

2022 Keller Public Arts Master Plan

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introduction

The City of Keller began as a small agricultural community whose development, like so many others across Texas, was spurred on by the arrival of the railroad in the late nineteenth century. The city was officially incorporated in 1955 and experienced a significant population boom between 1970 and 2010. Keller continues to be a highly sought-after place to live and do business due to the city's unique balance of big-city comforts and small town charm. Today, Keller is home to over 45,000 people who enjoy quality schools, thriving businesses, an award-winning parks and trails system, and excellent, efficient, and innovative municipal service. In 2001, the development of a Public Arts Program was a natural progression in the flourishing Keller community. Since then, public art has become an increasingly prominent feature in Keller thanks to the efforts of the city, private individuals, local businesses, civic organizations, and the community at large. Keller has established a notable collection of sculptures and an annual schedule of family-friendly art events.

Neighboring communities have used similar approaches to public art by pursuing permanent pieces, often for city facilities or as part of capital projects, and by establishing recurring, signature art events or festivals. The Keller art community regularly leverages available cultural resources in the greater Dallas-Fort Worth area to bring a broader spectrum of art to Keller, often in creative or uncommon ways

in order to distinguish the local arts program, as well as the city, from other areas.

mission

The mission of the Public Arts Program is to support and promote a process that will encourage visual and performing arts in public places and to define the programs, policies, and guidelines for acquiring and commissioning of arts of the highest standards ~~that shall~~to enrich the quality of life for all residents and visitors of the City of Keller.



["On Alert" by Sandra Van Zandt](#)

The mission is founded on four principles that guide the Public Arts Program:

Place Making: Public art should help create and enhance existing community gathering places.

Urban Design: Public art should reflect and support the character and quality of the city's built environment, increase the overall aesthetic appeal of the community, and encourage excellence in private development.

Economic Development: Public art should be an asset for attracting and maintaining thriving businesses in Keller.

Education and Outreach: Public art should be accessible and engaging for all ages, and should support local educators and students.



"St. Basil's Cathedral" by Eric Lapointe

This Master Plan seeks to provide an overview of the Public Arts Program in Keller, define public art and its role in the Keller community, revise and update program goals, and identify potential sites for art in Keller. The Master Plan and accompanying Public Arts Policy serve as a guide for the city's leadership and staff in their efforts to further develop Keller as a destination that embraces and encourages public art.

program history

The Keller City Council established the Public Arts Program in 2001 and appointed the first Keller Public Arts Board ("the Board") of seven members in 2002. In 2016, the City Council added two alternate positions to the Arts Board, bringing it to nine members. Funding for the arts in Keller initially came from private donations and revenue from the city's cell phone tower leases. Early programming included the "Sculpture Along Bear Creek" bronze sculpture show and sale in 2004 and 2005. The Board later added paintings to the show, which became known as "Brushes to Bronze", held in 2006 and 2007. Between 2003 and 2008, the Board worked with community leaders and other public art supporters to sponsor a variety of arts events and oversaw the purchase and installation of eight permanent sculptures throughout the city. In 2007, Southwest Art Magazine recognized the City of Keller as one of the top twenty-five emerging art towns in the country. (May 2007)

The Great Recession forced city leaders to reduce public arts funding, leaving the Board to explore other avenues of providing art to the community. In 2008, utilizing Keller Town Hall as gallery space, the Board introduced a series of rotating monthly art shows

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and receptions, free to the public, that featured only Texas artists and a wide variety art styles and media.

The first “Keller Citizen Show” was held in October 2008. The name was later changed to “Keller’s Got Talent” (2012) and has been held annually since that time. In 2018, in order to increase the artists’ exposure and provide the public more time to view the shows, the Board decided to extend the length of the rotating shows, which are now held bi-monthly.

June 2009 saw the introduction of weekly “Jazz in June” concerts on the front lawn of Town Hall featuring the Adonis Rose Jazz Orchestra. The event name was changed to “Keller Summer Nights” in 2014, when the Arts Board joined forces with the Parks and Recreation Department. The rebranded event featured a wider variety of music, outdoor movies and games for kids. The event has grown to include food trucks and vendors and has occasionally hosted artists, as well.

In 2009, the Keller Public Arts Board and city staff updated the original Public Arts Policy and drafted the first City of Keller Public Arts Master Plan (adopted 2010), which included short-term goals and objectives based on the community’s art interests and needs. The plan was updated in 2016. One of the key goals involved the formation of a non-profit entity for the purpose of raising funds in support of public art initiatives within the City of Keller. With the Board’s guidance, local art enthusiasts established the Keller Public Arts Society (KPAS) in 2011 and secured their status as a 501(c)(3) non-profit organization the following year (December 2012). KPAS became inactive in 2019. (See KPAS History.)

From 2009 to 2018, the month of May was reserved for the Keller ISD (K-12) shows. Each week, a different group of schools would be featured. Public school art teachers in the community would select the “best of the best” from among their students’ art. Teachers also showcased pieces and were encouraged to sell their artwork. In 2018, the shows required more space than the city could provide, and were moved elsewhere. The Arts Board partnered with the school district by providing programs with visiting artists for the school district and arranged tours of the permanent sculpture collection and Town Hall Gallery.

The “Keller Gallery Walks,” a joint venture with the Arts Board and seven local galleries, began in January 2010 and was sadly discontinued a year later with the closing of the local galleries due to an economic downturn.

The Board expanded its sponsorship of the performing arts by hosting the Fort Worth Symphony Orchestra at Keller High School in 2010. The Board worked with the city staff to increase outreach and communication efforts, not only within the City of Keller, but also with the larger Dallas-Fort Worth arts community. Yearly symphony events and small group performances have continued to be scheduled when available.

Between 2009 and 2015, the city added six outdoor sculptures, taking its permanent collection to fourteen. The “Pathways to Play” anamorphic sculptures were coordinated and funded by groups independent of the Public Arts Program, though the Board was retained to serve in an advisory capacity on each piece.

In 2015 the City Council adopted an Art Development Fee to be assessed on certain residential and commercial development

projects for the purpose of funding art in Keller. The new funding source has breathed new life into the Public Arts Program, and hastened the need for a Master Plan and Policy that can assist with project prioritization and procedures.

In 2016, the Arts Board, in collaboration with the Old Town Keller Foundation, created a walking history tour of Keller by covering traffic signal boxes located throughout the city with historical photos and information about the city's history and citizens. The project began in 2016 and is ongoing.

