

Town Council Presentation

Westlake Public Art Program

MESA + PLANNING



PRESENTATION TOPICS

- Assessment
- Goals and Objectives
- Strategy
- Going Forward



ASSESSMENT: CARRY FORWARD LEGACY OF SOLANA

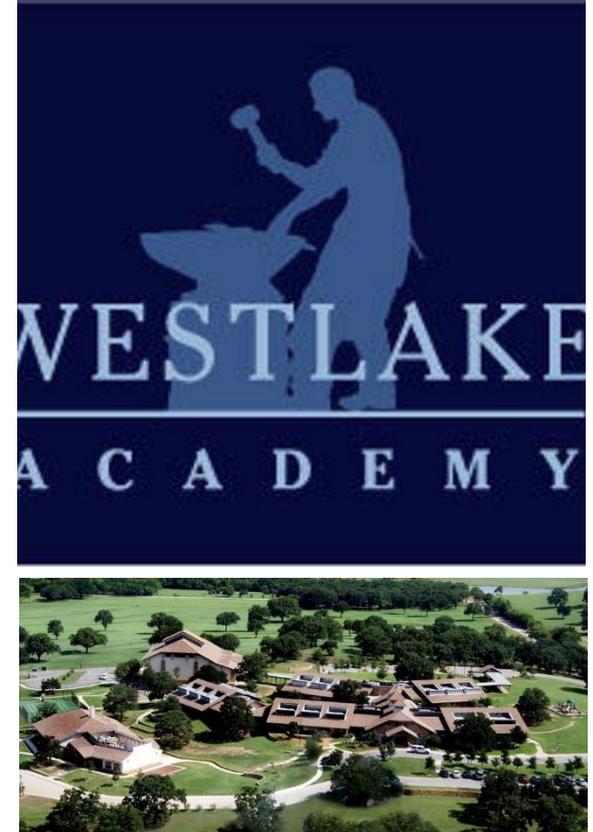
- Aesthetic gestures (sculptural, mural, and design elements) integrated throughout the project.
- Art sensibilities reflecting Westlake's understanding of place

Mayor Wheat, Star Telegram: "...Westlake is Westlake, with its own unique sense of place – a true oasis in an ever-expanding urban landscape."



ASSESSMENT: BUILDING ON THE PUBLIC ARTS SOCIETY

- Creating Culture, Connecting Community, A Master Plan for Public Art in Westlake
- Three resolutions: 07-25, 08-12, and 09-38
- Established the Public Art Society, membership, with a focus on a specific installation at Westlake Academy and broad support for all arts (visual, performance, etc.).
- Charged to raise money for the Academy project
- Appointed terms have expired and status dormant



ASSESSMENT: IMPLEMENTING THE FM 1938 MASTER PLAN

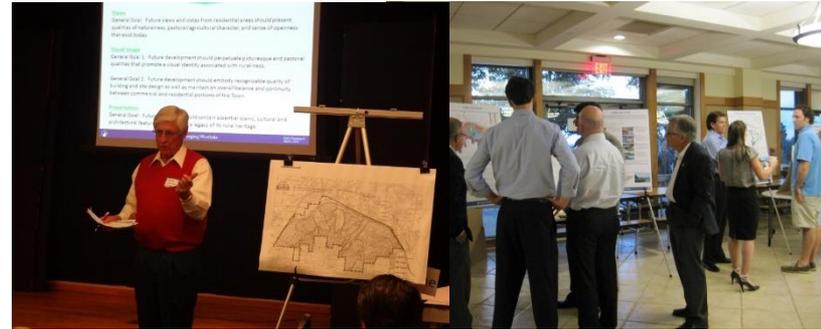
- A strategy for locating Art within the FM 1938 corridor
- Implement the criteria for compatibility through a strategy to acquire work for installation



