

**HUNTINGTON BEACH**

Public Art  
Master Plan



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Adopted by Resolution

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# Acknowledgements



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# Introduction

## A. Public Art

Art enriches our urban landscape by engaging the mind, eye and spirit of the observer. A deeper interaction occurs when one is visiting, working, or living near a place with art. Art revitalizes our public spaces and make them seem more welcoming. It enhances private and public developments and contributes to a more livable and beautiful city.

The City of Huntington Beach embraces public art. This chapter provides guidance for the inclusion and processing of public art proposals.

Public art benefits the community in a variety of ways:

- Contributes to the enhancement of a cityscape, creates a sense of place, or improves the design qualities of public infrastructure.
- Fosters collective memory and gives meaning to place by recalling local and regional history.
- Enlivens public space by creating a sense of serendipity and discovery.

- Promotes local urban and economic development by creating landmarks, directional elements, and defining neighborhoods and districts.
- Gives visual expression to local cultural diversity.
- Creates a sense of community identity through unique functional elements such as bus shelters, tree grates, seating elements, paving patterns, parking garages, etc.

Public art differs from studio art or art exhibited in museums and galleries. Public art is free and accessible and open to the public, it typically reflects an awareness of its site, both physically and socially, and, most importantly, public art involves community process in its creation. A wide variety of approaches emphasize integrating artwork into the built environment, others emphasize placing artwork in a plaza or on a wall, and still others involve the creation of temporary works in community settings.



## B. Public Art Master Plan

### 1. Purpose

The Public Art Master Plan was initiated in order to examine the means of strengthening the existing Public Art Program, and the feasibility of establishing a program with broader applicability. While recognizing the significance of a vibrant arts and culture scene and integrating it into the city's overall development, the purpose of the Public Art Master Plan is to guide the process for public art within the City. It reflects Huntington Beach's community identity and values, brand personality, and unique sense of place. It provides a framework to enhance public places and spaces through equitable distributions of permanent art installations and related programs that foster the community's sense of place. It also embraces Huntington Beach's cultural identity through intentional innovation, human creativity and establishment of a network of quality-oriented, sustainable works of art in public and public-facing spaces throughout the city.

This Plan provides guidance and direction for the City's public arts program and establishes a solid foundation for future public art investment through a unique funding mechanism. Lastly, it paves the way toward improvements in economic development opportunities, quality of life, and continued revitalization of the City.

*"Bike Rack" - Louisville, KY*



Having a comprehensive and detailed Public Art Master Plan will invigorate and enhance community-wide identity and advocacy while practicing equitable distribution of public art and cultural installations. The audience of the Public Art Master Plan is:

- The City of Huntington Beach – various internal departments:
- Non-Profit, community, arts and culture organizations located within the City and greater Orange County, California area
- Visit Huntington Beach
- City of Huntington Beach residents, visitors and business community.

- Business and developers who seek to invest in art projects and programs.
- Local and regional artists and performers

Finally, the Plan includes direction on the administration and organization of the Public Art Program. It presents a means of clarifying the program's processes. The planning process involved extensive discussions regarding the feasibility of establishing various funding mechanisms. The Plan contains policies and guidelines for the City's Public Art Program, outlining the future administration of the program in order to fulfill the steps recommended in the report.

*"Poets Table" - Pier Plaza, Huntington Beach, CA*



## 2. How this Plan Relates to City Documents and Procedures

The Plan guides the selection and administration of public art throughout the City of Huntington Beach. This Plan is in alignment with other City planning documents that discuss the topic of public art including the Urban Design Element and the Historic and Cultural Resources Element of the General Plan as well as any related Specific Plan.

## 3. Community Engagement

Community engagement was a critical component of the Plan. Input received informed key aspects of the Plan, including the goals of the Plan, types and locations of public art, and type of public art ordinance. The primary method of community engagement was an online survey available throughout the initial planning process. Over 516 people responded to the survey, 93% of whom were residents of Huntington Beach. The survey included questions about existing public art, desired types of art, desired role of public art in the city, topics or themes, and locations for public art. The pie chart graphs shown are summaries of results from survey questions.

