

Town of Blowing Rock
Request for Council Action

FROM: Kevin Rothrock
SUBJECT: Consideration of Mural at Blowing Rock Inn
TO: Mayor and Council
DATE: September 11, 2018
REQUESTED BY: Ray and Melissa Pickett

Public Hearing Yes No Not required NA
Properly Advertised Yes No Not required NA

BACKGROUND:

Ray and Melissa Pickett are requesting approval of an art mural to be painted on the south wall facing Main Street of the newly installed storage building at Blowing Rock Inn. The art mural is being reviewed by BRAAC with a recommendation to be forwarded to Town Council.

ATTACHMENTS:

1. Photo of Sketch of Proposed Art Mural for Blowing Rock Inn

2. Resolution Establishing a Public Art Policy (Public Art Policy included within)

STAFF RECOMMENDATION:

For Council to review the sketch of the proposed art mural for Blowing Rock Inn and consider its approval through the Public Art Policy with a pending recommendation from BRAAC.

24 ft long



RESOLUTION ESTABLISHING A PUBLIC ART POLICY

WHEREAS, the Town Council of Blowing Rock believes that that a public art policy is important to the social, cultural and economic health and vitality of the Town of Blowing Rock;

WHEREAS, the Town Council wishes to create and establish a policy which will encourage the creation and installation of public art in Blowing Rock, through both public and private initiatives;

WHEREAS, the 2014 Comprehensive Plan Update prioritized the development of a “plan for the installation of public art throughout the community, with a particular emphasis in areas along major corridors through town and in the downtown area”;

WHEREAS, approximately 500 state, county and municipal public art programs have been adopted in the United States, including multiple programs throughout North Carolina; and

WHEREAS, a transparent policy for administering the public art process, including procedures for the review and selection of public art works by qualified members of the community, and the recommendation of such works to the Town Council, will foster quality public art installations in Blowing Rock;

NOW THEREFORE, BE IT RESOLVED, that the Town Council of the Town of Blowing Rock does hereby adopt the following Public Art Policy:

1. DEFINITIONS.

A. "Public Art" is hereby defined as:

- i. single edition, original visual art including, but not limited to, sculptures, murals, photographic renderings, and mosaics, installed on a permanent basis in spaces which are visible from public streets and pedestrian walkways, free of any admission fee; and
 - ii. single edition, original visual art installed on a temporary basis, for a period of not less than three months, nor more than eighteen months, in public spaces designated as public art exhibition areas for temporary installations, free of any admission fee.
- B. Designated spaces for public art installations generally shall include Memorial Park, Broyhill Park, Annie Cannon Park, the Main Street corridor, the Laurel Lane corridor, the Sunset corridor, the Valley Boulevard corridor, areas adjacent to BRAHM, areas adjacent to the American Legion building, and such other areas as may be designated, from time to time, by the Town Council. Specific locations for public art, within these general areas, shall be recommended by the Blowing Rock Appearance Advisory Commission (BRAAC) as part of its recommendations, from time to time, of specific public art works to the Town Council.
- C. Recommendations of BRAAC to the Town Council shall provide whether the recommended public art work shall be considered temporary (as defined above), or permanent. Permanent is hereby defined as the expected useful life of the structure comprising the public art work. If the work does not have a structure, permanent shall mean 25 years.

2. PROGRAM ADMINISTRATION.

- A. The Town Council shall appoint BRAAC members who shall administer the Public Art Policy and make recommendations to the Town Council, regarding proposed public art works.
- B. In the event a member of BRAAC shall desire to submit a public art work created by such member, then, prior to such submission, such member shall abstain from input on the decision.
- C. BRAAC shall have the following responsibilities, in addition to other responsibilities designated, from time to time, by the Town Council:
 - i. to solicit proposals for public art works for Blowing Rock from qualified artists, utilizing established public art processes;
 - ii. to review and consider all public art works proposed by any individuals or entities which are to be located in Blowing Rock, taking into consideration (a) the qualifications and reputation of the submitting artist; (b) the proposed location for the proposed art (if any); (c) the visual aspects and artistic quality of the proposed art; (d) the proposed method of payment for the proposed art; (e) the identity of the donor and conditions of the donation of the proposed art if it is to be donated; (f) the maintenance and upkeep cost of the proposed art; (g) the proposed ownership of the proposed art; (h) any educational or historical aspects of the proposed art; (i) any structural integrity or any special risk or safety issues; (j) insurance requirements for the proposed art; and (k) all other considerations deemed relevant to BRAAC.
 - iii. to solicit, encourage and receive public input on proposed public art works; and
 - iv. to make detailed recommendations to the Town Council with respect to any public art proposal approved by BRAAC.
- D. The Town Manager shall develop detailed procedures, informational materials and application documents necessary or appropriate for the administration of this public arts policy by BRAAC and the Town Council. Such materials shall include procedures for the oversight of installation and maintenance of public art approved by the Town Council.
- E. All public art works to be located in the Town of Blowing Rock on public property or on private property leased or licensed for public art exhibition, shall be subject to the approval of the Town Council, based on the recommendations of BRAAC.

F. PRIVATE DEVELOPMENT.

The Town of Blowing Rock shall encourage voluntary participation in the public art process by developers of projects on private land. Developers may participate in the public art process through on-site installations and through donations to fund Public Art. Developers shall be encouraged, with respect to on-site installations, to submit the proposed art work for review by BRAAC under this Public Art Policy.

3. EFFECTIVE DATE.

This Resolution establishing a Public Art Policy shall be effective upon approval by the Town Council.