

STATEMENT OF POLICY AND GUIDELINES FOR PUBLIC ART IN MADISON PARK SYSTEM

AUTHORIZATION

The Madison Board of Park Commissioners is the approving authority for policies governing the Madison Park system. This policy is intended to guide the Parks Division regarding accepting public art for display in Madison Parks.

The 2018-23 Park and Open Space Plan includes a mission statement and vision statement, which guide actions of the Board of Park Commissioners (BPC), Madison Parks Foundation and the city's Parks Division. The fifth element of the mission statement reads: "Provide opportunities for cultural interaction by facilitating community and events and through the display of public art."

This policy is intended to achieve the following:

- Guide the BPC in decision-making relative to the installation of both permanent (greater than 12 months installation) and temporary (less than 12 months) art.

Procedure

Requests to place public art in parks must originate with a City-sponsored initiative, such as one coordinated by the Madison Arts Commission, or the Madison Sports Commission, as two examples.

The workflow of art installations is:

1. Review by city Parks staff—Community Services, Operations Staff, Planning and Development, Olbrich
2. Prepare a temporary land-use permit for the art installation
3. Notify the alder and the neighborhood association, if applicable
4. BPC approval

The BPC intends to use the [Park and Open Space Plan Strategies](#) as a means to consider the acceptance and placement of art in the parks. In particular, these overall strategies are useful:

- i. Accommodate diverse activities and populations
- ii. Protect and enhance natural and cultural resources
- iii. Create equitable access and funding for parks
- iv. Increase connectivity between parks to enhance access
- v. Increase engagement with groups and organizations and develop new ones
- vi. Pursue regional solutions to regional issues

- a. Allow for broad representation of artists. Consider acceptance of work from artists who don't currently have piece (s) installed. Consider work by artists from traditionally underrepresented populations.
- b. Consider the geographic distribution within the city.
- c. Consider the visual impact of the piece, including color, form and composition of the piece.
- d. Consider harmony of the piece with physical and social setting.
- e. Consider the placement of the piece and how it will affect the property's viewshed.
- f. How does the piece fit with existing amenities/uses in the park where the piece is proposed for installation.
- g. Consider the "footprint" of a piece. How much space will it take from a park so that space will not be available for other uses.
- h. Consider maintenance of the grounds surrounding the art installation.
- i. Consider the durability of the piece, as well as insurance risk and long term maintenance obligations.
- j. Consider safety issues.
- k. Decommissioning of Public Art
 - i. A piece maybe decommissioned under these circumstances
 - 1. Lifespan of piece is exceeded (condition is beyond repair)
 - 2. The location is no longer appropriate
 - ii. Decommissioning shall follow the necessary notification as spelled out in Visula Artist's Rights Act of 1990.

*City Council approval is needed if the installation involves a Neighborhood Planning Grant