*Untitled - Huntington Beach, CA*

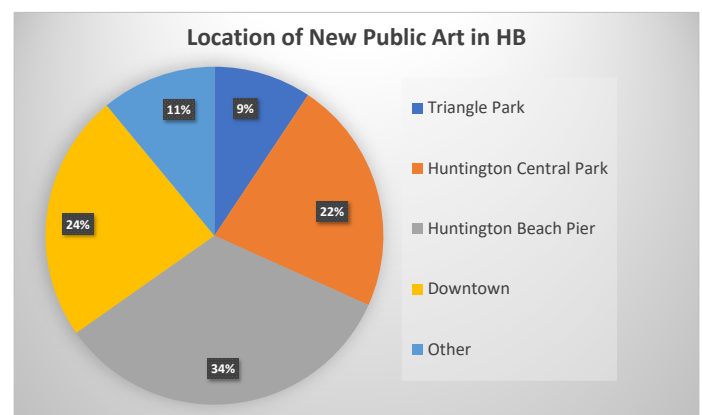
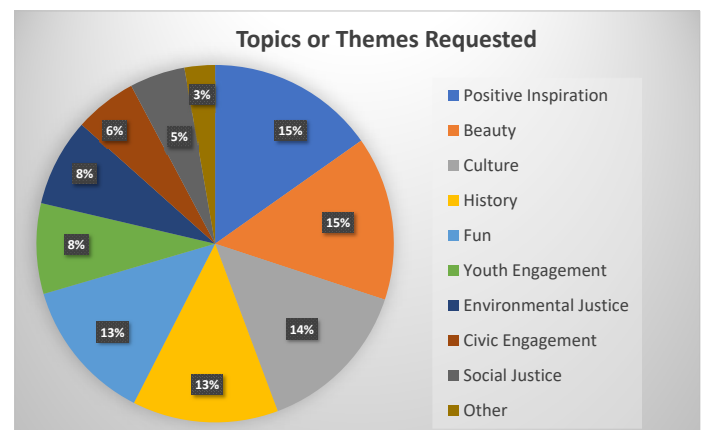
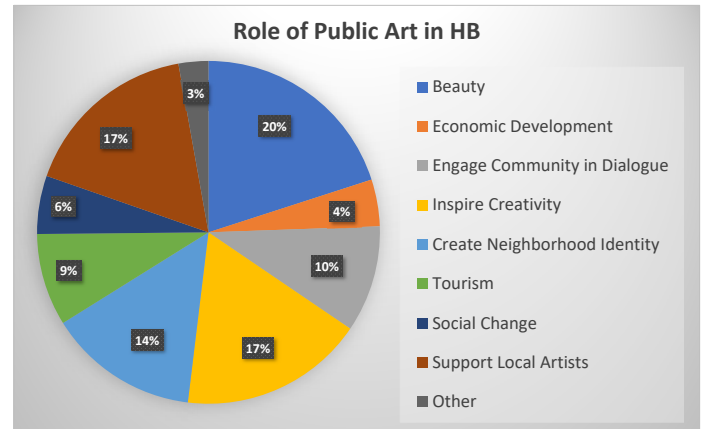
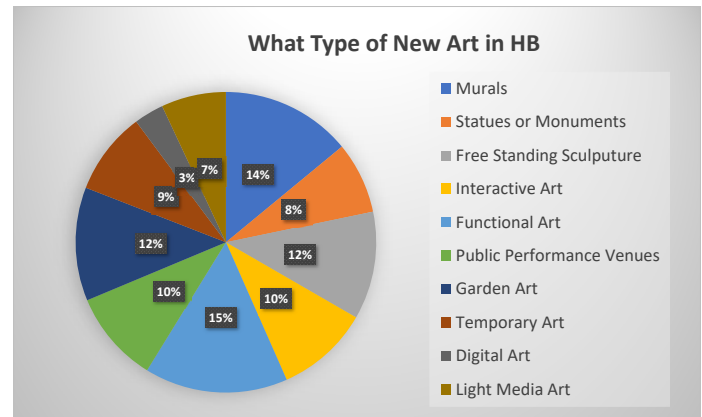




Representatives from various organizations, businesses, art groups, schools, decision makers, City staff and residents were engaged as part of the process. Input included:

