



## Downtown Ferndale Public Art Program

Public Art installations are a way to add character and personality to an urban environment, making it more interesting and unique. They can celebrate history, express the values of a community, and just make spaces more inviting to hang out in! The Downtown Development Authority in Ferndale, MI continues to fund the creation of public art by awarding private and or public property owners with installations year after year. Each year will have a new theme, and an advisory committee will make selections to curate a diverse set of styles and artists.

### Be a part of the legacy that continues to distinguish Ferndale!

#### Program Purpose

The purpose of this program is to enhance the business district as a destination for all by funding public art installations inspired by a yearly theme that will provide an enriching visual experience of Downtown Ferndale.

#### Overview

The Downtown Ferndale Public Art Program is an opportunity for artists and businesses to collaborate with Downtown Ferndale and the Ferndale Arts & Beautification Commission to continue the installation of new works of art within the community. In 2023, the Ferndale Downtown Development Authority (DDA) launched a Downtown Ferndale Public Art Program for exterior murals with the theme "You Belong Here!". This theme is used by Downtown Ferndale to communicate our vision of an inclusive downtown that is welcoming and engaging for all.

In 2024, the DDA expanded the program to include all forms of exterior public art and should include an interactive component. This includes murals, sculptures, wayfinding, photography, etc..

Artists are encouraged to submit a design concept proposal based on a yearly theme. Property owners along with business owners are requested to submit their interest in obtaining a public art installation on the exterior of their location that meets the criteria of the program.

## Application Process

The Ferndale Downtown Development Authority (DDA) will annually invite artists and building owners to submit an application to be considered for the program. Applications will be accepted each year, and the advisory committee will make determinations for the DDA Executive Director's approval. Contracts will be executed to allow mural installation to begin in the Summer, and all art shall be completed by September of each year.

- All submissions will be reviewed and scored by the Downtown Ferndale Public Art Program Advisory Committee discussed above.
- The number of murals funded each year will vary based on budget availability, and the size/scope of the proposals received.
- Upon selection, the artist, property owner, business owner, DDA staff and a member from the DDA Board of Directors will meet to finalize design concept and execute contracts.

### **Artists Application** - <https://ferndalemi.seamlessdocs.com/f/publicart>

Individuals or organizations wishing to create outdoor public art in the Downtown Ferndale District must submit design proposals through the Ferndale Downtown Development Authority submission form. A rendering of the proposed mural must be included, and each artist may submit up to three views of the design from varying angles if they choose.

Artists should be prepared to make themselves available to discuss the project scope and their concept during the selection process, as needed by the Downtown Development Authority, property owner, or advisory committee.

### **Property Owner Application** - <https://ferndalemi.seamlessdocs.com/f/artlocation>

Private property owners will be encouraged to submit a location where they would like to have exterior public art, such as a sculpture and or mural. It is strongly encouraged that the business owner (if different from property owner) be interested in showcasing public art as well. Government and non-profit organizations are also encouraged to submit proposed mural locations within the DDA District, with strong preference give to the TIF District boundary of the Ferndale DDA – [MAP HERE](#)

Property and or business owners will not be compensated for the installation of public art on their property and are responsible for removing when necessary/desired after five years.

### **Honorarium**

The artist(s) are requested to include the cost and or projected budget in association with the work of art they submit. The artist(s) selected will each receive a stipend of \$1,500 for materials from the full project total after the contract has been signed and prior to the execution of the selected work of art. Exterior wall murals will be awarded \$25 per square foot upon the full completion of the project installation. The maximum award will not exceed \$10,000 per installation. The minimum payment for selected art installations will be \$600 in addition to the stipend.

The following items will be considered for the payment associated with each installation:

- the size of the work

- the type of work
- the expectations of the artist

Artist(s) please think about how your project fits into this and what your budget might be in association to your submission. Put together a preliminary budget that includes an art fee (what is paid to the artist to cover their labor and artwork), materials, installation (anything you need for install, like a lift), insurance and anything else you think you might need for this project. If you need help, we are available to help you determine the projected budget.

## 2024 “Ferndale in Bloom” Theme: Definition and Criteria

Ferndale continuously encourages individuals and businesses to bloom into a vibrant, beautiful and distinct community. Downtown Ferndale is a community that is welcoming of all, it is ever growing and changing, similar plants and flowers bloom and flourish.

Blooming in Downtown Ferndale can mean different things to different people. We encourage artists to search for inspiration in the theme in whatever way it speaks to them.

### ***Theme Selection Criteria***

Factors to be considered by the Downtown Ferndale Public Art Program Advisory Committee when making selections shall include, but not be limited to the following when considering the annual theme:

- ✓ **ARTIST INSPIRATION:** Artist should explain how the proposed design was inspired by the Downtown Ferndale inclusivity theme: “Ferndale in Bloom”
- ✓ **COMMUNICATION OF THEME TO PUBLIC:** How well does the design communicate the artist’s inspiration and the theme “Ferndale in Bloom” to the viewer. Does the design inspire celebration and send a message that everyone is welcome in Downtown Ferndale?
- ✓ **INTERACTIVE COMPONENT:** Interactive components are encouraged whenever feasible.