Another of the 2010 objectives was achieved when a two-year rotating sculpture loan program was introduced, utilizing eleven new sculpture pads that had been created throughout Old Town. The program features the introduction of five or six new sculptures each year, for which the artists receive a stipend for the two-year loan. The inaugural "Keller Art Walk" was held in October 2017, a joint venture with KPAS and the Arts Board to celebrate the redevelopment of Old Town Keller West. The Art Walk also hosts plein air artists, musical groups, theatrical performers, dancers, etc. along the promenade, as well as a wide variety of vendors. With the exception of 2020 (when the event was canceled due to the COVID-19 pandemic), the event has grown every year. Starting in 2019, the event became the complete responsibility of the Arts Board, given the inactive status of KPAS.

In 2019, the Public Arts Board also started to oversee the Winter Film Series after the dissolution of KPAS. Originally envisioned as a festival for independent filmmakers, the Board found that what best suited the Keller community was bringing high-quality documentaries, often from overseas, on a variety of art topics, to local venues. Paired with good refreshments and lively post-film

discussions, the event quickly found a niche in the annual arts program lineup.

The historic year 2020 brought many changes to the City's Public Arts program. Due to the pandemic, all Town Hall shows were canceled and artists bookings moved to future years. Keller Art Walk was canceled, as was the Fort Worth Symphony event. The board did hold a virtual Keller's Got Talent competition and show online, using Facebook. In 2021, a virtual concert featuring the Texas Guitar Society was successfully broadcast and the Board hosted a small quintet of Fort Worth Symphony Orchestra musicians for an outdoor concert at Bear Creek Park. Thanks to the Public Art Development Fee, the Board added the fifteenth sculpture in the collection, "Playful Puppy," by Keller High School alumnus and renowned Dallas sculptor, Brad Oldham, in 2021, to bring attention and recognition to the animal adoption facility in Keller.



"Playful Puppy" by Brad Oldham

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In 2021, cancellations continued, but in October the annual Keller's Got Talent show returned to Town Hall, followed by the Art Walk festival in November

The latest Master Plan revisions (2021) seek to ensure that the original intent of the program remains in place by outlining and defining a framework for the deliberate administration and acquisition of public art for our growing community. The Keller Public Arts Board leads the effort to ensure that public art remains an important part of the city's rich cultural environment and continues to build on the strong foundation of signature events established during its first decade of existence. The Board and city staff work with a continuous improvement mindset in order to provide quality programming that is timely and appropriate for the Keller community and look forward to bringing more art home to Keller in the future.

Keller Public Arts Society history

The Keller Public Arts Board's 2010 Master Plan included "establishing a non-profit entity for the sole purpose of raising funds in support of public art initiatives within the city of Keller" in the document's main objectives. In 2012, a group of Keller residents established the Keller Public Arts Society (KPAS) and worked with city leadership to secure 501(c)(3) non-profit organization status the same year. The endeavor was short-lived, and the original group of just three members disbanded within a year of incorporation. In 2015, a new slate of officers and members revived the group and began holding meetings, participating in community events, and exploring fundraising opportunities to support the arts in Keller. Starting in 2016, KPAS hosted art-focused educational films at the

local Moviehouse & Eatery. KPAS members were involved in the first Keller Art Walk in November 2017 and continued to help in 2018.

Despite the passion many KPAS members showed for the arts, by 2019, the organization lacked clear leadership and the group voted to make the organization and the 501(c)(3) designation inactive. It is the vision of the Keller Arts Board that new art lovers will revive the organization and maintain the 501(c)(3) status. The Keller Arts Board is very thankful to all those involved in KPAS from 2011 to 2019 for their help, enthusiasm and love of the arts. Their contributions were many and greatly appreciated.



Portrait "Paint Off", Keller Town Hall 2016

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Keller Public Arts - Program History

2001

- Public Arts Program established by City Council

2002

- First Public Arts Board appointed by City Council

2008

- Rotating art shows started at Keller Town Hall
- First Keller Citizens' Show (later named "Keller's Got Talent")
- Shift of cell tower revenue away from Public Arts

2009

- Jazz in June concerts began (later renamed "Keller Summer Nights")

2010

- First Keller Gallery Walks held
- First Fort Worth Symphony Orchestra Concert held at Keller High school
- First Public Arts Master Plan and Policy adopted by City Council

2012

- Keller Public Arts Society (KPAS) established as 501(c)(3) organization

2015

- City Council established Public Art Development Fee

2016

- Partnership started with Old Town Keller Foundation for historical walking tour
- Updated Public Arts Master Plan and Policy adopted by City Council
- KPAS started Winter Film Series

2017

- Old Town Keller Rotating Sculpture Program started
- First Keller Art Walk held in Old Town Keller

2019

- KPAS dissolved
- Public Arts Board takes over Winter Film Series (previously a KPAS event)

2022

- Updated Public Arts Master Plan and Policy adopted by City Council



what is public art?

Art, in all forms, is an expressive force and universal language that transcends age, gender, race, religion, and socioeconomic status. The term public art typically refers to works of art and architecture in any media that have been planned and executed with the specific intention of being sited or staged in the physical, public domain where they may be freely accessed by all. The term is especially significant within the art world, amongst curators, commissioning bodies and practitioners of public art, to whom it signifies a particular working practice, often with implications of site specificity, community involvement and collaboration. Public art may be thought provoking, controversial, political in nature, interactive, or whimsical. Because public art is often highly visible and can be easily and freely accessed, it can educate, inspire and challenge many people who might not otherwise experience art on a regular basis. In Keller, art placed in parks, along the trails, and in city facilities gives many residents the opportunity to encounter and enjoy art on an almost daily basis. The intent of public art is to create a sense of engagement within the community and contribute to its long term sustainability. Public art highlights a community's commitment to culture and enhances quality of life. At its most basic level, public art has the innate ability to provide pure enjoyment for people of all ages and interests. It serves to educate and inspire and stimulates creativity in the workplace and at our schools.

Public art can enhance public spaces and create destinations within a community where people walk, gather, and socialize. From a historical and educational perspective, art is often used to commemorate events, honor individuals, or identify historic locations within a region. Through song, dance, paintings, and sculpture, the diversity, heritage and unique character of a group or area can be captured, preserved, and shared with visitors and locals alike.

community aesthetics & economic development

A strong public art program can be a powerful economic development tool. By supporting local and regional artists, enhancing public buildings and spaces, and coordinating cultural events and activities, a community can create an economic driver that positively impacts local businesses, dining establishments, hotels, and residential developments. With the creation of a desirable place to live, work, and play comes the ability to achieve sustainable growth within the community.

The Public Arts Board strives to bring the highest quality art to Keller by following established policies and procedures for selecting artists and artworks and for planning events. The Town Hall art shows, for example, are by invitation only. The Board has developed extensive guidelines that require original artwork and prohibit the exhibition of duplicate or mass-

produced pieces. The Board also maintains a 500-mile radius clause in its policy and contracts for permanent pieces of art to reduce the possibility of duplicate pieces in nearby communities. The Board's adherence to policies that insist on original work bolsters the integrity and reputation of the Public Arts Program and ensures that Keller offers a unique cultural atmosphere to current and potential residents and businesses.