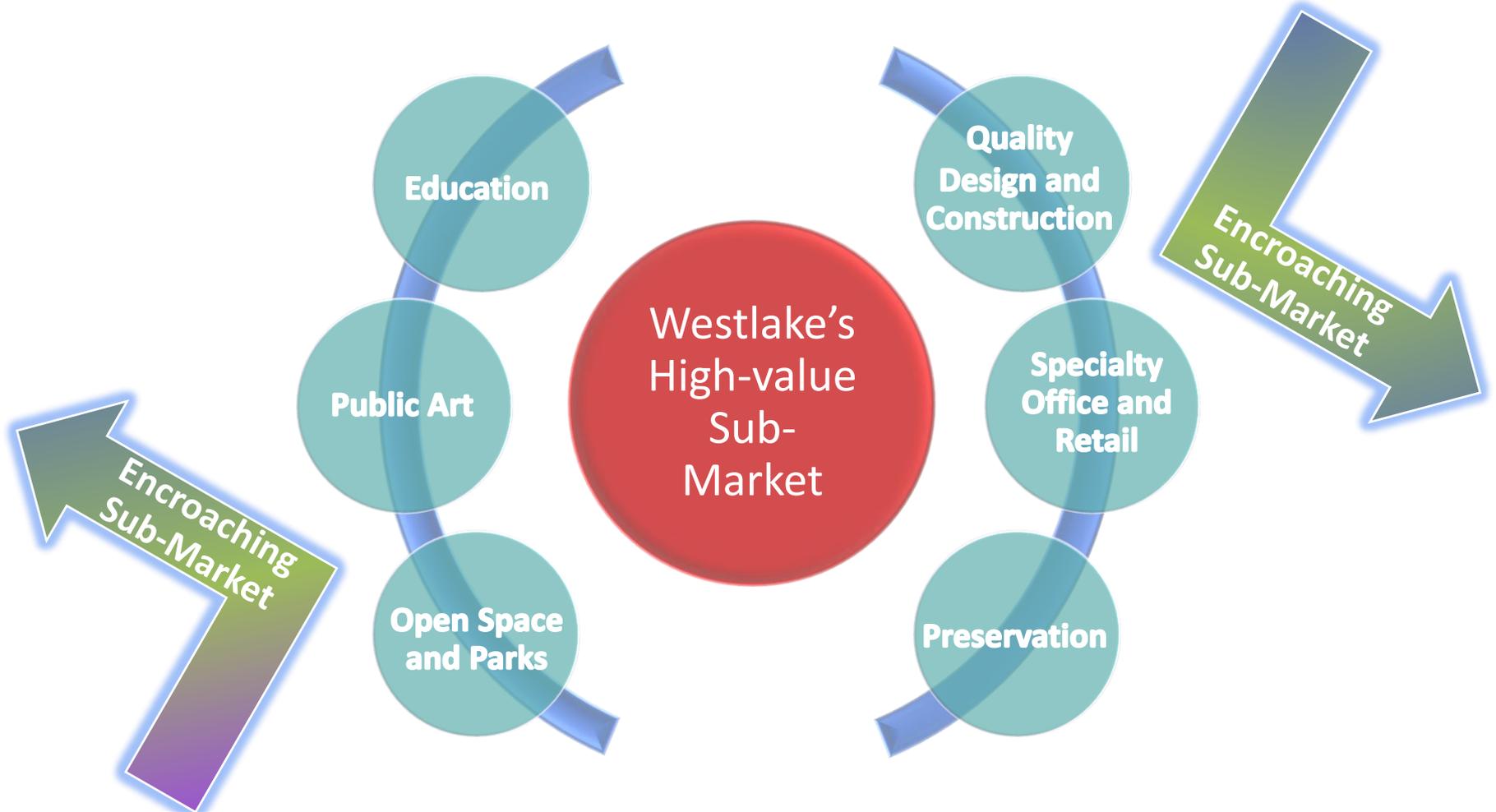
ASSESSMENT: IMPLEMENTING THE COMPREHENSIVE PLAN

Goals calling for

- Visual distinction,
- Unique identity,
- Imbedded remembrance of history
- Expression of environment/culture/ visual quality in public development
- Freeway-scape
- Reflect rural setting
- Community of education
- Artful approaches to traffic and traffic calming
- Enhance value
- Artful management of water
- Contemplative and less intense activities in open space

