

Town of Blowing Rock

Request for Council Action

FROM: Jennifer Brown, Director of Parks & Recreation
SUBJECT: Public Art Policy
TO: Town Council
DATE: October 9, 2018
REQUESTED BY: Blowing Rock Appearance Advisory Commission

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

BACKGROUND:

During the September 12, 2017 Town Council meeting, Town Council made a motion that was unanimously approved regarding a Public Art Policy, with a few revisions, and requested that the Blowing Rock Appearance Advisory Commission oversee the policy. Staff misunderstood the entire motion and failed to bring the revised Public Art Policy back to Town Council for final approval.

After trying to follow the original revised Public Art Policy for proposed Public Art, BRAAC realized that there were items that needed to be addressed in the policy. A special meeting was held to review the policy and make changes on September 27, 2018.

After review and discussion, a final proposed Public Art Policy was unanimously voted for approval. They also added an application to the policy to be able to have some background information before the artist/organization presents their proposed public art to BRAAC.

ATTACHMENTS:

1. Public Art Policy Sequence of Events
2. Original Public Art Policy from 2017
3. New proposed Public Art Policy and Application

STAFF RECOMMENDATION:

Recommend that the new Public Art Policy and application that BRAAC created be adopted.

Public Art Policy sequence of events

AGENDA PACKET for August 8, 2017 TC Meeting

Town of Blowing Rock Request for Council Action

Town Manager – Ed Evans Public Art Policy Draft Town Council
August 8, 2017

Town Manager – Ed Evans

BACKGROUND:

Council endorsed having Art Consultant, Jean Greer, come to Blowing Rock to address Council and the community stakeholders in reference to public art. She visited sites in Town and reviewed status reports with the NC DOT staff and presented a Power Point Presentation at our Regular Town Council meeting on April 24, 2017. The presentation was entitled: *Overview of Public Art Practices*.

During the presentation, Ms. Greer recommended that we develop a Public Art Policy to guide us for future art display decisions and gave us a sample art policy from Durham, NC.

The draft policy following was developed by input from several sources and was drafted by Attorney, John Aldridge. He was aided by Lee Carol Giduz, sample art policies, including the sample provided by Ms. Greer from Durham, NC. Additionally, the town manager provided input. Thank you, John Aldridge, for drafting this policy.

STAFF RECOMMENDATIONS:

Town Council discuss the policy presented and determine if it meets the needs of the Town and approve if this represents Town interests appropriately

August 8, 2018 (Initial Policy submitted) in Agenda Packet

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;

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; and

WHEREAS, the Town Council desires to create a resource which can be used in the future, at the option of the Town Council, to fund public art projects 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 twelve 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 Street 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 Public Art Commission (as defined below) as part of its recommendations, from time to time, of specific public art works to the Town Council.

C. Recommendations of the Public Art Commission 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 a Public Art Commission (the "Public Art Commission") which shall consist of not less than three and not more than six members serving terms designated by the Town Council. Members of the Public Art Commission shall be knowledgeable and experienced in the arts (including architecture and landscape architecture) and otherwise qualified to review and consider, and make recommendations to the Town Council, regarding proposed public art works.
- B. In the event a member of the Public Art Commission shall desire to submit a public art work created by such member, then, prior to such submission, such member shall, by written statement to the Town Council, resign from the Public Art Commission. Such resigning member shall not be eligible for reappointment to the Public Art Commission for a period of five years.

Upon such resignation, the Town Council may, at its discretion, appoint a replacement member to the Public Art Commission.

- C. The Public Art Commission 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 the Public Art Commission.
 - 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 the Public Art Commission.
- 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 the Public Art Commission 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 the Public Art Commission; provided, however, disapproval of any public art recommendation made by the Public Art Commission shall require a vote of disapproval of four of the five members of the Town Council.

3. PERCENT FOR PUBLIC ART FUND.

Each fiscal year of the Town of Blowing Rock, the Town Manager shall recommend an amount, from zero percent to one percent, of the proposed capital budget for that fiscal year, to be set aside in a "Fund for Public Art," for the installation of public art in Blowing Rock. Such funds may be used:

- 1. to pay for or supplement the cost of public art recommended by the Public Art Commission;
 - 2. for public art commissioned by the Town of Blowing Rock on the recommendation of the Public Art Commission;
 - 3. for the maintenance and repair of existing public art projects;
 - 4. for installation of temporary public art projects recommended by the Public Art Commission;
 - 5. for the costs of administration of this Public Art Policy; and
 - 6. for any other purpose related to this Public Art Policy approved by the Town Council.
- ### 4. 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 the Fund for Public Art. Developers shall be encouraged, with respect to on-site installations, to submit the proposed art work for review by the Public Art Commission under this Public Art Policy.

5. EFFECTIVE DATE.

This Resolution establishing a Public Art Policy shall be effective upon approval by the Town Council. August 8, 2017.