["La Baronessa Roja" by Stephen Potter](#)

Forward-thinking leaders in municipalities across the country, particularly in urban environments like the Dallas-Fort Worth area, recognize the importance of promoting and branding their communities in ways that will contribute to economic development and enhance their town or city's unique identity. Aesthetic appeal helps establish a community's distinct character and can have a significant, positive impact on the local economy. Aesthetic appeal further enhances the quality of life for residents and business owners and creates an inviting location for visitors. Public art, including artistic building features, sculptures, murals, and mosaics is a powerful tool for creating areas of beauty and interest that are unique to a particular community.

A thriving cultural scene attracts visitors who not only support the continued growth of art-related programs but also contribute to the local economy by patronizing local businesses. Art venues and cultural events help educate and inspire our citizens and stimulate creativity in the workplace and in our schools. In Keller, public art has the potential to serve as a key community attribute, much like the City's parks and trails, quality schools, and safe neighborhoods that provide a sense of community pride and define and distinguish Keller from surrounding communities.

vision ~~and goals~~

The Public Arts Board dedicated their initial efforts almost exclusively to sculpture acquisition and installation. Most early Public Arts Program activities focused on pedestal-mounted, three-dimensional art. Moving forward, the scope of public art within the community changed, and the exhibition of fiber arts, paintings, photographs, films and musical performances became more common. Now, there is a desire to reach the public through many other forms of art such as theater, dance, and the spoken word, and by promoting art education, art history, and art appreciation.

~~Keller's vision for public art, to be a destination and showplace of art and talent, reflects the City's overarching vision to be the premier community in which to live, work, play and invest by balancing big city comforts with small town charm.~~

The Keller Public Arts Board developed the following goals objectives to support the city's vision for art and the community as a whole, ~~over the next five years:~~

five-year goals objectives

- Update and maintain a Public Arts Master Plan and Policy
- Pursue public-private partnerships that promote and support the arts in Keller

- Coordinate an annual schedule for programming and events
- Work to provide educational opportunities to the public by leveraging Public Arts Program resources and relationships with local educators
- ~~▪ Maintain a productive relationship with Keller Public Arts Society and provide appropriate guidance in their mission to raise funds for public art initiatives within the City of Keller~~
- Update and maintain quality informational materials resources on public arts programs, activities, and the city's permanent collection of art

In addition to the Five-Year goals program objectives, the Public Arts Board also developed a list of near or short-term projects they intend to accomplish within five years, ~~mid-term projects that have been identified as priority projects but would require an increase in funding or other resources to complete~~, and a list of long-term projects that support Keller's vision for public art and should be revisited during the next Master Plan revision process.

short-term projects

- ~~• Work with the Keller Public Arts Society to establish an annual plein-air event that encourages participation of multiple visual artists~~
- ~~Oversee the artist selection, commission and installation of one mural, two permanent pieces of~~

sculpture, and establish a rotating art program of 5-8 sculptures in Old Town Keller West

- ~~Commission an animal-themed sculpture for placement in front of the Keller Police Facility/Regional Animal Adoption Center~~
- ~~Implement three~~Complete the final phases of the ~~traffic signal box ar~~historical walking tour project featuring historical photographs of Keller
- ~~Commission one piece of art each for the entry portal signs to be erected along Keller Parkway at the east and west city limits~~
- ~~Establish sculpture tour program for Keller I.S.D. art students and teachers~~
- ~~Oversee the artist selection, commission and installation of permanent art in Old Town Keller~~
- ~~—~~
- ~~Add~~Create Quick-Response (QR) codes ~~to~~for each piece of sculpture in the city's inventory
- Pursue permanent art installations at city facilities where one does not currently exist

mid-term projects

- ~~Commission one piece of art for each additional entry portal sign installed~~
- ~~Collaborate with the Parks & Recreation Board and Keller Development Corporation to pursue funding for three (3) additional Pathways to Play sculptures~~

- ~~Oversee the artist selection, commission and installation of art in Old Town Keller East~~

long-term projects

- Pursue funding for the construction of an outdoor amphitheater and performing arts center
- Collaborate with the Parks & Recreation Board and Keller Development Corporation to pursue funding for the final three (3) final Pathways to Play sculpturesart installations at the Keller Sports Park

appropriate sites for art

There are multiple locations throughout Keller that are suitable for public art, ~~and the city's long term vision for growth and development makes it likely that additional sites will materialize in the future.~~ This document seeks to define the ~~types~~ of art areas (static, rotating, performing, and creative zone) appropriate for Keller and provides guidance on potential art locations identified within the City.

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"Protector of Freedom" by Darrell Davis

static

The static art area will typically accommodate permanent pieces of art not intended to be relocated or removed, such as large sculptures, mosaics, and murals. The art work is generally designed with the facility in mind and is included to complement the existing architecture or landscape.

rotating

Rotating art areas, such as the Town Hall foyer, display items not permanent in nature and changed or removed periodically. Rotating art displays may change on a monthly, annual or even longer-term schedule. The parks and trail system, as well as the Town Center and Old Town Keller

districts, present unique opportunities to establish sculpture gardens with rotating art from local and regional artists.

performing

The Old Town Keller and Keller Town Center districts have been identified as good places for performing arts in either indoor or outdoor venues. Other locations such as schools and parks may also serve as appropriate locations.

creative zones

The term *creative zone* refers to an area specifically designed to encourage the gathering of artists with the intent to inspire their creativity through the synergy of their surroundings. This may be an area that includes design features that encourage music, dance, poetry, painting, theater, or other expressions of talent and ingenuity. It may contain a small theater-in-the-round setting, concrete monoliths suitable for murals, a band shell, inspiring landscape and hardscape features, or other amenities that would serve to attract the creative public. Creative zones may be established in parks or open space, through public-private partnerships, or as part of a private development.

potential public art sites

The following map identifies potential sites within the city that may be suitable for some form of public art. The location map does not attempt to identify the specifics of the site location

as this may be more appropriately addressed during the planning process for each particular art project. The map is intended to serve as a planning tool to allow boards, City Council, and staff a method to quickly distinguish potential sites for future art related projects. A detailed inventory of the city's existing sculpture collection is included as Appendix B.

Districts

1. Town Center*
2. Old Town Keller*

City Buildings

3. Town Hall*
4. Police Department/Jail/Animal Adoption Center*
5. Keller Pointe*
6. K-9 Pointe Dog Park
7. Library*
8. Keller Senior Activities Center
9. Municipal Service Center
10. Fire Station #1
11. Fire Station #2
12. Fire Station #3
- 13.