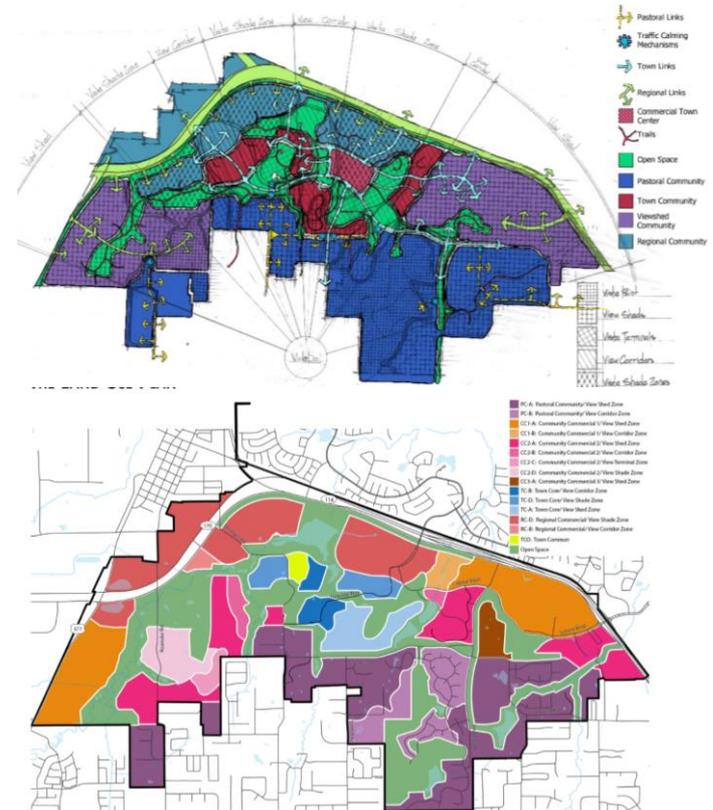


PUBLIC ART Implements the Comp Plan



ASSESSMENT: SETTING FRAME-WORK FOR ART SITING

- Identify purpose and location
- The visible landscape is the public domain for art
- View analysis defines the landscape
- Land Use Plan defines how landscape should be developed
- Art placement is defined by the intersection of View Analysis and Land Use Plan



GOALS/OBJECTIVES: PUBLIC WORKSHOP

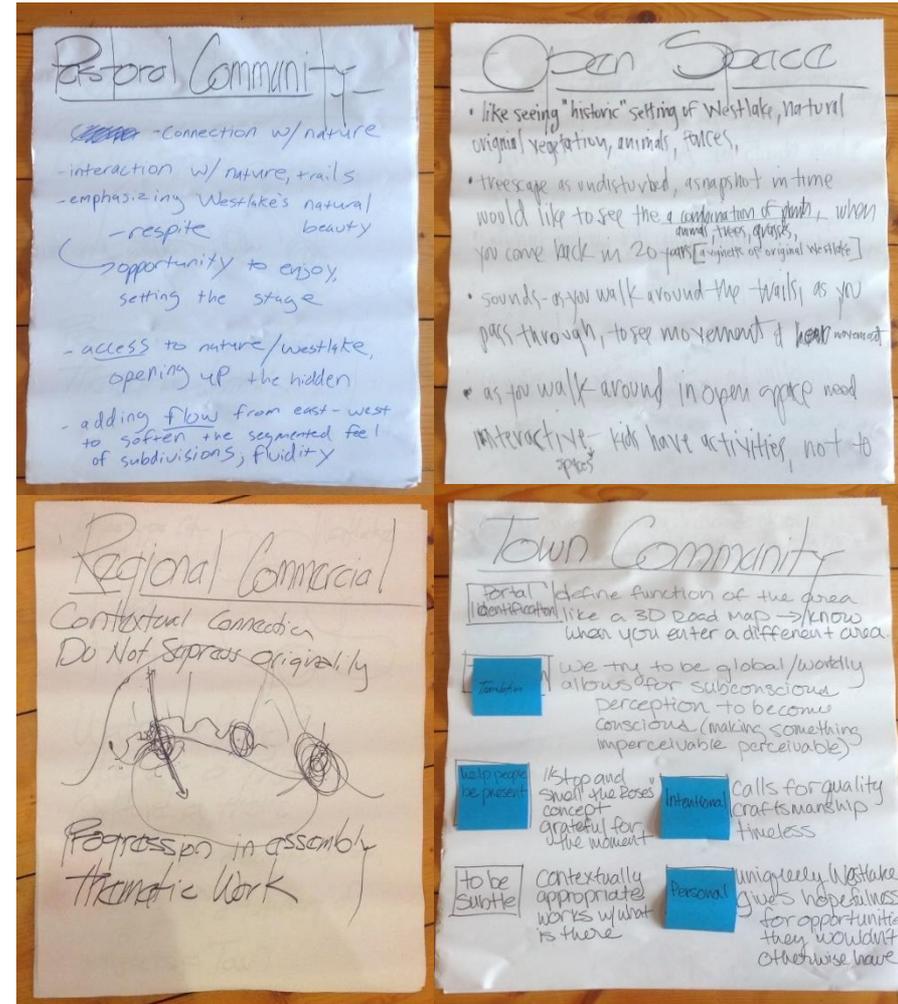
Participants discussed the role and value of art in the community, not art objects.

