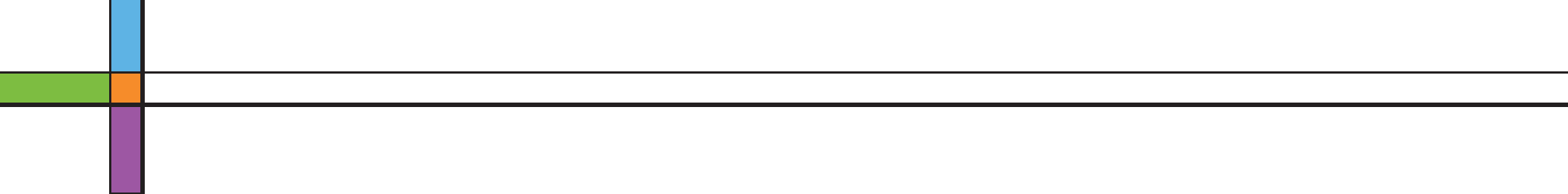




Avondale



“ One of the things I love about public art is that it tells the story of a city; through it we express our dreams and aspirations; it challenges where we are going and why we're going there. And sometimes it just provides visual or physical delight. The future of public art will be a lot like its past, except that it will look, sound, feel, and probably smell different—just as tomorrow we will be different from who we are today.

~Richard McCoy

Director of Landmark Columbus in Columbus, Indiana

”

ACKNOWLEDGMENTS

Council Members

- ▶ Kenneth Weise
Mayor
- ▶ Veronica Malone
Vice Mayor
- ▶ Pat Dennis
Council Member
- ▶ Bryan Kilgore
Council Member
- ▶ Tina Conde
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Development Manager
- ▶ Robert Baer
Budget Manager
- ▶ Anyessa Romo
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“
Art is an instrument for
peace and creativity.
”

~Yaacov Agam

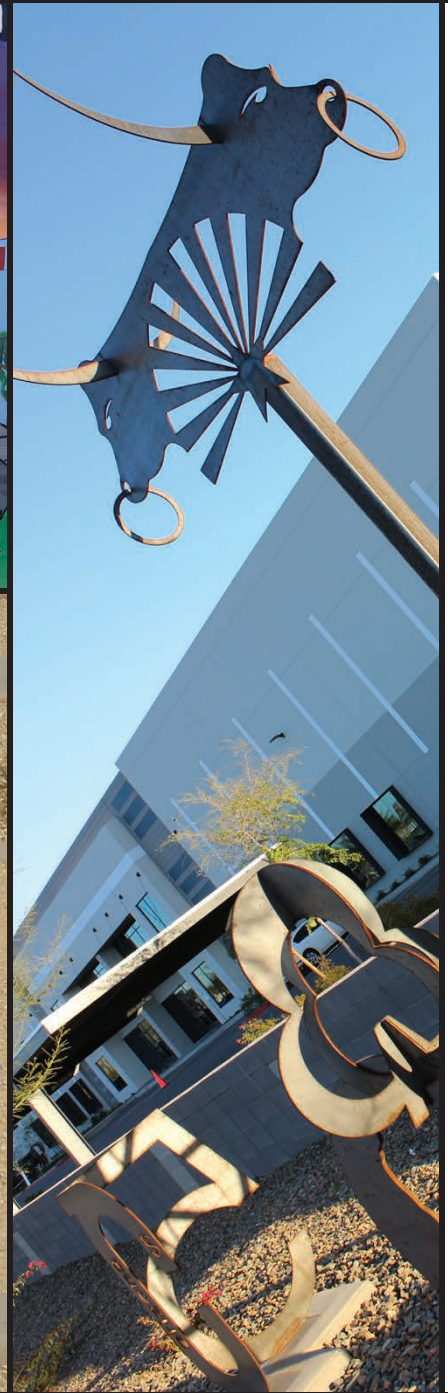


TABLE OF CONTENTS

PAGE
2

Vision and Mission
Statement

PAGE
3

Introduction

PAGE
5

Public Art in
Avondale

PAGE
7

Economic Impact
of the Arts

PAGE
9

Impetus for the
Public Art Master
Plan Update

PAGE
12

Public Art in Action

PAGE
14

Public Input and the
Master Plan Update

PAGE
15

Summary of
Survey Findings

PAGE
16

Pillars of Public Art

Pillar 1: Establish
Creative Zones

PAGE
18

Pillar 2: Celebrate
Culture and History

PAGE
19

Pillar 3: Inspire
Community
Involvement

PAGE
20

Pillar 4: Curate
Interactive Art
Elements

Pillar 5: Ensure Long-
term Art Sustainability

PAGE
21

The Future of Public
Art in Avondale

PAGE
23

Appendix A:
Public Art Policy -
Guiding Principles

PAGE
31

Appendix B:
Survey Results

VISION AND MISSION STATEMENT

The Avondale Public Art Master Plan (PAMP) seeks to define Avondale's unique sense of place: a community whose identity celebrates the past and embraces the future. The PAMP seeks to promote art that:

- ▶ Embraces the City's history and culture and celebrates family, community, our Latino and agricultural heritage, and the indomitable spirit of the Southwest
- ▶ Captures its present-day success and achievements as a vibrant, fast-growing, modern, innovative, culturally diverse, environmentally sustainable community that is building out towards an even brighter future

THE MISSION OF AVONDALE'S PUBLIC ART PROGRAM IS TO:

- ▶ Provide visual art that complements public buildings, parks and plazas
- ▶ Create a sense of place which enhances community identity and promotes Avondale as an art destination
- ▶ Improve the design quality of public infrastructure as well as the visual environment for the residents of Avondale
- ▶ Pursue funding and resources for public art
- ▶ Recommend policies and procedures concerning public art
- ▶ Cooperate with existing public and private agencies to develop programs for the further development and awareness of art in Avondale

“

*Art both influences culture
and imitates it*

~Alfred Gockel

”

INTRODUCTION

Public Art reflects the character and quality of life in a community. In many ways, a community's image and people's perceptions of it are conveyed by its network of public spaces—how are they designed, what are they used for, how do they look, and are they safe and well maintained. Across the country, communities have leveraged the talents of artists to bring art to under-utilized public spaces as economically viable venues for their creative expressions. Often these spaces are associated with older areas of a city where artists, and the art world, have provided the impetus for creating vibrant communities -- with a unique, cultural focus -- leading to their revitalization and economic growth.

In addition to the economic benefits, perhaps the greatest value public art contributes to a community is its role in creating a "sense of place." While each community's sense of place is unique, it is created by the level of attachment people who live, work, and frequent the community have for its natural and cultural characteristics and social interactions.

Avondale's sense of place has emerged from its deep roots and the key role it has played in the settling of the West Valley and the agricultural Southwest. Avondale is a community where people share a deep sense of pride in what has been accomplished and what the City has become today. In Avondale, there is strong belief that the blending of a broad spectrum of cultures comes from a true sense of harmony throughout the community, and not mere rhetoric about diversity as people and businesses are welcomed with open arms and supported in a way that

exemplifies a progressive, intelligent and driven City. Avondale's rise to prominence began as families from the Dust Bowl era began to travel west to escape climatic and economic ruin. Settlement near one of the largest sources of water in the Southwest (the Agua Fria River) led to the development of vast croplands. In the early part of the 20th century, thousands of migrant farm workers from Mexico came to work the fields. Over the past three decades, Avondale has experienced tremendous growth. As one of Metro Phoenix's fastest growing communities, Avondale offers a wide range of housing opportunities, has attracted large and small employers, and built up a healthcare corridor providing quality jobs – factors that have made Avondale an attractive community for new residents seeking to plant roots. The City's past and its current pace of growth have brought a rich blending of diverse cultures that is the basis for the vibrant community Avondale is today.

There is a sense of optimism in Avondale that translates to young families and others finding a place that gives them confidence to achieve greatness. What sets Avondale apart is the way people believe it is their City and their home that stimulates this achievement. Avondale provides the foundation for those who call it home to set and reach their goals and aspirations. Avondale is a City of possibilities with unified leaders in the private and public sector who are dedicated to continuing the smart growth of the past decade.





PUBLIC ART IN AVONDALE

Incorporated in December 1946, Avondale is a relatively young City compared to cities across the country, and as such, public art in Avondale is comparatively new to the city landscape. Early City leaders focused on the basic services – infrastructure, public safety, and quality of life amenities. As the City entered its growth and maturation phases, Avondale’s leadership began to place greater emphasis on the role of public art as an economic and tourism driver creating a unique sense of place, identity, character and community pride.

The Avondale City Council established the Municipal Public Art Program in 2005 to help create a more beautiful and vibrant city. Over the past two decades, the City has steadily built up its public art collection – with significant-sized sculptures at the Avondale Civic Center (*Family at Play*) and Friendship Park (*The Family*) and smaller sculptures tucked in gathering spaces (*Hands On* at Sernas Plaza and *Leap of Faith* at Doc Rhodes Park); colorful mosaics on public buildings (*Mosaic Avondale* at Civic Center Library), and functional art such as murals on traffic utility boxes around the City.

Public art has played an important role in depicting the history and culture of Avondale’s migrant farm laborers. At the Goodyear Farms Historic Cemetery in Avondale, a mural by artist Victor Caldee captures the simple, everyday life of pioneer families, while a metal sculpture over the gate at the cemetery entrance, *Algodon*, is rich with symbolism of the cotton crop.

Several of Avondale’s art installations have resulted from its successful collaboration with the West Valley Arts Council’s *Gallery 37* student art apprentice program. Examples include: *A Bugs Eye View* at Festival Fields, *Astral Projections* at the former City Hall building, *Chelonia* at Friendship Park splash pad, and *Solar Continuum* at the Civic Center Library.

In the past decade, private development has contributed to the public art inventory, such as *Flow* at Coldwater Depot, *The 5 C’s* at the Avondale Logistic Center, the *Tree of Life* at AKOS Medical Campus, and *Solterra* at Bridgewater Living Facility, while new master planned communities such as Alamar have incorporated art as a quality of life attraction for new residents.

Public art in Avondale has also flourished organically. A drive or stroll along Western Avenue in Old Town Avondale will reveal that one of the most prominent features of the streetscape is the colorful murals on the buildings of local businesses. Ranging from whimsical and abstract to cultural, these murals add to the unique character of the area.

More recently, public art is becoming a regular feature as part of the City’s capital improvement projects. As new buildings, facilities and parks develop, the City seeks ways to incorporate public art features and artistic elements to enhance these capital projects – for instance, *Al Querido*, a mixed media heart sculpture installed as part of median improvements along Avondale Boulevard.





ECONOMIC IMPACT OF THE ARTS

One way to understand public art's impact is through analyzing the economic factors of an art event. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home.

According to a 2012 study by the Americans for the Arts, the typical arts attendee spends \$24.60 per person, per event, beyond the cost of admission.

