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Public Art Master Plan

Find your happy place

Peace Totem by Jesse Swickard / Photo by Jaimie Lorenzini

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Pier by Jesse Swickard / Photo by Jaimie Lorenzini

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Table of Contents

Acknowledgements	2
Foreword	4
History of Public Art in Happy Valley.4	
Master Plan Process.....	5
Public Art Committee (PAC).....	5
Public Art Values, Vision, and Goals... 6	
Values	6
Vision	7
Goals.....	8
Guiding Principles	8
Public Art Opportunities	9
Public Facilities	11
Recreational Areas.....	11
Print and Digital Facilities	12
Commercial Corridors	12
New Development Areas.....	14
Funding and Program Options.....	14
General Fund.....	15
Percent for Art.....	15
Donations	15
Grants and Other Competitive Funding	15
Policy Development	15



Salacia by Jenny Ellsworth / Photo by Jaimie Lorenzini

Foreword

Are you proud to be a resident of Happy Valley? There are many reasons to enjoy living in this community. With our beautiful parks, meandering trails, safe neighborhoods and attractive commercial centers, Happy Valley is a wonderful place to call home.

Since becoming a city in 1965, Happy Valley has grown from a rural area of approximately 300 people to a thriving suburb of over 18,000 neighbors. Happy Valley is one of Oregon's fastest growing cities and has one of the highest median family incomes in the state.

As Happy Valley continues to grow, the City Council is devoted to preserving and enhancing the community's character and livability. One way the Council is preserving livability is through arts and culture. The City Council prioritizes public art as a visible bridge between Happy Valley's rich past, thriving present, and vibrant future. This Master Plan broadly outlines the opportunities and desired outcomes of public art in Happy Valley. These outcomes will be produced collaboratively through partnerships between the City Council, Public Art Committee, staff and residents of Happy Valley.

History of Public Art in Happy Valley

Prior to 2015, Happy Valley facilitated public art as isolated improvement projects. Following the acquisition of the Happy Valley Library in 2015, an *ad hoc* Happy Valley sculpture selection panel expressed interest in better coordinating the City's public art with regard to content consistency, vision and other factors. At the request of the sculpture selection panel, the City Council directed staff to explore the feasibility and implications of a permanent public art committee.

Happy Valley staff subsequently convened a public art work group (PAWG) in late 2015, which consisted of four citizens and two staff liaisons. Technical experts were consulted as needed. The PAWG met four times to develop and recommend a committee structure, mission and suggested operations.

In 2016, the City Council accepted the recommendations of the PAWG and formally amended the municipal code to include reference to a permanent art committee. The municipal code directs the public art committee to act in an advisory capacity to the City Council in the creation, development and implementation of official public art activities, selection and programming. The committee was tasked with a variety of responsibilities, first among which is recommending a long-term public art vision for Happy Valley.

Master Plan Process

The Happy Valley Public Art Master Plan is a living document, used to guide and inspire long-term Public Art Committee operations. As such, the plan remains subject to revision in response to evolving community values and desires. Preliminary drafts of the Master Plan were developed by staff and informed by stakeholder feedback. Technical language included in the Plan was derived from pre-existing municipal planning documents and concept plans.

Following interviews with the public art committee on November 17, 2016, staff amended the plan to include municipal art values, vision and goals. The committee approved the document as amended on January 19, 2017 and authorized staff to release the document for a 30-day public comment period.

Staff provided the committee with the results of the public comment period on March 16, 2017. The committee suggested additional refinements and unanimously recommended the City Council approve the plan as amended.

The City Council formally received the committee's recommendations on May 16, 2017. The plan was unanimously approved at one meeting.

Public Art Committee (PAC)

The Public Art Committee advises the City Council in the creation, development and implementation of public art activities, selection and programming. In addition to special projects, the committee is specifically tasked with:

1. Recommending a long-term public art vision for Happy Valley;
2. Reviewing and recommending art applicants for selection and admission into municipal exhibitions and programs;
3. Promoting public engagement in City art programs; and
4. Fostering public appreciation in support of art, both in public and private spaces.