Their statements shaped the art strategy that is recommended today.



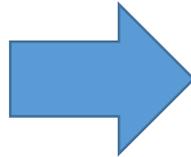
GOALS/OBJECTIVES

- Four discussion groups, one for each Art setting
- Citizen comments documented on discussion group flip charts...same as Comp Plan discussion groups
- 99 Goal statements generated using the TRIO method



GOALS TELL US

- Residents value...see as important aspects
- Residents see worthy as a purpose for art
- The extent to which Westlake should inform art
- Residents view of appropriate commitment to art
- Relationship between art and development
- Relationship between Westlake, artist, and larger arts community

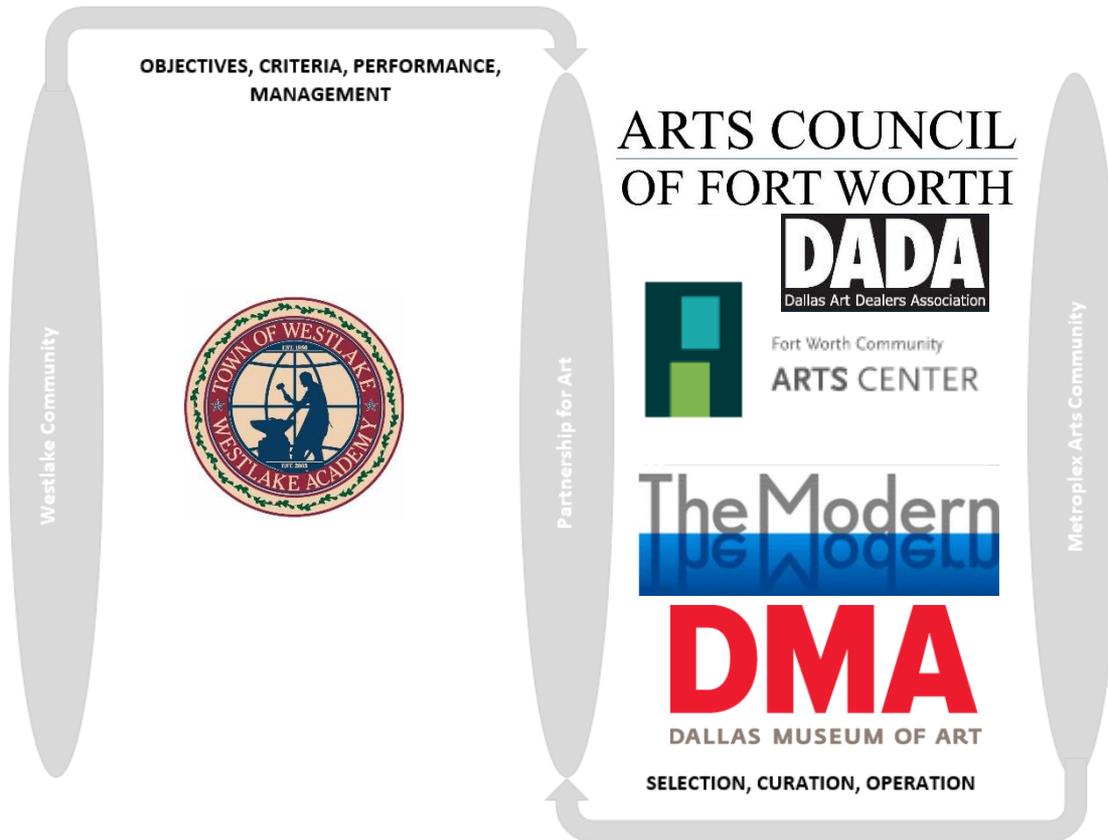


	REPEATS	THEME 1	THEME 2	THEME 3	THEME 4	THEME 5	THEME 6
Town: Open Space Context							
OS-1: Like seeing "historic" setting of Westlake, natural original vegetation, animals, fences							
Related Goals:							
1. Promote Public Art that accentuates Westlake's natural, undeveloped areas.		X					
2. Promote Public Art that <u>preserves</u> Westlake's unique vegetation brought forth through the merging of two ecoregions: The Eastern Cross Timbers and the Grand Prairie.		X					
3. Seek Public Art that remembers Westlake's agrarian past in its reference, form, attachment to the fabric thereof.					X		
OS-2: Treescape as undisturbed, a snapshot in time							
Related Goals:							
1. Public Art in the open spaces of Westlake must preserve mature tree canopy and facilitate the restoration of diminishing plant communities.		X					
OS-3: Would like to see a combination of plants, animals, trees, grasses when you come back in 20 years (a vignette of original Westlake)							
Related Goals:							
1. Promote Public Art that maintains Westlake's diverse plant and animal communities for future generations to see and experience.		X					
2. Promote Public Art that educates its audience about Westlake's natural diversity and systems.					X		
3. Create Public Art that memorializes the various states of Westlake's history.					X		
OS-4: Sound - as you walk around the trails... as you pass through... to see movement and hear movement.							
Related Goals:							
