



**TITLE:** Consider/Discuss The Public Art Master Plan

**MEETING DATE:** February 19, 2013

**DEPARTMENT:** City Manager's Office

**CONTACT:** Aretha Adams, Assistant to the City Manager

**RECOMMENDED CITY COUNCIL ACTION:**

- Discuss the proposed Public Art Master Plan and accompanying guidelines

**ITEM SUMMARY:**

- The Public Art Master Plan's vision is to create innovative artistic experiences that strengthen gathering places for McKinney residents, reinforce the high quality and uniqueness of the City's built and natural environment, and set McKinney apart as a place to visit, live and do business.
- The Public Art Master Plan recommends seventeen projects for the Arts Commission to consider, divided into categories depending on their estimated timing, necessary funding and the breadth of partnerships required.
- The Plan also sets out criteria for evaluating new opportunities for public art that might emerge while this plan is being implemented.
- The Public Art Guidelines outline parameters for implementation of the Master Plan. It is a companion document to the Public Art Program that was passed by Council in November 2011.

**BACKGROUND INFORMATION:**

- November 15, 2011 Council approved the Public Art Program, a document providing parameters and guidelines around commissioning, accepting, and placing public art in McKinney. This was the first step in Public Art Plan process.
- December 6, 2011 Council gave consensus for the McKinney Arts Commission to move forward with the development of a Public Art Master Plan – a document that would identify prime areas for public art and recommendations for implementing a successful plan for McKinney.
- February 23, 2012 City staff made a formal presentation to the McKinney Community Development Corporation seeking funding for a consultant to develop a Public Art Master Plan.
- March 20, 2012 City Council approved the City Manager to enter into an agreement with Via Partnerships to develop the Public Art Master Plan.
- Between April 2012 and November 2012, the consultants met with various community members, City Council members, business leaders, and city staff to

determine a plan that would work best for and in McKinney.

**FINANCIAL SUMMARY:**

- N/A

**BOARD OR COMMISSION RECOMMENDATION:**

- The McKinney Arts Commission unanimously approved the recommendation of this Plan to the City Council