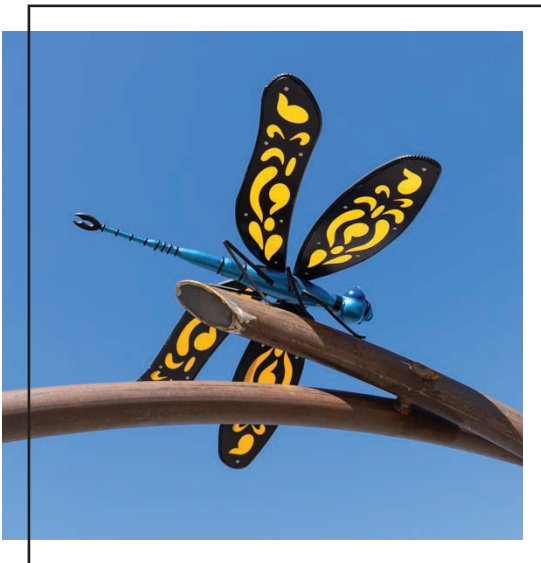
If an art event can draw tourists, the economic impact becomes greater. Communities that draw cultural tourists experience an additional boost of economic activity. Tourism industry research repeatedly demonstrates that arts tourists stay longer and spend more than the average traveler.

Arts & Economic Prosperity V reflects those findings: 34.1 percent of attendees traveled from outside of the county in which the event took

place (nonlocal), and 65.9 percent of attendees resided within the county (local). Nonlocal attendees had twice as much event-related spending as their local counterparts (\$47.57 vs. \$23.44). (Americans for the Arts, 2016).

Beyond revenue generated, the arts also generate job growth and contributes to local household income. Nonprofit arts and cultural organizations and their audiences in the United States are a \$166.3 billion industry—one that supports 4.6 million full-time equivalent jobs and generates \$27.5 billion in government revenue.

Public arts' impact on economic growth is an important role in driving tourism for communities. Public art not only improves a community's quality of life but also improves the City's economic health.



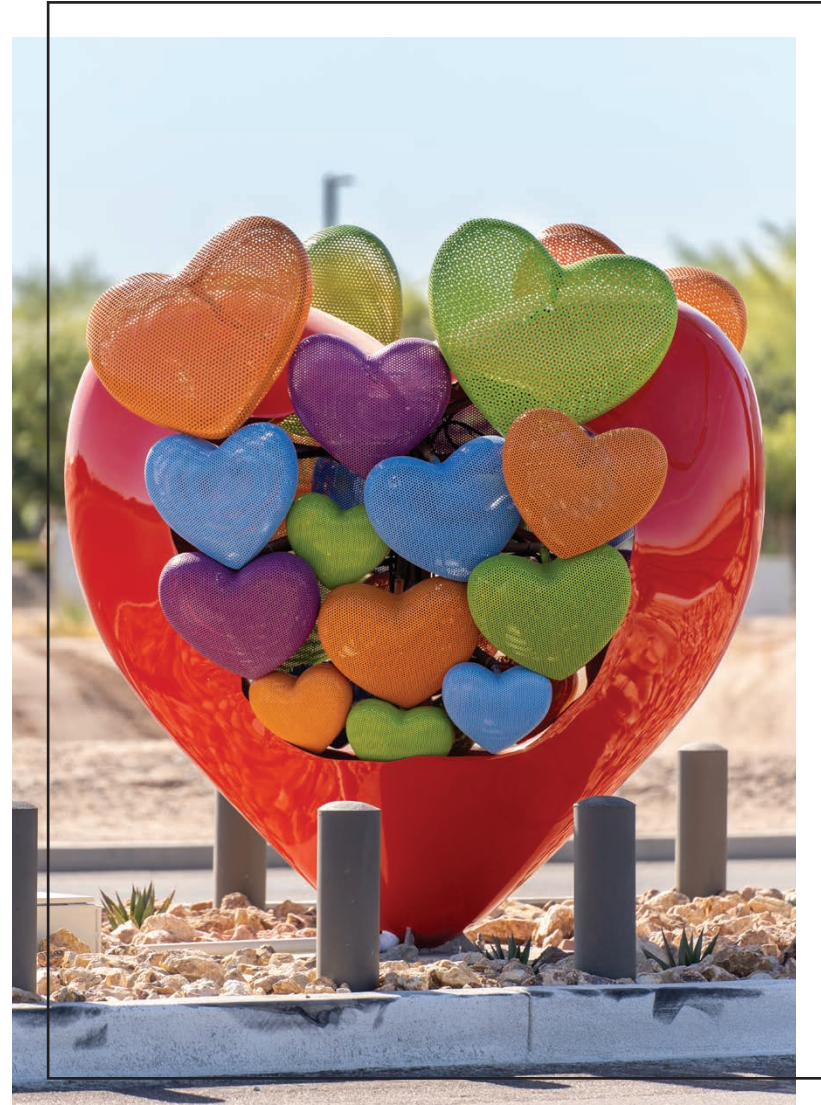


IMPETUS FOR THE PUBLIC ART MASTER PLAN UPDATE

Avondale has experienced tremendous growth over the past decade, and this growth is expected to continue into the next decade. Avondale has established itself as a City that is booming in the housing, retail, manufacturing and healthcare sectors. The impetus for the Public Art Master Plan is to reflect the significant changes that the City has undergone since the adoption of the previous plan. It is important that the art plan reflect the community growth, highlighting the culture of the community and its residents of today along with the City's ambitious plans for the future as it progresses towards build-out.

In 2019, the City adopted The BLVD Specific Plan, a visionary yet achievable plan, to kickstart development on 356 acres in the heart of Avondale. The City has invested in major infrastructure, from median beautification along Avondale Boulevard to the construction of lakes and water features at The BLVD. The area is primed for new public art opportunities, such as the colorful heart sculpture, *Al Querido* – building upon existing art installations at The BLVD, namely *Avondale Birds* and *Tres Rios*.

Avondale is a fast-growing visitor destination. In 2020, Avondale took steps to become its own Destination Marketing Organization (DMO), placing an increased focus on tourism and marketing Avondale as a visitor destination. In 2020, 2021 and 2022, NASCAR selected the Phoenix Raceway in Avondale to host the NASCAR Championship Weekend. To highlight Avondale as a racing destination and home of NASCAR, Avondale has added artistic elements to streets in the form of checkered crosswalks at major intersections along Avondale Boulevard and other locations in the City. A mural reflecting the City's connection to NASCAR, commissioned by Phoenix Raceway, can be found on a wall at the Boys & Girls Club in Old Town Avondale.



In addition to The BLVD Specific Plan mentioned on the previous page, this Public Art Master Plan is influenced by and relates to many other plans and ordinances in the City. These documents may be accessed via the links below on the City's website:

Avondale Strategic Five-Year Plan – Adopted in 2021, the Strategic Plan outlines seven (7) Strategic Outcome Areas, which includes enhancing the City's diverse recreation and entertainment opportunities among other related objectives that feature and promote public art.

Specific Area Plan for Old Town, Cashion, Las Ligas/Rio Vista – Adopted in 2021, the Old Town Specific Area Plan's objective is to spur development, redevelopment and revitalization in historic areas of Avondale, including public investments in infrastructure and amenities such as public art in its various forms. The vision for the Specific Plan includes cultivating and expanding Avondale's vibrant sense of place and locating artist studios in live/work areas of the community. Adaptive reuse ideas include art galleries in historic store fronts.

General Plan 2030 – Avondale's 2030 General Plan was adopted in 2012 to serve as a vision to guide growth and development and is currently being reviewed for minor amendments. The current General Plan and planned update include an Art and Heritage Element denoting these as essential to the quality of life for City residents.

The BLVD Specific Plan – The BLVD Specific Plan is aimed towards cultivating a rich entertainment district in Avondale and being a premier destination in the West Valley. The BLVD will develop as a walkable, livable, district with restaurants, live entertainment, shops, and recreation. Art, including water features, and community events will feature prominently in The BLVD.

North Avondale Specific Plan – The North Avondale Specific Plan, originally adopted in 1992 and most recently amended in 2013, seeks to encourage and guide development and land use in Avondale generally north of McDowell Road. The North Avondale Specific Plan identifies art in combination with landscaping as key to branding Avondale and creating a sense of identify and arrival for the community.

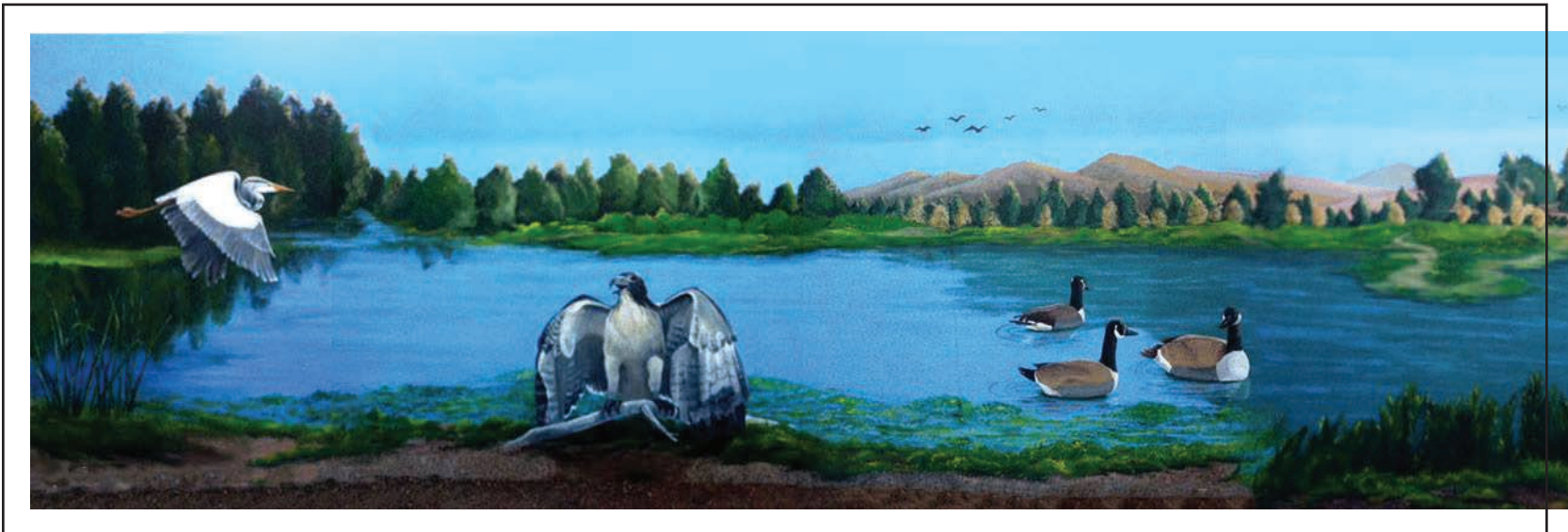
Wayfinding Master Plan – The Avondale Way Finding Master Plan identifies branding and communication strategies to highlight Avondale's unique brand and to ensure the City capitalizes on opportunities to direct vehicles and pedestrians to community resources and amenities in a fun and identifiable way. The plan identifies a variety of specific monumentation, color schemes, signs and banners that make the City more navigable based on three core principles: 1) connect places, 2) be predictable, and 3) keep it simple.