The Committee consists of not less than five members and not more than nine members, however exceptions may be approved by the City Council. To ensure the necessary depth and breadth of knowledge,



Harmony by Ben Dye / Photo by Jaimie Lorenzini

two membership seats are reserved for public art professionals. Art professions are not required to be Happy Valley residents.

The Public Art Committee values broad and inclusive participation. During predetermined occasions, such as public art juries, the Committee may request larger, limited-duration subcommittees to facilitate broader community engagement.

Public Art Values, Vision and Goals

Public art is part of our mental map of Happy Valley, and it is a monument to a common belief in inclusion and connection. Our City values connections - connections between neighbors, residents old and new, rural and high-tech economies, the city and its natural environment. Art animates public spaces, creating profound and memorable community experiences. Simply put, art is a visible expression of Happy Valley's identity.

Values

1. Art is for everybody

Happy Valley welcomes people of all backgrounds, abilities and disabilities, to observe, celebrate and share in the creation of art. In all programs and projects, the Public Art Committee will emphasize art accessibility for a broad spectrum of observers.

2. Art is for the community and the individual

Public art can change a street into a neighborhood and a city into a home. Art carries historical significance, serving as a point of connection to personal memories and a community's collective heritage. The City will use art to promote wellbeing, personal development and positive interactions between community members.

3. Art has no boundaries

Art should provoke emotions and conversations about where we have been, where we are, and where we are going. The substance of emotions and conversation cannot be defined by a single medium, concept or expression. Consequently, the City encourages viewers to experience art through many opportunities and mediums, including sight, touch and sound.

4. Art is inclusive

The Public Art Committee seeks to exhibit art of quality through inclusive processes. The City welcomes both emerging artists and artists of greater experience. Similarly, the

public is invited to attend Committee meetings and participate as a volunteer in public art programming.

Vision

1. A Community of Character

The Public Arts Committee strongly encourages the visual representation of the community's identity to be a lens through which the City responds to community needs. The City will utilize art to define a consistent, holistic and distinguished community character. The City will select and install exhibition pieces with sensitivity to community context and within the larger implementation framework of Arts and Culture Programming.

2. A Community of Planned Development

The City desires to provide an uplifting, enjoyable and meaningful environment for residents. Where possible, the Public Art Committee will partner with other advisory committees, departments and agencies to use art as a tool to create and reinforce central meeting places, such as main streets, beautify corridors and preserve natural areas. Areas of public art integration may include street furniture, banners, utility closet art and hanging flower baskets.

3. A Community of Involvement

Art, by its nature, is made to be experienced by others. The City will facilitate community outreach with intent to better connect people to public art events, volunteer and participation opportunities.



Atomic by John Xochihua / Photo by Jaimie Lorenzini

Goals

1. Education

Provide quality arts education opportunities to youth and utilize these opportunities as a nexus for educating a child's parents and family.

2. Information Accessibility

Increase information accessibility for a broad spectrum of audiences through the use of multiple mediums. Possible mediums could include functional art (e.g. informational banners and other visuals), a reoccurring column in the Happy Valley newsletter, social networking platforms, etc.

3. Public and Private Partnership

Provide effective and cooperative opportunities for artists, local businesses and the City to partner in art programming (e.g. art walks, exhibitions at concurrent city events, etc.).

4. Financial Solvency

Seek grants, volunteer donations and other revenue streams in addition to dedicated program funding appropriated through the General Fund.

5. Art Acquisition

Establish a collection of permanent and temporary work with high artistic merit and enduring value. Incorporate acquisitions thoughtfully into existing urban plans and with sensitivity to community context.

6. Community Identity

Reinforce civic identity through artistic expression and multiple mediums.

Guiding Principles

In view of Happy Valley's new art program and limited resources, it is crucial to establish the early steps. Recommended principles to guide programs and projects are shown below.

