

THE CITY OF SHERWOOD

PUBLIC ART  
MASTER  
PLAN



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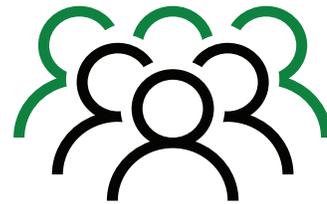
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## ACKNOWLEDGEMENTS ---

Many thanks to everyone participating in this planning process, and especially the Sherwood Cultural Arts Commission members, past and present:

**Bernie Sims**, Chair

**John Liles**, Vice Chair

**Geof Beasley**

**Roxanne Blackwood**

**Skye Boughey**

**Maddie Gavel-Briggs**

**Sean Garland**, City Councilor

**Jennifer Kuiper**, City Councilor

**Shelly Lamb**

**Matthew Schantin**

**Mallory Strand**

**Kristen Switzer**, City of Sherwood Community Services Director

**Bill Flood**, Community Development Consultant

**Maggie Chapin**, former Manager, Sherwood Center For The Arts

**Chanda Hall**, Manager, Sherwood Center for the Arts

**Kelsey Beilstein**, Events & Arts Program Coordinator

Additionally, 71 individuals from the community attended public input sessions in June and July of 2018 to provide their perspectives.

# EXECUTIVE SUMMARY

## WHAT IS PUBLIC ART?

Public art is, most simply, artwork in spaces accessible to the public. Public art can draw from any artistic or creative medium, and can be permanent or temporary. It can include everything from large identity-building events to smaller projects led by local artists that add character to an area. Public art is commissioned, acquired or donated to the City in an open and transparent process.



*Placed in public spaces, this art is for everyone; a form of collective community expression.*

## WHAT IS THE PURPOSE OF A PUBLIC ART MASTER PLAN?

A Public Art Master Plan is a tool to strategically plan for and maximize the potential of public art by establishing a process for the City to acquire, manage and maintain public art. The Public Art Master Plan is the road map that will lead to a successful, dynamic, well-managed Public Art Program.



# THE DEVELOPMENT PROCESS

## ABOUT SHERWOOD

Consistently ranked among the top small towns in America a best places to live in Oregon, Sherwood is known for its quaint historic downtown, top-ranked schools, and family-friendly culture. Approximately half of all households include children, compared to 30% statewide. Nearly 96% of residents have a high school degree, and 44% have a Bachelor's degree or higher; these are markedly higher than the rest of the state.

The area has strong agricultural roots and was originally built up around the railroad, with brick-making, canning, and a tannery as the main industries. One of the most rapidly growing cities in Oregon, Sherwood is now home to over 19,000 people, and is considered the gateway to wine country. Sherwood distinctives include beautiful parks, safe community/livability, and vibrant community events such as Music on the Green and the Robin Hood Festival. The community is also known for its strong commitment to the performing arts.



*Sherwood is currently the only city with a population over 12,000 in Washington County without a Public Art Program (Appendix E).*

## AN EMERGING PLAN FOR SHERWOOD PUBLIC ART

This document is written as a developing plan, to be reviewed annually and updated/built upon by the Sherwood Cultural Arts Commission based on regular assessment and the changing needs of the community. This plan directly correlates with the Sherwood City Council's mission, values, and goals, adopted on July 17, 2018 and updated in January 2019 (see Appendix C).

The City's core values of community engagement, community partnership, community livability, community pride, fiscal responsibility, and forward-thinking describe the essence of this plan, **as well as articulate** the reasons to invest in and engage with public art.

Acknowledging that there are several routes for funding a variety of public art projects, this plan envisions what could be. This plan recognizes that planning for public art can and should go hand-in-hand with planning for public spaces in Sherwood; as such, this planning is a long-term process. Identifying both funding mechanisms and collaborative partners is key to the process of establishing effective and impactful public art in Sherwood.



## OUR PROCESS

The Cultural Arts Commission heard an impactful presentation in 2017 from the City of Hillsboro about their well-established and thriving public art program. Catching a vision of how a similar program might impact Sherwood, the Sherwood Cultural Arts Commission worked with Center for the Arts Manager Maggie Chapin to apply for a grant to help begin the process. They were awarded a grant to fund a public art consultant to help facilitate the development of a Sherwood Public Art Plan. In 2018, Cultural Development Consultant Bill Flood started to work closely with the Cultural Arts Commission to research, develop, and present his findings.