- A strong desire for an iconic public art piece within the city - possible locations include Central park and the pier
- Art in Huntington Beach should represent more than “Surf City”
- Promote unification of art groups in Huntington Beach
- Include art in other areas of Huntington Beach (not just downtown and the pier)
- A neighborhood identity should be considered when planning for public art projects
- Pop-up art is desirable
- Public art should attract people to the city and encourage tourism and economic development
- There needs to be a clear process for public art

“Barnacle Piling” - Huntington Beach, CA





## 4. Vision Statement

The City of Huntington Beach seeks to establish its presence as a destination for iconic art. Huntington Beach's public art will represent what is unique and essential to the city of Huntington Beach. It will honor local artists while attracting a national audience. The public art program in Huntington Beach will emphasize pride in the community, diversity, and the natural beauty of Huntington Beach. Above all, public art will be unifying and accessible.

## 5. Public Art Objectives

The following objectives should be considered in developing and selecting public art:

**Ensure visibility** Public art is a non-commercial visual artistic expression intended and able to be viewed from public property or areas on private property which are visible from public areas.

**Reinforce identity** Utilize public art to reinforce the identity of Huntington Beach, including the culture, natural environment, and distinct neighborhoods.

**Encourage walking as a form of transit and artistic discovery** Employ public art to promote a more walkable city.

**Collaborate early and often** Development projects that include art should integrate artists with the design team early in the process. Artists should have the opportunity to work collaboratively with architects, landscape architects, and building and site designers to ensure an art project that is cohesive and complementary of the site and development.

*Left: "Duke Kahanamoku" - Huntington Beach, CA*



**Engage the community** The community should have the opportunity to provide input on public art projects. The type and level of engagement will vary depending on potential project location, size, and visibility. For example, projects integrated in a small neighborhood in the city should focus its public outreach to that neighborhood, whereas a large gateway project should extend opportunity for the community at large. City staff should ascertain methods of engagement and ensure the adequate level of public outreach.

**Utilize public art for revitalization** Empty storefronts, unlandscaped medians, large blank walls, parking garages, underpasses, and other “forgotten” space should be strongly considered for public art projects.

**Be consistent** Ensure relevant adopted planning documents have been consulted.

**Consider functionality** Where appropriate, public art can satisfy civic need in an artistic manner. For example, bicycle racks and lockers, benches, and lighting can be viewed as public art.

**Consider the message** Public art can be a valuable tool for telling stories meaningful to the community. Ensure that the meaning or message behind a potential public art project is appropriate for the given location.

**Collaboration and inclusion** Encourage the inclusion of artists proficient in the visual arts in the project design team. Foster collaboration among artists, architects, landscape architects and engineers to fully integrate artworks within development proposals.

**Enhance the city’s visual image** Intensify the use and strengthen the role of public art to enhance the visual image of Huntington Beach; facilitate the use of public art in the design of private and public development proposals.



*Right: “Steel Light Wave” - Huntington Beach, CA*







# 2



## Achieving the Vision

### A. Art Typologies

Public art is different from studio art or art exhibited in museums and galleries. Public art is accessible to the public, it typically reflects an awareness of its site, both physically and socially, and, most importantly, public art involves community process in its creation. A wide variety of approaches to public art are possible. Some approaches emphasize integrating artwork into the built environment, others emphasize placing artwork in a plaza or on a wall, and still others involve the creation of temporary works in community settings.

#### 1. Permanent Art Installations

Permanent artwork will be installed in prominent or meaningful locations throughout Huntington Beach. Large pieces may well-serve parks and public spaces, gateways, focal points along corridors, and gathering places. Smaller pieces can enliven schools, municipal buildings, neighborhoods and pedestrian connections. Permanent installations include all public art pieces that are fixed indefinitely and can range from sculptures to decorative seating, and from murals to other functional amenities. Material selection is an important element of permanent art installations, as they should be highly durable and easily maintained.

#### 2. Approaches to Public Art

Depending on the needs of the Huntington Beach community, one or a combination of the following approaches may be taken:

**Discrete object** The traditional approach of placing stand-alone sculptures, murals, or other artworks in public buildings, plazas, parks, etc., as a means to beautify and humanize the environment.