Mayor Hilari Hubner, Town Clerk

J. B. Lawrence,

MINUTES from the Meeting above that took place on August 8, 2017

Town of Blowing Rock Town Council Meeting August 8, 2017 (regarding Public Art Policy)

NEW BUSINESS

1. PublicArtPolicy

Town Manager Evans advised Council endorsed having Art Consultant, Jean Greer, come to Blowing Rock to address Council and the community stakeholders about public art. Ms. Greer visited sites in Town and reviewed status reports with the NC DOT staff and presented a Power Point Presentation at a workshop entitled "Overview of Public Art Practices" which was held on April 24, 2017. Town Manager Evans further advised that during the presentation, Ms. Greer recommended the Town develop a Public Art Policy to guide for future art display decisions and gave a sample art policy from Durham, NC.

Town Manager Evans stated a draft policy was developed by input from several sources and was drafted by Attorney, John Aldridge. He was aided by Lee Carol Giduz, sample art policies from other towns, including the sample provided by Ms. Greer from Durham, NC and by Manager Evans.

John Aldridge commented from the audience that he only served as a scrivener drafting this document and nothing more.

Council Member Pickett made a motion to study this policy and discuss at the next Council Meeting, seconded by Council Member Steele. Unanimously approved.

September Town Council Meeting Agenda Packet

This packet included the updated or second iteration of the Public Art Policy document. It is seen just below.

RESOLUTION ESTABLISHING A PUBLIC ART POLICY – Sept 12, 2018 TC Packet

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:

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A. . "Public Art" is hereby defined as:

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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 Public Art Commission (as defined below) as part of its recommendations, from time to time, of specific public art works to the Town Council.

- C. Recommendations of the Public Art Commission 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 a Public Art Commission (the "Public Art Commission") which shall consist of five members, one member from the Blowing Rock Planning Board, one member from the Blowing Rock Appearance Advisory Commission, one member from the staff or Board of Directors of the Blowing Rock Art & History Museum, and two at-large members who shall be knowledgeable and experienced in the arts (including architecture and landscape architecture) and otherwise qualified to review and consider, and make recommendations to the Town Council, regarding proposed public art works.
- B. In the event a member of the Public Art Commission shall desire to submit a public art work created by such member, then, prior to such submission, such member shall, by written statement to the Town Council, resign from the Public Art Commission. Such resigning member shall not be eligible for reappointment to the Public Art Commission for a period of five years. Upon such resignation, the Town Council may, at its discretion, appoint a replacement member to the Public Art Commission.
- C. The Public Art Commission 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 the Public Art Commission.
 - 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 the Public Art Commission.
- 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 the Public Art Commission 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 the Public Art Commission; provided, however,

disapproval of any public art recommendation made by the Public Art Commission shall require the vote of four of the five members of the Town Council.

3. 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 the Public Art Commission under this Public Art Policy.

4. EFFECTIVE DATE.

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

MINUTES

Town of Blowing Rock Town Council Meeting September 12, 2017 (regarding Public Art Policy)

New Business

2. Public Art Policy

Manager Evans briefly reviewed the history of the public art policy and how it came about. Mr. Evans advised in the August Council meeting, Council was presented a draft copy of a Public Art Policy for review. Mr. Evans explained the first draft copy contained some items that were not favorable, and a revised draft policy has been completed for Council's review. Mr. Evans briefly reviewed some of the changes to the policy.

Mr. Evans advised originally the recommendation was to have a Public Art Commission formed to administer this policy. He explained after further discussion with BRAAC, and after BRAAC submitted a formal letter requesting they be considered to serve in this capacity, it is the feeling by BRAAC members that they are very well suited to perform this function without the need of another body. Mr. Evans stated BRAAC would like Council to consider adopting this art policy and having it fall under the leadership of BRAAC.

Mayor Pro-Tem Yount asked if he was correct in stating this whole public art policy came about because of NCDOT requesting the Town have someone connected with a public art background. Mr. Evans advised in his discussion with members of NCDOT this all came about when a particular artist went to NCDOT to seek opportunities to present public art along the 321 corridor. NCDOT looked at the request and agreed on some potential sites for public art, but felt they aren't the appropriate ones to make the decisions on public art. Therefore, it fell upon the Council to put a policy in place and administer that policy.

Mayor Pro-tem Yount made a motion for BRAAC to be the advisory board to administer the public art policy, seconded by Council Member Pickett. Unanimously approved.

Council Member Matheson asked Manager Evans to thank John Aldridge for his hard work drafting the art policy. **Public Art Policy – Attachment**

Taken from Video of September 12, 2018 Town Council meeting

At 1:46 on Video. 2nd iteration of policy; Change to 18 months instead of 12 months for temporary art definition; Took out town budgeting money for art; Town not to fund any part of art; Remove super majority; Commission of five members initially suggested in Draft Public Art Policy, but BRAAC offered to serve as the commission; Ask Council to consider BRAAC for oversight; Al and Sue 100% in favor of BRAAC for oversight; Unanimous approval; Staff Charged to Revise document to indicate BRAAC is the oversight group for public art and bring back to Council; Also, staff asked to thank John Aldridge

This is the Resolution that was amended from that submitted in the Town Council Packet for the September 12, 2017 meeting.