A small committee of Commissioners, the current Arts Center Manager, and staff worked to complete the writing of this Public Art Master Plan that was begun by Mr. Flood. It was presented to the Sherwood City Council on December 3, 2019.



## THE PLAN PROCESS INCLUDED:

- working closely with staff of the Sherwood Arts Center and members of the Sherwood Cultural Arts Commission;
- review of community demographics, plans, projects;
- interviews with 15 community stakeholders (see **Appendix G**)
- online survey (17 responses); and
- outreach meetings for the public and Sherwood artists.

# ART + SHERWOOD



Although Sherwood does not yet have an adopted Public Art Plan, it is clear that the citizens of Sherwood hold the arts in high regard. After 17 years of effort and advocacy from the Cultural Arts Commission, elected officials and other individuals, the Sherwood Center for the Arts opened in February 2015—a clear demonstration of the high value that Sherwood places on arts in the community. The Center for the Arts is a community-driven cultural hub, providing a variety of programming including performances, field trips, gallery space, and arts education for all ages. This City-owned gem features a flexible, state-of-the-art performance space for theatrical and musical acts, with audience seating for up to 420. It is a multi-use space, easily transformed into a variety of floor plans for civic events, celebrations, and outside rentals. The catalyst for the City’s popular ArtWalk events, it is also the first stop on the Sherwood Cultural Walking Tour.

Local Sherwood culture includes the highly regarded public library, the Sherwood Historical Society, heritage sites like the Morback House Museum, arts opportunities in the schools, commercial galleries, individual artists studios, and several active performing arts organizations.

A strong cross-section of small businesses and community-centered nonprofit organizations directly support the arts, offering tremendous opportunities for Public Art partnerships.

Several community groups are focused solely on bringing arts opportunities to Sherwood; most notably Voices for the Performing Arts Foundation (VPA) and the Sherwood Foundation for the Arts (SFA). Voices for the Performing Arts is dedicated to youth, and has been a mainstay of the community for over ten years. It boasts eight community choirs along with music theory/musicianship classes, and musical theatre dance. Their annual youth musical theatre production consistently attracts over 100 participants. The Sherwood Foundation for the Arts produces several community theatre productions each year, playing to sold out audiences. They also run an annual puzzle competition that attracts national attention. An impressive number of Sherwood residents participate in these two organizations, either as performers, Board members, volunteers, or audience members. This demonstrates Sherwood’s interest in the arts, with abundant opportunities for public art partnerships and art-centered collaborations.

The Cultural Arts Commission has successfully mounted two Public Art projects--temporary installations that both engaged the citizens of Sherwood and left a lasting impression. The Unity Project (2017) and #SherwoodSheep (2019) reflected the best of our community, and brought awareness to the possibilities of public art in Sherwood.

The natural next step for the Cultural Arts Commission is creating a plan for Public Art in the City of Sherwood—art that speaks to the values we hold dear.



# VISION, MISSION, VALUES



## VISION OF THE CITY OF SHERWOOD PUBLIC ARTS PROGRAM

Public art is, most simply, artwork in spaces accessible to the public. Public art can draw from any artistic or creative medium, and can be permanent or temporary. It can include everything from large identity-building events to smaller projects led by local artists that add character to an area. Public art is commissioned, acquired or donated to the City in an open and transparent process.

## MISSION OF THE CITY OF SHERWOOD PUBLIC ARTS PROGRAM

The Public Art Program leads the overall program management of Public Art for the benefit and enjoyment of our community. Component responsibilities include the creation of selection committees to select artists and pieces for our public art collection; working to develop processes for all phases of this public art plan; artwork siting; and planning for the care/maintenance of artwork in our public spaces -- artwork that directly reflects the following values.

## VALUES OF THE CITY OF SHERWOOD PUBLIC ARTS PROGRAM

These values are translated into Guiding Standards in our Public Art Guidelines section. Values were carefully developed from public input throughout this planning process.

