Introductions

The Planning Process

Evolution of Public Art

Public Art Approaches

Discussion
We believe every community and person has the right to choose their own creative life.
Arts and Culture Strategic Plan Update
Planning Process Overview
Public Art Master Plan Goals

Vision, Goals, Actions
All policies and procedures
Mural guidelines and processes
Early Wins
Turnkey!
Research and Engagement

PRE-PLANNING
Document review
Current plans and policy review
Stakeholder and community engagement strategy
Bayshore community tour

QUALITATIVE INSIGHT
Stakeholder interviews
Discussion groups
Community forums

QUANTITATIVE INSIGHT
Current inventory
Secondary research

COMPLEMENTARY
QUALITATIVE
QUANTITATIVE
Plan Timeline

February 2020: Stakeholder and Community Engagement

April 2020: Draft Plan and Components

June- July 2020: Final Plan Approval and Adoption
Evolution of Public Art
What is Public Art?
Definition of Public Art

Public Art expresses community values, enhances the environment, transforms a landscape, heightens awareness of community concerns, or questions assumptions. Public art commemorates local history and traditions. Placed in public sites, the art is intended for everyone, a form of collective community expression. Public art reflects how we see the world, the artist’s response to our time and place combined with our own sense of who we are.
Art in Public Spaces Vs. Public Art

Angel of the North Antony Gormley
Genesis of Percent for Art Concept

Philadelphia artists studying in Europe after WWII
Observed art as part of rebuilding
Louie Kahn, President, Philadelphia Redevelopment Authority, established the first percent for art program in 1958
Followed by Baltimore, San Francisco, Hawaii, Washington State, King County, WA and Seattle

Currently, more than 725 cities and counties have percent for art requirements
Public Art Approaches
Traditional Roles of Public Art
Creating Civic Identity

Grand Rapids, MI:

From Controversy to Civic Pride
Creating Civic Identity
Contemporary Memorials
Enlivening Streetscapes
Enlivening Streetscapes
Enhancing Infrastructure
Enhancing Places with Temporary Installations
A Love Letter For You
Brick Valentines on the Philly Skyline.

Mural Art
Participatory Public Art
Public Art Events and Festivals

**Glow Santa Monica**: one of the first.

**Art Prize**: Art throughout Grand Rapids, MI

**Light Baltimore**: Accessible and community oriented

**Burning Man**: Most prominent
Economic Impact of Public Art
Measuring Impact:
Musical Swings
West Palm Beach
The Importance of Community Engagement

The Unity Beacon Project

Fort Lauderdale
Summary of Public Art Approaches

- Aesthetic Enhancement
- Creating Civic Identity
- Commemorating History
- Monuments & Memorials
- Preserving the Environment
- Enhancing Parks & Plazas
- Urban Problem Solving
- Enhancing Infrastructure
- Enlivening the Streetscape
- Creating Education Experiences
- Enhancing Urban Design
- Urban Revitalization

- Creating Economic Value
- Participatory Public Art
- Art as Social Commentary
- New Technology & Public Art
- New Venues for Public Art
- Temporary Public Art
- Event & Festival-based Public Art
- Economic Development and Public Art
- Neighborhood Identity (Gateways)
- Urban Place-making
Discussion

What public art projects in other cities inspire you? Why?

Which approaches to public art seem appropriate for the Bayshore Gateway Triangle area?

What defines success for a public art plan in the Bayshore Gateway Triangle area?
What public art projects in other cities inspire you?

- Hard Rock
- Chalk Art Festivals
- Street performances
- Wynwood Walls (Miami)
- Tattoo streets
- Interactive Art
- Vero Beach – butterflies
- Yarn bombing
- Cross stitch on fence

- Philly Mural Arts
- Albany – bridge spans
- Parking garages with public art
- Asheville – industrial areas that are now artists enclaves
- Amsterdam – diversity of view of arts
- Breweries
What public art projects in other cities inspire you?

Downtown Tampa
Containers as restaurants
Murals
Key West
St. Pete – walkable eclectic – mix of businesses
Orlando parking garage
Savannah, GA
Downtown Seattle – climbing structures
Which approaches to public art seem appropriate for the Bayshore Gateway Triangle area?

Start small!! – yarn bombing / butterflies
Allow murals to continue
Live music people can walk to – between Anchor Lab and Celebration – but needs connection
Interactive Art Map
One street with no cross streets – can't shut the street down so need to open up side streets to Sugden Park
Bayshore has Bohemian flavor/identity
CP – murals are happening – engaging all ages, demos, etc.
Temporary installations along the roads
Flag project – (temporary) – representing the different communities in Bayshore
Which approaches to public art seem appropriate for the Bayshore Gateway Triangle area?

- Innovative lighting projects/installations
- Pop-up music events
- Creative landscaping/lighting
- Old Florida style arts
- Murals! Murals! Murals!
- Art Studios
- Funky – cargo containers
- Art all the way down the street – “Where’s Waldo?” Concept – treasure hunt
- Vacant Space temporary installations
- Music and artists – down the street – one person musicians
- 17-acres is the front porch of Bayshore
- Dance Steps – Anchor Lab walk is perfect opportunity
- Gateway Welcome Art – Identifying the neighborhood
- Bridges as walkways – CONNECTORS!!
- Korea – build places in the infrastructure
- The Piano Project (National)
What defines success for a public art plan in the Bayshore Gateway Triangle area?

Culture of YES! Creating incentives and removing barriers

County partners with the arts and elevates the arts

Inclusivity and support from the County leadership

End-to-end involvement; community engagement buy-in from the community long-term

Change of mindset / cultural shift

Infrastructure public art

Youth included in the conversation!! Work with schools and communities

Arts are elevated as important/economic impact
What defines success for a public art plan in the Bayshore Gateway Triangle area?

Arts and cultural destination

Green space

Accessible, welcoming, open, inclusive, all ages, all backgrounds, SES, etc.

Liaison in all different departments about ordinances, permitting, etc.

Get a reaction and invite others – instagrammable and selfie ready

Continued visits by visitors and residents – they want to come back!

Environmental considerations – integrate in all community planning – conservation, infrastructure, changing climate, etc.