is appointed for each group of related sites or major project.

B. Guidelines for Art Work Projects

Siting. Art work shall be sited as an integral part of a construction project, or may be sited at other public places under City’s jurisdiction or by agreement with other governmental or private entities. At a given art work project site, several locations for art work may be identified, or the PAC selection committee or the selected artist may be asked to propose one or more locations for art work. In any case, siting shall be subject to the approval of the Board, and in consultation with the City departments.

Section III. Professional Advisory Committees

An ad-hoc committee is appointed for each acquisition or related group of acquisitions. Each PAC shall be convened to review artists’ submissions and to make selection recommendations to the Art in Public Board for each acquisition.

Professional Advisory Committee (PAC)

The PAC shall be convened to review artists’ submissions and to make commission recommendations to the Art in Public Places Board for each acquisition.

A. Composition

Each PAC shall consist of five (5) voting members appointed as follows:

- (1) The AIPP Board shall appoint three voting members which shall serve for a term of two years.
- (2) The District City Commissioner, in which the public art is to be located, shall appoint up to two (2) temporary voting members for each public art project.
- (3) PAC members shall have a professional background in the arts or art related field.
- (4) PAC members serving two-year terms shall receive compensation for reviewing artists submittals for city projects.

B. Duties

- (1) The Professional Advisory Committee will screen submissions and will recommend to the Board for each acquisition not more than five (5) possible selections, which may be existing works of art or new commissions in accordance with Section 62-658.
- (2) To recommend amendments to the public art master plan and the public art program guidelines thereto to the Public Art Board.
- (3) Serve as the advocacy body for the Public Art Program and participate in community outreach activities and events.
- (4) To act on any other art in public places related matter as assigned by the Board.

Section IV. Art Work Selection

Art work may be acquired by commissioning new work specifically for the site, or by purchasing existing work. Selections are made in accordance with the criteria set forth in the Master Plan and Section 62-658 titled “Selection Criteria” of the City Code.

A. PAC Selection Committee

Staff assigns and schedules the PAC selection committees. The PAC selection committee recommends a minimum of three (3) and no more than five (5) choices for acquisition and submits a written report of its recommendations to the Board.

B. **Announcement**

Commissions of art are widely publicized in advance of the selection committee meeting. Announcements inform artists of the method of selection and of submission requirements.

C. **Review of Artists**

Consideration of artists is by review of work or by review of proposals.

1. **Review of work.** Digital or visual representations of recent work are reviewed by the PAC selection committee. Proposals for the site are not requested or considered at this time. PAC selection committee members may propose artists for consideration from those submitting, or from others at large.
2. **Review of Proposals.** Artists submit site specific proposals for the site to the PAC selection committee for review.

D. **Methods of Selection**

Art work(s) selected in accordance with Section 62-658 and as further described below;

1. **Direct purchase.** The PAC selection committee in consultation with city staff recommends acquisitions on the basis of review of work.
2. **Invitation.** The PAC selection committee recommends a limited number of artists on the basis of review of work. The selected artists are invited to prepare proposals for the project, and are paid according to the scope of the work. The PAC selection committee then reviews the proposals and recommends acquisitions.
3. **Open competition.** The PAC selection committee reviews proposals submitted by artists in response to the project advertisement, and (a) recommends artists for acquisition or (b) recommends a limited number of artists who are paid to develop more detailed proposals. The PAC selection committee then reviews these developed proposals and recommends acquisitions.
4. **Limited competition:** A limited number of artists are invited by the PAC in consultation with staff to submit credentials and/or proposals for a specific project. Artists are invited, based on their past work and demonstrated ability to successfully respond to the conditions posed by the particular project (i.e., water features, light works, paintings, sound works, landscape works, design team efforts, etc.), or based on other non-aesthetic Public Art Program goals (i.e., artists who reside in a particular community or neighborhood where a project is occurring, local artists or regional artists, etc.).
5. **Pre-Qualified Artists Lists:** Public Art staff, from time to time, may pool from a pre-qualified artists list for the commissioning of art works for small, municipal projects, where a separate artist selection panel may not be warranted. The pre-qualified artists list should be reviewed annually by the Board with a recommendation from staff.
6. **Donation; or**
7. **Any combination of the above.**

E. **Board Approval**

Each acquisition must be approved by the Board. Approval shall require a majority vote of a quorum present at a duly called meeting of the Board. Prior to Board review of a proposed acquisition, technical feasibility and maintenance acceptability are investigated by staff, in consultation with the agency responsible for the site and with the assistance of technical consultants if required, and a report is made to the Board.

F. Administrative Approval for Temporary Works of Art

The Public Art Manager or designee shall have the authority to approve, approve with condition(s) or deny temporary installations of art works that are part of, or associated with an art fair or art event for a period not to exceed six (6) months. Extensions of time may be granted, subject to approval from the Board in accordance with Article XVI of Chapter 62 of the City Code titled "Art in Public Places".

Section V. Implementation

Following Board approval of an acquisition, Art in Public Places staff prepares and negotiates the contract for purchase or commission of the work and the contract is approved by the Board and executed by the City Manager or designee. Liaison between the artists or provider of the work and City departments or agencies in the administration of the contract is provided by Art in Public Places staff. Dedication of the work is coordinated with the ad-hoc liaison committee for the project.