1. Promote Public Art, understood through its relationship to the five human senses, that is responsive to senses and engages the senses in the work itself.						X	
2. Public Art that allows the audience to interpret a place based on a combined sensory experience.						X	
3. Create Public Art that captures and translates the sights and sounds of nature into something experiential.	X	X				X	
OS-5: As you walk around open space need interactive spaces. Kids have activities not to be restricted - special areas to have contact with open space, hills, rock climbing.							
Related Goals:							
1. Provide Public Art that encourages interaction with it.						X	
2. Encourage Public Art to invite the audience to express motions and sentiments normally restricted or suppressed by conventional standards.						X	
3. Promote Public Art that motivates one to physically exert themselves through voluntary participation.						X	
OS-6: A series of meditative spaces							
Related Goals:							
1. Create Public Art that defines areas for solitude.			X				
2. Create Public Art that allows for reflection of the world and one's self.			X				
3. Create Public Art that encourages spiritual connection.			X				
4. Create Public Art that reveals the presence of something larger than the individual.			X				
OS-7: To restore one's self							
Related Goals:							
1. Promote Public Art that advances self-healing, rejuvenation and refreshment.			X				
2. Create Public Art that aids in the nurturing of one's self that is suppressed in the everyday.			X				
OS-8: Approachable, safe, kids can climb and have fun							
Related Goals:							
1. Create Public Art that is approachable, non-threatening and therefore familiar.					X		
2. Allow Public Art to serve as a refuge, sanctuary and/or safe-haven.			X				
3. Promote Public Art that encourages exploratory interaction in a fun and safe way.						X	
OS-9: In Butchart Garden (Vancouver) kids can roll down hill and experience outdoor open space							
Related Goals:							
1. Encourage Public Art that uses nature as its medium and source for inspiration.	X	X					
OS-10: Using tree branches and roots to climb in and around							
Related Goals:							
1. Encourage Public Art that uses nature as its medium and source for inspiration.	X	X					