**Integration of public art and architecture** A multi-disciplinary design team approach wherein artists work on project teams with architects, engineers, landscape architects and other design professionals to design and create public projects, such as transit systems or waste water treatment facilities to achieve the highest aesthetic innovation. This approach may also result in artist-designed functional elements that are integrated into the project such as flooring, furniture, light fixtures, fencing, tree grates, etc.

**Urban design/place-making** Artwork projects that contribute to the enhancement of a cityscape, create a sense of place, or improve the design qualities of public infrastructure. Artist-designed freeway enhancements, bridges or parks are examples of such projects.



*"La Flor De Mi Madre" - New York, NY*

### 3. Temporary Art Installations

Temporary art installations are an exciting category for public art in Huntington Beach. Temporary art installations can be an effective tool for enlivening a site and creating a dynamic feel to an area. These art installations can vary greatly in nature from pop-up sculptures or structures to video, film, or performing arts. Temporary installations provide great flexibility to artists to utilize materials that may not otherwise withstand the test of time or are only appropriate during certain seasons. Additionally, temporary art installations may be utilized when the subject matter is appropriate on a short-term basis, such as a reaction to a cultural event.

### 4. Interactive Artworks

Interactive art is art that involves an observer. This may be through allowing the observer to touch, enter, or sit in an artwork, such as in large sculptural pieces. Other types of interactive art include art that responds to an observer's participation, such as in a touch-responsive light wall or a piece of art that creates music. Interactive artworks are powerful pieces for engaging the community, especially those who may not otherwise be interested in public art.



*Bourbon Barrel - Louisville, KY*



## 5. Light and Media-Based Art

Light and media-based art involve any type of technology-based art including projected or static lights, digital or video art, kinetic art, and many more. This art typology can be an exciting contribution to public art in Huntington Beach. It can be temporary or permanent and is suitable at a variety of locations depending on the type of technology used. Consideration should be given to the materials used and their durability in the given environment.



*"Sensorio" Light Installation, Paso Robles, CA*

*"Sensorio" Light Installation, Paso Robles, CA*







*"Surf Circle" - Huntington Beach, CA*



## 8. Curatorial Framework

Curation is the process of collecting and organizing art pieces, therefore, this framework should serve as a guide for selecting public art projects. When selecting future public art pieces, the following considerations should be evaluated:

**Emphasize** time and place; art should consider the past, present, and future of Huntington Beach.

**Consider** aspects that make Huntington Beach unique, including its beautiful shoreline, wetlands and beaches.

**Promote** positive values, including connection, diversity, education, family, and safety.

**Provide** an opportunity for telling meaningful stories; promote mutual understanding.

**Showcase** the talent and creativity of Huntington Beach by focusing on local artists, while employing visiting artists where appropriate.

**Promote** master planning; work with other design professionals, policy makers and community groups to identify specific opportunities for the integration of various forms of art within a specific project or urban context, such as transit systems, neighborhood redevelopment districts, airports, parks and civic plazas.

In order to help achieve this vision, the City encourages artists working in communities to create public art projects that respond to the reality and integrity of those communities (e.g. artists working in social institutions, prisons, homeless shelters, with the elderly and youth).

*Left: "A Day at the Beach" - Huntington Beach, CA*



## B. Artwork Eligibility

As public art is being considered, the following criteria establishes a framework for eligible and ineligible artwork.

### 1. Eligible Types of Artwork

All forms of original visual art are eligible, including but not limited to:

1. Any public location within a project, including the street wall, paths and linkages, gardens and grounds, plazas, etc. The treatment of these areas might involve light, sound, tactile qualities and any manner of materials.
2. Painting of all media, including portable and permanently affixed works.
3. Sculpture which may be in the round, bas-relief, high relief, mobile, fountain, kinetic, electronic, architectural, etc., in any material or combination of materials.
4. Other visual media including, but not limited to, prints, drawings, stained glass, artistic lighting, calligraphy, mosaics, photography, clay, fiber and textiles, wood, metals, paving, plant materials, plastics, crafts or artifacts, or other materials or combination of materials.