El Rio Design Guidelines and Planning Standards – The El Rio Guidelines and Planning Standards (“The El Rio Plan”) is concerned with land use and implementation of a Master Plan for portions of the Gila River and Agua Fria River corridors in Avondale and elsewhere in the West Valley. While aimed at protecting and preserving the river corridors, the El Rio Plan is also concerned with integrating multi-use activities and recognizing potential economic and recreation benefits. The El Rio corridor presents an opportunity to expand nature-based art and education with landscape and natural environment as the centerpiece.

Freeway Corridor Specific Plan – Similar to the North Avondale Specific Plan, the Freeway Corridor Specific Plan details the City’s intent for land use and development. The Freeway Corridor Specific Plan encourages the areas along the I-10 and Loop 101 Freeways to develop with pedestrian friendly, walkable urban developments. These areas are intended for a mix of retail, commercial, residential and employment land uses. Objective #5 of the Freeway Corridor Specific Plan encourages a cultivation of a sense of place through aesthetic treatments to include public art adjacent to streets and accessible via the pedestrian sidewalks and trails, which will make the corridor more vibrant and active for shoppers and residents.

Avondale Zoning Ordinance – While the above plans outline goals and objectives for development, including the thoughtful inclusion of public art, the Avondale Zoning Ordinance is an implementation tool. The Zoning Ordinance identifies, in Section 11, required public art contributions by development. The Ordinance requires developments to contribute public art as considered and approved by the Public Art Committee or fees in lieu to be dedicated to future public art installations. As discussed later in this Plan, art and fees contributed by development through this requirement is a critical source of art inventory and revenue that sustains the public art program in Avondale.



PUBLIC ART IN ACTION

THE ART COMMITTEE

Each year staff works with the Avondale Municipal Art Committee to develop the annual Public Art Action Plan that identifies public art projects in all areas of Avondale that offer the greatest opportunity for artist involvement and public accessibility. The total budget for each project includes funds to contract for design, fabrication, installation and project administration.

In most cases, artists are recommended for projects through a competitive procurement process that involves a Call to Artists, wherein submissions are reviewed by staff and proposals are discussed and selected through the Avondale Municipal Art Committee (AMAC). The selection is based on recommendations on the quality of the artists' works, their suitability for the project, and their ability to work well with the community and other design professionals.

There are three main documents that, together, set out the governance of the Public Art Program: 1) The Public Art Master Plan, 2) the Public Art Policy and 3) Development Requirements Relating to Public Art.

“

*Art both influences culture
and imitates it*

~Alfred Gockel

”

PUBLIC ART MASTER PLAN

The Public Art Master Plan is a document that gives creative direction to the Public Art Program and contains governance and operational components that should be incorporated into the Public Art Policy and used as guidelines by the AMAC. The Public Art Master Plan:

- ▶ Sets out the foundation for public art in Avondale – a vision, mission and overall goals.
- ▶ Broadly identifies the types of projects the Program will consider when developing Annual Work Plans. These are described within targeted “Creative Zones” of near-term focus that meet the long-term goals of the Public Art Program.
- ▶ Recommends policies, procedures and guidelines to incorporate into a revised Public Art Policy or to use as guidelines.



PUBLIC ART POLICY AND GUIDING PRINCIPLES

The Public Art Master Plan would not be complete without the Public Art Policy and Guiding Principles. (Please see Appendix A). This policy is the reference guide for staff and the AMAC on a range of topics that facilitates the Public Art Program and ensures smooth operations for implementation.

This document describes the City's Public Art Program, the makeup of the Avondale Municipal Art Committee, its mission, function and duties, and how the role of City staff will interact with the committee to achieve its goals.

Additionally, the policy provides guidelines for selection of public art, selection process and criteria, and discusses the ways that public art is acquired and funded. The policy also suggests ways in which the community can get involved with public art.

The Public Art Policy provides an application process to answer fundamental questions about the art's decoration, function, environment and interactivity, etc.

The Public Art Policy and Guidelines serves as an important document that by necessity can be fluid -- updated and revised as necessary to accommodate the internal processes that keep the Public Art Program in motion.

DEVELOPMENT REQUIREMENTS RELATING TO PUBLIC ART

This City ordinance, adopted into the City Zoning Ordinance, requires certain new private developments to either provide public art on site or to pay a fee in lieu for public art.

The City of Avondale currently requires a fee for art as a part of commercial developments of a certain size. The ordinance can be found on the City of Avondale Planning website in the Zoning Ordinance. The purpose of the ordinance is to beautify the community with a wide

range of artistic elements. Currently, non-residential commercial, office, and employment developments in excess of 50,000 square feet are required to contribute towards public art. Developers can elect to install approved public art or pay an in-lieu fee to the City. The art must be valued at or above one-quarter (0.25) percent of total project valuation as calculated by City Staff; the in-lieu fee is invoiced at the same rate, up to the project cap as outlined in the ordinance. In addition to projects under the threshold of 50,000 square feet, industrially zoned property and residential developments are exempt from contributing to this program. However, the City could consider lowering the project size threshold and include industrial projects, in addition to requiring new residential subdivisions of a minimum lot count to contribute a fee for public art. Certainly, additional project valuation caps and other exceptions may need to be included in any such expansion of the program.

As the City continues to grow and expand so too does the need to plan for future public art as standalone pieces, but also as a component of public infrastructure and public buildings such as fire stations, public services, bridges, and community gateways. Significant art pieces and related installation costs that meet the requirements of the City's Capital Improvement Plan (CIP) should be considered as specific projects within the annually updated CIP and evaluated for timing and availability of funding sources alongside other planned capital improvements. Additionally, non-utility projects should endeavor to incorporate art or artistic qualities in the final design.

Donations and gifts are encouraged and may be accepted by the City from individuals, businesses, and public and private entities to help provide public art for the City of Avondale.

PUBLIC INPUT AND THE MASTER PLAN UPDATE

The Public Art Master Plan adopted in 2014 has served as a vital document to guide the City and the Avondale Municipal Art Committee in the implementation of public art for almost a decade. A great deal of community outreach and engagement took place in the development of the 2014 plan, and much of it remains relevant. It serves as a guiding template for the 2021 Public Art Master Plan update, incorporating key elements, while ensuring that the vision of present day and future Avondale is captured.

The 2021 Public Art Master Plan Update kicked off in March 2021 with a presentation to the Avondale Municipal Art Committee, explaining the impetus for the update and seeking their feedback on direction regarding elements for the new plan and the proposed public process.

The City held a public meeting on April 14, 2021 to obtain resident feedback. (See Appendix for meeting notes.)

A public art survey was subsequently launched and ran for four weeks from mid-April to mid-May 2021. (See appendix for Survey Results.)

The City informed the public of the meeting and invited all to participate in the survey through a variety of means, including press releases which were published in local newspapers, Avondale's City Page newsletter, which ran as a paid advertisement in the West Valley View and published online on the City's website as well as postings on the City's many social media platforms, including Facebook, Instagram, and Nextdoor.

Staff provided an update to the Avondale Municipal Art Committee in June 2021, where staff presented for feedback the Five Pillars of Public Art and the Implementation Goals associated with each pillar.

In July 2021, the Committee convened to approve the draft of the 2021 Public Art Master Plan.



SUMMARY OF SURVEY FINDINGS

The survey clearly demonstrates that the Avondale community recognizes public art as an asset. From the murals on Western Avenue, the colorful traffic boxes scattered throughout the City, to the permanent sculpture installations, residents noted they are aware of the pleasing aesthetics around the community. When asked to describe Avondale, respondents overwhelmingly used words like DIVERSE, GROWING, BEAUTIFUL, YOUNG, FAMILY, and COMMUNITY.

Most survey respondents (more than half) self-identified as an “art appreciator,” while a over one-quarter said they were artists or in the business of art.

When asked what type of art “speaks to you,” art about nature and trails, culturally inspired art, historical and street art ranked highest. Respondents overwhelmingly favored seeing art in parks and open spaces, while vehicle gateways into the City and historical neighborhoods, alleys and sidewalks were also desired places for public art. The survey results highlighted that natural landscapes, water features and interactive murals are additional aspects of art that residents desire to see around Avondale. (See Appendix B for Survey Results.)

“Balance, peace, and joy are the fruit of a successful life. It starts with recognizing your talents and finding ways to serve others by using them.”
~Thomas Kinkade



PILLARS OF PUBLIC ART

The Five Pillars of Public Art provide the framework for attainable goals within each. These goals will assist the Avondale Municipal Art Committee and City staff in developing both long range and short-range strategies towards implementing public art, as well guide them in the development of the Annual Action Plan for public art. The goals are intended to be broad; specificity regarding projects and initiatives will be developed within the Annual Action Plan.

PILLAR 1 GOALS: ESTABLISH CREATIVE ZONES

Goal 1: Create and implement unique brands for historic neighborhoods.

Goal 2: Install public art that creates a theme or destination for each identified creative zone.

Goal 3: As Avondale's growth expands to the south, ensure that public art is incorporated in future developments.

Avondale's unique character is defined by different themes, such as its proud history and culture, the natural environment, and NASCAR, to name a few. These themes come into focus in naturally occurring zones throughout the City, including:

THE BLVD

The BLVD is the West Valley's premier live, work and play destination. Located immediately south of I-10 on Avondale Boulevard, the area is home to the American Sports Center, hotels, restaurants and more while serving as the gateway to the Phoenix Raceway and the Civic Center Complex. Public and private investments are realizing the vision of this area, with the addition of new residences, median enhancements, and a new lake. Art in this area should include interactive and functional art that can create a buzz on social media and will enhance tourist appeal.

HISTORIC NEIGHBORHOODS

Avondale is home to three recognized historic neighborhoods: Old Town, Las Ligas/Rio Vista and Cashion. Each neighborhood has its own distinctive heritage and story that should be celebrated. Old Town is the long-time commercial hub of the community that continues to attract residents and visitors to its unique restaurants, shops and businesses along Western Avenue, Central Avenue, Main Street and Dysart Road. Las Ligas is a largely residential area with excellent views of the Estrella Mountains at Lower Buckeye Road and El Mirage Road. Cashion's proud history creates a community within the community along Buckeye Road between 107th Avenue and Avondale Boulevard. Art in historic neighborhoods should be organic and encourage street art that tells the story of the area while enhancing community pride and sense of place, in honor of the City's rich cultural heritage and history.