Parks

14. The Parks at Town Center*
15. Bear Creek Park
16. Keller-Smithfield Activity Node
17. Keller Sports Park
18. Overton Ridge Park
19. Johnson Road Park
20. Bursey Ranch Park
21. Chase Oaks Activity Node
22. Keller Veterans Memorial Park*

23. Milestone Park
24. Northeast Park
25. Bates Street Park
26. Shady Grove Park
27. Willis Cove Preserve

Entry Points

28. North Hwy. 377
29. South Hwy. 377
30. West Keller Parkway
31. Smithfield Road at North Tarrant Parkway
32. Keller Parkway at Pearson Lane
33. Davis Boulevard at Bear Creek Parkway
34. Rufe Snow Drive at Bursey
35. Ottinger Road at Town of Westlake boundary

Trails/Other

36. Bear Creek Trail
37. West Hwy. 377 Trail Underpass
38. Rufe Snow Drive Underpass
39. Town Center Trail Underpass
40. Keller-Smithfield Trail Underpass
41. Hidden Lakes Trail Underpass
42. Country Brook Drive at Crockett Street roundabout
43. Ridge Point Parkway at Marshall Ridge Parkway roundabout
44. Johnson Road at Keller-Smithfield Road roundabout
45. Bear Creek Parkway at Elm St. roundabout

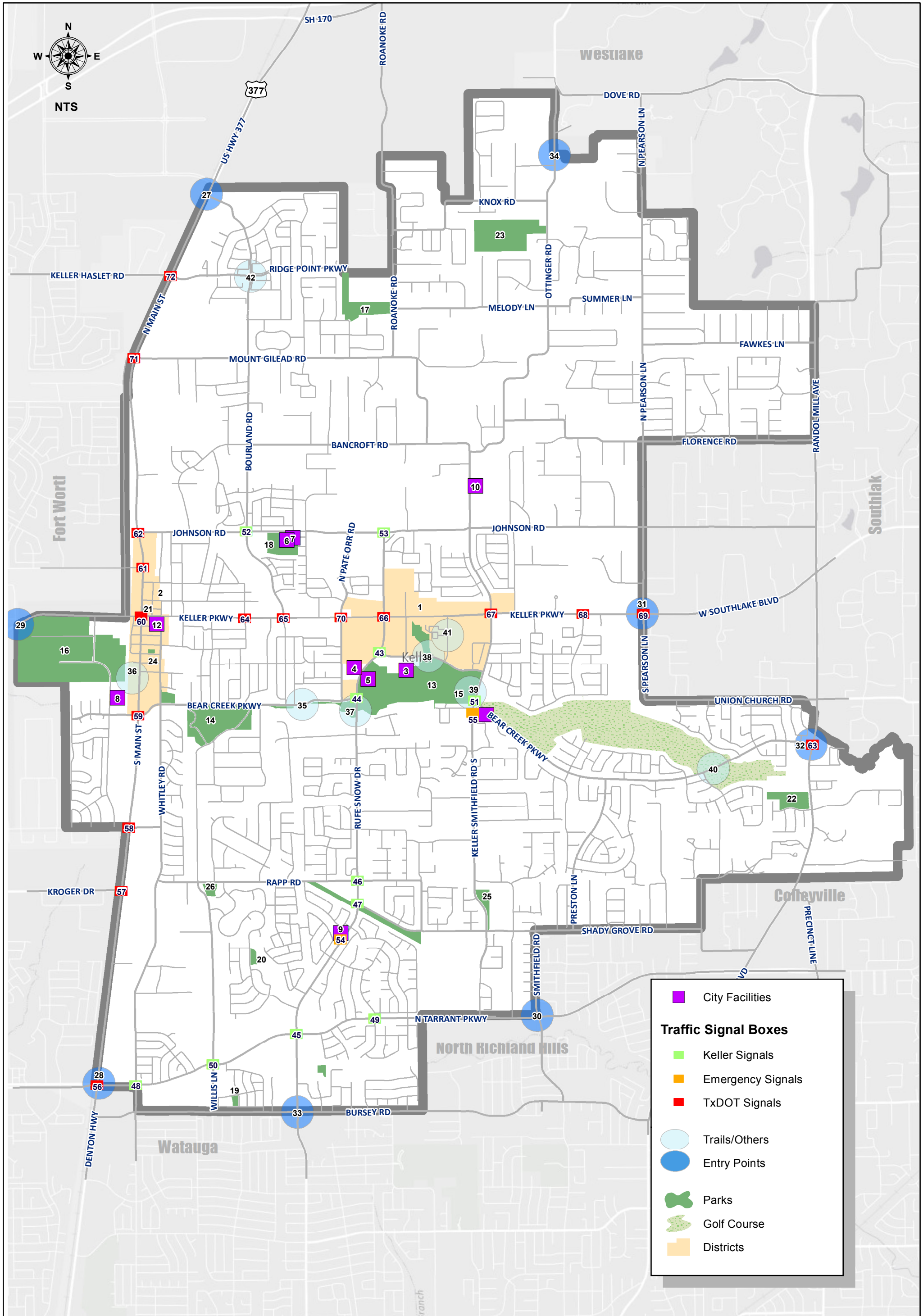
Traffic Signal Boxes

46. Rufe Snow Drive at Bear Creek Parkway (north)*
47. Rufe Snow Drive at Bear Creek Parkway (south)*
48. Rufe Snow Drive at North Tarrant Parkway*
49. Rufe Snow Drive at Rapp Road
50. Rufe Snow Drive at Shady Grove Road
51. North Tarrant Parkway at Whitley Road

- 52. North Tarrant Parkway at Highland Oaks Drive
- 53. North Tarrant Parkway at Willis Lane
- 54. Keller-Smithfield Road at Bear Creek Parkway/Keller-Smithfield Activity Node
- 55. Bourland Road at Johnson Road
- 56. Rufe Snow Drive at Johnson Road*
- 57. 1500 Rufe Snow Drive (Fire Station 3)*
- 58. 455 Keller-Smithfield Road (Fire Station 1)
- 59. Hwy. 377 at North Tarrant Parkway
- 60. Hwy. 377 at Kroger Drive
- 61. Hwy. 377 at Wall Price Keller Road
- 62. Hwy. 377 at Bear Creek Parkway
- 63. Hwy. 377 at Keller Parkway*
- 64. Hwy. 377 at Keller Hicks Road
- 65. Hwy. 377 at Johnson Road
- 66. Davis Boulevard at Bear Creek Parkway
- 67. Keller Parkway at Cindy Street*
- 68. Keller Parkway at Bourland*
- 69. Keller Parkway at Rufe Snow Drive*
- 70. Keller Parkway at Keller-Smithfield Road*
- 71. Keller Parkway at Bloomfield Drive
- 72. Keller Parkway at Pearson*
- 73. Keller Parkway at Pate Orr Road
- 74. North Main (US 377) at Mount Gilead Road
- 75. North Main (US 377) at Ridge Point Parkway

*denotes locations with current art installations

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2021 City of Keller Vision:

Keller is Texas' premier family-friendly community in which to live, work and play. We will face the issues of tomorrow while preserving our unique character.

community involvement

~~When City of Keller officials developed the city's vision to be the premier community in which to live, work, play and invest by balancing big city comforts with small town charm~~ When city officials updated the city's vision in 2021, they identified five core values essential for city leadership, staff and elected officials to model in order to achieve that vision: excellence, integrity, service, creativity and communication. The city's arts activities and acquisitions are designed to reflect this vision and further the Public Arts Program mission of facilitating and encouraging art that enriches the lives of Keller residents and visitors.