Section VI. Public Information and Community Education

Public information and education activities will be supported to bring the public, the visual arts and artists closer together through informed discussion of art in public places and its history. Extensive efforts will be made to promote art in public places as a significant cultural resource to residents and visitors.

A. Art work project

Information on art work projects, the artists involved and progress of their work will be disseminated regularly, and the Board will seek to provide opportunities for dialogue between artists and the public.

- B.** Working with local arts and community organizations and with both print, digital, social and broadcast media, the Board seeks to develop greater awareness of the City of Miami Art in Public Places Program, its diversity, and the cultural resource it offers residents and visitors. The program will initiate and cooperate with activities designed to stimulate public understanding of the visual arts and awareness of art in public places in the City of Miami. Activities may include conferences, symposia, tours, information easily accessible in public places, special media programming, cooperative programs with educational and arts institutions and organizations, special activities coinciding with artwork dedications and other events in the community.

Section VII. Care and Maintenance of Art Works

The Art in Public Places Program per Section 62-662 is responsible for the care and maintenance of art work acquired under the City's Art in Public Places Program. A system providing for the care and maintenance of art in public places acquisitions will be developed and administered by the Art in Public Places staff. The system will provide for location, documentation, tracking, condition monitoring, and repair or relocation of works. Consultants may be retained, as necessary, to design and implement the system.

Section VIII. Documentation

The art work selection, acquisition and installation process will be accurately recorded, and the construction or provenance of each work acquired fully documented.

Section IX. Gifts of Works of Art

Proposed gifts to the City of work(s) of art into the art in public places collection, or of fund for the acquisition of works of art in public places, are referred to the Trust Board and shall be reviewed in accordance with Chapter 62-658, and;

- A. Proposed gifts of works of art are referred to the PAC for their review and recommendation to the Board. Review is based on the criteria established in the Master Plan and in the City Code, on the work's condition, its appropriateness for a given available site, and its maintenance acceptability.
- B. Proposed gifts of funds for the acquisition of works of art, if restricted or dedicated in any way, are reviewed to ensure that such restrictions or dedications, are consistent with the Master Plan.
- C. Proposed gifts of sites for works of art are reviewed by the Board to insure consistency with the Master Plan.

Section X. Entitlements per Miami 21

The Planning Director, may make a referral to the Art in Public Places Board for a recommendation on Art related items associated with but not limited to, a development project, development agreement, regulating plans, Special Area Plans, Warrant(s), Waiver(s), Variance(s) and or Exception(s).

Section XI. Urban Design Framework for Public Art in Special Area Plans

Incorporating public art into the fundamental aspects of planning of large-scale development projects, elevates the quality of the urban environment and promotes a cohesive vision for the development project and its connection with the immediate neighborhood. Including public art considerations in Special Area Plans and Regulating Plans redefines the relationship of art to urban space as an integral part of the built and the natural environment, as outlined in Article 4, Table 12 titled "Design Review Criteria" of the Miami 21 Code.

All appropriate planning documents associated with a Special Area Plan should contain a set of prioritized public art goals and opportunities including but not limited to the following:

- Identify and define public art goals, guidelines, and opportunities that include the examination of character, connections, history, and culture.
- Outline criteria for placement of public art, including appropriate material and scale.

- Classify and identify high-visibility placement opportunities for the integration of public art that promote pedestrian interactions, incorporate works of art into architecture that activates facades and the public realm.
- Describe programming ideas for temporary public art installations.

Section XII. Public Art Grants

Art and culture play an important role in fostering the environment in which communities and people thrive. With public engagement and education at its core, it is the intent of the Public Art Program to financially support projects that span across artistic disciplines through its grant program. Grants may be awarded as described below and as outlined in Section 62-661 titled “Creation of the public art fund”.

- Projects that activate civic and public spaces through temporary or permanent public art installations, events, performances, and happenings.
- Direct funding to artists and organizations that initiate new public art or preserve and amplify existing artistic and cultural assets.
- Projects that support and celebrate neighborhoods through the visual and performing arts.
- Projects that promote collaborative programs to transform vacant and underutilized properties in neighborhoods through the arts.
- Projects that support arts organizations that expand resources and programming in economically challenged neighborhoods, including programs for youth development and inclusion.
- Projects that enhance and support Miami-Dade County Public Schools visual and performing arts programming.

Arts Internship Grant Program

The Public Art Program shall establish a grant for current college students whose principal address is located within the City of Miami and who wish to pursue a career in Public Art Management, Curating, Arts Programming, Arts Education or related field through a paid Arts Internship Program (“AIP”). The Public Art Program will partner with the City, and other nonprofit (501)(c)(3) institutions to provide a wide array of professional development opportunities. The AIP shall be funded through a grant from the Public Art Fund subject to available funding.

The intent of AIP program is to support and strengthen the cultural sector of the City of Miami by providing access to high-quality opportunities for college students of all backgrounds to gain experience, understanding, and transferrable skills relevant to careers in the arts, the creative economy, and engagement in public life.

Section XII. Conflicts

Where any of the provisions of the City of Miami's Public Art Master Plan are found to be in conflict with the applicable requirements of any law, statute, rule, regulation, ordinance, or code, the most restrictive or that imposing the higher standard shall govern.