*Right: "SQUARED" - San Francisco, CA*







*Hotel Figueroa, Los Angeles, CA*

## 2. Ineligible Types of Artwork

The following non-artistic items do not meet the intent of this program:

1. Directional or other functional elements, such as supergraphics, signs, maps, etc.
2. Those elements generally considered to be components of a landscape architectural design, except where these elements are designed by the artist and are an integral part of the project artwork.
3. Modifications in, or improvements to, building surfaces or structural elements of the building unless artist-designed.
4. Reproductions, by mechanical or other means, of original works of art.
5. Decorative, ornamental or functional elements which are designed by the architect, as opposed to an artist commissioned for this purpose.
6. "Art Objects" which are mass-produced of standard design, such as playground sculptures or fountains.



*Playground Equipment/Structures*



### 3. Artwork Location

Preferred public art locations are areas in the city that have been identified as priorities for consideration for public art within the next ten years. These preferred locations have been identified through community engagement, including numerous discussions about where public art projects would be most effective, and the types of art that would be appropriate for each location. These locations offer a strategy for the City to identify and prioritize projects. The preferred locations approach may cluster or provide coherency to groupings of art pieces.

The purpose of identifying preferred locations is to provide focus as well as flexibility. The following list is specific in the types of locations, while being open-ended enough to allow for a variety of projects to

emerge over time. This provides flexibility for creative invention and collaborations amongst organizations, allows for work in various media, and enables the creative community to be responsive to opportunities as they arise.

- **Parks** - Currently 78!
- **Beachfront** - Pathways, bikeways, marina/harbor, pier, Dog Beach, Sunset Beach, sea walls
- **Corridors** - PCH-Pacific Coast Highway, Slater Ave
- **Gateways** - PCH, Anderson St, North Pacific Ave
- **Municipal Facilities**
- **Shopping Centers/Malls** - Bella Terra, 5 Points Plaza, Newland Center
- **Schools/Educational Facilities** - Golden West College, HBAPA

*"I Amsterdam" - Amsterdam, Netherlands*





*"Elan Sea Foam" - Huntington Beach, CA*



*"Shifting Topographies" - Oakland, CA*

## 4. Ownership and Maintenance

1. All art in a specific project belongs to the project owner. The artist, project developer and architect (if appropriate) should be credited for their roles in the art project through a plaque located near the artwork.
2. Art in a public place must be maintained and repaired as necessary in accordance with accepted curatorial standards set **by the Cultural Services Division (City to provide text)**. Stolen or vandalized art must be replaced or repaired as close as possible to its original form.
3. Installation, future preservation, maintenance, and replacement if necessary, of public art within private developments should be assured for the life of the development project by the property owner.









# 3



## Art Programming and Administration

### A. Call for Artists Procedure

1. City Staff and Art in Public Places Working Group utilize the Public Art Master Plan to select from a list of prioritized projects.
2. City Staff and Art in Public Places Working Group decide whether to issue a Request for Qualifications (RFQ) or Requests for Proposals (RFP)
  - a. Elements of the Call for Artists
    - i. Call Summary, including project name, commissioning organization, application deadline, project timeline, budget, geographic eligibility requirements (if applicable)
    - ii. Project Description, including a description of the organization overseeing the project, nature of the project
    - iii. Goals and/or Criteria
    - iv. Site Details, including structures, uses, visibility, accessibility, lighting, materials, and any relevant plans
    - v. Budget—amount or range, source, what kinds of costs are eligible
    - vi. Eligibility—which types of artists the call is open to and whether or not it is restricted to a certain geographical area, whether teams are eligible, if the artist must have any specific credentials, background, or affiliation, also include equal opportunity statement
    - vii. Application Requirements
      01. Number and type of visuals
      02. Statement of interest
      03. Resume and/or bio
      04. Self-addressed stamped envelope for the return of any hardcopy materials
      05. If RFP—project proposal guidelines
    - viii. Deadline
    - ix. Submission Address (if accepting hardcopies)
    - x. Description of selection process and criteria
    - xi. Project timeline—submission deadline, review, finalist notification, presentations, final artist selections, construction, completion date
    - xii. Contact info for questions



## #. Next Steps for Council Consideration

1. Appoint two City Council liaisons to work with staff to establish an ad hoc Art in Public Places Committee in order to develop policies and procedures for the use of currently available Public Art in Parks funds; and
2. Direct staff to begin development of a sustainable funding source for the Public Art Master Plan and report back to City Council for approval.

*"Tuquski Wa Suwa" (Bear and Child)- San Luis Obispo, CA*