Careful planning and evaluation goes into each program, event and permanent piece to ensure the arts in Keller remain accessible to the public. Not only does the City offer a burgeoning list of art-related activities for the public to experience, the annual Keller's Got Talent show provides an opportunity for local artists to

participate and showcase their abilities in their own community.



Trinity Dance Company performs selections from The Nutcracker at Keller Art Walk, 2019

marketing strategy/communication

The same continuous improvement mindset utilized in evaluating and developing programs is also applied to publicizing the arts in Keller. Staff works with other departments to coordinate city resources that can assist with communicating arts information to the public. The goal of all public arts promotional efforts is to provide accessible, accurate and appealing information in a timely manner. The Public Arts Program budget includes a line item specifically for marketing and advertising, and options for promoting art events and activities through other channels are

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regularly explored and reviewed. In addition to promotional campaigns for particular events, basic informational materials on the public arts program, including a sculpture inventory, ~~is~~ are maintained and available for public consumption through several ~~media~~ iums. Finally, board members and city staff maintain and build upon relationships with other local art-related organizations and businesses. Many of the artists selected for the ~~monthly~~ Town Hall shows are from the Dallas-Fort Worth area, and all are from Texas, giving the board and staff an opportunity to connect with artists from all over the state.

public education conclusion

In the pursuit of its mission to enrich the quality of life of the community, Keller Public Arts focuses on accessibility to the arts. Residents often experience visual art in the course of their daily routines, and need only travel a few minutes to enjoy high quality events and performances at little or no cost. The Keller Public Arts Program serves as a resource for all members of the local community, and board members and city staff actively foster relationships with community leaders and civic organizations to raise awareness and local appreciation of the arts. Art. In order to fulfill that mission, those that oversee the program will continue to reevaluate and recalibrate Keller Public Arts to exceed the expectations of the community with their unique and creative approach to utilizing available resources, and by aligning Public Arts projects with the community vision set by the City Council. programs like the monthly art shows at Town Hall provide unique opportunities for both the artist and public. Art in Town Hall offers different visibility, recognition and exposure than a show in a private gallery, and the monthly receptions allow the public to meet

~~and visit with the artists regarding their work. The most significant component to the public arts program education goals is the partnership with the local school districts and art educators. The arts program seeks to provide activities and events that complement the curriculum in all grade levels.~~

~~In 2015 the City Council adopted an Art Development Fee to be assessed on certain residential and commercial development projects for the purpose of funding art in Keller. The new funding source has breathed new life into the Public Arts Program, and hastened the need for a Master Plan and Policy that can assist with project prioritization and procedures. This plan communicates the Public Arts Program goals and vision and provides clear direction for project planning in the future.~~

CITY OF KELLER

POLICY NAME: Public Arts Policy

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1.00 ADMINISTRATION

**REVISION DATES: 03.24.2009
06.07.2016**

**APPROVED AND DISTRIBUTED:
City Council (June 7, 2016)**

REVIEWED DATES: PAB 05.11.16

**APPROVED BY ADMINISTRATION: SJP
SMD**

**DATE: 03.17.09
05.25.16**

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**KELLER
PUBLIC ARTS POLICY**

CITY OF

I. Purpose and Vision

- A. Purpose – The mission of the Public Arts Program is to support and promote a process that will encourage visual and performing arts in public places; and to define the programs, policies, and guidelines for acquiring and commissioning of arts of the highest standards that shall enrich the quality of life for all residents and visitors of the City.
- B. Vision – Keller’s vision for public art, is for the community to be a destination and showplace of art and talent, ~~reflects the city’s overarching vision to be the premier community in which to live, work, play and invest by balancing big city comforts with small town charm.~~

The Public Arts Policy specifically seeks to:

- 1. Exhibit and make accessible arts in designated facilities and public spaces for the enjoyment of the public and to heighten awareness and appreciation for the arts;

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2. Encourage the selection of artists at the beginning stages of each project who can work successfully as members of the project design team, and to encourage collaboration among all arts and building disciplines;
3. Foster quality design and the creation of an array of artwork in all media, materials and disciplines that best respond to the distinctive characteristics of each project site and the community that it serves;
4. Select experienced artists who can represent the community of Keller;
5. Encourage the participation by citizens in the process of acquiring and commissioning of public arts;
6. Encourage the role of public arts in enhancing economic development and cultural tourism; and
7. Encourage the role of artists and public art in the functional design of city facilities and, at the discretion of the City Council, the designation of up to one (1) percent of the construction budget for public art.

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7.8. Reflect the diversity of the community and the human family as a whole

II. Definitions:

- A. Arts in public places – Any art displayed, performed, or demonstrated in city parks, rights-of-ways, or the interior/exterior of any city facility.
- B. Artwork – Includes, but is not limited to, a sculpture, monument, mural, painting, fountain, or stained glass.
- C. Artist – A practioner in the visual and/or performing arts, generally recognized by critics and peers as a professional of serious intent and recognized ability who produces fine works of arts.
- D. Artists Registry – A collection of artists and artworks used as a resource for arts, arts activities, and for the public arts selection process.

- E. City – Shall mean the City of Keller, Texas.
- F. Deaccessioning – The removal, relocation, selling, auctioning, or trading of artworks owned by the City.
- G. Donations (and Gifts) – Arts, ~~or~~ monies or services donated to the City from a private individual or institution and/or other outside sources.
- H. Loan – Works of arts provided to the City to display for a predetermined period of time and to be returned to the owner after the loan period has expired.
- I. PAB – Public Arts Board, a board appointed by the City Council that makes recommendations to the City Council regarding the public arts program.
- J. Permanent arts in public places - Any visual work of arts displayed in city parks, rights-of-ways, or the interior/exterior of any City facility.
- K. Public Arts Collection – Consists of all City owned or controlled fine works of arts.

III. Applicability

- A. This Policy applies to all Artwork commissioned by, acquired by, loaned to, or donated to the City and/or displayed, performed, or demonstrated in City parks, rights-of-ways, or the interior/exterior of any City facility for the purpose of public exhibition or use.
- B. This Policy does not apply to:
 - 1. Artworks that are massed produced or created primarily for merchandising, advertising, or commercial purposes;
 - 2. Artworks that are made by public or private school students as part of school curriculum or approved extracurricular activity;

- 3. Works that are otherwise recognized by the City Council as being outside the scope of the Policy’s purposes and goals.