We value public art that:

- Brings people together, builds our collective identity, says who we are and what we value
- Transforms our public spaces to be even more engaging and accessible
- Honors diversity, new people and new ideas
- Connects people, ideas, and places and thereby raises our consciousness
- Responds to our history and natural environment
- Draws people to Sherwood and is good for our local economy
- Demonstrates our friendliness, safety, small-town feel, pride-of-place, support for youth, families, and one another
- Speaks to our collective humanity
- Responds to the surrounding environment/site-specific

We believe these values align with the values of the City of Sherwood (**Appendix A**).

# THE COMMUNITY WEIGHS IN

Community members who participated in the consultant's planning process identified many reasons why public art is important to Sherwood. The most cited reasons included:

Public art is important to Sherwood because it:

- Builds identity, says who we are and what we value
- It is memorable
- It brings people together, builds a sense of community
- Raises consciousness, provides an uplifting transformative experience
- It makes our town more complete
- Is good for our economy -- it brings people to Sherwood

A well thought out Public Art Plan provides avenues for skilled, experienced artists to lead the crafting and siting of art in public spaces. It also provides multiple opportunities for others in Sherwood to be involved in key elements of the public art process including program visioning, planning and management, artist selection, stewardship, fund development, and care and maintenance.

Public art plans are instrumental in creating opportunities for community-driven art--projects that grow from an expressed desire of the community, often address a key issue, and actively engage community members in all facets of art-making. Public art provides many opportunities for imaginative and thoughtful partnerships with business owners, schools, individuals, and civic organizations.

*Public art invites fresh discovery, promotes meaningful connections and forms memorable experiences.*

# ASSETS & CHALLENGES

## ASSETS

There is clear and substantial support for the arts in Sherwood, as illustrated by the development of the Sherwood Center for the Arts and community participation in arts events and activities. Those interviewed in this planning process described “motivated” people in Sherwood (including artists), and the variety of partner organizations. Partners range from the Sherwood Public Library, Sherwood Foundation for the Arts, Voices for the Performing Arts, Makers5 Art Cooperative, Friends of the Sherwood Center for the Arts, community development organizations including Sherwood Main Street and the Sherwood Chamber of Commerce, Rotary Club, local schools, and numerous local businesses that benefit from an active cultural life.

Downtown Sherwood currently does not display significant public artwork of any kind, and that provides an opportunity to develop artwork that meets the standards/values of this initial Public Art Plan. There is ample opportunity to curate thoughtful work and have a plan for its execution and maintenance. Many Oregon communities suffer from a cluttered urban landscape; Sherwood is the rare city that does not; and that is an exciting place from which to start. Historic downtown Sherwood is home to many art-friendly, local businesses.



## CHALLENGES

Primary challenges voiced in this planning process include

1

Identifying the appropriate mechanisms for funding a Public Art Program

2

Identifying the best structures for managing a Public Art Program (administrative, artist contracting, maintenance, etc.)

3

Identifying the best structures for managing a Public Art Program (administrative, artist contracting, maintenance, etc.)

# ROADMAP TO SUCCESS

*The following goals reflect the stages of development we anticipate for Sherwood's first public art plan.*

## GOAL 1 GAIN CITY SUPPORT, INCLUDING FINANCIAL COMMITMENT.

### MILESTONE 1 A

City Council adopts this Public Art Plan.

### MILESTONE 1 B

Funding is allocated as a line item in next year's City budget.

### MILESTONE 1 C

Synchronize and align efforts with the Sherwood 2040 Comp Plan, working with City planners to ensure that Public Art is part of this plan, and that public art opportunities are part of future City development.

## GOAL 2 AS FUNDING IS REALIZED, THOUGHTFULLY PLAN AND IMPLEMENT PUBLIC ART PROJECTS.

### MILESTONE 2 A

Create a Public Art Selection Committee in charge of recommending an artist/project, as well as a Fund Development Committee (Appendix H)

### MILESTONE 2 B

Undertake commissioning of a new artwork. Project may take 6 months to 2 years from planning to implementation, depending on the scale and budget. Select a site in line with City priorities and projects. Work closely (annually) with City Departments to determine which upcoming projects are strong candidates for public art and how to achieve this. Begin with building understanding with the City of the many functions and merits of public art.

### MILESTONE 2 C

Program a community arts project (such as Sherwood's 2017 Unity Project, or 2019's #SherwoodSheep installation) every two years, at a minimum, with the specific aim of engaging a large number of people in the community, as well as connecting with public art education. This may be temporary or a more permanent installation.

