

# Art in the Heart – Coeur d’Alene Public Art Master Plan

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## Preface

In 1999, the City of Coeur d’Alene adopted Idaho’s first percent-for-art ordinance. The city soon began to commission and collect its earliest works of “public art” – art that is owned by the community and exhibited free, year-round in public places.

After more than five years, Coeur d’Alene’s public art collection had grown to the point where decisions were needed on future funding, selection and placement of art. In 2005-2006, community leaders and interested citizens gathered under the auspices of the City of Coeur d’Alene and Coeur d’Alene Arts Commission to create the vision and road map that will guide and sustain the community’s public art program well into the future.

Coeur d’Alene’s public art master plan – *Art in the Heart* – documents the community’s priorities and guiding principles that will ensure the public art collection flourishes, emerging as a symbol of Coeur d’Alene’s livability and a lasting source of public pride.

## Vision

*Citizens of Coeur d’Alene are committed to build an exceptional collection of public art – art that defines the community and distinguishes it from others, complementing Coeur d’Alene’s many attributes, and serving for posterity.*

## Guiding Principles

1. **Community design:** Integrate public art into the design of buildings, parks, streetscape and public spaces – making art a natural, normal enhancement of community design.
2. **Prominent scale:** Select artworks of sufficient scale to capture public attention. Make an impression.
3. **Diverse and durable:** Build a diverse public art collection that: incorporates various art media styles and themes; includes permanent works and temporary exhibitions; and is well-made to withstand climate extremes.
4. **Accessible:** Place public art out in the open, in accessible locations where more folks can see it and interact.
5. **City-wide:** Over the years, gradually extend public art from the downtown core into all corners of the city.
6. **Open public process:** Select art through a juried process that invites citizens to play a role. Extend the selection process to include artists from outside the area, to diversify the collection.

7. **Adequate support:** Ensure that Coeur d’Alene’s growing public art program is supported by adequate funding, professional staff, and proper maintenance of the collection by qualified individuals.
8. **Artistic excellence:** Strive to acquire truly exceptional art – of the highest quality, representing in Coeur d’Alene’s collection the finest artists of the region and the world.
9. **Model:** Serve as a model and inspiration for other communities interested in introducing their own public art programs.

## Priorities

In view of Coeur d’Alene’s fledgling public art program and limited resources, it is crucial to establish the early steps. Recommended priorities are shown below.

<b><i>Starting point</i></b>	Install the first new artworks at the locations most visible and accessible to citizens and visitors alike – in the downtown, and at city gateways.
<b><i>Signature projects</i></b>	Seek opportunities for major art commissions in conjunction with upcoming projects: the new public library, Chamber of Commerce headquarters, community center, schools.
<b><i>Art / design community</i></b>	Engage local artists, architects and other design professionals and enlist their participation and “ownership” for Coeur d’Alene’s public art program.
<b><i>Events</i></b>	Link public art to Coeur d’Alene’s important community events. Schedule temporary exhibitions, announce art selections and unveil new commissions to coincide with Art on the Green and other major events.
<b><i>Community education</i></b>	Capitalize on public art to provide education opportunities for children, youth, adults and visitors through interpretive signage, art map, walking tour brochures, media coverage, etc.
<b><i>Staffing</i></b>	Provide professional staff support at an appropriate level to curate and maintain the public art collection. (Initially, staff may need to be retained on a part-time or contract basis.)
<b><i>Accountability</i></b>	Publish an annual report to document Coeur d’Alene’s public art achievements, including a catalogue of the art works newly acquired each year, other public art program achievements, funds expended and account balances retained.

## Resources

Funding and other resources necessary to underwrite and implement Coeur d'Alene's public art program will come from a variety of sources. Percent-for-art funds contributed by the City and Lake City Development Corporation (LCDC) provide an ongoing foundation for the program.

The percent-for-art funds are derived from public development and urban renewal projects, and can be cyclical in nature. It will also be important to explore multiple funding options to stabilize revenues, leveraging the City's investment in public art, and building a more extensive and exceptional collection through partnerships with LCDC, Citizens Council for the Arts (Art on the Green), public schools, colleges, the Chamber of Commerce (Arts & Culture Alliance), business community, other civic organizations and private donors.

## Leadership

The Coeur d'Alene Arts Commission continues to serve as the standing committee charged by City Council to oversee the public art program. The Arts Commission will retain full responsibility for implementing this plan, establishing policies and goals for selecting, placing and maintaining works of art for Coeur d'Alene's public art collection.