



*Office of Cultural Affairs
Public Art Program*

PUBLIC ART GIFT POLICY



City of Atlanta Public Art Program

Gift Policies and Procedures

Guidelines

Atlanta's Gift policy

Because there are usually very limited funds to protect, maintain, preserve, and conserve public artworks, and there are a finite number of suitable sites on most City-owned property for these works, a careful review process is done to evaluate proposed gifts. Any gift of art to be located on City property undergoes a review process to determine if it should be accepted.

Similar to the criteria for the selection of public art projects, gifts are considered on artistic merit, including the qualifications and proven ability of the commissioned artist. Equally important considerations include context in the City's art collection and programming, site appropriateness, oversight responsibility, maintenance requirements, and the City's liability. Potential gifts to the City must carry a proposed maintenance agreement between the City and the donor. As part of this agreement the City requires a guarantee of maintenance, preservation, and conservation in perpetuity from the donor—unless the commissioning City agency responsible for siting a potential gift agrees to fund the performance of these duties.

The Office of Cultural Affairs Public Art Program (OCA/PAP) is the agency responsible for public art stewardship in Atlanta. The OCA/PAP provides curatorial and project management expertise for the implementation of the City's public art ordinance. Program responsibilities include: research and coordination; facilitation of community involvement in project development; specification writing and review; administration of artists contracts; coordination of interaction between artists, city representatives, project architects and communities; the supervision and inspection of art project installations; and the maintenance and conservation of the public art collection. The City of Atlanta's Office of Cultural Affairs, a division of the Department of Parks, Recreation and Cultural Affairs administers the program.

Public Art Advisory Committee (PAAC)

The PAAC is an ongoing advisory group to the City's public art programs on the overall public art plan. PAAC also serve as a think-tank for the City's Percent-for-Art Program by evaluating projects, articulating a general philosophy for the program, and recommending policies to guide the program. The PAAC review gifts of public art and commissions at the request of the OCA or the Urban Design Commission and members of the approximately nine-member advisory committee reflect the City's diversity goals. The Committee includes art professionals and artist, business leaders who have some familiarity and knowledge of public art, and community activists.

The Urban Design Commission (UDC) plays a central role in the review of gifts of art to the City. Currently, the UDC functions as a regulatory agency that decides on all matters concerning City-owned works of art and architecture, as well as private structures that extends onto or over City property. The UDC's mandated duties include authorization of any removal, relocation, rehabilitation, and alteration of all such buildings and works of art, in addition to the approval of their original design. Except in the cases of historic districts and properties, the UDC's powers are advisory to the Mayor and City Council.

Gift Review Process

The gift review process begins with the Office of Cultural Affairs. Before the PAAC or the UDC begins its review process, they receive from the OCA/PAP a "Donor Information Checklist." Each donor is required to provide the OCA/PAP with the pertinent documentation and information necessary to conduct a fair and thorough review of a proposed gift of public art (*See Donor Checklist*).

Once this information has been received and has been certified complete, the OCA/PAP will refer it to the PAAC. If the donor has identified an intended site for the gift, the "Donor Information Checklist" will also be sent to the commissioning City agency which controls the property or building for which the gift is intended, and to the appropriate Neighborhood Planning Unit (NPU) for their review and initial recommendations.

If the work of art has no designated site, the gift will first go to the OCA/ PA for review to determine if it is of sufficient merit to warrant site designation, including whether it is deemed to be of benefit to the City and a valuable addition to Atlanta's public art collection. If the OCA/PAP agrees that the gift is of sufficient merit, the request is referred to the PAAC for review. If appropriate the OCA/PAP will contact the suitable City agency to identify a site for the gift. At this point, the OCA/PAP sends the "Donor Information Checklist" to the potential commissioning City agency with responsibility for the site, to review. *Note: All gifts to the City must receive the endorsement of the commissioning City agency responsible for the property on which it will be sited prior to the UDC's review.*

The OCA's Public Art program manager and staff will review the artwork according to the established gift evaluation criteria and submit a written evaluation to the UDC. The OCA/PAP will also offer guidance to the commissioning City agency and NPU being offered the gift.

The commissioning City agency will review the work based on its technical feasibility and site appropriateness. This will include a study of detailed construction/fabrication drawings to be submitted by the donor consisting of the site plan, elevation, and section view of artwork in order to determine whether the artwork can be built or installed as proposed.

The commissioning City agency and NPU will review and comment on the proposed gift and also make their decisions known to the UDC in writing. The UDC will review the decisions of the commissioning City agency, the OCA/PAP, the PAAC and the NPU and

will make its final recommendation to the Mayor and City Council for acceptance or rejection of the gift. Every gift must receive all requisite approvals before it receives final approval from the UDC.