Starting Point	Install the first new artworks at locations most visible and accessible to citizens and visitors alike – in the downtown, and at city gateways.
Signature Projects	Seek opportunities for major art commissions in conjunction with upcoming public improvement projects.
Events	Link public art to Happy Valley community events. Schedule temporary exhibitions, announce art selections and unveil new commissions to coincide with seasonal festivals and other major events.
Arts & Design Community	Engage local artists, architects and other design professionals and enlist their participation and “ownership” of Happy Valley’s public art program.
Community Education	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.
Staffing	Provide professional staff support at an appropriate level to curate and maintain the public art collection. Other support will be done on a volunteer or contractual basis.
Accountability	Publish an annual report to document Happy Valley’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.

Public Art Opportunities

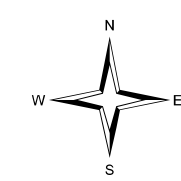
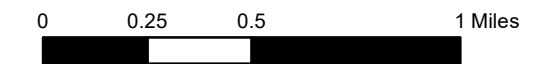
The following map highlights key Public Art Site Opportunities. Opportunities may arise that are not on this map.

It is important that Happy Valley staff and the Public Art Committee have the time and resources available to seize public art opportunities. Such opportunities will most likely include opportunities for permanent, temporary, artist initiated or artist-in-residence projects.



