

Downtown Fremont Public Art Program Guidelines

I. Purpose of the Downtown Fremont Public Art Program

The Downtown Fremont Public Art Program seeks to create a diverse and stimulating cultural environment that enriches the lives of the City's residents, visitors and employees by creating a visually appealing downtown through the integration of public art of many kinds and at many levels, from single-artist commissions to artist collaborations.

II. Purpose of these Guidelines

The purpose of these guidelines is to establish procedures for the implementation of the Fremont Public Art Program.

III. Definition of Public Art

Public art is any work of art or design that is created by an artist specifically to be sited in a public space. It can tower several stories high, or it can call attention to the pavement beneath your feet. It can be cast, carved, built, assembled or painted. Whatever its form, public art attracts attention. By its presence alone public art can heighten our awareness, question our assumptions, transform a landscape, or express community values, and for these reasons it can have the power over time to transform a city's image. Public art helps define an entire community's identity and reveal its unique character.

IV. Reasons for Public Art in Fremont

Public art enriches the lives of citizens and visitors in a number of ways. Public art in Fremont should:

1. Enhance an experience of being in a public space
2. Create a sense of place
3. Contribute to the visual character of the community
4. Give visual expression to local values and cultural diversity
5. Foster collective memory and can give meaning to a place recalling local history
6. Further the community's sense of spirit and pride

V. Goals

The primary goals of the Downtown Fremont Public Art Program are as follows:

1. To contribute to the quality of life of our citizens by increasing their access to visual arts and to create a more aesthetically pleasing urban environment
2. To invest in the local arts community and to integrate the work of artists into public spaces
3. To enhance our social, physical and economic environments by displaying art in public places
4. To promote the economic vitality of the City by using public art to brand Fremont as a destination for regional tourism

Specifically, the Fremont Downtown Development Authority (DDA) seeks to develop a Public Art Program that:

1. Creates a collection of work that reflects a unique artistic vision
2. Fosters innovation and creativity and promotes artistic excellence
3. Represents a broad variety of media and styles
4. Reflects Fremont's history, citizenry and natural beauty
5. Reflects Fremont's diverse spectrum of beliefs, cultural heritage and traditions
6. Promotes the integration of art with downtown architecture and landscape
7. Endeavors to enhance the aesthetics of the built environment
8. Enables local and regional artists to work in the public sector but does not preclude other artists from contributing
9. Allows all segments of the population to enjoy the artwork, including people with disabilities
10. Provides opportunities to artists of all racial, ethnic and cultural backgrounds, artists with disabilities, and artists of all other diverse groups
11. Involves the community directly through participation in the public art process and through community outreach activities
12. Creates financial and project partnerships as often as possible to involve the community in sharing in the investment and the rewards
13. Documents, maintains and conserves works of art in the public collection, regardless of source of acquisition
14. Advances imaginative urban design as a component of the City's community development goals
15. Strengthens community identity and pride

VI. Future Goals

The following are future goals of the Downtown Fremont Public Art Program:

1. To expand the Downtown Fremont Public Art Program to include the entire Fremont community (Branch off from the DDA)
2. To develop a Public Art Program Master Plan to establish particular parameters, themes or objectives relating to public art in the Fremont community
3. To inventory the public art collection on the City's website
4. To identify possible funding sources
5. To create a Fremont Public Art walking tour
6. To create a Fremont Public Art Program brochure (possible regional brochure)

VII. Fremont Downtown Development Authority (DDA) - Public Art Subcommittee

Composition: Any member of the Fremont DDA or the Fremont community who has an interest or expertise in public art.

Appointment: There are no appointments to the Public Art Subcommittee. The Subcommittee consists of volunteers.

Responsibilities: The Public Art Subcommittee shall be responsible for the following:

1. The ongoing oversight of the Public Art Program
2. Establishment of policy and procedures under which the Public Art Program operates
3. Reviewing and making recommendations regarding public art in Fremont to the Fremont DDA. The DDA, in turn, will make recommendations to the Fremont City Council.
4. Administering competitions for the selection of artists for public art projects
5. Reviewing and recommending to the Fremont DDA all public art selections for Fremont
6. Ensuring community outreach and citizen participation in the Public Art Program

VIII. Public Art Placement in Downtown Fremont (See the attached Fremont Public Art Placement Plan for location and ideas as to where and the type of public art to incorporate in Downtown Fremont)

Factors to consider in placement of public art in Fremont include:

1. Visibility and civic prominence
2. Public accessibility to artwork for all individuals, including those with special needs
3. Public safety and liability issues
4. Vehicular and pedestrian traffic patterns
5. Relationship to architectural
6. Relationship to natural features and landscape design
7. Environmental impact
8. Future plans for area
9. Social context of the public space

IX. Types of Public Art

The following are types of public art to consider in Fremont:

1. Banner: Hanging fabric with designs
2. Bust: Realistic head
3. Figure: Realistic or semi-realistic human form(s)
4. Fountain: Sculptural and water components
5. Gateway: Artwork meant to mark or designate an entrance or exit
6. Monument: Artwork which commemorates a person, place or event
7. Mosaic: Surface decoration made of inlaid stone, glass or other material to form a picture or pattern
8. Mural: Pointed or decorated surface of a wall
9. Painting: Free-hanging painted surface usually canvas or wood
10. Relic: Historical object or part which was not originally an artwork
11. Relief: A form of sculpture that is carved or cast; design elements project outward in varying degrees from a background plane
12. Sculpture: Three-dimensional representation of an object, abstract design or living thing that is cast, carved, modeled, fabricated, fired, assembled, or a combination thereof
13. Site Work: Artwork which is incorporated into the landscape or the architectural features of a building or complex
14. Tapestry: Fabric wall-hanging

15. Totem: Carved (usually wood), free-standing pole of first Nations imagery and representations

X. Forms of Public Art Projects

The form that public art can take in Fremont is open. Public art may be:

1. Representational or abstract
2. Integrated with architecture or freestanding
3. Temporary or permanent
4. Placed inside or outside
5. A single work or a whole plaza or park
6. Functional
7. Interactive
8. Educational
9. Symbolic
10. Commemorative

Public art may also:

1. Incorporate landscape elements
2. Employ technology, such as light, sound or motion
3. Be collaborative
4. Be participatory with community

XI. Criteria for Selection of Artists

Selection of artists for public art in Fremont will be based upon the following criteria:

1. Artistic merit and quality of past work
2. Relevant experience working on a team
3. Suitability for current project
4. Maintenance issues and technical feasibility
5. Ability to meet budget and schedule
6. Diversity among public art forms and styles

XII. Outreach

Implementation of public art projects will require strong working relationships with the Newaygo County Council for the Arts, as well as other civic organizations and business groups.