## GOAL 3 DEVELOP PROCESSES FOR MANAGING AND MAINTAINING PUBLIC ART. (SEE APPENDIX C FOR AN INITIAL LIST OF THE PROCESSES TO BE DEVELOPED.)

### MILESTONE 3 A

Public Art Program management processes are implemented, including a Public Art Murals Plan, and Neighborhood/Community-Driven Public Art.

### MILESTONE 3 B

Commission a major artwork (2-4 years implementation)

### MILESTONE 3 C

Staff and resources are identified to execute the fully realized Sherwood Public Art Program



*The City of Sherwood tasks the Cultural Arts Commission to uphold its mission and values while expanding the consciousness of its citizens through public art of the highest quality and resonance.*

The City of Sherwood's Cultural Arts Commission serves as the Public Art Committee, with responsibility for developing and overseeing the City of Sherwood's Public Art program and collection, with support from Center for the Arts staff. The Cultural Arts Commission will invite others in to participate on the Public Arts Selection Committee to augment the team, adding artists, civic leaders, and community arts champions; and ensuring that the Selection committee accurately reflects the community of Sherwood.



## RESPONSIBILITIES INCLUDE:

- Identifying immediate opportunities to leverage public art in public and private projects (examples: parks and trails improvement/expansion, school improvements, Sherwood 2040 Comp Plan, festivals, downtown development, commercial development).
- Building key partnerships specifically in line with implementing this plan in conjunction with the Cultural Arts Commission and the Center for the Arts.
- Advocating for public art and building support for it, laying a strong foundation for the future
- Identifying and developing funding mechanisms for public art. This report includes a strong list from which to start, and resources in Appendix B.
- Establishing a calendar for Public Art activities including progress meetings and briefings. This calendar may or may not coincide with the Cultural Arts Commission's activities.
- Collaborate with stakeholders and engage authentically with the community.

# PROGRAM FUNDING

## SUCCESSFUL FUNDING DEVELOPMENT FOR PUBLIC ART IN SHERWOOD WILL BE BASED ON:

- a clear value statement of why public art is important for Sherwood;
- foundational commitment from the City;
- ongoing public education and outreach to all levels of individuals in the community, including historic families;
- partnerships with key community organizations;
- ongoing communications and advice with other public art programs in the region including Beaverton, Hillsboro, Lake Oswego, Portland (Regional Arts and Culture Council);
- actively engage with national resources (Public Art Network);
- identifying public art opportunities and going after them with laser-like focus.

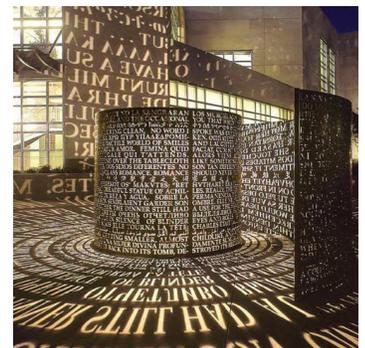
## THE VARIETY OF FUNDING SOURCES BRAINSTORMED BY STAKEHOLDERS INCLUDE:

- individual giving (from small gifts from children to large gifts from key families, corporations, crowdfunding, etc.);
- collaborative strategies (including events) developed with key organizations such as Friends of the Sherwood Center for the Arts, Sherwood Main Street, Sherwood Chamber of Commerce, neighborhood associations, schools, festivals, etc. Specific organizations could take on funding-specific program elements (such as maintenance);
- grants (this avenue would most likely be supported by the involvement of a Public Arts consultant or a contract grantwriter). Please remember that grants take time to identify, write, manage, and report/wrap-up, and they should not be considered as ongoing operating funds, but ways to support key projects. They often require 1:1 matching funds.

## CITY-RELATED SOURCES:

- line-item in City budget
- including public art in urban renewal district, if it is voted to be expanded
- downtown economic improvement district
- fee included in City building permit
- fee included in City business license
- percentage of Transient Lodging Tax
- dedication of a percentage for art in public capital construction;
- ways for retailers to contribute, adopt an artwork program;
- partnerships with small businesses;
- partnerships with large private employers including businesses in the Tonquin Employment Area and PGE.

Appendix B is a preliminary list of regional, state, and national public art funding sources.