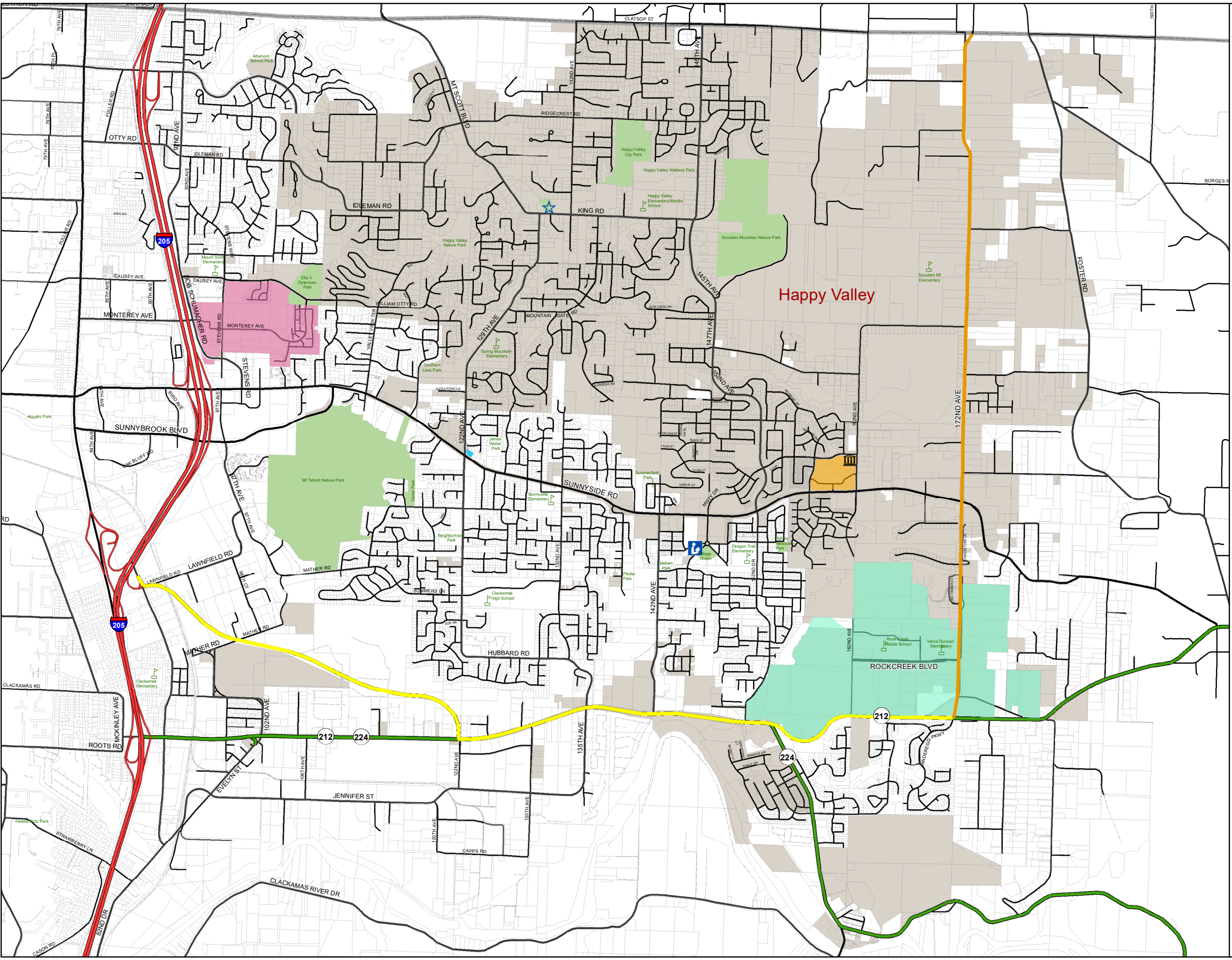
City of Happy Valley Public Art Map

- Happy Valley City Hall
- Library
- Community Policing Center
- Schools
- Recreational Areas
- Happy Valley Town Center
- 122nd Ave Monument
- Eagle Landing
- Rock Creek Employment Center
- 172nd Corridor
- Sunrise Corridor
- Happy Valley Boundary



Source: Data from Clackamas County GIS (2012)
The information on this map was derived from digital databases from the City of Happy Valley. Care was taken in the creation of this map but it is provided "as is". The City of Happy Valley cannot accept any responsibility for any errors, omissions, or positional accuracy, and therefore, there are no warranties which accompany this product. Although information from Land Surveys may have been used in the creation of this product, in no way does this product represent or constitute a Land Survey. Users are cautioned to field verify information on this product before making any decisions.

City of Happy Valley Maps/Maps being worked On/Public Art map.mxd | Aug 2010



Public Facilities

City Hall – City Hall currently retains a permanent art collection, six rotating sculptures around the exterior, a labyrinth and a veterans’ memorial. City Hall is anticipated to continue being used for public art features.

Community Policing Center (CPC) – The CPC is primarily used as a dispatch point for local law enforcement partners. The CPC, however, is housed in the original City Hall, which is a replica of a house previously donated to the City. Due to size constraints, the interior facilities are not recommended for traditional art installations, however the exterior grounds may be a viable alternative.

Library – The Happy Valley Library features a series of permanent “mini-sculptures” extending between the front door and the parking lot. Sculptures are oriented to facilitate traffic control and redirect patrons to parking facilities. The library also participates in the Clackamas Artist Exhibition Program through which the library receives new interior art each quarter.

Streetscapes – Public art can take many forms, including landscape treatments, building facades, freestanding sculptures, murals, lighting, electronic media including moving images, photographs, water features including run-off and catchment devices, kinetic pieces that move and react to the environment, and artist-designed functional elements such as paving, play equipment, street furniture, bridges and gates. It can include the written word, film or video, and performance, as well as more traditional enhancements such as banners, special streetlighting, and hanging baskets.

Recreational Areas

Park	Acres	Address	Amenities
Ashley Meadows Neighborhood Park	1.7	15410 SE Oregon Trail Dr., Happy Valley, OR	Basketball, Picnic, Playground, Shelter
Ella V. Osterman Park	31	10501 SE William Otty Road, Happy Valley, OR	Picnic, Playground, Shelter
Happy Valley Park	32	13770 SE Ridgecrest Rd., Happy Valley, OR	Baseball, Soccer, Walking Trail, Picnic, Restrooms, Parking
Mount Scott Creek Trail	24	118 th Ave., Greiner Ln., Kimberly Ct., Solomon Ct.	Trail system with trailheads extending into several residential areas
Mount Talbert Nature Park	224	10695 SE Mather Rd., Clackamas, OR	Walking Trail, Picnic Facilities, Shelter, Restrooms, Parking
Rebstock Park	2.2	12915 SE King Rd. Happy Valley, OR	Shelter, Parking
Scouter’s Mountain Nature Trail	N/A	S.E. Boy Scout Lodge Road and Southeast 147th Ave., Happy Valley, OR	Parking, Restrooms, Shelter, Picnic, Trails
Southern Lites Neighborhood Park	3	12088 SE 117th Ave., Happy Valley, OR	Basketball, Picnic, Playground, Parking