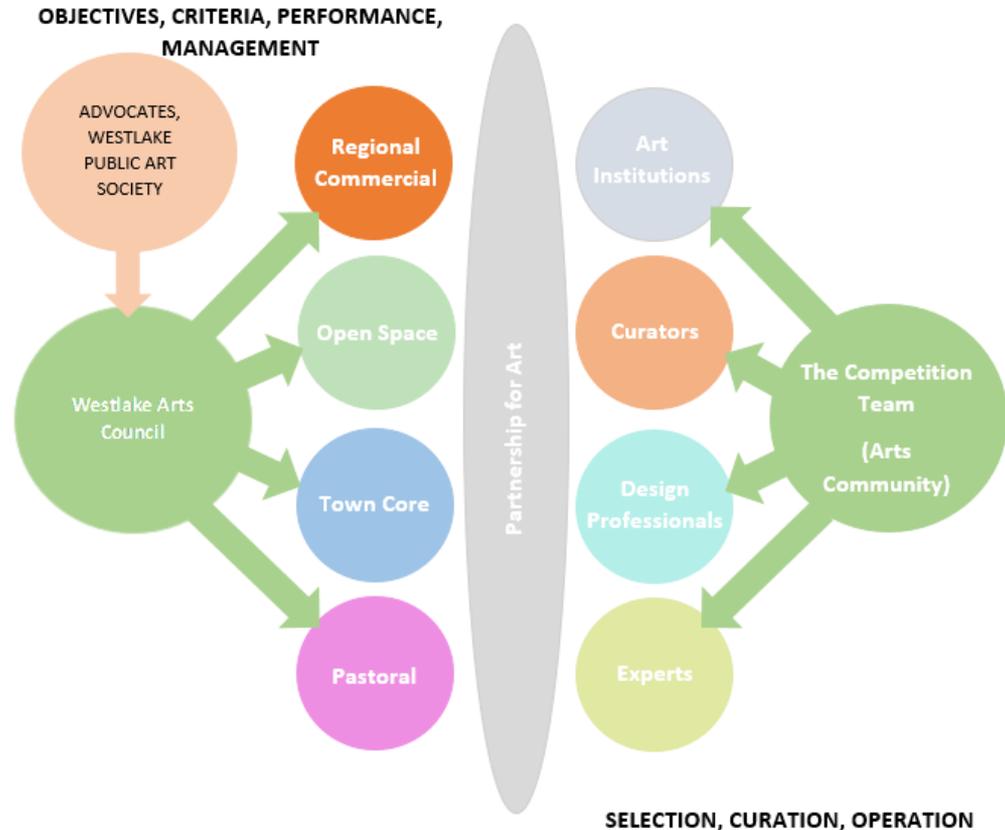
GOALS REVEAL DIRECTION:

1. The natural features of Westlake and the art become fully integrated
Art = Fully Integrated with Westlake
2. The transformative experience of art provides respite and reflection, overcoming development density and obstacles.
Art = Transformative
3. Art defines identity through the expression of the community's values, culture, history, and education. **Art = Distinction**
4. Art is experience, engaging the senses (sight, sound, smell, touch, taste) in extraordinary ways. **Art = Experience**