GATEWAY INTERSECTIONS

Gateway art serves both an aesthetic and functional purpose, signaling when an individual arrives in Avondale while instantly communicating a message about the community. Gateway signs are located at many intersections across Avondale, but survey respondents mentioned that they would like to see additional gateway signage. Gateway signage should continue the pattern of existing gateway signs. Key gateway intersections include:

- ▶ Buckeye Road and 107th Avenue
- ▶ Lower Buckeye Road and 107th Avenue
- ▶ I-10 and Avondale Boulevard
- ▶ I-10 and Dysart Road
- ▶ 99th Avenue and Indian School Road
- ▶ Dysart Road and Indian School Road
- ▶ El Mirage Road and Indian School Road
- ▶ Dysart Road and Thomas Road
- ▶ Van Buren Street and Central Avenue
- ▶ Main Street and Litchfield Road
- ▶ Litchfield Road and Lower Buckeye Road

RACING AND NASCAR

Avondale is the home of Phoenix Raceway, which has been a part of Avondale since 1964. In recent years, the partnership between Phoenix Raceway and Avondale has flourished, and the City recognizes the importance of Phoenix Raceway and its thousands of visitors annually. In 2020, NASCAR designated Phoenix Raceway as home of the NASCAR Championship Weekend, and again in 2021 and 2022. The NASCAR theme transcends geographic boundaries and is celebrated throughout Avondale. The NASCAR mural at the Boys and Girls Club and checker flag theme crosswalks are current examples. Public art should elevate the NASCAR experience that guests enjoy when visiting Avondale.

HEALTHCARE CORRIDOR

The Healthcare Corridor encompasses McDowell Road from 99th Avenue to Dysart Road and is home to scores of healthcare businesses. The area continues to grow with new healthcare development and unique quality of life amenities and destinations, such as new restaurants, hotels and entertainment venues. Recent additions include Bio Life Plasma, AKOS Medical Campus, Clear Sky Health, and the expansion of the Phoenix Children's Hospital Southwest Valley campus. Healthcare related art in this corridor includes traffic box wraps. Art in this area should highlight the social and economic impact of quality healthcare in the community.

TRES RIOS

South Avondale is home to the unique Tres Rios and Base and Meridian wildlife area, the confluence of the Salt, Agua Fria and Gila Rivers. The area is popular with bird watchers, kayakers, fishers, and others looking for outdoor recreation. The Phoenix Raceway is also located in this area. Art in this area should accentuate nature and the natural beauty in the area like birds, wildlife, mountains, etc. Art can also celebrate NASCAR.

TRAILS

Avondale is investing in pedestrian trails and walkways throughout the community, particularly the Agua Fria trail and the Van Buren Trail. Art can enhance the pedestrian experience and make the trails a regional attraction. Art along the trails should be pedestrian-oriented and celebrate the natural area.

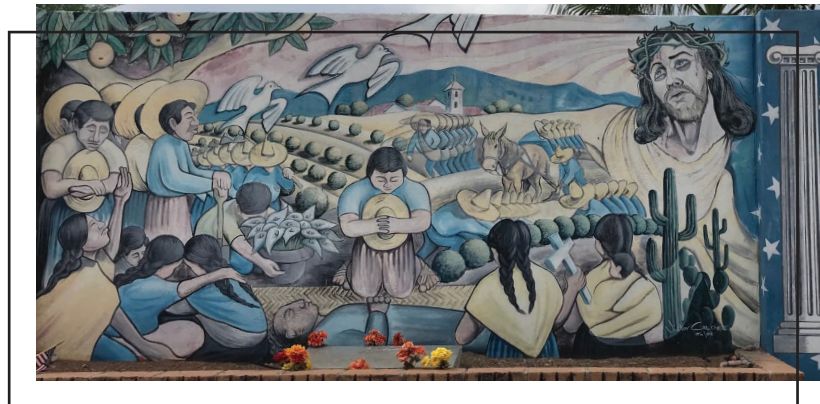


PILLAR 2 GOALS: CELEBRATE CULTURE AND HISTORY

Goal 1: Document existing inventory of cultural and historic art and create a medium for the public to be able to appreciate and interact with it.

Goal 2: Create a neighborhood beautification program to preserve and add to existing, organic community art.

Many physical examples of Avondale's heritage are evident throughout the City. Monument Hill, the initial survey point for the state of Arizona, is located to the east of Phoenix Raceway and serves as the point of reference for most of the public land surveys conducted in Arizona and as the basis for patents issued by the US government. The City has long range plans to develop a trail system to access this important feature. Another key piece of Avondale heritage is the Goodyear Farms Historic Cemetery located on Santa Fe Trail. Avondale is committed to preserving this historic asset by restoring the beloved *Cementerio Mural* by artist Victor Caldee. In addition, Avondale dramatically enhanced this City's jewel with a grand entryway gate that was designed to pay tribute to the migrant cotton farm workers contributions to the community. Titled *Algodon*, West Valley artist Joe Tyler created a metal arch decorated with "cotton blooms," representing the hard work and sacrifice of the migrant farm workers who worked the cotton fields of the Southwest Valley during the early part of the last century.



The source of Avondale's history and roots as a farming community started with its life source, water. The Tres Rios Nature Festival pays homage to Avondale's ecological history with an annual two-day event, the Tres Rios Nature Festival. Each year the art commission funds activities that are designed to foster the preservation of natural resources. In 2017 river rocks were collected by the youth who added messages that were installed in the gabion cage style sculpture called *Tres Rios* that is currently located near the Randall McDaniel Sports Complex on The BLVD.

New public art installations should continue the trend of telling the story of Avondale's culture and history, including the Native American tribes, original pioneers, hardworking migrants and today's exciting diversity of people from across the world that choose to call Avondale home.



PILLAR 3 GOALS: ENCOURAGE COMMUNITY INVOLVEMENT

Goal 1: Explore ways to increase engagement with the regional artist community to create a unique artist driven destination or development.

Goal 2: Create unique connections and opportunities with education and non-profit art agencies to highlight local artist work on a regular basis.

Avondale's Public Art Program seeks to encourage community involvement at all levels. Youth are especially encouraged to be involved and to pursue art education. Since 2001, Avondale has participated in *Gallery 37*, West Valley Arts' award-winning youth arts apprenticeship program for teens. An expert team of master artists lead the six-week program and provide all necessary training and support in each phase of the art project. *Gallery 37* projects can be found all around the City. In 2016 *Chelonia* the turtle came to life through a litho-mosaic technique designed as a splash pad as part of the improvements to Friendship Park. In 2020 Avondale collaborated in its ninth *Gallery 37* project to bring to life a *Bugs Eye View* at the newly remodeled Festival Fields Park

The culture of Avondale, its character and identity, is defined not only by its history and customs, but by its fabricated and familiar surroundings. The City implemented several programs that support arts education and enrichment, such as the annual art contest that provides scholarship funds to further the education of high school seniors, particularly in the field of art. In 2016 the City initiated a sponsorship program to disburse grants to non-profit educational activities that directly benefit citizens of Avondale. The Hometown Heroes Banner Program created by the Avondale Municipal Art Committee, serves to pay tribute to the Veterans of Avondale.

Art involvement at City events have been a part of Avondale's culture, with partnerships with local non-profit agencies. One such public outreach initiative includes the WHAM bus at special events, offering children the opportunity to partake in creative expression and to raise awareness of Avondale's public art program. Looking towards the future there are several ways that community involvement can come into play. Art festivals will be considered to inspire the artistic community to collaborate. Tours of Avondale's public art collection, including the creation of an interactive "Art Walk" map, may bring the community together to enjoy art. Art exhibitions and "Meet the Artists" events may be organized. Colorful murals, open spaces, sidewalks, and alleys could lead to inspiring community involvement and beautification projects. The BLVD parking garage can house a temporary mural project as a seasonal exhibit.

New public art installations should actively pursue creative ways to encourage artists of all ages to get involved. Special care should be taken to identify artists in the community that are not currently involved or are from underrepresented populations and urge them to find methods to use their skills to enhance Avondale's unique sense of community.



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PILLAR 4 GOALS: CURATE INTERACTIVE ART ELEMENTS

Goal 1: Create an interactive public art destination at major visitor destinations, such as Old Town/Western Avenue, Tres Rios, The BLVD, and Phoenix Raceway.

Goal 2: Explore ways to enhance new and current art installations with social media and evolving new media.

Emphasis on beauty, aesthetics, human comfort, and creating a sense of place with special induction of civic uses and sites within community is key. The BLVD is envisioned as Avondale's trendy urban-designed development that exemplifies a high quality of life, and creates places that enrich, uplift, and inspire the human spirit. In the age of digital media, the "photogenic moment" is an artistic trend that keeps growing. With the advancements in digital media technology, leveraging social media and collaborating with the digital audience through user-generated content is the future of digital media engagement. Avondale can leverage social media and user-generated content to capture the beauty of the City from the point of view of the beholder. Today's digital tools can elevate Avondale as an arts destination, with mobile applications that bring art to life. As an example, virtual art tours can allow citizens to interact with public art by augmenting physical and virtual reality. Public art can be showcased using a variety of interactive tools such as virtual art to location-based arts.

New public art installations should enhance user interactivity and help augment the tourist offerings found throughout Avondale.

PILLAR 5 GOALS: ENSURE LONG-TERM ART SUSTAINABILITY

Goal 1: Explore additional opportunities for public art and the inclusion of additional project types as required by the zoning ordinance.

Goal 2: Ensure public art is a component of major construction and infrastructure projects where appropriate.

Goal 3: Major art installations should be included in the City Capital Improvement Plan (CIP).

Funding will play a key role in shaping the future of public art in Avondale. To sustain and expand upon the Public Art Program, it will be necessary to evaluate the current funding options, and seek out other fiscal and collaborative opportunities to continue to develop a strong public art program to enhance the quality of life and culture in Avondale.

THE FUTURE OF PUBLIC ART IN AVONDALE

Just as the City itself is ever-changing, so has Avondale's Public Art Master Plan evolved over the past two decades. This document is not intended to be prescriptive, rather it brings to light the guiding principles within which the City will approach public art. The 2021 Public Art Master Plan is relevant to the community as it is today and will likely remain so for the next decade. It is important to acknowledge that shifting social issues and social trends, advances in technology, City priorities, and other factors can have an impact on the direction that public art takes in the community.

The excitement, enthusiasm, and vision for public art in Avondale is accelerating the pace of public art projects and initiatives in the community, and it is incumbent upon City leadership and staff to seize upon the myriad of opportunities that are present for infusing this dynamic and growing City with creative and artistic expressions of its ever-changing landscape, economy, people and culture.