## Selection Requirements & Criteria

### ***Downtown Ferndale Public Art Program Advisory Committee***

Selection of proposed public art submissions and locations will be done by an advisory committee created by the DDA with final authorization by the DDA Executive Director. The committee will include one DDA staff member, up to two members of the Board of Directors, up to two members of the Ferndale Arts and Beautification Committee, and two City of Ferndale staff members. If feasible the committee should include one of the previous selected artists or awarded locations. Any relationships to artists or property owners must be disclosed, and the committee member must recuse themselves from discussion or scoring of that application.

Final authorization is made by the DDA Executive Director based on input from the committee. The DDA Executive Director has authority to override the decision of the committee in instances where they believe the selection criteria have not been met, or new information is obtained that makes the mural or location

inappropriate. Any such decision will be limited to critical issues and will be communicated thoroughly to the committee.

#### **ARTIST/ART REQUIREMENTS:**

- ✓ All art must be durable for the outdoors
- ✓ Selected media must ensure longevity and durability
- ✓ Artist's will be responsible for all materials required and transportation expenses
- ✓ Artist must be insured and supply a copy of insurance at time of project installation
- ✓ Provide a scope of work which includes preparation, installation, and quality inspections, which ensures the safety of the artists and the public and does not impede public access. If the safety plan submitted is not being adhered to, and the DDA or City of Ferndale identifies a safety risk to either the artist and/or the public, the DDA or the City of Ferndale have the right to stop work until such time that safety issues or concerns are addressed by the artist
- ✓ [Submit this application for consideration.](#)

#### **ART/ARTIST CRITERIA:**

Factors to be considered by the Downtown Ferndale Public Art Program Advisory Committee when making selections for artwork shall include, but not be limited to the following:

- ✓ **ARTISTIC QUALITY:** The artist(s) proposal includes a concept, vision and examples of craftsmanship represented in existing artwork. Exploratory types of work as well as established art forms shall be encouraged.
- ✓ **LOCATION:** The public art concept proposal should include the scale, materials, form, and content for the immediate, general, social, and physical environments with which they are to relate.
- ✓ **DIVERSITY:** The advisory committee shall seek concepts from artists of diverse racial, gender, and cultural identities. The program also shall strive for diversity to style, scale, media, and numbers of artists represented.
- ✓ **FEASIBILITY:** Proposals shall be evaluated relative to their feasibility and convincing evidence of the artist's ability to successfully complete the concept as proposed. Factors to be considered include, but are not limited to, project, timeline, artist's experience, and represent qualifications associated to the theme.
- ✓ **DUPLICATION:** Artists are required to warrant that artwork is their own original, unique design and an edition of one or part of a limited edition, and to warrant artwork is not infringing on copyrighted materials. Logos, advertisements, or any kind of commercial signage will not be accepted.
- ✓ **PERMANENCE:** Uses high quality materials that will last a minimum of five years and are resistant to weather and ultraviolet deterioration.

#### **LOCATION/BUILDING OWNER REQUIREMENTS:**

- ✓ Location must be within the DDA District, with strong preference give to the TIF District boundary of the Ferndale DDA – [MAP HERE](#)
- ✓ Property owner and/or business owner at location must agree to prepare area for installation

- ✓ Property owner must agree to transfer license agreement to new property owner, in the event property ownership changes
- ✓ Property owner must agree to make reasonable efforts to preserve and protect the public art installation for a minimum of five years
- ✓ Property owner and business owner be engaged throughout the installation and completion process to ensure requirements and expectations are met
- ✓ Property owner must agree to complete a sign permit prior to installation (\$50 fee associated)
- ✓ [Submit this application for consideration](#)

**LOCATION SELECTION CRITERIA:**

Factors to be considered by the Downtown Ferndale Public Art Program Advisory Committee when making selections for sites shall include, but not be limited to the following: *(final authorization will be made by the DDA Executive Director)*

- ✓ **VISIBILITY:** Sites which are highly visible to the public will be given preference.
- ✓ **ACTIVATION OF UNDERUTILIZED PEDESTRIAN SPACES:** Placemaking and space activation are key goals for the Ferndale DDA. Artwork that serves to encourage activity in pedestrian spaces will be given preference.
- ✓ **VARIETY OF SITE SELECTION:** The advisory committee will strive to select locations downtown, benefiting as many businesses as possible.
- ✓ **SAFETY:** Locations that may benefit from activation to address safety or security concerns will be given preference.
- ✓ **PERMANENCE:** Site is conducive to an installation of public art that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration.