

January 15, 2016

Dear Susan,

Thank you for your considerable patience and understanding concerning the Gateway Project. The Ashland Mayor, City Council, and Public Art Commission are very pleased you have agreed to prepare a second concept for the site. As you know, the City Council will select one of the two concepts for installation at Gateway.

The council confirmed selection of you as the chosen artist and recognizes your high degree of experience, ability, and talents for creating public art. This means they understand your second concept will continue your established creative process, be a bold engaging contemporary piece, and likely constructed of metal. The request for a second concept confirms the City Council's comfort with all of the RFQ parameters sought by the Public Art Commission for Gateway. The council decision to provide you with a commission of \$3500 to complete this second concept is further confirmation of Ashland's commitment to your public art aesthetic.

The council is both optimistic and excited about the second concept. In way of explanation of the two concept approach: when the concepts are presented side by side, this gives an opportunity for the city to compare, contrast, and maybe even learn something substantive about the role of public art. We hope this serves to continue a constructive, thoughtful dialogue between the proponents and opponents of Gather and allow the two groups to come together to discuss the outcome from an informed viewpoint.

In a separate communication, the Mayor is providing a synthesis of public input received by the council for your information. While you may remember, since there has been a considerable passage of time since completing your first concept, the following presents a recap of some items that might be helpful when preparing your second concept.

The Project and Project Intent of the RFQ:

The Project

The Ashland Public Art Commission (PAC) seeks an artist, or artist team, to develop a site-specific, permanent, original, outdoor artwork. The Ashland Gateway Sculpture Site is in downtown Ashland, Oregon at the intersection of Siskiyou Blvd, North Main, South Main and Lithia Way.

Ashland is located in the picturesque Rogue Valley of Southern Oregon just 15 miles north of the California border. Ashland is known as an "arts" community boasting numerous art galleries and attracting art-savvy visitors both for the performing arts and the visual arts. This unique opportunity provides public art for the enjoyment of Ashland citizens and visitors.

Project Intent

The vision for this artwork is to add a signature installation to the City of Ashland's Public Art Collection, place Ashland in a contemporary context within today's world, add to the city's visual landmarks, and aid in strengthening economic development and tourism. Additionally this site-specific artwork is meant to:

- become iconic to Ashland and enrich the spirit and pride of the community,
- create excitement and interest for the community,

- challenge the viewers traditional perspective on art,
- enhance the experience of entering the downtown core, and
- encourage people to reflect on the larger world community

Location and Site Considerations include:

The Gateway site is in the Siskiyou-Hargadine Historic district, and is the south gateway to Ashland's designated Downtown Historic District. Gateway Island is a major intersection and is a transitional space along the wide Siskiyou Boulevard, an arterial roadway through town. The site lies between the every-day world of distracted activity of cars, busses, bicycles, and pedestrians going to and fro before entering the walkable, historic core of Ashland. With the exception of the historic Carnegie Library nearby, the Gateway site is surrounded by newer buildings including the Fire Station and the modern wing of the Public Library.

This is a prominent city center location with good visibility from surrounding roadways, library, bus stop, and fire station. Visibility from the downtown district is intermittent as the site has tall (40 ft maximum height) deciduous trees on three sides. The fourth (southeast) side has a tall conifer that is dedicated for use as a holiday tree. The site itself includes the landscaped circular area for the proposed art piece, two benches, water fountain, and paved pedestrian walkways.

Selection Panel Discussion

The public art selection panel's discussion focused on a consideration of a balance between scale, engaging and aesthetic interest at different heights, artistic merits, physical presence, and original voice when discussing alternative concepts for this location. The panel found your concept best fulfilled the project intent of the RFQ.

Ashland City Ordinance Selection Guidelines for Public Art (abbreviated)

1. Quality - Exceptional quality and enduring value
2. Site- Enhance location in terms of scale, color, materials, texture, content, and social dynamics
3. History and Context - Consider the relationship with existing architecture and landscaping including historical, geographical, and cultural features of the site
4. Maintenance and Durability - Long term permanence and limited maintenance
5. Public Liability- Consider safety hazards to the public
6. Diversity - Encourages cultural diversity of the Ashland Public Art Collection

In closing, the city looks forward to having a signature artwork from you that is distinctive to Ashland, a visual landmark and engaging piece of art.

Should you have any questions please do not hesitate to contact me either by email or phone (541 482 8559)

My best regards,
Margaret Garrington
Chair, Public Art Commission