Village Green Park	2.7	13786 SE Sieben Parkway, Clackamas, OR	Basketball, Walking Trail, Picnic, Playground, Shelter, Parking
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In addition to the above parks, the City and its many partners retain several, smaller open space areas, linear parks and undeveloped lands. The above list also does not express “privatized” trails developed through homeowner’s associations (HOAs). HOAs own or maintain 28 of the 35 trails in Happy Valley. These trail segments are typically shorter than publicly-owned facilities, however HOA trails serve as connectors between residential neighborhoods and the larger public-trail system. In the future, HOAs may be a viable partner for artistic improvements facilitating higher visibility of connector trailheads.

Print and Digital Facilities

World Wide Web – The City maintains an official website as well as several social media platforms. In the age of mass communications, these venues are a viable facet of digital art and reaching a broader audience.

Newsletter – In addition to digital communication strategies, the City disseminates a monthly newsletter and a yearly magazine. These print mediums are disseminated both in Happy Valley and its urban growth areas. Print mediums may be a resource for reoccurring art information and special interest stories.

Touring Brochures – As the City continues to expand its art portfolio, produce a biannual walking tour brochure to highlight exhibits and artist information.

Commemorative Media – Produce a book, or similar media, depicting the City’s history and artistic exposure. Artistic literature will connect readers to Happy Valley’s rich heritage, and the proceeds from sales receipts may be used to support art programming.

Commercial Corridors

Clackamas Regional Center Area (CRC) – The CRC is comprised of approximately 2,100 acres and is located directly west and adjacent to the City of Happy Valley. Forecasts indicate that there will be 36,500 jobs within the study area and 7,600 housing units by the year 2017. As growth occurs, the area is envisioned to transition to more intensive uses, a greater mix of land uses, better multi-modal transportation access, and visual improvements. The City of Happy Valley Comprehensive Plan will apply to the CRC properties located within the city limits (either currently or through future annexation).¹

Eagle Landing – Eagle Landing is a planned, mixed-use Main Street development with an emphasis on social on environmental responsibility. Parking facilities will be largely diverted under and to the rear of pedestrian walkways. The Main Street will connect bigger, more robust development uses on the western end to the mid-portion of the village, where retail and residential uses border the Main Street, and the plaza at the eastern end, which begins a

¹ [Clackamas Regional Center Area Design Plan & Sunnyside Corridor Community Plan](#) (2008)

predominantly residential district. The site is expected to house 2,500 residents and will include several public plazas and promenades.²

Happy Valley Town Center – The Happy Valley Town Center seeks to re-locate the City of Happy Valley’s town center along Sunnyside Road and to provide regulatory and strategic tools to support a viable town center. The location for the town center along Sunnyside Road, between approximately 157nd and 172nd Avenues, is an area partially served by transit and designated for a variety of higher density housing, commercial and mixed uses.³



Photo by Chelsea Raddich

Sunnyside Corridor – Land uses in the Sunnyside Road Corridor are planned to provide both employment and housing, including mixed-use. Proposed uses emphasize a high-level of alternative transportation use and business development at signalized intersections.⁴ Business development and infill has accelerated along the eastern segments of the corridor, creating unique opportunities for public-private partnerships to facilitate the proliferation of public art.

172nd Corridor – The 172nd corridor is a north/south connector between Happy Valley’s commercial center at Sunnyside Rd. and the Rock Creek Employment Center serviced by the Sunrise Corridor. Currently there is a public sculpture at the 172nd Ave. roundabout, but the remaining corridor is unserved.