IV. Public Arts Project Development Criteria

- A. Aesthetic Excellence – The artwork shall strive to be of the highest aesthetic and enduring value created by an artist who has the necessary experience and talent to execute the accepted design and has considerable experience in working with arts committees and projects related to arts in public places.
- B. Site Specific – The relationship of artworks and site shall be considered in terms of integration of arts and architecture with landscape, social dynamics, local character and surrounding urban context. Sites selected for public art shall be sufficiently accessible to have a strong visual impact on the viewing public.
- C. Durability of Design and Materials – Artworks shall be designed with consideration of minimum maintenance and requirements and maximum resistance to vandalism.

V. Policy Implementation

- A. City Council: The City Council shall have ultimate discretion authority to review, evaluate, accept, reject and oversee all phases of the Public Arts Program and the implementation of this Policy.
- B. Public Arts Board (PAB):
 - 1. Creation and Composition – The City Council shall have the authority to create a Public Arts Board that is composed of ~~seven-nine (79)~~ individuals, seven voting members and two non-voting alternates.
 - 2. Purpose – The purpose of the Public Arts Board is to act as an advisory board to the City Council to provide recommendations on all matters pertaining to the public arts program, including the incorporation of artworks into the design of selected City projects and commissioning of artworks for public spaces and facilities.

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3. Terms – Seven (7) members and two alternate members shall be originally appointed by the City Council in the year of adoption of this policy. The term shall be for two (2) years, with ~~three-four~~ (34) members up for appointment in the first even-numbered year after Policy adoption and each two years thereafter, and ~~four-five~~ (45) members up for appointment in this first odd-numbered year after Policy adoption and every two years thereafter. Members shall serve until their successors are appointed, without compensation. Any members(s) may be removed at any time by the City Council.
4. Members – Membership shall consist of at least two (2) members representing the local artistic community or an arts-related field of which one shall be a practicing artist or a curator. All members shall be residents and qualified voters of the City of Keller.
5. Responsibilities – The PAB shall:
 - a. Implement the public arts program policy.
 - b. Make Recommendations and/or consult with City Council regarding the commissioning of artworks to various artists that would complement the Public Arts Program including the allocation of public arts funds in accordance with the City’s budgeting schedule, and recommending to the City Council the placement of artworks governed by this policy.
 - c. Develop and maintain an inventory of publicly accessible spaces for the placement of public arts.
 - d. Review proposals of artist(s) and artwork(s) and make recommendations to the City Council on changes, additions or deletions and on final acceptance or rejection of such proposals.
 - e. Encourage participation by citizens in the process of acquiring, placing and commissioning of public arts.

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- f. Submit to the City Council for approval any proposed changes to previously established policies and procedures in order to maintain consistency of review and implementation.

VI. Approval Process

In accordance with Appendix A, after receiving public input and comment, each permanent Public Arts Project proposal submitted to or initiated by the PAB shall be submitted with a recommendation from the PAB to the City Council for final consideration. The City Council may, in its sole discretion, (1) request revisions and resubmission, (2) reject the proposal, (3) accept the proposal.

VII. Funding

Funding for the Public Arts Program may be achieved through, but is not limited to, the following means:

A. Public Arts Development Fee.

- 1. Per the City of Keller Unified Development Code, Section 8.14 – Public Arts Fee Requirements, the City shall assess a public art fee for certain development projects for the purpose of public art acquisition, installation and/or administration. The fee set forth in the FY2015-2016 City of Keller Adopted Budget is .25% of the construction value of applicable projects. All funds collected from this fee shall be deposited into a special Public Art Development Fee Fund and used solely for the commissioning, purchase, and administration of artwork for the Public Arts Program.
- 2. Capital Improvement Projects (CIP) – Projects exceeding \$1 million in total costs shall be identified within the City’s Capital Improvement Projects Plan and funding in the amount of one percent (1%) may be allocated by the City Council for the incorporation of public art. Total project costs shall include costs allocated for design services, construction services, project contingency, and hard costs associated with construction. Funding sources for public arts shall not include proceeds from specific use sales tax designated for parks, streets, and crime control.

- a. If the total of these combined project costs is equal to or greater than \$1 million then a separate public art line item may be established for Council consideration within the City’s Capital Improvement Projects Plan specific to the project.
 - b. If a project “materially” increases or decreases in scope resulting in a change in the total construction budget then the funding to the public art portion of the project shall also be adjusted accordingly assuming existing contractual obligations allow.
 - c. Eligible projects must meet the financial criteria described above and will include only improvements or new construction of buildings, parks, plazas, streetscapes, or other area(s) intended for use by the public and available for public view. Temporary improvements, ordinary repair and maintenance, mechanical and electrical projects, and other general public works projects shall not be eligible.
 - d. Public art is typically intended to be sited within close proximity to the project location where it can be closely experienced and viewed by the public. If a more suitable location within a one-half (½) mile radius of the capital improvement site is identified, the artwork may be installed there upon approval by the City Council. Additionally, funding from smaller qualified projects within a one-half (½) mile radius can be combined in order to better take advantage of public art funds and suitable locations for public art.
- B. Grant monies from art agencies and foundations. The city shall actively pursue grant monies for public arts for which it may be eligible.
- C. Contributions, commissions, and donations from the private and public sector that shall be deposited into the appropriate public arts fund

VIII. Donations and Loans of Artwork

- A. The City will consider donations and gifts of money for deposit into the Public Arts Donations Fund based on the circumstances and criteria outlined in the Public Arts Policy.
- B. All donations and gifts, whether financial or artistic will be used/spent as recommended by the PAB and approved by the City Council.
- C. If the artwork is not publically displayed or installed within 1 year of acceptance, then it shall be re-reviewed by the PAB and the City Council for re-approval or denial.
- D. The organization or individual who donates a piece of artwork may be responsible for the associated costs of displaying and maintaining the artwork. Examples of interrelated cost might be: installation, insurance, security, and/or lighting.
- E. A Public Arts Deed of Gift shown in Appendix C must be completed by contributors and submitted to the PAB and the City Council for consideration.
- F. The City shall control the location and arrangement of all temporary exhibitions, and reserves the right to reject any part of an exhibition or to change the manner of display if the items to be exhibited are deemed offensive in nature or lacking in artistic or cultural merit.

IX. Placement of Artwork

- A. Works of Arts donated to or purchased by the City may be located within the interior or exterior of public spaces.
- B. The City’s approved Public Arts Master Plan may be utilized to identify several pre-approved places for the placement of public artwork; however, the Master Plan shall not be a limiting factor in selecting locations not identified within the Master Plan. The Master Plan shall include a list of pre-approved sites for the placement of public arts. These sites shall take into consideration availability of water, electricity, security, and any additional infrastructure that may be necessary to support a specific piece of art.

