

# City of Placerville Public Art Master Plan

Community Meeting – December 11, 2023



Art Builds Community



# **PUBLIC ART IS...**

**Any art form or experience that occurs in public space.**

**It can be temporary or permanent, large or small, visual or performative.**

**It can help enhance and reinforce a sense of place.**



# PROCESS

## RESEARCH

Research Placerville's human, environmental, cultural, and historical development.

## INVITE

Invite residents, business owners, workers, community leaders to share and explore ideas for the plan

## GATHER

Gather community input through interactive art engagement.

## PROVIDE

Provide goals, policies, and objectives to guide the development of public art

## CREATE

Create a public art plan that includes vision, mission, objectives/guiding principles, and recommendations.

# PROJECT TIMELINE

**MAY-  
JUNE  
2023**

**Project  
Initiation**

**JULY-AUG  
2023**

**Community  
Engagement &  
Public  
Participation**

**SEPT  
2023**

**Synthesis &  
Emerging  
Themes**

**OCT  
2023**

**Draft Public  
Art Master  
Plan**

**DEC  
2023**

**Public Art  
Master Plan  
Review &  
Refinement**



# PROJECT INITIATION & RESEARCH

- Visited Placerville in early June and met with ACED staff and City staff to learn about Placerville's histories, its development and how public art can complement town goals.
- Met with representatives of arts, civic, historic, and business sectors to learn how public art can support their work.
- Toured Placerville retail areas with ACED staff.

# COMMUNITY ENGAGEMENT



- 7.31.23 – Community Meeting
- 8.2.23 – Farmers Market Popup
- 10.23 – Steering Committee review of draft plan
- 12.11.23 – Community Meeting



**What do you  
love about  
Placerville?**



**Arts &  
Culture**

**Nature &  
Environment**

**History**

**Community  
& People**



# What should public art represent?



Community Identity & Representation

Artistic Expression & Vision

Cultural Heritage & History

Thematic Flexibility

Environmental Emphasis


Aesthetics & Artistic Elements

Tourism & Gateway Concepts



A decorative graphic on the left side of the slide. It features a solid dark red arrow pointing to the right at the top. Below it, several thin, curved lines in shades of grey and green sweep across the page, suggesting movement or a path.

**How do you  
see Placerville  
10 years from  
now?**

A diagram consisting of three interconnected hexagons. The top hexagon is light orange and contains the text 'Community & Welcoming Environment'. The bottom hexagon is a darker red and contains the text 'Community Values & Vision'. The right hexagon is a medium brown and contains the text 'Public Art & Historical Representation'. All hexagons have a thin white border and a slightly darker red outline.

**Community &  
Welcoming  
Environment**

**Public Art &  
Historical  
Representation**

**Community Values  
& Vision**



# RECOMMENDATIONS

Support local artists to create work in the public realm.



Commission art that illuminates Placerville's many histories, told and untold.



## Integrate art with the natural environment



# Celebrate Placerville's historic architecture



Commission art that enhances place and enlivens retail areas.



**Build partnerships between  
ACED and other community-  
based organizations to  
expand engagement with  
public art.**





# Include art in the design of all public construction projects



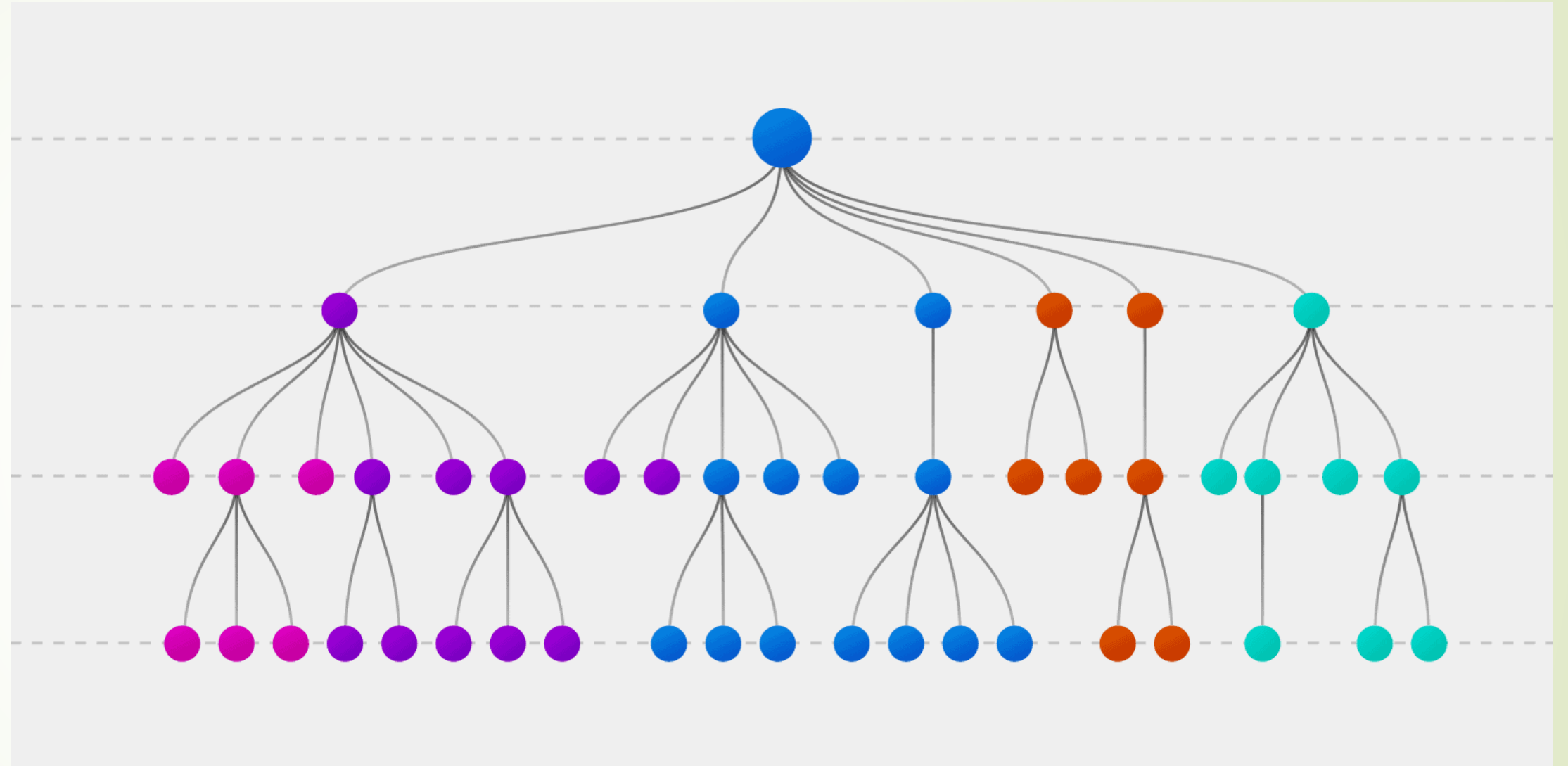
*Groundwork*, Amy Trachtenberg, Hillview Branch Library, San Jose, 2007



*The Passage*, Team Gadugi, Landing, Chattanooga, 2005



- Adopt clear guidelines, policies, and procedures for artworks on public property.



- **Seek new funding sources to support public art.**





# Your Turn!

- ▶ Add your recommendations to post-it notes on the walls.