



City of Fayetteville Arkansas

Planning Staff's Proposed Monuments, Memorials and Plaques Policy

Purpose:

From time to time requests are received from individuals and organizations for permission to place monuments, memorials or plaques to an individual, organization or event on City property. When properly designed, planned and displayed, memorials may furnish the general public with a greater understanding of local history, culture and people.

Intent:

1. Donors of memorials are asked to consider the primary uses of public open space in their request for a location or suitable site. While appropriate memorials may enrich a park experience for park users, public open space is also a very precious commodity, and monuments, memorials and plaques should be carefully reviewed to balance these two public benefits to protect the greater good.
2. The quality of timelessness should be considered in the significance of the individual, community or event being memorialized. Memorial proposals should represent the values of the community and be mindful of future generations.
3. Memorials may be commemorative in nature or the marking of a life's events: the birth of a loved one, an anniversary, a graduation, memory of the deceased, the opening of a business, or a celebration of a community. Memorial proposals honoring individuals or a personal event should be represented in a form that has a broader community interest and moves the viewer to a special experience. Examples include community parks, landscaped gardens and plazas, sculpture and art works, plaques about history or the environment, poetry, fountains, park benches, site furnishings, etc.
4. Often public art is acquired through donations and gifts that are financed in memory of an individual, organization, or commemoration of an historic event. Donations to a public art memorial fund may be contributed and combined towards a larger united project, which will allow for both individual or group donations to be recognized.
5. It is recognized that a particular location may reach a saturation point and it

would then be appropriate to consider limitations or a moratorium of future memorial installations at a particular location or area.

6. Maintenance concerns should be a primary consideration, with adequate provision made for continued future maintenance. In all cases, permanent memorials should be made from durable material that will stand up over time.
7. Unless otherwise agreed, the donors of the proposed memorial are required to pay for design, manufacturing, installation and maintenance endowment to ensure adequate quality of care for the memorial.
8. The City may consider contributing funds to a community monument only when the memorial is for a broad community purpose that marks an event that has broadly effected the community.
9. This policy will serve as a guide to the City for any monuments, memorials or plaques it may wish to place in parks or public areas within its jurisdiction.

Definitions:

A distinction is made between simple plaques and more elaborate memorials.

The seven basic types of memorials will be categorized as follows:

1. Simple plaques are those mounted flush with the ground. The size should be appropriately designed per the limitations and consideration of the setting.
2. Adorned plaques are those installed as part of a larger, more intrusive setting. These plaques include installations such as those that are pedestal mounted or affixed to a boulder.
3. Sculpture and other art works including but not limited to representational, non-objective, contemporary, and abstract pieces in a wide variety of artistic mediums such as metal, glass, bronze, ceramic, wood, etc. Artworks that are integrated into a placement or setting will be strongly encouraged.
4. Fountains may be fairly simple or large and complex. They will require additional consideration and review because of the infrastructure required (plumbing and electrical) and additional maintenance implied.
5. Memorial gardens and plazas may include some of the objects listed above but include a spatial experience.
6. Basic park accessories and amenities such as landscaping, site furnishings,

benches, seating, picnic tables, drinking fountains, sun dials, shade structures, mosaics, unique pathways etc.

7. Other memorials is a “catch-all” category to cover proposals that may not fit into any of the categories previously described.

Criteria:

All the basic types vary greatly in the impact they have upon the community; the review and process for allowing them to occur within the public space should reflect those differences. All memorials, however, should be judged for appropriateness according to the following criteria. These criteria are intended to serve as guidelines for the reviewing body.

1. The person or event being memorialized is deemed significant enough to merit such honor. Simple plaques or the sponsorship of basic park accessories and amenities typically found in a park or public space (bench, tree or landscaping) in honor of a person need not meet the same level of significance as larger, complex and more elaborate memorials.
2. For purposes of renaming parks, roads, structures or streets, the person honored shall have been deceased for at least two years and shall have made significant contributions to the community.
3. The memorial represents broad community values and has been embraced and supported by the community the memorial is intended to honor.
4. The memorial has timeless qualities and makes a statement of significance to future generations.
5. The location under consideration is an appropriate setting for the memorial; in general, there should be some specific geographic justification for the memorial being located in that spot.
6. The location of the memorial will not interfere with existing and proposed circulation and use patterns.
7. The quality, scale, and character of the memorial is at a level commensurate with the particular location or setting.
8. The memorial contributes to the proposed site location from a functional or design standpoint.
9. The memorial should be designed by a qualified professional in the field appropriate to the size scale and complexity of the proposal.

