

# **Dr. P. Phillips Art Council Policy and Procedures**

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## ***'Art provides the roadmap of a civilization'***

Lincoln Steffans - writer

### **History and Background:**

The Dr. P. Phillips Performing Arts Center (DPAC) is envisioned to be the premier home for the performing arts in Central Florida containing iconic architecture and an urban plaza that create ideal platforms for the showcase of a variety of art. DPAC is located on a 2 block, 9 acre site in downtown Orlando which is being zoned as a Planned Development in accordance with City regulations. This DPAC Art Council Policy and Procedures will establish an Art Council to oversee the development of a cohesive, seamless plan for Public Art to be incorporated into the design of the performing arts building and located in and adjacent to the building and urban plaza, in compliance with the vision of DPAC and current city ordinance and policies mentioned below:

**The City of Orlando adopted a Public Art Ordinance on 12/12/1983, (Article XXIII) (Doc #18230).** This Ordinance states that 'works of art, architectural enhancement and special landscape treatments must be integral part of the City of Orlando, if the City is to exemplify the quality of life embodied in the title of "the City Beautiful".

**The City of Orlando Public Art Policies & Procedures – Spring 2007 (Final Draft)** was issued and its purpose is to promote aesthetic enhancement of City Development projects while providing for program operation, collection maintenance and seamless inclusion of public artworks on all City of Orlando properties.

**The City of Orlando policy:** Artwork is to be created specifically for a public context or place which, through a public process, influences that context or place in a meaningful way. The main basis of qualification is that the artwork or art-places are created by an artist, artists and/or collaboration of artists and design professionals, for a public purpose.

**The Cultural Arts Policy Document, Policy 5.1.4,** states that the City shall support and promote the development of Dr. P. Phillips Performing Arts Center as the cornerstone of the Cultural Corridor and Downtown Arts.

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### **A. Definitions:**

1. Arts District – the area located with the boundaries of the DPAC Planned Development wherein these policies and procedures will regulate the display of public art.
2. Architectural enhancement – the physical result of the application of the skill and taste according to aesthetic principles to the architectural embellishment (details or systems) of a building, the placement of works or art in the interior or exterior spaces of the building, or special landscape treatments such as parks, plazas or atriums(as defined in City of Orlando Ord. 12-12-1983, Doc # 18230 – Sec. 2.169).
3. Special Landscape Treatment – landscaping that creates a park-like setting or plaza, as opposed to the landscaping requirements normally associates with the siting of public facility (as defined in City of Orlando Ord. 12-12-1983, Doc # 18230 – Sec. 2.169).
4. Works of Art – the applications of skill and taste to tangible objects produced according to the aesthetic principles and include, but are not limited to, paintings, sculpture, engravings, carvings, frescos, mobiles, murals, collages, mosaics, statues, bas reliefs, tapestries, photographs and drawings (as defined in City of Orlando Ord. 12-12-1983, Doc # 18230 – Sec. 2.169)
5. DPAC Art Council - body of individuals created in this Policy to assist in the regulation of the display of Public Art in the Arts District.
6. Public Art - defined as Works of Art, Special Landscape Treatments and Architectural Enhancements.
7. Public Art Master Plan is defined as an overall plan which presents selected sites and criteria for the selection and placement of Public Art in the Arts District.

**B. Goals and Purpose:**

The goal for Public Art for the Arts District is to provide art for everyone, to create pride in the city and to establish a unique identity for the Arts District within the City.

The purpose of this policy is to: i) create a DPAC Art Council to ensure continuity and integrity of artwork with the design concept of the Planned Development of the Dr. P. Phillips Performing Arts Center and ii) establish a process for the selection of artists and/or art to be included in the Public Art Master Plan.

**C. Policy Statement.**

The Dr. P. Phillips Performing Arts Center (DPAC) created their Art Council to generate a Public Art Master Plan for the Arts District established in the Planned Development. The Council will ensure that artwork selected maintains continuity with and the integrity of the design concept and master plan. They are responsible for selection, acquisition, siting, maintenance, and de-accessioning of Public Art.

Art shall enhance the quality of life for all people and should be a part of the daily life of the citizens and guests of the Dr. P. Phillips Performing Arts Center.

The Public art should expand the educational mission of the Arts Center by providing high quality, interesting and challenging work, accompanied by an interpretive program to the make the work accessible to the non-specialist.

The Public Art program has been developed and will be managed by DPAC while ensuring the City that the program meets the City of Orlando Public Art Policy.

The Public Art program is integral with the design of the Dr. P. Phillips Performing Arts Center and the Planned Development (PD)

**D. Art Council Membership & Meetings**

The DPAC Art Council will review the qualifications of prospective artists and proposed art work and then provide recommendations for actions related to such artists and artwork to the DPAC Building Committee. The Council shall be comprised of five (5) members and the members shall be representative of the following composition:

1. 2 DPAC representatives - appointed by DPAC chairman

2. Representative from Downtown Orlando - appointed by DDB (Downtown Development Board)
3. Representative from City of Orlando - appointed by Mayor
4. Representative from private sector not on the Board (i.e. technical expertise required - architect, planner, developer, etc) appointed by DPAC Chairman

Each Board member will serve a three year term. If a board position is vacated, then the appointment of the replacement will be made by the party initially appointing that individual.