# PROGRAM MANAGEMENT

Strong civic public art programs are most often managed by staff with public art expertise and current knowledge of best practices in the field. While arts advocates may feel they can oversee a major public art project, this path has limits. **Professional management can:**

- Constantly scout for and leverage public art opportunities in both public and private development;
- Identify a good location, strong vision and realistic budget for the project;
- Create a call to artists that is appealing, informative, clear, and attracts highly qualified artists;
- Ensure that the artwork is well-sited;
- Assess conservation, maintenance and safety issues prior to construction to minimize those problems and save future maintenance costs;
- Develop a clear and comprehensive contract and avoid future legal problems;
- Facilitate communication between the project partners and the artist to coordinate the work for best results and minimize extra efforts and costs to fix unanticipated problems; and,
- Provide an objective voice so that local artists can participate without any taint of favoritism.



## OPTIONS FOR IDENTIFYING PROFESSIONAL MANAGEMENT INCLUDE:

- Training and utilizing existing City staff to serve as a public art specialist.
- Creating a new part-time staff position. This is unlikely in a time of City budget limitations.
- Contracting with a public art consultant for management support. It is possible to contract with an organization such as the Regional Arts and Culture Council (Portland) for these services.
- A professional public art manager (staff or contractor) may also serve Tigard, Newberg, Tualatin, or other communities in the region looking to implement major works of art.

As this plan for public art comes to fruition and grows in Sherwood, please note that a Public Art Manager can serve multiple City Departments (Public Works, Library, Economic Development, Community Services) as well as advise private developers.



## LIVABILITY

Both public and private developers realize that art, like other amenities, make a project more appealing, livable, and valuable.

## OPPORTUNITY

Ideally Sherwood City staff and the Cultural Arts Commission have the time and resources available to seize public art opportunities when they arise. These opportunities may pertain to permanent, temporary, community-initiated, artist-driven, or time-based projects.

# PROGRAM GUIDELINES

The Public Art Guidelines (**Appendix C**) should be closely followed by staff and the Cultural Arts Commission in management processes. Pay special attention to the following:

- Develop a process for setting annual priorities and ensure these are clearly communicated to City Council.
- Develop conservation review procedures prior to construction (and assign expected lifespan of the work, from temporary installation to maintained permanent installations.)
- Implement selection guidelines.
- Implement maintenance guidelines.
- Create guidelines for signage and siting.
- Develop contracts using models from the Public Art Network (Resources) and reviewed by City legal staff to be compatible with City practices.
- Establish a murals program and process, amending City sign code, if needed.
- Implement the donations policy.
- Implement the deaccessioning guidelines. These guidelines clarify when and how to permanently remove a work of art from the City public art collection.
- Protecting artists' rights in accordance with the Visual Artists Rights Act (**Appendix I**).



# KEY PUBLIC ART LOCATIONS

The following are suggested questions to ask when considering if a site is appropriate or not for public art:

- Can the public easily view and engage with the art? It is challenging for art to visually compete with commercial signage (such as on many busy roadways). Is there safe pedestrian access to the work if appropriate?
- Can the site be easily maintained so that the artwork does not have to compete with an unkempt environment?
- Does the site fully support the kind of artwork being proposed? Are other amenities needed such as signage, seating or lighting?
- Does the site provide an environment conducive to viewers, neighbors, others spending time and developing feelings of kinship/ownership with the artwork?