- C. Donors of public arts may suggest to the City alternative locations for placement of arts. The PAB may consider these suggestions when making their recommendation to the City Council regarding acceptance and placement.
- D. Purchase prices of artwork shall not be posted at the placement site in which the artwork is displayed, nor shall they be listed in any exhibit brochures.

X. Identification of Artwork

- A. Signage must include relevant information such as the name or theme of the artwork, the name of the artist(s), who the artwork is presented from, and the date the artwork was dedicated. Signage may also include a brief description of the art and who it was presented to (ie. City of Keller). The signage should blend with the artwork and not distract from it. For general guidelines, please see Appendix B, Sample Identification Guidelines, examples 1 and 2.

XI. Ownership, Installation, Maintenance and Restoration of Artwork

- A. Arts accepted by the City Council shall become the property of the City.
- B. The organization that will bear the cost of installation, maintenance and restoration of arts accepted by the City Council shall be determined prior to acceptance of the artwork.
- C. Regular Maintenance – Acceptable level of maintenance for the entire display shall be the responsibility of the City unless otherwise determined by agreement with a separate organization. Consideration shall be given to specific recommendations from the commissioned artists when appropriate. Maintenance levels shall be consistent with that of the location where the art is located.
- D. Restoration or replacement – May become necessary if a piece of art is affected by the environment, storm damage, or vandalism. The City shall be responsible for the restoration of public artworks unless otherwise determined by agreement with a separate organization. If available, funding for the restoration of public art may come from the Public Art Fund, insurance, operating funds, or other sources as may be identified and/or applicable.

E. Storage – May be necessary if the work of art is delivered prior to site preparations being complete.

XII. Deaccession of Artwork

Upon recommendation of the PAB, the City Council may, at their discretion, consider any of the following courses of action to deaccession City-owned Artworks:

- A. Sell or trade the artwork (secure professional appraisal, advertise the sale, and seek competitive bids through surplus property procedures) with proceeds to be deposited in the Public Arts Fund unless specified otherwise in a related contract.
- B. Remove from display and store the artwork.
- C. Remove from display and dispose of the artwork. Options might include returning the artwork to the artist or donor, dispose of the piece through a donation to charity, or by means of an agreement with another governmental entity.
- D. Discard the artwork if no other reasonable option exists.
- E. It is understood that, based on prevailing circumstances, other methods of deaccession may be considered in the future. All methods must meet all applicable policies, procedures, and laws.

Appendix A

Public Arts Project Guidelines

The following guidelines are developed and amended from time to time by the City Council to assist with the development of permanent Public Art Projects.

I. Selection of Artists

- A. General – Whenever possible, the selection process should begin at the conceptual stage of the project so the artist(s) will be able to integrate arts concepts and artworks with the design of the specific projects and or sites. Early participation also allows for dialogue between the artist(s) and architect or designer to discuss the design processes and the inclusion of specifications for the artworks site preparation that are subject to zoning, design, and construction codes. The selection of artists or artworks should meet the following criteria:
1. The design capabilities of the artist(s) and the inherent quality of the artworks.
 2. All media forms of visual arts may be considered, subject to any requirements set by the City Council, Public Arts Board, or the Administration Department. .
 3. Artworks of all schools, styles, and tastes should be considered for the Public Arts Program.
 4. Artwork should be appropriate in scale, materials and form for the immediate, general, social and physical environments in which they are related.
 5. Consideration should be given to the artist’s previously demonstrated ability to create works of structural and surface integrity, permanence and protection against theft, vandalism, weathering, excessive maintenance and repair costs.
 6. Consideration should be given to the fact that public arts is a genre that is created in a public context and that must be judged by standards that embrace factors other than aesthetic, including public participation and functional considerations. Public arts may also serve to establish focal points and terminate areas, modify, enhance or define specific spaces, establish identity, or address specific issues of urban design.

7. The artist selection process shall ensure that the interests of all concerned parties are represented, including the public, arts community and the City.

- B. Methods of Selecting Artists: The Public Arts Board shall determine the appropriate method of artist selection.
 1. Design Team Selection – The design team for a project may directly select an artist following the criteria set forth by this Policy. This method of selection is appropriate for those city projects which have been selected to have an art-enhanced design component.
 2. Limited Competition – The Public Arts Board may invite a limited number of artists to submit credentials or proposals.
 - a. The Public Arts Board shall review the Artist Registry or other appropriate sources and select a predetermined number of finalists to be interviewed. Depending on the scope of work and timeline of the project, the selected finalists may be requested to submit their qualifications or a project proposal to the Board. If the finalists are to submit a project proposal, finalist shall be presented with information pertaining to the selection process and the project, including a site and community profile. The project architect may set a meeting with the finalists to discuss the site and/or project.
 - b. The Public Arts Board shall interview the finalists and review the artists’ qualifications or proposals. Qualifications may include a resume and samples of artist’s past work. Proposals may include models, drawings, and a written statement.
 - c. The City shall request a formal proposal from the final artist(s) selected, specifying the time frame for proposal development, payment schedule, ownership, exclusivity, and copyrights. Ownership of all materials related to the proposal including model, drawings, etc., will be negotiated between the artist and the City and the City shall have the right to exhibit and use them for educational and promotional purposes.
 3. Open Competition – Any artist may submit credentials or proposals, subject to any requirements established by the Public Arts Board or the Administration Department. Call for entries for open competitions shall be

sufficiently detailed to permit artist to determine whether their work is appropriate to the project under consideration. A project announcement shall be prepared and distributed to all artists in the Artist Registry as well as other venues. The Public Arts Board shall review all applications and select a predetermined number of finalists. The limited competition process would then follow.

4. Direct Selection – In special circumstances, the Public Arts Board may decide on commissioning one artist to work on a project. The Public Arts Board may directly select an artist or artists. Generally, direct selection will not be employed except on those projects where an open or limited competition would be inappropriate or impractical, such as a very urgent timeline or very specific project requirements.
5. Final Recommendations – The Public Arts Board has the responsibility of recommending an artist’s proposal or artwork for a project to the City Council for final approval.

II. Responsibilities of the Artist(s):

- A. Submit credentials, visuals, proposals and/or project materials as directed for consideration by the Public Arts Board.
- B. Guarantee that the Artwork or art concept is the result of the artist’s personal creative efforts except in the case of design collaboration.
- C. Ensure that the art is unique and original and does not infringe upon any copyright. The artist must agree to hold the City harmless against any claims of copyright infringement.
- D. Guarantee that the artwork or the duplicate has not been accepted for sale within 500 miles of the city limits and that the art is free and clear of any liens.
- E. Conduct necessary research, including attending project orientations and touring project sites, when possible.
- F. Design, execute, complete and transfer ownership of the artwork in a timely and professional manner.