DPAC will select one of their representatives to be the chair of the Art Council.

DPAC staff will support the Art Council as necessary and have a specific staff person(s) assigned for administrating, managing, and coordinating the Art Council Policies and Procedures.

## **E. Process/Procedure.**

### **1. Initial Artwork Master Plan (Phase 1)**

The Design Architect, Barton Myers, shall develop the Public Art Master Plan, locations of artwork and type of art work. All of the initial artwork will be Architectural Enhancements or Special Landscape Treatment that is an integral part of the building or site. The artists shall collaborate with Barton Myers and the DPAC staff to ensure continuity with the architectural vision of DPAC and the integrity of the building use and function.

The proposed initial Public Art locations are:

*Brick pattern (and ties) of exterior skin*

*Canopy/lighting*

*Terrazzo pattern in the Lobby*

*Carpet in lobby*

*Artistic lighting of the 'wave wall'*

*Plaza design*

*Streetscape and streetscape lighting design*

*'Frosted glass' design - fritted/pattern at bathroom piers*

*Screen at banquet room*

*Exit stairs*

*Education Entry (child artist)*

All proposed Public Art and its proposed location must be reviewed by the DPAC Art Council. Prior to submission to the DPAC Art Council, the art work proposals shall be reviewed by DPAC team/staff members who will provide input to the DPAC Art Council in areas of constructability, cost, operations and maintenance. The DPAC Art Council will make recommendations on art work proposals to the DPAC Building Committee.

The DPAC President shall hear appeals to DPAC Art Council recommendations and provide a resolution prior to final recommendations being presented to the Building Committee. The Public Art shall be approved by the Building Committee.

## **2. Art Consultant and Artist Selection**

Prior to the formation of the DPAC Art Council or development of the Artwork Master Plan, a consultant with an expertise in the evaluation and placement of public art and evaluation of artists skills and capabilities ("Art Consultant") will be selected through an RFP process administered by the DPAC staff with final approval of the Art Consultant to be made by the DPAC Building Committee.

Artists will be selected through an RFP process administered by the Art Consultant and DPAC Art Council. The selection of artists will be made through a two-step process:

- Step 1 – A request for the submission of portfolios will be issued to that arts community. Submissions will be evaluated by the Art Consultant and DPAC Art Council, who will develop a short-list of candidates.
- Step 2 – Candidates on the short-list will be interviewed by the Art Consultant and/or the DPAC Art Council who will then make final artist selections.

Artist shall be active artists recognized in their fields. Artists may be recognized within international, national, state/regional and local arts communities.

Artists will be required to enter into a contract with Dr. P. Phillips Performing Arts Center.

## **3. Phase 2 - Public Art Acquisition – Donated, Acquired or Loaned**

Proposed public art acquisition of existing or loaned artwork for DPAC shall be reviewed by the DPAC Art Council. The Council will make a recommendation to the DPAC Building Committee for final action.

Evaluation Criteria:

- Quality of the art work
- Context in the DAPC collection
- If the artwork is on loan, is there sufficient public support to fundraise to have it become a permanent part of the DPAC collection
- Availability of an appropriate size

- Appropriateness in size, scale, material, form, and style for the area in which it is to be placed.
- Condition, durability, installation, and maintenance requirements for the art work
- Aesthetic merit

All donated works become part of *the DPAC art collection* and as such, may be relocated.

Monetary donations to help fund art will be accepted at any time.

#### **4. Guidelines for proposed gifts or loans:**

Proposed gifts or loans to DPAC shall be reviewed by the DPAC Art Council. The Council will make a recommendation to the DPAC Building Committee for final action.

Evaluation Criteria:

- Quality of the art work
- Context
- Availability of appropriate site
- Coordination/consideration of siting, cost of installation and maintenance of art work
- Durability of art work
- Ability to maintain the art work
- Aesthetic merit

For a work proposed for loan to DPAC, the owner or owner's representative will be required to enter into an Art Display Agreement setting forth the length of the loan and other terms such as location, maintenance requirements, insurance, value of art work, installation and removal responsibility, and other conditions pertinent to the agreement.

Donated or loaned art will include identifying plaques.

#### **5. De-accessioning of Artwork**

De-accession or relocation of art work may be considered for one or more of the following reasons:

- The condition or security of the art work cannot be reasonably guaranteed at its present location.
- The artwork presents a public safety risk.
- The art work is damaged and repair is not feasible

- Significant changes in the use, character or actual design of the site require a re-evaluation of the art work's relationship to the site
- The art work requires excessive maintenance or has failures of design or workmanship.

Use the City of Orlando Public Art Advisory Board Policies & Procedures, City of Orlando Spring 2007.

**F. Contact Information.**

Dr. P. Phillips Performing Arts Center  
C/o Chair of Arts Council  
Address: 455 South Orange Ave.  
Orlando, FL 32801  
Website: [www.orlandopac.org](http://www.orlandopac.org)

**G. Forms (sample or actual).**

**Quote:**

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