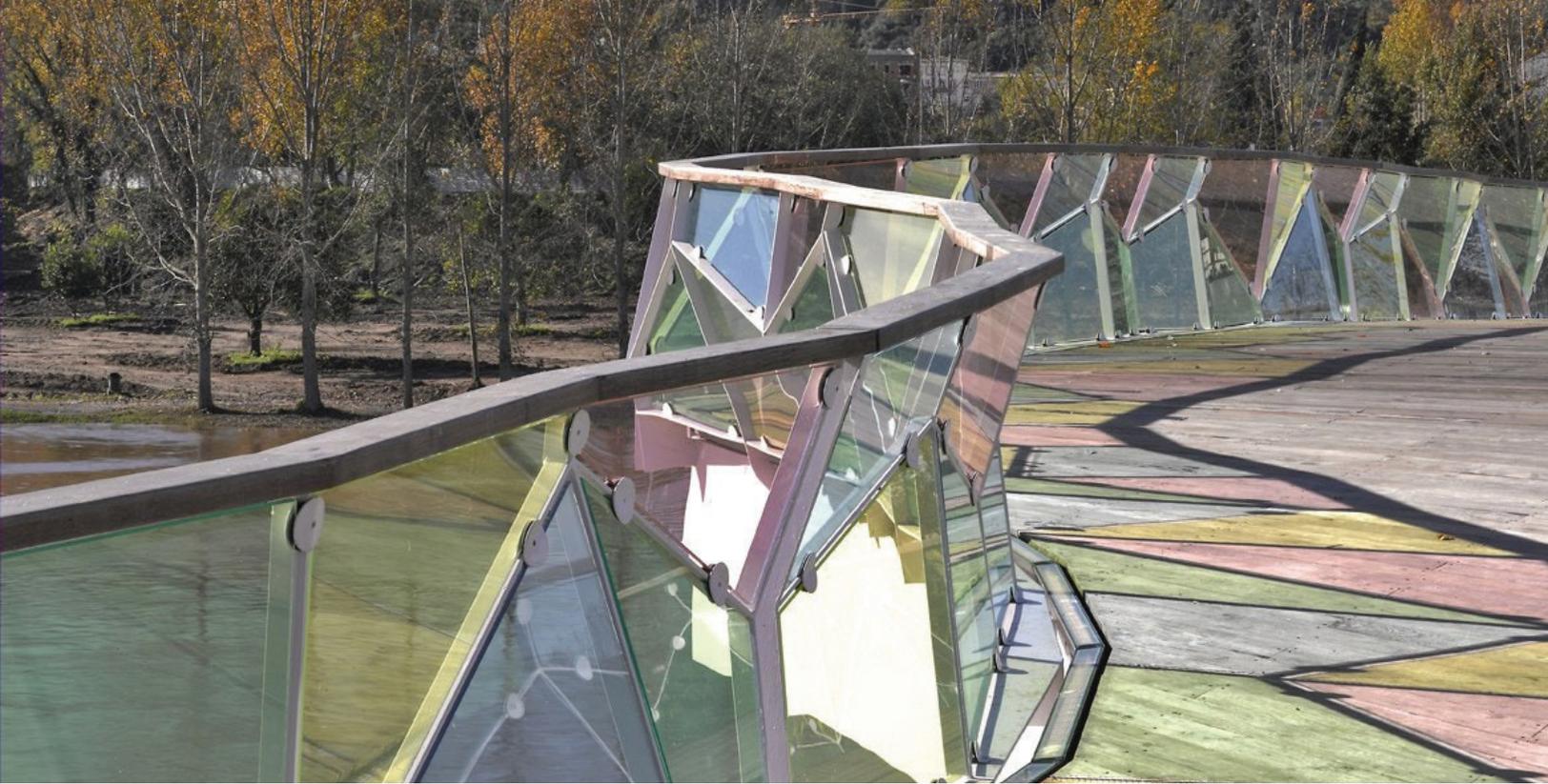
*Public Art=accessible to everyone, all the time.*

THE FOLLOWING LIST OF SITES MOST APPROPRIATE FOR PUBLIC ART IN SHERWOOD WAS GENERATED THROUGH PUBLIC INPUT VIA THIS PLANNING PROCESS.

	NUMBER of responses	PERCENTAGE of total
1 PARKS AND TRAILS Including the new Skate Park.	16	21%
2 OLD TOWN	13	17%
3 GATEWAYS Including along Highway 99W.	11	14%
4 CANNERY SQUARE	8	10%
5 BY CENTER FOR THE ARTS Including vacant lot.	8	10%
6 2ND & WASHINGTON LOT Former schoolhouse site.	7	10%
7 SCHOOLS	6	8%
8 ROUNDABOUTS	5	6%
9 LIBRARY	3	4%

77

100%



# IN CONCLUSION

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Opportunities abound for Public Art in Sherwood. The Cultural Arts Commission will leverage wherever possible any new development opportunities in the City. We are in an exciting stage of growth for Sherwood - the upcoming Cedar Creek Trail, the new Skate Park, Old Town development, possible pedestrian bridge, the Tonqin Employment Area, Langer Farms Phase 7 for example; all new growth creates opportunities for both siting and funding public art. The construction of the new Sherwood High School presents a terrific opportunity to bring public art to the west side of Hwy 99.