- G. Work closely with the project manager and/or other design professionals associated with the project.
 - H. Submit to the Administration Department and the Public Arts Board any significant changes in the scope of the project, color, material, or design of the approved Artwork.
 - I. Make public presentations, conduct community education workshops or a residency as may be required by the contract with the City.
 - J. Provide a maintenance plan that includes a list of materials, diagrams, names of fabricators describing processes used in fabricating the artwork, and the descriptions and drawings of installations, specifications and details of connecting methods.
- III. Contracts, Fabrications, and Installation of Artworks, and Artist Registry.
- A. Contracts will be negotiated between the City, the City Attorney, the artists, and with other consultants, if necessary. If applicable, as determined by the City, the artist must prepare a budget that includes costs for fabrication, materials, labor, transportation, site preparation and installation, insurance, artist fee and a contingency fund. Contracts will require the artist to develop a Maintenance Plan for the artwork, which must be submitted to the Administration Department before final acceptance of the artwork is issued by the City. Contracts will be executed by the City Manager, or designee, and administered by the Administration Department.
 - B. Fabrication of the artwork will be by the artist or under the artist’s direct supervision.
 - C. Installations shall be coordinated between the Administration Department through the Public Arts Program and the appropriate representatives of the City. Whenever possible, the installation of artworks will become part of the final project’s construction contract, and will be executed by the contractor under the artist’s supervision.
 - D. The Administration Department shall document the selection process and critical stages of specific projects such as fabrication and installation. All records relating to all projects such as contracts, correspondence, memoranda, proposals, models, and billings will be kept by the Administration Department.

- E. The Administration Department shall maintain and update the Artists Registry at the direction of the Public Arts Board. The Artists Registry will be used as a resource by the Public Arts Board and the City Council for commissioning artists and art works.

Appendix B

Sample Identification Guidelines

Example #1

“The Homecoming”
A tribute to the World War II veterans by artist Jane Doe
Presented to the City of Keller by Keller Civic Group
November 11, 2002

CITY OF KELLER

POLICY NAME: Public Arts Policy

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Example #2

Title Artist Media Donor Date of Work

Appendix C

PUBLIC ARTS DEED OF GIFT

By these present I (We) irrevocably and unconditionally give, convey, transfer, and assign to the City of Keller by way of gift, title and interests (including all copyright, trademark, and related interests), in to, and associated with the object(s) described below. I (We) affirm that I (We) own said object(s) and that to the best of my (our) knowledge I (We) have good and complete right, title, and interest (including all transferred copyright, trademark and related interest) to give.

Policy Governing Donation

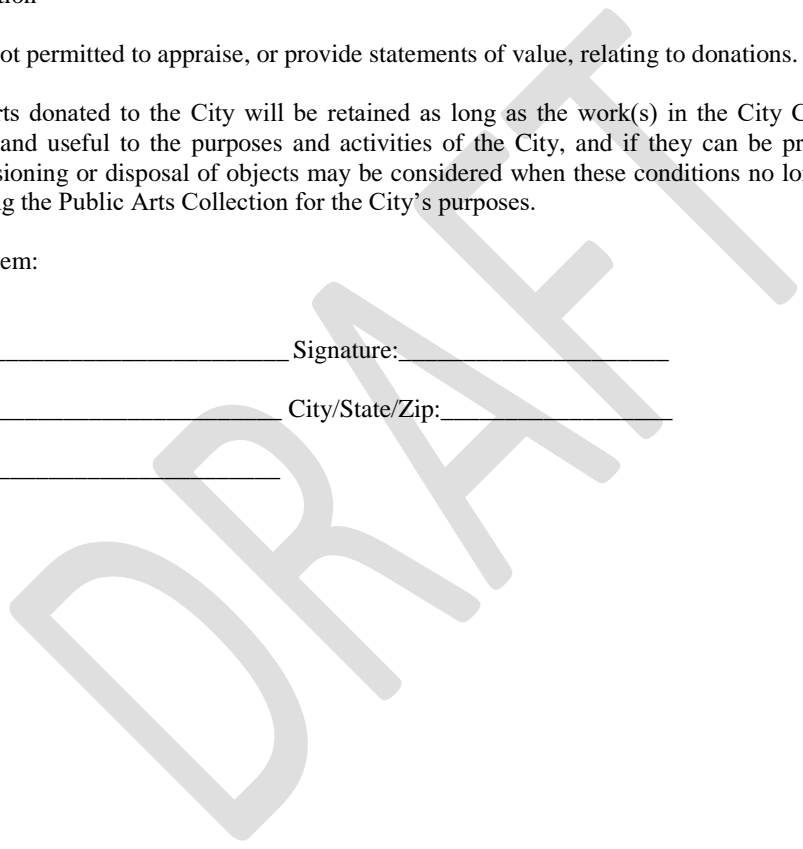
1. Staff is not permitted to appraise, or provide statements of value, relating to donations.
2. Public arts donated to the City will be retained as long as the work(s) in the City Council’s opinion continue to be relevant and useful to the purposes and activities of the City, and if they can be properly displayed and preserved. Deaccessioning or disposal of objects may be considered when these conditions no longer prevail, or in the interest of improving the Public Arts Collection for the City’s purposes.

Description of Item:

Donor: _____ Signature: _____

Address: _____ City/State/Zip: _____

Telephone: _____



ACKNOWLEDGEMENTS

Original Master Plan Adopted February 2, 2010

Mayor and Council

Pat McGrail, Mayor
John Baker, Mayor Pro Tem
Ray Brown, Councilmember
Tom Cawthra, Councilmember
Jim Thompson, Councilmember
Mitch Holmes, Councilmember

PAB Members

Brenda Wyatt, Chair
Franklin “Paco” Peterson
Dorene Badalamenti
Robin Burrill
Melinda Brown
Denise Shubeck
Robert Scarborough

Staff

Dan O’Leary, City Manager
Steve Polasek, Assistant City Manager

Updated Master Plan Adopted June 7, 2016

Mayor and Council

Mark Mathews, Mayor
Rick Barnes, Mayor Pro Tem Place 6
Debbie Bryan, Councilmember Place 1
Armin Mizani, Councilmember Place 2
Vacant, Councilmember Place 3
Eric Schmidt, Councilmember Place 4
Bill Hodnett, Councilmember Place 5

PAB Members

Brenda Wyatt, Chair
Sara Miller, Vice-Chair
Franklin “Paco” Peterson
Dorene Badalamenti
Stacey Gilbert
Shelly Hye
Matti Lascoe

Staff

Mark Hafner, City Manager

The Public Art Board acknowledges the dedication and perseverance of previous Public Arts Board members and elected officials, whose work in the early years of the Public Arts Program helped pave the way for our work today.