Basic Conditions for Approval:

1. All Inclusive Costs: The cost of design, fabrication, plaques, transportation, installation, site preparation work, foundation, lighting, electrical, permits etc. must be financed by the requesting party. The memorial proposal shall include all-inclusive costs and any exclusion shall be stated clearly in the proposal. Additionally, any party hired or employed by the requesting party must provide proof of insurance approved by the City that may include and is not limited to: general liability, automobile insurance, professional liability insurance, performance insurance bonds, workman's compensation coverage and others as required by the City.
2. Site: All proposed monuments or memorials must relate to and support their proposed site and/or community. Any party proposing to install a monument, plaque or memorial must propose three (3) feasible sites for their project along with an explanation of the significance and relationship to each site.
3. Maintenance: In general, the City may consider maintenance of approved memorials, if the memorial meets City standards for construction and materials. However, complex or large memorials that require significant and costly maintenance may require insurance, a bond or an endowment fund, and a maintenance schedule by the memorial donor adequate to ensure its care conditions satisfactory to the donor and the City. The posted insurance or bond should also cover costs of installation and/or removal. If an adequate level of maintenance is not continued, the City reserves the right to remove or modify the memorial or a portion of the memorial. If the City commits to maintaining a particular memorial, and the City is not able to maintain the memorial at a level satisfactory to the donor, the donor shall have the opportunity to supplement maintenance as required.
4. Wording on memorial plaques: Individuals and groups may be recognized for their contributions towards a memorial project. All text and design must be approved by the Fayetteville Art Committee prior to fabrication of a plaque.

Approval Process:

1. Initial Feasibility Consultation: Before proceeding with the subsequent steps of this process, applicants desiring to place a memorial or monument should submit a letter to the City Administration that outlines in sufficient detail the main purpose and concept of their proposal. Staff will then schedule a feasibility consultation, if the proposal is sufficiently complex, large or significant, with the

applicant and advise him or her of the contents of this policy, the appropriateness of the proposed memorial or monument in light of the policy, and the necessary courses of action required to complete the application. In the case of proposals for significant memorials or monuments, staff reserves the right to submit applicant's preliminary proposal to the Public Art Committee for their approval of concept before embarking on further costly planning and study. Depending on the Public Art Committee's action, the concept may be submitted to the City Council for its consideration.

2. Written Proposal: Once the initial feasibility of an applicant's proposed monument or memorial has been established, then the applicant will be requested to submit a written proposal with as much information as possible as to the design, size and materials, appropriateness of preferred site, map identifying the proposed site, plaque wording, sketches, artists renderings and/or models, a rendering of the monument at the proposed site, and estimated costs. A maintenance plan developed and approved by a conservator must also be submitted prior to final approval.

3. Proposal Review: The Public Art Committee (PAC) shall meet at its regularly scheduled monthly meeting to review any proposals and to make a recommendation to the City Council regarding the quality, validity and significance of the requested. The committee shall also consider appropriateness of site location, size, shape and design as well as general aesthetics in its review. The proposal must be submitted to the City 30 days prior to review.

4. Conceptual Approval, Modification or Disapproval: Upon completion of the proposal review, PAC will recommend accepting, rejecting, or modifying the proposal. This recommendation will be forwarded in writing to the City Council. If the PAC recommends rejection of the proposal, unless the City Council requests a review of the proposal the PAC recommendation is final. Should conceptual approval with or without the recommended modifications be recommended by the PAC, the requesting party will then be required to complete the following steps before presentation to the City Council for its approval:

A. Prepare any additional submission requests as required by City staff or PAC as part of the conceptual approval.

B. Provide evidence of financing or fund raising activities.

C. Submit proof of insurance requirements for review by City staff.

D. Notify and submit conceptual proposal, if necessary, for review to the appropriate neighboring community meetings or business associations that may be affected by the location of the memorial. Provide PAC with comments and feedback from these organizations.

E. Provide site plans, detailed design and schematic drawings as may be required.

F. Finalize any engineering, structural or other similar review of the memorial proposal with staff. If there are questions (utility locations and impacts, etc.) regarding the proposed site, these concerns must be addressed before the proposal can be placed on the City Council's agenda for its action.

G. As is appropriate, provide documentation concerning the name of the foundry, the type of material, the type of coating and patina, and the artist conceptual idea for the memorial.

Once all the requirements listed above have been completed, the proposal will be placed on the regularly scheduled meeting agenda of the City Council. The City Council will consider all information, including the PAC recommendation, staff recommendation, the written proposal and concepts, and public testimony in its decision making process. The City Council may authorize the placement of the proposed memorial; it may request modification of the proposal; it may reject the proposal, or it may request additional information on the proposal. The decision of the City Council is final unless it chooses to reconsider its decision.

The requesting party will be required to enter into a contractual agreement with the City of Fayetteville prior to commencement of the work.