172nd Ave. Roundabout by Joshua Wiener / Photo by John Higgins

² [Eagle Landing Development Master Plan](#) MP-01-16/ERP-10-16. (2016)

³ [Happy Valley Town Center Draft Needs, Opportunities, Constraints, and Tools Report](#) (2011)

⁴ [Clackamas Regional Center Area Design Plan & Sunnyside Corridor Community Plan](#) (2008)

New Development Areas

122nd Monument – There is a monument at the corner of 122nd Ave. and Sunnyside Rd. The asymmetrical design of the monument could allow for an additional art installation. Due to locational constraints, the property is unlikely to be used by pedestrians while any art installation will be highly visible to commuters.

Eastern Urban Growth Management Area – In 2016, the City of Damascus formally disincorporated. Damascus lands, businesses and former city residents have reverted to the jurisdiction of Clackamas County, as was the case prior to the city’s incorporation in 2004. Happy Valley may annex a portion of the unincorporated area.

Planned Unit Developments – Home developers increasingly emphasize the livability of Happy Valley homes, incorporating green spaces and trails as inbuilt amenities. This practice creates a possible public-private partnership opportunity to encourage art in “privatized” spaces.

Rock Creek Employment Center – Metro brought this area into the Urban Growth Boundary in 2002 to provide land for industrial and employment development. The Rock Creek Mixed Employment Comprehensive Plan (2008) and the East Happy Valley Comprehensive Plan (2009) have generally maintained this vision of the area as an industrial and employment center. However, a 2011 Economic Opportunities Analysis identified concerns about the suitability of some of the lands as viable industrial uses.⁵

In addition to areas listed above, the Public Art Committee will explore alternative methods to incentivize installation of artistic features in new development. Methods may include:

1. Codifying public art installations as a permissible mechanism to meet related and compatible development criteria listed in the Happy Valley Municipal Code.
2. Offering an annual Opportunity Fund. The Public Art Committee may reserve a small portion of its annual budget as matching dollars/grant awards expressly for the installation or purchase of public art features.

Funding and Program Options

The Happy Valley Public Art Committee is committed to the responsible and efficient use of public resources through the development of, and adherence to, a budget. Additionally, the Committee will seek to continuously diversify its funding sources as means to leverage unanticipated program opportunities.

⁵ [Rock Creek Employment Center Open House](#) (2011)

General Fund – The City of Happy Valley sets aside a sum of money each budget cycle for public art. This sum is replenished each budget cycle. The committee is anticipated to use this revenue stream subject to the approval of the City Manager and City Council, however this revenue stream is subject to change pending the needs and financial ability of the City.

Percent for Art – An increasing number of cities have adopted “Percent for Art” ordinances affecting a limited subset of public improvement projects. Implementation of a Percent for Art program is conditional on City Council support.

Donations – The City, and the committee by association, may accept donations from individuals and businesses wishing to contribute to public art. These donations are tax deductible. Additionally, several online, private platforms have emerged through which people donate to non-profit organizations, however the tax-exempt status of online donations made through third-party entities is unknown.

Grants and Other Competitive Funding – The committee will actively seek and apply for grant and similar funding opportunities. Grant opportunities may be highly restrictive or non-applicable to the City, however these grants may also facilitate unanticipated funding opportunities.

Policy Development

As Happy Valley’s art program matures, 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 Public Art Committee will partner with the City Council and 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.
3. **Artist Selection Policy:** The method and criteria for selecting artists, including open competition, limited or invitational competition, direct selection, or selection from a pre-qualified artist list or roster.
4. **Inventory, Management and Maintenance Policy:** The procedures for providing ongoing funding for maintenance of the Public Art Collection.
5. **Donations Policy:** The process through which the City may donate or receive donated art work.

As each policy is developed and adopted by the City Council, it will be added to the Public Art Master Plan as an appendix. These policies may be amended by staff from time to time as the City Manager sees fit.



Peace Totem by Jesse Swickard / Photo by Jaimie Lorenzini