APPENDIX A

PUBLIC ART POLICY
GUIDING PRINCIPLES

THE PUBLIC ART PROGRAM

The Public Art Program (PAP) was established in 2005 to enhance the visual and aesthetic quality of the community, as well as enhance property values and residents' quality of life. The PAP is a broad-based program that incorporates the Public Art Policy which outlines roles and responsibilities of the City, the Avondale Municipal Art Committee (AMAC), and private development; the type, placement, and criteria of public art; and the selection and administration of the City's public art collection.

THE AVONDALE MUNICIPAL ART COMMITTEE

The Municipal Art Committee (AMAC) was first formed in January 2006 and was charged with oversight of the PAP with staff support, recommending projects, design concepts or specific purchases, as well as placement of the public art.

The AMAC consists of ten (10) members – seven (7) regular, one (1) alternate member and two (2) ex-officio members representing arts and education organizations. The AMAC is responsible for making recommendations to City Council concerning the accession, maintenance, conservation, and deaccession of Avondale's Public Art Collection.

The mission of the AMAC as prescribed by the City Council is to:

- ▶ Provide visual art that complement public buildings, parks and plazas
- ▶ Create a sense of place which enhances community identity
- ▶ Improve the design quality of public infrastructure as well as the visual environment for the residents of Avondale
- ▶ Pursue funding and resources for public art
- ▶ Recommend policies and procedures concerning public art
- ▶ Cooperate with existing public and private agencies to develop programs to further development and awareness of art.

To ensure that public art reflects the character, aspirations and sensibilities of Avondale, AMAC will at various times seek community input from residents, neighborhood associations, civic leaders, business leaders, and other community leaders.

It is the intent of the AMAC to identify and implement public art works that provide opportunities for memorable places, objects, spaces, and experiences. In keeping with existing city planning goals, Avondale's art policy calls for the following:

- ▶ Provide public art in buildings and public spaces;
- ▶ Promote Avondale as an arts destination and a part of the larger West Valley through public art
- ▶ Provide a structured process to acquire public art through donations of money, or direct donations of works of art;
- ▶ Provide for maintenance of public art throughout the city; and
- ▶ Educate the citizens of Avondale and visitors about local culture and history through art.

FUNDING FOR PUBLIC ART

On August 18, 2008, the Avondale City Council passed a Percent for the Arts Ordinance number 1324-808 relating to public art. The purpose of the ordinance is to beautify the community with a wide range of artistic elements. The ordinance can be found on the City of Avondale Planning website in the Zoning Ordinance.

The Marketing & Public Relations Department will manage the budget of the public arts program. Annual funding for public arts will included in the annual adopted budget approved by the City Council. Additional funds from grants, foundations, or other sources will be pursued to further art in the city.

The following are options that may be considered to expand the opportunities for financial resources to support public art in the City of Avondale. Possibilities include:

- ▶ Grant and foundation funding;
- ▶ Public/private partnerships;
- ▶ Private business development required to pay a percentage of project cost to a Public Art Fund
- ▶ Donations and gifts of money and/or works of art;
- ▶ Including a public arts component in future parks, building, and other public facing capital projects
- ▶ Direct appropriation of city resources through the annual budget process

GUIDELINES OF SELECTING PUBLIC ART

When selecting public art, AMAC will consider the following objectives as guides to the identification and selection of artists and the process and implementation of artworks.

- ▶ Create and enhance the image of Avondale;
- ▶ Educate citizens about local culture and history, and provide a means to expand the boundaries of artistic endeavor in keeping with Avondale's history of creativity and exploration;
- ▶ Reflect and express the core community values including cultural and other diversities, community heritage, and history;
- ▶ Integrate into all aspects of the community;
- ▶ Include thoughtful and inclusive community participation;
- ▶ Ensure that the addition of public artworks to the urban landscape be flexible, timely and relevant in context to the sites, and audiences they address;
- ▶ Showcase regional, national, and international artists;
- ▶ Integrate the work and thoughts of Avondale's design professionals and artists into the planning, design, and development;
- ▶ Create distinct places, spaces, and objects, and further Avondale's unique sense of place;
- ▶ Embrace and further Avondale's image as a city to visit, explore, and enjoy as well as a highly desirable place to live; and
- ▶ Recognize that public art is an economic tool as well as a cultural one

ROLE OF CITY STAFF

Recognizing that the AMAC is comprised of volunteer members who bring varying degrees of expertise or knowledge in public art, Avondale city staff play a key role in helping to manage and implement the vision, policies and annual action plan of the AMAC. The AMAC is staffed by city professionals who assist with the coordination of their regular meetings, and perform a myriad of tasks related to public art administration, while other experts from City departments – engineers, planners, procurement and accounting, facilities management, parks and recreation etc. – are critical to the success of the Public Art Program.

PUBLIC ART TYPOLOGIES AND CRITERIA

Public art generally falls within one of two categories:

- ▶ Permanent/Long Term Art; or
- ▶ Temporary/Rotating Art

PERMANENT/LONG TERM PUBLIC ART

Permanent/Long Term Public Art generally refers to works of art that remain in the City's collection longer than 18 months and may have a permanent placement or be rotated to different locations if it is not site specific. If they are site specific, they should be integrated into the site's architecture or other development component as approved by the City and AMAC and shall involve artists in the design, construction, and installation of the permanent work of art. Purchasing or otherwise acquiring existing pieces of public art are also possible.

When the City of Avondale provides funds for permanent art—ownership, management, and maintenance of the art shall be clearly established prior to the release of funds. This is especially important to consider when utilizing partnerships where funds for a piece of art are derived from multiple sources.

Works of art will be acquired by the City in accordance with a predetermined selection process and will become a part of its collection.

Temporary/Short Term Public Art refers to works of art that remain in the City's collection for 18 months or less and may be owned by the City or on loan from another collection. These works of art are generally those that are nonpermanent in intent and application, and are most likely not site specific, however they shall be approved by the City and AMAC prior to installation. Therefore, the artist(s) are not involved with development or capital improvement projects as a design team member. However, temporary/short term art must take into consideration the existing and/or proposed setting of its location to ensure specific physical and environmental conditions and constraints are compatible with the work of art, and to ensure it will be protected in its existing condition for the duration of its exhibition.

If the AMAC pays a fee for the temporary/short term work of art and it is constructed in a way that allows for it to be displayed permanently, the AMAC may recommend the work of art be added to the City's permanent public art collection. Any fees previously paid to the artist for the temporary/short term work of art shall be applied to the purchase price of the work.

Examples of temporary/short term public art may be works of art commissioned to be displayed in vacant store windows, with permission from the owner; until such time that the building becomes occupied.

PUBLIC ART CRITERIA

Site locations for permanent/long term and temporary/short term will be selected based on suitability; visibility; and their ability to protect, accept, and adequately showcase the specific work of art. Both outdoor and indoor settings will be included. The AMAC will identify potential sites throughout the city for staff's and City Council's evaluation. Interpretative information about the artist, artwork, project duration, and an artist statement will be included at each site.

Each piece of public art will have documentation that describes the access, lighting, identification, public information, publications and other materials necessary for the public to enjoy and embrace the work of art.

The City of Avondale and AMAC have a responsibility to see that a minimum level of interpretation relating to all artworks owned by the City is conveyed to the public. Interpretation refers to the manner and methods by which information about the artwork is shared. This includes:

- ▶ **Physical and Visual Access** – The artwork must be in a location that is easily accessible to the public. Public buildings, shrubbery, signs, or other natural or man-made features or structures must be maintained and must not impede access physically or visually to the artwork.
- ▶ **Lighting** – As appropriate, the artwork shall be illuminated so that it can be seen at night.
- ▶ **Identification** – The artwork should be clearly identified in writing, including title, artist, date, donor (if applicable), and any other information deemed appropriate. A label, plaque, sign, or other means of communicating such information should be installed near the artwork, though its design must be sensitive so that it does not detract from the artwork itself.
- ▶ **Public Access to Information** – Accurate and up-to-date records on all artworks will be maintained by the Community Relations & Public Affairs Department. Such records will be available to the public. Whenever possible, information about artworks will be posted on relevant websites, databases, and/or art industry online forums and email exchanges.

The scale, application, and venue of these projects will vary, but in general will fall into four categories of scale and seven categories of application as discussed below.

PUBLIC ART SCALE CATEGORIES

- ▶ **Intimate** – provides moments for discovery, surprise, or personal interaction. These works of art may not be immediately recognizable but happened upon or engaging the viewer in an intimate conversation. Examples might include words, poetry, or pictographs inlaid in functional elements or places, as well as sound and visual experiences that create moments of pause, reflection, and serenity.
- ▶ **Pedestrian** – engages at a pedestrian scale. This includes all types of media and experiences that function for and interact with walkers, strollers, cyclists, roller bladders, and other pedestrian activities.
- ▶ **Vehicular** – engages at the vehicular scale. This includes all types, media, and experiences that function for or interact with auto, motorcyclists, and transit riders.
- ▶ **Monumental** – is grand in scale and initially engages viewers from a distance. Although these works may also be created to work at an intimate, pedestrian, or vehicular scale, they are generally most effective when viewed from a distance—allowing understanding of their entirety—as illustrated by these signature buildings.

APPLICATION CATEGORIES

- ▶ **Sculptural** – three dimensional and free-standing art elements in either an indoor or outdoor setting. They may be visually engaging, functional, or interactive in nature.
- ▶ **Environmental** – engages or becomes a part of the landscape or environment. Generally, consists of elements of nature (i.e., vegetative or landscape forms, landforms or earthworks, hydrological works, etc.).
- ▶ **Contextual** – seamlessly engages or integrates within the urban and community fabric although artistic in intent and application. Examples include, artist designed floors, paving patterns, lighting designs, or other integrated works.
- ▶ **Functional** – provides function for people or place either through application of existing elements or by becoming functional elements. Examples include, seating components, transit stops, lighting standards, water features, cellular towers, bridges and water towers.

- ▶ **Serial** – are repetitious, sequential, continuing, culminating or way finding experiences. These artworks are viewed as a collection of individual components, or community punctuations that, when applied in a serial manner, create an interactive journey through a particular place. Examples include a series of words on steps that creates a poem or story, or a series of artworks on a path, sidewalk, or road.
- ▶ **Decorative** – are applied to an existing situation or place as add-on components. These artworks embellish or decorate the urban fabric. Examples include artist paintings on already existing furniture or walls, or application of tile, glass, and other media to existing surfaces.
- ▶ **Interactive** – create opportunities for engaging people. Although they may have visual or auditory stimulation at an independent level, these works are created with a specific intention for user participation and are most successful during interaction. Examples include a sound-work that is activated by pedestrian footsteps on a pathway, or a water feature that invites people to play.