STRATEGY ELEMENT 1: BUILD PARTNERSHIP WITH LARGER ARTS COMMUNITY

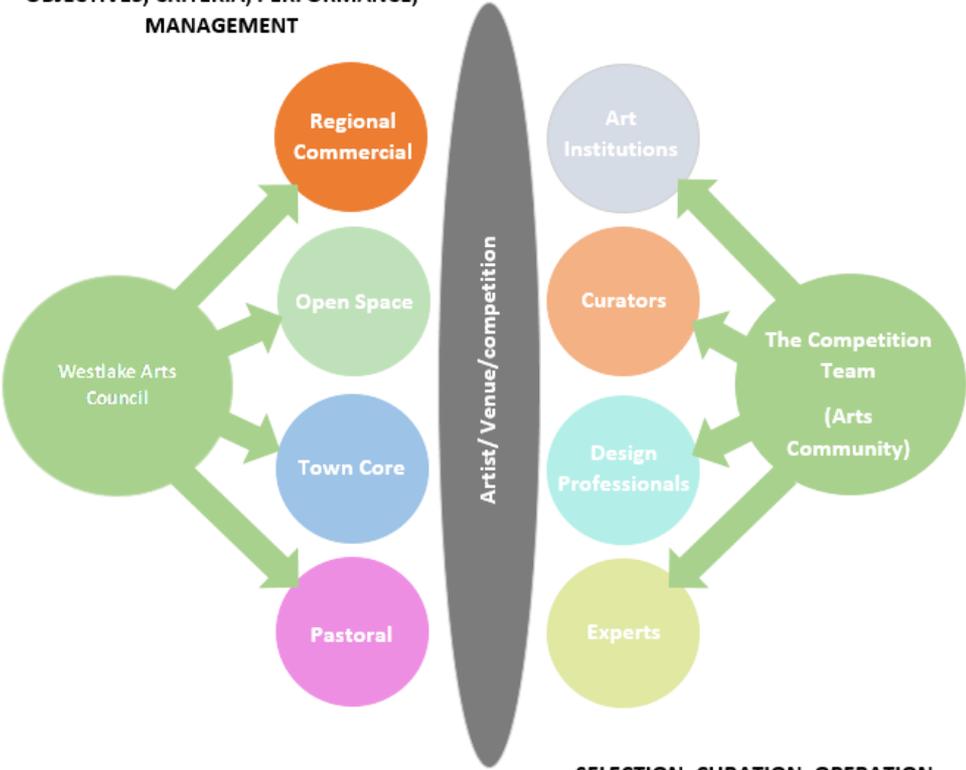


STRATEGY ELEMENT 2: CREATE A GOVERNANCE STRUCTURE IN WHICH WESTLAKE AND THE ARTS COMMUNITY ARE PARTNERS



STRATEGY ELEMENT 3: ESTABLISH A VENUE THAT BRINGS TOWN AND COMMUNITY TOGETHER IN SEARCH FOR MASTERPIECE

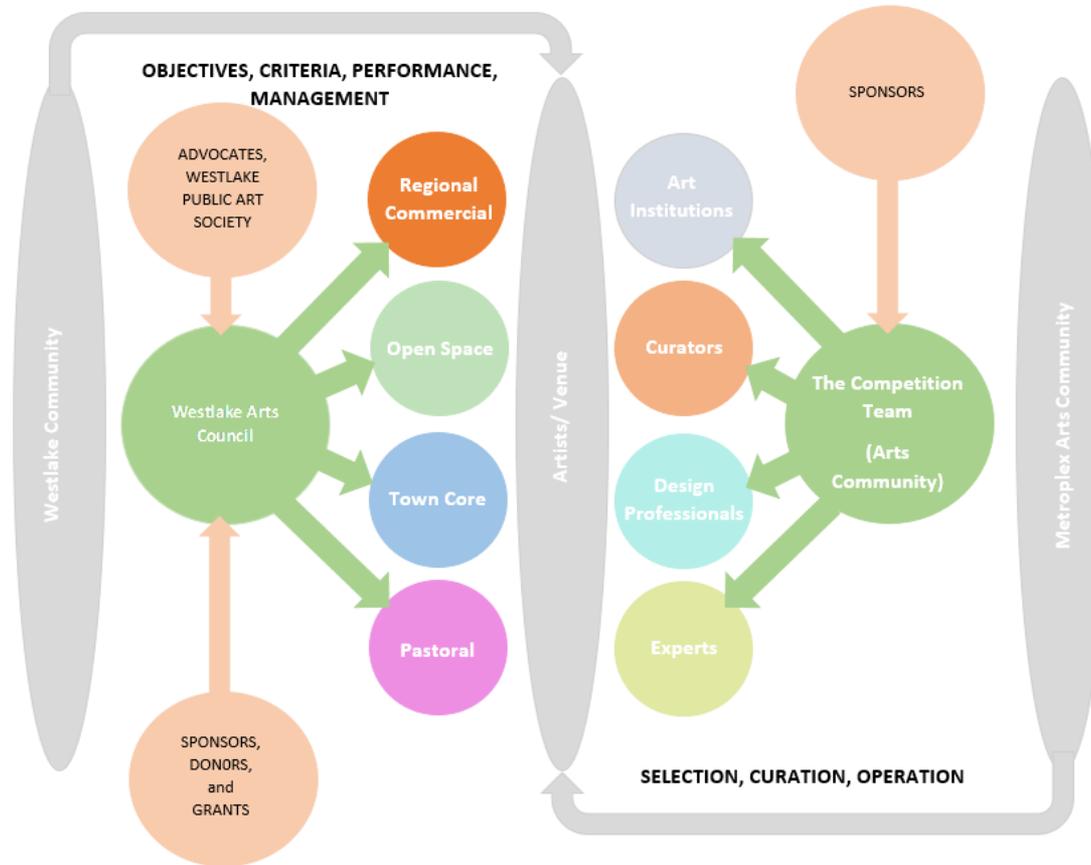
OBJECTIVES, CRITERIA, PERFORMANCE,
MANAGEMENT



SELECTION, CURATION, OPERATION



STRATEGY ELEMENTS 1,2 &3: ILLUSTRATED



FUNDING AND SPONSORSHIP

OPPORTUNITY FOR RETURN

- Sponsorship
- TDI Bonus
- Cash-in-lieu of Strategies
- Venue Tax
- Share of Capital Expenditure
- Special Assessment
- Donation and Grants



REGULATORY AND POLICY INFRASTRUCTURE

1. Program establishment

Program establishment and Governance Ordinance

2. Funding initiatives

Funding Ordinances for certain funding options

3. Regulatory and policy infrastructure:

Resolution for financial set asides

Ordinance for Program expansions



Westlake Public Arts Committee Mission Statement

The Westlake Public Arts Committee primary task is the advancement of a comprehensive, curated master plan for the acquisition and installation of art throughout the Westlake community.

Development of the Westlake Public Arts Committee

- Additional responsibilities include commissioning new art work through competitions and acquisitions and managing curatorial and conservation responsibilities
- As such, members serve the committee by updating and presenting an annual Art Plan to the City Council
- Establishing administrative guidelines
- Seeking donations for projects not entirely funded under the purview of the art allocation ordinances

Development of the Westlake Public Arts Committee

- Extending expertise and advice to developers, corporations and citizens of the Westlake community with ideas and guidance that contribute to advancement of public arts in Westlake.

Success of the Public Arts committee will be dependent on the composition of the Westlake Public Arts Committee members. It is important that this program begin with a membership that is familiar with the arts and accurately represents the goals of the City Council and the people of Westlake.

WPAC Advisory Task force

To accomplish these outcomes and ensure success, we propose an initial art advisory task force that will bring all the relevant constituencies together so the final structure of Westlake's art program can evolve and a true partnership will be attained.

The task force will recommend direction for the Public Arts Committee. Initially, we suggest the task force act as the Public Arts Committee until a significant level of interest and participation is reached within the community.



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WPAC Advisory Task Force

- *The Task Force will have at least 3 professional art consultants that are well established and considered among the top professionals in the region, if not in the nation.*
- *There will also be additional Westlake membership representing residents, corporate citizenry, landowners, educators, and design professionals.*

These are the nature of things we will be working on now