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*“The object of art is to give life shape”*  
William Shakespeare

## **APPENDIX A:**

# **City of Sherwood Mission Statement and Core Values**

Adopted by Sherwood City Council on January 29, 2019:

### **Mission**

Provide high quality services for all residents and businesses through strong relationships in a fiscally responsible manner.

### **Core Values**

- Citizen engagement
- Community livability
- Community partnerships
- Community pride
- Fiscal responsibility
- Transparent government
- Quality service
- Forward thinking

### **Overarching Goals**

- Economic development
- Infrastructure
- Livability
- Public safety
- Fiscal responsibility
- Citizen engagement

## **APPENDIX B:**

# **Public Art Resources**

### **State Resources**

Oregon Arts Commission – for technical assistance and small grants (Arts Build Communities)

Oregon Cultural Trust (grants)

Regional Arts and Culture Council (public art policies, procedures, artist roster, grants)

Oregon Department of Transportation

Travel Oregon – (technical assistance, grants)

METRO Placemaking Grants

Business Oregon

Community Enhancement Program (Sherwood)

Ford Family Foundation's Visual Arts Program (Public Art acquisition grants)

Cultural Coalition of Washington County (grants and resources)

### **National Resources**

National Endowment for the Arts – (grants, best practices, resources)

ArtPlace America – (grants, best practices, resources including the National Creative Placemaking Fund)

Americans for the Arts Public Art Network (PAN) and the Public Art Resource Center – (policies, procedures, best practices)

Bloomberg Public Art Challenge grants

## **APPENDIX C:**

# **Public Art Guidelines**

### **Introduction**

The selection of public art is a process led by the Cultural Arts Commission. The selection committee will seek art that speaks to the values of Sherwood and infuses public spaces with art that is accessible to all. The selection committee will place high value on art that celebrates Sherwood's unique spirit, cultural heritage, and drives cultural tourism and engagement. The selection committee will utilize their collective expertise in the arts and knowledge of Sherwood to make their decisions.

### **Policy Development**

As Sherwood's art program matures, City staff may absorb additional programming responsibilities in lieu of contracting with outside entities. Additional policy framework is required prior

to staff assuming additional responsibilities. In preparation for program growth, the Cultural Arts Commission/Public Art Committee will partner with the City Council and City staff to produce policies including:

1. Acquisition Policy: The process for selecting, purchasing and identifying a site location for permanent pieces of art.
2. Deaccession Policy: The process for withdrawing a work from the City’s art collection, done in the best interests of the public.
3. Artist Selection Policy: The method and criteria for selecting artists, including Requests for Proposals, Requests for Qualifications, limited or invitational competition, direct selection, or selection from a prequalified artist list or roster.
4. Inventory, Management and Maintenance Policy: The procedures for providing ongoing maintenance, or funding for maintenance of the Public Art Collection.
5. Donations Policy: The process through which the City may donate or receive donated artwork. Public Art collections may be greatly enriched through the generosity of donors; to maintain the continued high quality of the collection, all donations should go through a review process with the selection committee.
6. Copyright: The Public Art Plan must follow the guidelines set forth by the Visual Artists Rights Act of 1990 (VARA), which amended the copyright law to define a “work of visual art” and has specific rules about art in public places.

**All of these policies will be developed in detail by the Cultural Arts Commission, utilizing nationally-recognized best practices and guidance from local public art consultants. As each policy is developed it will be added to the Public Art Master Plan as an appendix, and presented to the Sherwood City Council for adoption. This guiding document will grow as the public art program grows, adapting appropriately as needed.**

## APPENDIX D

## APPENDIX E

## APPENDIX F

## APPENDIX G

## APPENDIX H: Committee Creation

Two committees will be formed: a Fund Development Committee and a Public Art Selection Committee.

The Fund Development Committee will identify and explore all avenues for funding public art in Sherwood, including but not limited to: percent-for-art programs, grants, public-private partnerships, private donations, budget line items, and fundraising. This committee will be made up of Cultural Arts Commission members.

The Public Art Selection Committee will select artists and advise on projects, presenting selections to the Cultural Arts Commission, who will then make recommendations to City Council. The Selection Committee must reflect the community it serves—a cross-section of all people who call Sherwood home.

## APPENDIX I