COMMUNITY PUBLIC ART CREATION PROJECTS

Community public art creation projects shall provide opportunities for community engagement and participation. Community public art can be created by groups of students or citizens (children and adults) as well as professional artists and shall be approved by the City and AMAC prior to installation. There is no need for exceptional expertise to participate in these projects. Community art projects are dictated by their do-ability and are not so complex that they deter community participation.

- ▶ They may move or be in multiple locations in the city. (As with all art, careful consideration should be given to the installation of the projects to ensure their security during public display.)
- ▶ They may be sold at the end of their public display period.
- ▶ They may be sponsored by businesses, corporations, or organizations and the projects/works could be displayed in the general vicinity of the sponsoring party.
- ▶ Groups outside AMAC can conceptualize and execute community art projects.
- ▶ AMAC will consider stipends for professional artists involved either directly or as supervisors of community art projects.

PUBLIC ART PLACEMENT

Public art placement and locations will be determined by the ability of the site to accommodate art as an improving element. The basic premise of these projects is that they will improve and enhance the appearance of the sites where they are located.

- ▶ As sites are identified, AMAC will solicit project concepts from artists or organizations.
- ▶ These projects should be limited to public space but may be placed in or on privately owned property with permission from the owner.
- ▶ Artists proposing existing site projects may solicit sponsorship from site owners, where appropriate and with permission from the owner.

PUBLIC ART PROJECT TYPES

AMAC has identified seven types of venues for permanent and long-term art concentration. They are:

- ▶ Gateway Projects
- ▶ Streetscape Projects
- ▶ Neighborhood Projects
- ▶ Park and Community Center Projects
- ▶ Community Wide Projects
- ▶ Building Projects
- ▶ Infrastructure Projects

Gateway Projects – welcome people to and identify unique/special areas. Artworks may be used to enhance the character and distinction of an area by either marking or defining boundaries and/or entrances into Avondale, unique/significant districts, and individual neighborhoods. Gateway Projects offer an opportunity to signify and identify places and enhance, enrich, and orient the community’s landscape. In addition, Gateway Projects can target key intersections, bike paths, and trail systems. In general, these projects are viewed as larger in scale and broader in application.

- ▶ **Primary Scale Categories:** Vehicular, Monumental and Limited Pedestrian
- ▶ **Primary Application Categories:** Sculptural, Environmental, Contextual, or Serial

Streetscape Projects – connect people to places. They serve to improve the visual character, comfort, and circulation ease of the city through exceptional design in physical amenities such as street furnishings, seating, trash receptacles, lighting, signage, paving patterns, and plantings. Because many of these amenities are considered design standards for urban environments, substituting these amenities as public art projects is neither a mental nor financial leap for decision-makers. Funds set aside to purchase these amenities can instead be used to create more aesthetically pleasing and pedestrian friendly features and places.

- ▶ **Primary Scale Categories:** Pedestrian, Limited Vehicular and Intimate
- ▶ **Primary Application Categories:** Sculptural, Environmental, Contextual, Functional, Serial, Decorative, or Interactive

Neighborhood Projects – bring people together. These projects will enhance shared experiences, celebrate community diversity, record community history, identify unique flavor and authenticity, and create neighborhood distinction. Neighborhood signage is an example of celebrating a district and designating a neighborhood’s boundary.

- ▶ **Primary Scale Categories:** Pedestrian, Limited Vehicular and Intimate
- ▶ **Primary Application Categories:** Sculptural, Environmental, Contextual, Functional, Serial, Decorative, or Interactive

Park and Community Center Projects – engage people. Artworks for parks and community centers will recognize the leisure activities accommodated at individual sites. Park sites are envisioned as opportunities for artworks that offer tactile experiences, invite interaction or participation, establish resting places or focal points, or respond to natural elements or landscape features of the site.

- ▶ **Primary Scale Categories:** Monumental, Pedestrian, Limited Vehicular and Intimate
- ▶ **Primary Application Categories:** Sculptural, Environmental, Contextual, Functional, Serial, or Interactive

Community-Wide Projects – orient people. These artworks will promote the city’s history, present and future, make beautiful places, ease circulation and way finding, celebrate cultural diversity and expression, foster community pride, and most importantly create memorable places and experiences. Memorable places and experiences provide recollection, further city identity, and orient both residents and visitors to a sense of place.

- ▶ **Primary Scale Categories:** Monumental, Vehicular, Pedestrian, and Intimate
- ▶ **Primary Application Categories:** Sculptural, Environmental, Contextual, Functional, Serial, Decorative, or Interactive

Building Projects – attract people. Distinctive and aesthetically designed buildings are more desirable and user-friendly spaces. Where possible, public artworks addressing this area will be included in capital budgets at conception and will include AMAC as part of the collaborative design team. In general, artworks will be site specific and may be signature buildings or integrated into the building and built at the same time as the building.

- ▶ **Primary Scale Categories:** Monumental, Intimate, and Pedestrian
- ▶ **Primary Application Categories:** Sculptural, Environmental, Contextual, Functional, Serial, Decorative, or Interactive

Infrastructure Projects – instill pride in and enhance living conditions for people. While infrastructure commonly refers to public work projects such as roads, power and water systems, and public transportation, AMAC encourages a wider definition of the word to include a cultural infrastructure. Infrastructure elements, components, and projects can be designed so the value of specific service elements such as storm sewers, water distribution mains, freeway overpasses, and solid waste transfer stations become pleasing public symbols of community pride.

- ▶ **Primary Scale Categories:** Vehicular, Limited Monumental and Pedestrian
- ▶ **Primary Application Categories:** Sculptural, Environmental, Contextual, Serial, or Decorative

PUBLIC ART SELECTION PROCESS

The following criteria will be used as the City’s standard for all public artists and artworks considered for inclusion in Avondale’s public art collection.

SELECTION CRITERIA

Collaboration – Projects should promote collaboration between the selected artist and the City as well as with any other design professionals involved in the process. This collaboration shall occur from the beginning of the design process.

Visibility – Artworks should be located in areas where residents and visitors live and congregate or be highly visible to as many of Avondale’s citizens and visitors as possible.

Accessibility – Artworks shall be accessible to all. Access shall comply with provisions of the Americans with Disabilities Act as well as local and state laws.

Quality – Project materials and design shall be of the highest quality to ensure the enduring character of the artwork and eliminate the need for unusual maintenance. Artwork deliberately designed to oxidize, change texture color or shape as part of its original concept and design should have it noted as such in writing and presented to AMAC as part of the artist’s original proposal.

Appropriateness to Site – Artworks should reflect the uniqueness of Avondale and be designed with respect to scale, material, and character of the site. The artwork should take into consideration the immediate host structure or space, and as appropriate, the surrounding built and natural environment. In addition, vistas, history of the site and community, social dynamics of the site, and any future planned neighboring structures and uses should be considered. The artwork must meet City standards for encroachment on public rights-of-way.

Safety – Artworks shall be designed and installed to comply with all local, state, and national building codes (including the International Building Codes); and as required by the City’s approved standards and policies; to protect the health, safety, and welfare of the public.

ACQUISITION TYPES

AMAC is responsible for making decisions as to the management, accession, maintenance, conservation, deaccession, and interpretation of the works designated as part of the Public Art Collection. Management, maintenance, conservation, deaccession are discussed in Section 4.6, Public Art Collection Administration. Acquisition and interpretation are discussed below.

Commission – refers to the contracting of an artist to create a new original artwork for a specific site or project that becomes part of the Public Art Collection. Artist Review Panels may be appointed by the AMAC to evaluate and recommend artists for a commission. In addition to members of AMAC, the panel may include City of Avondale staff members, the community at large, artists, and members of the community.

Open Competition – or a “Call to Artists” for a specific project may be used in conjunction with a review panel or in lieu of a review panel. Artists will be asked to submit evidence of past work, credentials and/or proposals. Calls for entries for open competition will be sufficiently detailed to permit artists to determine whether their work is appropriate to the project under consideration.

Limited or Invitational Competition – may also be used for a specific project. Artists shall be invited based on their past work and exhibited abilities to meet the goals for a specific project.

Direct Selection – by AMAC may also be used for a specific project.

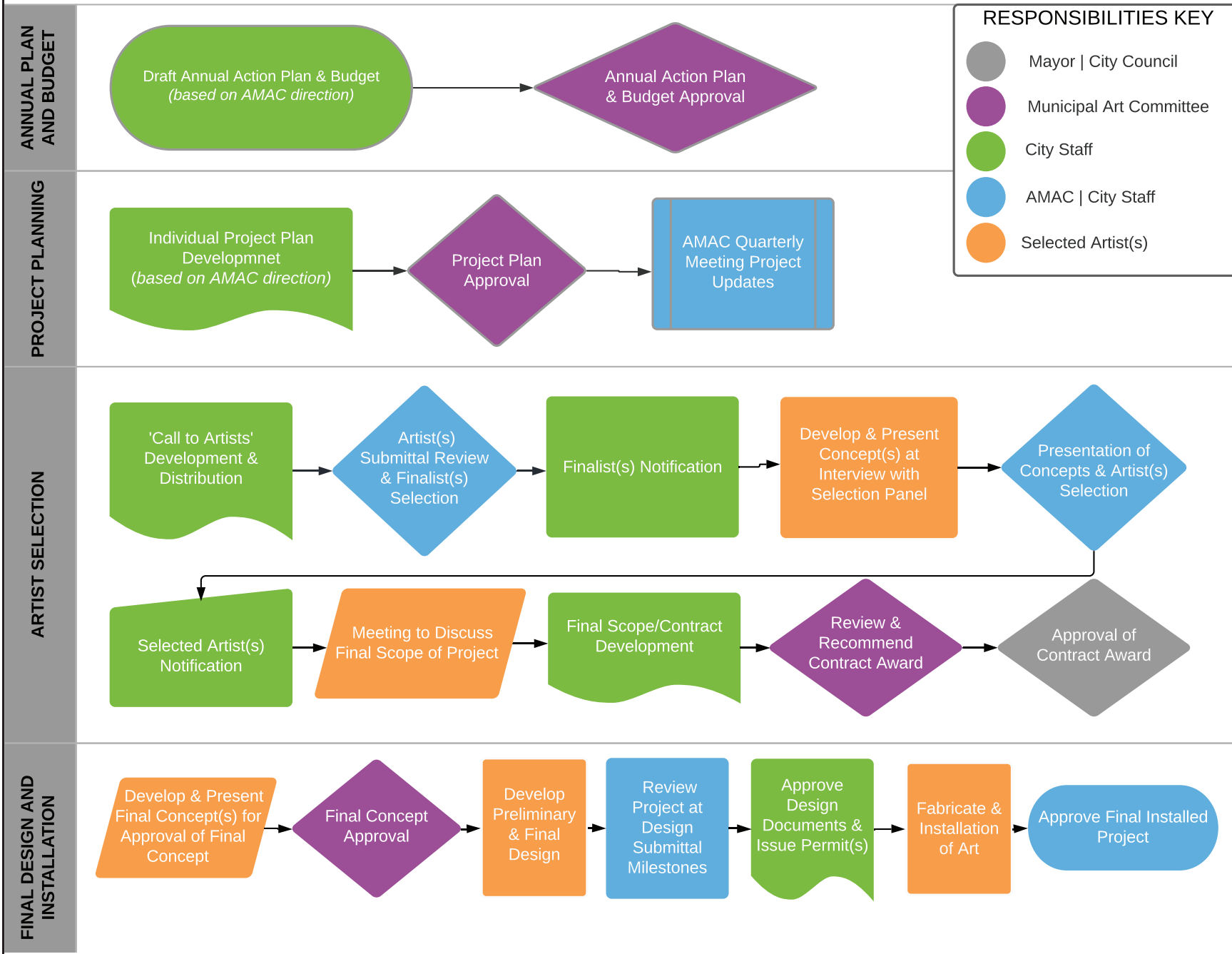
Purchase – of an existing artwork for a project or site may be used in lieu of commissioned artwork, when such a piece meets the goals and objectives for the site and is available for purchase. Such purchases will be as deliberative as those for commissioned works of public art.

