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### **What is the Public Art Master Plan?**

The Public Art Master Plan is a tool for implementing Cedar Park's Public Art Policy. The Public Art Policy reflects the city's commitment to encouraging excellence in the design of public buildings, parks, streets, and infrastructure, and recognizes that public art, along with architecture, landscape architecture, urban design, graphic design, and historic preservation – is one of several tools that can be used to accomplish this.

The City's Public Art Policy guides those projects that require review by the Public Art Committee and approval by the Commission for the Arts – projects initiated by City departments, by private developers under site plan agreements and zoning requirements, and by community organizations using certain City/County funds.

The plan is both an agenda for the community – a vision for how public art can enhance the City of Cedar Park's architecture, gathering places, and landscapes – and a set of processes that City staff can use to put that agenda into action.

### **Components of the Plan**

The Public Art Policy calls for the preparation of a master plan, operational guidelines for commissioning projects, and an annual work plan. A master plan is organized into several components.

**Vision.** The plan sets out a vision for public art and basic principles for how public art can be integrated into the architecture, gathering places, and natural landscapes. The vision, outlined builds on ideas embodied in the vision statement and the direction established by the City's Public Art Policy.

**Opportunities.** The plan identifies opportunities for art projects that most strongly support this vision for public art. These opportunities are based on an analysis of:

- the visual characteristics, development and landscape patterns, gathering places, and narratives that contribute most strongly to the city's character;



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- near- term City capital projects that relate to public services, community facilities, and regional infrastructure;
- planning initiatives that set an agenda for open spaces, urban design, and capital improvements that will shape private and public development for many years; and
- ideas conveyed by City leadership, staff, civic leaders, and citizens.

**Actions.** The Art Master Plan explains what to do and how the city can develop public art projects that contribute most strongly to the design quality and visual character of the City.

**The plan:**

- recommends strategies that will guide the City in the coming years so that art projects reflect the highest level of artistic quality and visual impact;
- establishes priorities for selecting public art projects; and
- describes processes for involving artists in the design of buildings and open spaces.

The master plan also identifies art projects that the City should undertake in the near term – those that can most effectively demonstrate the vision within the city’s available resources.

**How the Public Art Program Works**

The City of Cedar Park’s Public Art Program is guided by four main documents. **The Public Art Policy**, which sets out the basic goals for The Public Art Program and creates a **Public Art Fund** that commits City capital funds to art projects. **The Public Art Master Plan** establishes a long-term vision for the Public Art Program, policies, and priorities that guide the actions of the program, and a list of potential art projects derived from a review of capital plans, community plans, and expected private development. **The Annual Works Plan and Guidelines** for City-initiated art projects, site plan-initiated art projects, and neighborhood-initiated projects are developed by the City Commission for the Arts staff. They set out a list of current projects in development and describe operational procedures and the responsibilities of various entities involved in the creation of the art projects.



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Cedar Park's Public Art Program staff will manage art projects sponsored by City departments, private developers and other community groups. Any public art project receiving County funding, or created by private developers as part of a site plan process, is subject to review by the City's Commission for the Arts and its Public Art Committee. Public Art Program staff also serves as a resource to numerous County planning initiatives and inter-departmental committees. Typically, the Art and Culture Department falls under the Parks and Recreation Department.

**The Master Plan Development Process**

The plan provides general guidance to the City about the types, size, and location of parks and recreation and cultural facilities that the City should maintain and develop in the coming years. It also provides for a clear understanding by city workers of the care and maintenance of the various pieces of art in the program.