If the gift of public art is temporary (as with a loan), the Donor Information Checklist will go to the OCA/PAP who will conduct the review with the PAAC, NPU and the commissioning City agency. The same review process and approvals will be required of permanent gifts, and the commitments on the part of the donor will also be the same. If interest in accepting the work are strong, but adequate funding to cover the costs are unavailable, the OCA/PAP, the donor, and the commissioning City agency can raise funds to cover the costs of accepting the loaned artwork. The UDC will become involved in decisions regarding temporary gifts if the artworks were to be loaned to the City for a period of more than one year.

There is a 60-day time limit for review. If a reviewing entity misses the deadline, the UDC will proceed with a decision without the reviewing agency's input. To expedite the process the UDC may ask the donor to make a joint presentation to all of the above groups. If it is not possible to bring the groups together at one time, the UDC will work with the donor to keep the number of meetings and presentations concerning the work to a minimum.

The recommendation to accept a gift of public art will be delineated in an acceptance agreement between the City and the donor. This agreement, prepared by the OCA/PAP and signed by Mayor or designee, will describe the terms and conditions under which the art is to be accepted, including responsibilities for installation and fabrication, site preparation, insurance, ongoing maintenance, conservation, etc. The obligations of the City will be included. A statement that the City of Atlanta retains full rights of reproduction, removal, relocation, and de-accessioning of the gift will also be included.

It is important that the commissioning City agency and the donor meet following installation to make sure that the work is properly constructed and sited according to plan.

If a proposed gift cannot be completed within the timeline originally established, or if significant changes (both conceptual and financial) to the proposed work occur, the work must be reviewed again by the UDC.

Gifts of Sites for Public Art

The donor will go through a similar process for gifts of land or site; the appropriateness of the site will be evaluated. If the gift of site is a loan, the donor may also be asked to supply seed money for the start-up of a temporary or rotating art program, such as funds for staffing.



**City of Atlanta
Office of Cultural Affairs
Public Art Program**

Donor Information Checklist

DONOR PROFILE:

1. Name, address, telephone, e-mail, fax of donor or donating organization:

Name _____

Address _____

Tel _____ email _____ fax _____

2. Name, address, telephone, email, fax of liason (if applicable):

Name _____

Address _____

Tel _____ email _____ fax _____

3. Please describe the circumstances under which the gift is being proposed:

4. What is the appraised value of the work being donated? _____

Date of appraisal:

4. Please describe how you feel the proposed site will be improved or enhanced by the installation of this work of art:

WORK OF ART SPECIFICATIONS

I. Identification:

1. Title of work: _____

2. Artist's Name: _____

3. Date Executed (if applicable): _____

II. Specifications:

1. Dimensions (without pedestal):

Height _____ in. Width _____ in. Depth _____ in.

2. Weight (without pedestal): _____ lbs.

3. Pedestal Dimensions:

Height _____ in. Width _____ in. Depth _____ in.

4. Pedestal Weight: ____ lbs.

Materials: _____

5. *Fabrication Material(s)*: List each type with corresponding brand name and specifications. This information is needed to assist the City if conservation is needed in the future.

6. *Material (s) Finish*: List each type with corresponding brand name.

III. Site Selection:

1. Please describe the reasons why the proposed site was selected:

2. List two alternative sites acceptable to all involved parties. (*Artist, Donor, City Agency*):

IV. Fabrication:

1. Name, Address, and Telephone of Fabricator (s):

Name _____

Address _____

_____ Tel. _____

2. *Primary Construction Technique (s):*

3. *Welding or joining Material (s) and Methods:* List types, brandnames and joining methods for each.

4. *Location and Description of Signature and Edition Markings:*

V. Maintenance:

1. Was the work designed to include the weathering process as part of the overall visual impact of the piece? If so, please describe the type of environment for which the work was designed.

2. *Foundation Specifications:* Please describe the method and material used in securing the work of art at the proposed site.

3. *Maintenance Procedures:* Please describes the methods and materials you would normally use to maintain this particular artwork(s).

3. Is the Donor planning to establish a maintenance fund for the future care of the artwork? If so, please indicate the amount of funding available, the estimated annual cost, as well as the type and frequency of the maintenance which will be provided.

VI. Additional Information:

1. Has the work ever been on prior public exhibition? If so, please indicate when and where (attach additional sheet if necessary).
2. Are there editions of this work? If yes, please indicate the edition number of this particular work. Please list the number and locations of other editions.
3. Please list all notable exhibitions and collections pertaining to this particular work or editions of this work. (attach additional page if necessary).

4. Please provide bibliographic information on any periodicals that have either reproduced or carried articles pertaining to this particular work(s).

5. If there is any other relevant information about the work that you feel should be presented to the Office of Cultural Affairs during this review, please attach it to this form.