Loan – works of art may be placed at an Avondale site on loan from another collection. The artwork would remain the property of the owner or artist. A loan agreement would be executed that would specify the details regarding the cost of packing, transporting, installation, insurance and maintenance of the artwork. The loan agreement shall state a specific term of the loan and the donor must complete a loan form.

Gift/Donation – artwork offered to the City of Avondale without direct financial obligation in assuming legal title will be considered a gift. The City will develop guidelines and procedures for accepting such gifts. The donor must complete a Deed of Gift which stipulates the conditions under which the artwork is transferred to the ownership of the City. The City and AMAC will select the appropriate location for the artwork and consider the liability issues associated with the artwork, including susceptibility to damage, danger to the public, or other special considerations. Consideration shall be given to the cost of installation and to the care and maintenance of the artwork. Not all gifts or donations may be accepted.

A typical public art project planning and selection process is outlined in the flow diagram on the opposite page, Figure 1.1, Annual Planning and Selection Process.

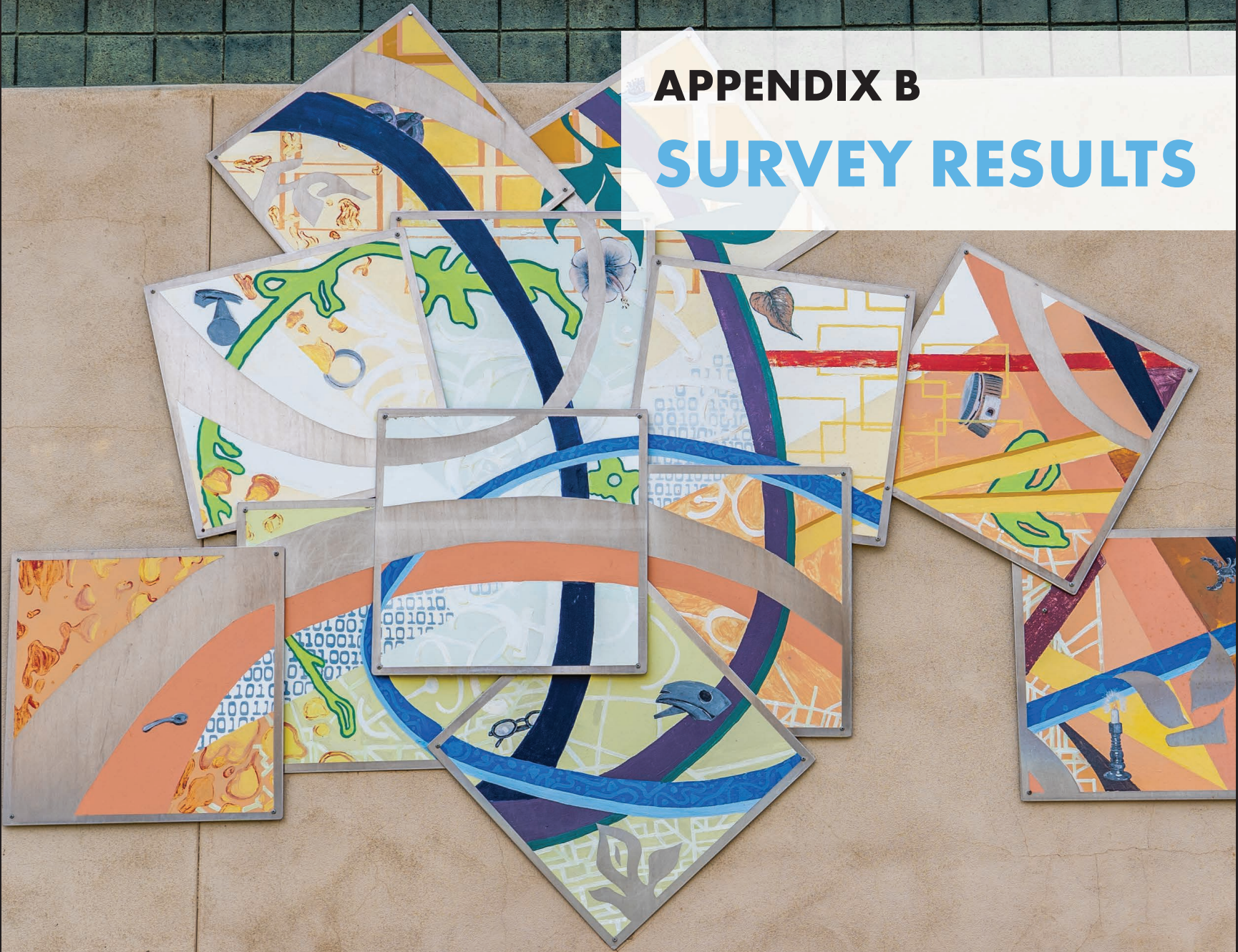
FIGURE 1.1, ANNUAL PLANNING AND SELECTION PROCESS





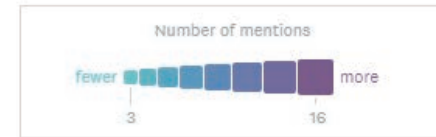
APPENDIX B

SURVEY RESULTS

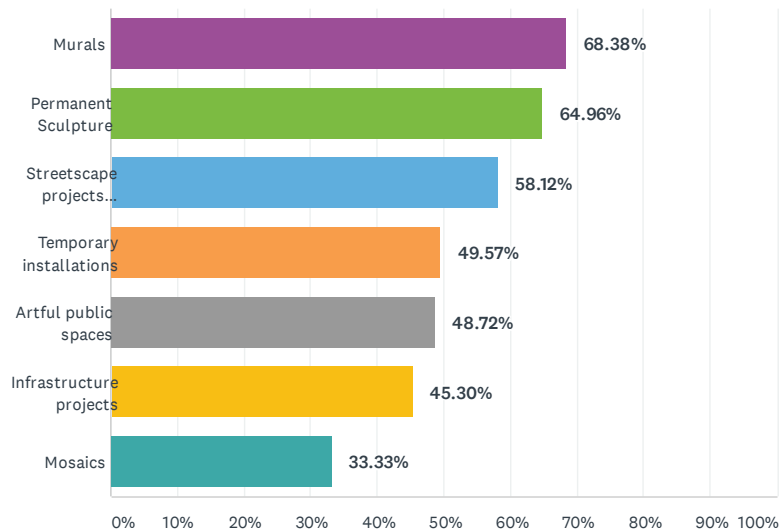


What three words would you use to describe Avondale?

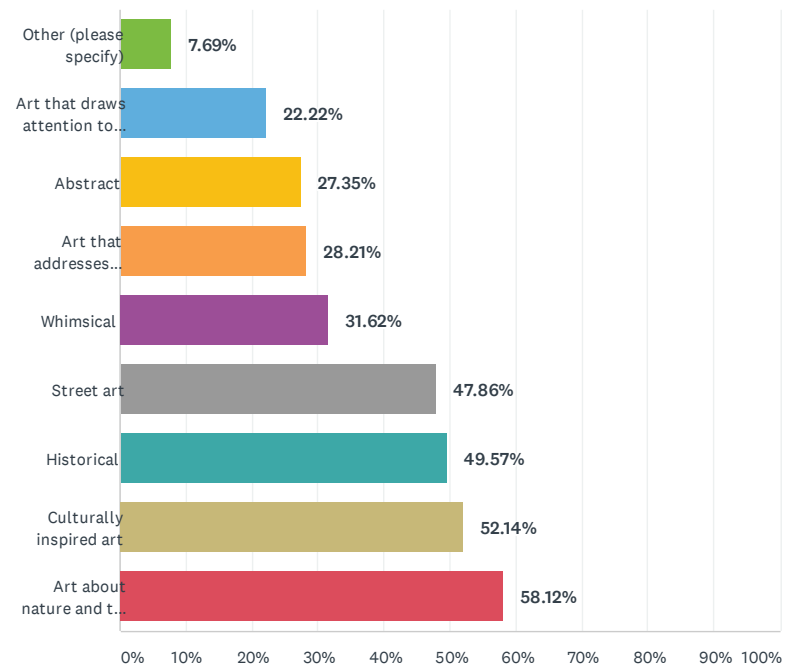
Growth eclectic Beautiful great proud small Young clean
 friendly city community progressive Growing
 Historic Family quiet Diverse Mountains Fun Quaint Home



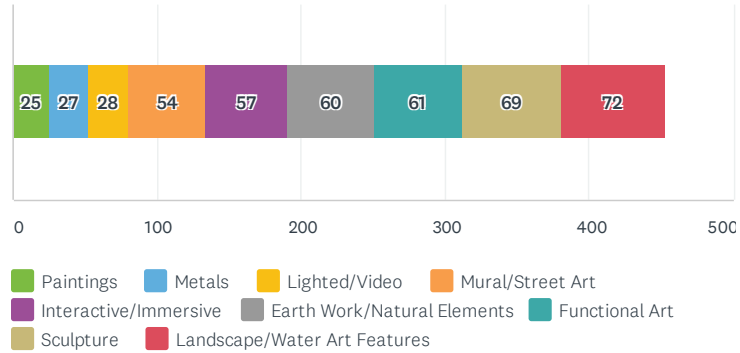
What kind of public art have you seen in Avondale?