RESOLUTION ESTABLISHING A PUBLIC ART POLICY

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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

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- 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:
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 - 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.

CONCLUSION OF STUDY REGARDING THE PUBLIC ART POLICY

Staff failed to bring the Public Art Policy back to Council after the BRAAC meeting where all recommended changes were implemented into the document. Therefore, staff will bring the Public Art Policy back to Council in October 2018 for approval of the original document.

I have been advised that BRAAC has discovered some other areas where they would like to have Council consider some additional changes. If that is ready, we will bring that to Council in October 2018.

We will hopefully address all issues in the next document brought to Council.

Ed

New Proposed Public Art Policy

I. Purpose of Public Art Policy

The purpose of this policy is to provide guidelines on the review, location and maintenance of public art to be located on Town owned property and/or other government owned property or within Town owned facilities.

The goals of the policy are to support the Town's desire to:

- A. Enhance the beauty of Blowing Rock's community by placing quality art in highly accessible and visible public places for residents and guests to enjoy.
- B. Provide an efficient and effective process for approving, placing and maintaining public art on Town owned property and/or other government owned property or within Town owned facilities.
- C. Ensure ongoing maintenance and sustainability of public art pieces located on Town owned property and/or other government owned property or within Town owned facilities.

II. Definition of Public Art

Public art for the purpose of this policy will be defined as any original creation of art in any media that:

- 1) Is acquired with public monies or a combination of public/private funding.
- 2). Is acquired with public monies and proposed to be located on Town owned property and/or other government owned property or within a Town owned facility.
- 3). Is donated or loaned to the Town of Blowing Rock.
- 4). Is a privately sponsored artwork that is proposed to be located on Town owned property and/or other government owned property or within a Town owned facility.

III. Public Art Administration

- 1). All public art pieces will be submitted to the Blowing Rock Appearance Advisory Commission through the application process to be reviewed,

discussed and detailed recommendations made to the Blowing Rock Town Council with respect to any approved art pieces.

- 2). In the event a member of the Blowing Rock Appearance Advisory Commission is submitting a piece of art work for review or has a part in the funding of a piece of art work being reviewed, prior to submission that member must recuse themselves.
- 3). The Parks and Recreation Department will maintain records on all public art projects in Blowing Rock. Such records must contain the following information:
 - a) application
 - b) site plans
 - c) design drawings
 - d) models
 - e) minutes of public meetings related to the project
 - f) parties involved with the project
 - g) artist biography

IV. Selection Criteria for Public Artwork

- 1). *Style and Nature* - the proposed public art should be compatible in style, scale, material, form and content and should form an overall relationship with the proposed location.
- 2). *Quality and Elements of Design* - the proposed public art piece should not be reviewed only on aesthetics, but also if the piece complements and enhances the proposed location and the purpose of the proposed public art project.
- 3). *Durability* - the proposed public art piece will be reviewed for its durability in the environment of its proposed location. The structure and surface should be sound, and it should be resistant to theft, vandalism and weathering.
- 4). *Installation / Maintenance Cost* - when reviewing a proposed piece of public art, the plans need to contain a financial statement covering all the costs of installation and maintenance of the project in order for it to be considered.
- 5). *Public Liability* - public art pieces that create unsafe conditions or contain other factors that may result in public liability will not be approved.

V. Public Art Fund

For those individuals wanting to participate in the Public Art program through donations, the Parks and Recreation Department will accept donations into a Public Art Fund. The Public Art Fund will be used for the following purposes:

- 1). To help financially fund future public art projects.
- 2). To help financially fund installation of future public art projects.
- 3). To help maintain existing public art projects.

VI. Private Outdoor Art

The Town of Blowing Rock has no opinion on private art which for the purpose of this policy will be art funded privately and not located on property owned by the Town and/or other government property or within Town owned facilities.

VII. Exclusion of Liability

The Town of Blowing Rock will not accept any liability such as theft, vandalism or damage from weather for any installed public art project.

Town of Blowing Rock

Public Art Application

Applicant Information

Contact Name:

Contact Address:

Contact Phone Number:

Contact Email Address:

Artwork Information

Title of Artwork:

Artist Contact (Please attach bio if available)

Name:

Address:

Phone Number:

Email Address:

Artwork Type:

Dimensions:

Media:

Acknowledgment plaque Y N

Desired Location:

Please attach the following documentation to the application:

1. Photographs and drawings which fully illustrate the proposed artwork
2. Proposed location map
3. Proposed site plan
4. Photos of the proposed site
5. Proposed landscape plan
6. Proposed lighting plan if applicable
7. Description of site preparation including grading, landscaping, seating, lighting, signage, etc.
8. Any proposed budget items that will not be funded by the project itself
9. Proposal to maintain the art project and any landscaping, lighting, signage, etc. for the life of the proposed art piece

I have read the Exclusion of Liability section and agree to the terms.

Signature _____ Date

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 - 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.