

ADOPTED APRIL 3, 2018

Town of Carrboro, North Carolina

Public Art Policy

I. INTRODUCTION

The Town of Carrboro's Public Art Program enriches the town's visual landscape and creates artist experiences for residents and visitors to enjoy. Public Art inspires a sense of community identity and animates civic interaction. In highlighting the Town's natural assets and enhancing the unique character of Carrboro, Public Art also aids in the effort to foster tourism and economic development.

II. PURPOSE OF THE PUBLIC ART POLICY

The purpose of the Public Art Policy is to provide a framework for the Carrboro Arts Committee to encourage, select, and implement works of Public Art in or near municipal buildings, parks, trails, and other Town-owned land and facilities.

III. GUIDING PRINCIPLES

Public Art promotes a creative living environment and lifestyle.

Public Art underscores the importance of access to art experiences for everyone.

Public Art creates more engaging, visually rich community spaces.

Public Art enhances the Town of Carrboro's community identity and promotes civic pride.

Public Art attracts tourists and other visitors who patronize local businesses.

Public Art attracts commercial investment, which provides employment opportunities.

Public Art recognizes local artists and highlights their importance as assets to the community.

IV. DEFINITIONS

Public Art or Public Artworks: Original works in all artistic disciplines located in or outside municipal buildings or in Public Spaces that are visually and physically accessible to the general public.

Public Spaces: Areas owned or controlled by the Town of Carrboro and frequented by the general public.

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V. SELECTION OF PUBLIC ART

The Carrboro Arts Committee will be responsible for receiving proposals from artists and developing calls for art, assessing the artistic merit of Public Artworks, and organizing qualified juries to aid assessment, as necessary. The Arts Committee will consider the following additional qualities in its assessments: site suitability, durability, public safety and liability, budgetary impact, and comportment with other Town policies and initiatives.

Selection may include the identification of suitable Public Spaces for Public Art projects in cooperation with the Town of Carrboro.

Public Art selection may include open competition or direct purchase.

For each Public Art project, the Carrboro Arts Committee will submit a formal recommendation to the Town of Carrboro based on its assessment of Public Artworks. This recommendation will outline the assessment of the selected Public Artwork(s), including a summary of the discussion and reasoning behind the assessment. The outline will also assess the suitability of the chosen Public Space(s) for the Public Artwork(s).

VI. BEST PRACTICE GOALS AND GUIDELINES

The Carrboro Arts Committee will utilize the Best Practice Goals and Guidelines outlined by the Americans for the Arts' **Public Art Network** when practical. The Public Art Network provides guidelines for a selection process that is ethical, fair, and reasonable for all parties. Discussion items include Requests for Qualification (RFQ's), Requests for Proposals (RFP's), Jury Composition and Design Reviews, Intellectual Property (including recommendations for the reproduction of digital images), Conflicts of Interest, Contract Indemnification, Insurance Requirements, Payment Schedules, and Conservation and Maintenance of Artworks. These guidelines can be found at the following URL.

<https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/best-practice-goals-and-guidelines>