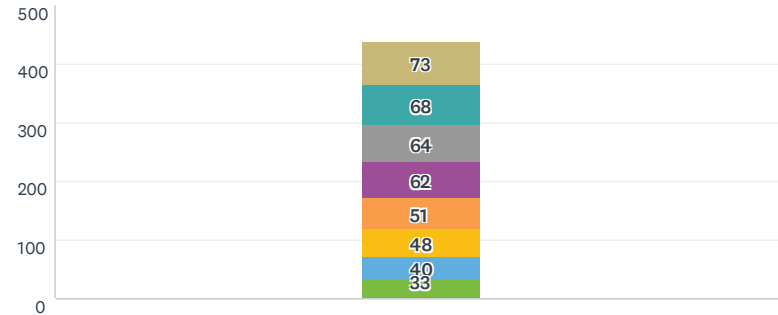
What type of art speaks to you?



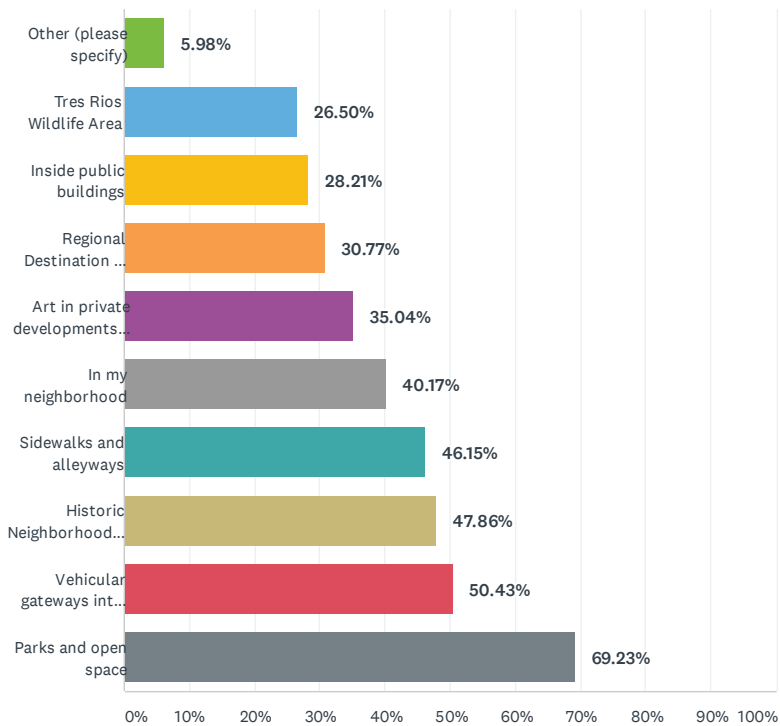
What type of public art media would you most enjoy?



What public art opportunities are important for Avondale?

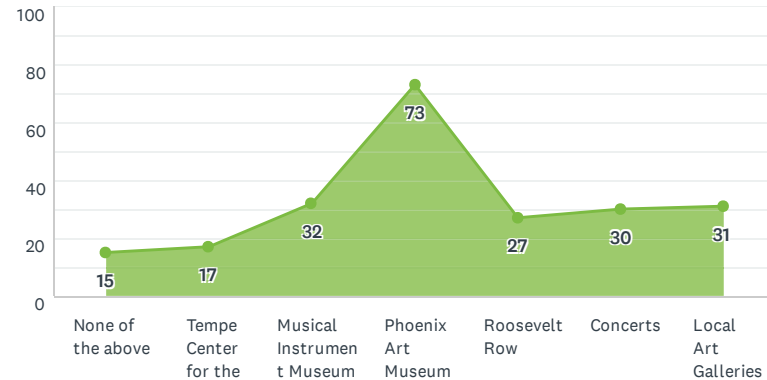


Where would you like to see art in Avondale?

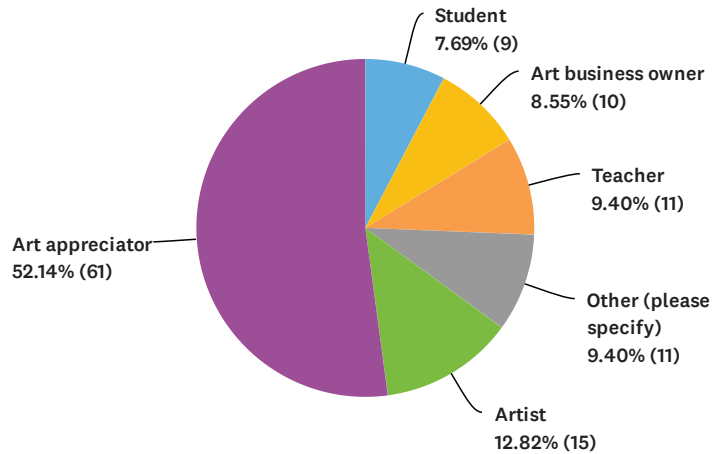


- Temporary art projects
- Educational lectures and presentations
- Art openings and events
- Creation of Artists' Live/Work Space
- Hands-on community art-making experiences
- Opportunities for local artists, makers and entrepreneurs
- Opportunities for youth, art scholarships
- Beautification and Mural Program

Where do you go to enjoy art in the Valley?

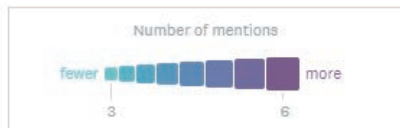


What best describes your relationship to the arts?

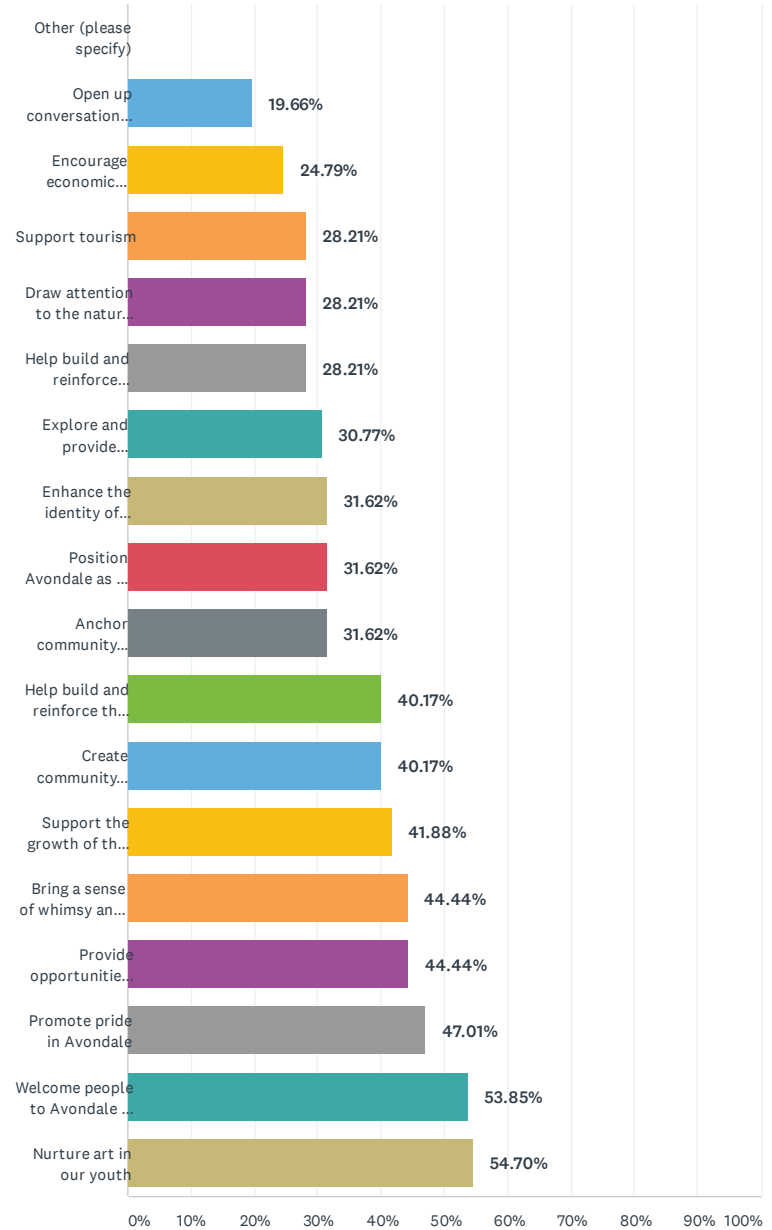


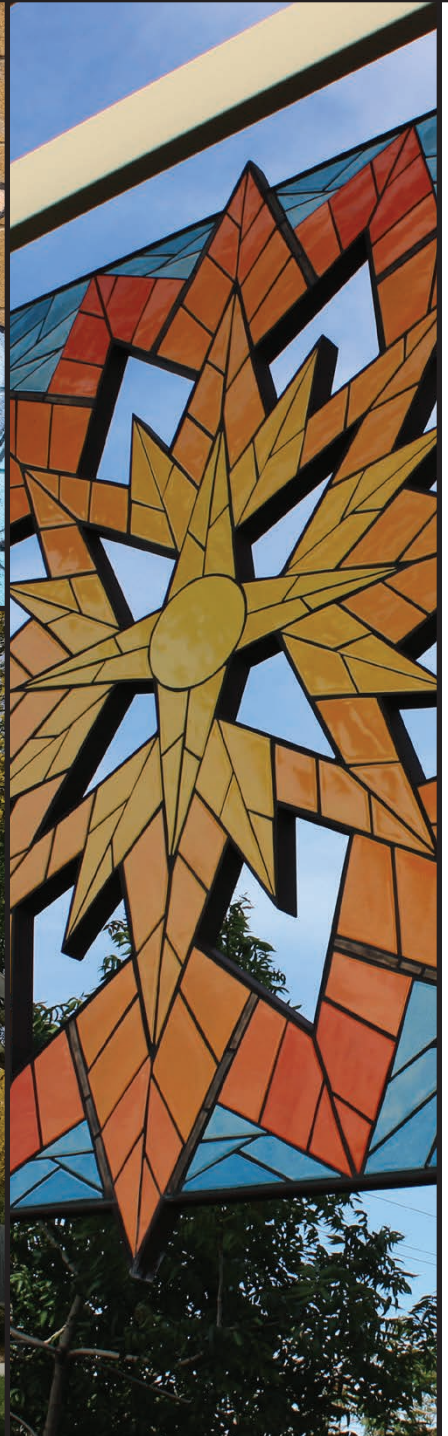
In what area or neighborhood of Avondale do you live?

Garden Lakes LIVE Old town Roosevelt park Avondale
 Crystal Gardens sorry Las Ligas Rancho Santa Fe Cashion
 Coldwater Springs work Phoenix



What ways are best to support the art community?







Avondale

Aspiring. Achieving. Accelerating.

PUBLIC ART MASTER PLAN

seeks to define Avondale as a unique sense of place, with a community identity that celebrates the past and embraces the future as a rich and vibrant arts and entertainment center celebrating the talents and culture of the people who live here.

City of Avondale, Arizona
www.AvondaleAZ.gov/art