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## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Michael Starling, Director of Economic Development

**Date:** 9/14/2020

**Subject:** **Public Art Implementation Plan**

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### **ITEM DESCRIPTION**

Discussion of the proposed Public Art Implementation Plan.

### **BACKGROUND**

City Council approved the Create Dunwoody Arts & Culture Master Plan in December of 2018. One of the five Goals of the Master Plan was to implement Public Art: *"Enliven the public realm with more visual art installations and performance art pieces, ranging from temporary exhibits to a permanent City-owned collection, that inspire and engage passers-by and are reflective of the character of the city."* Recommendations included:

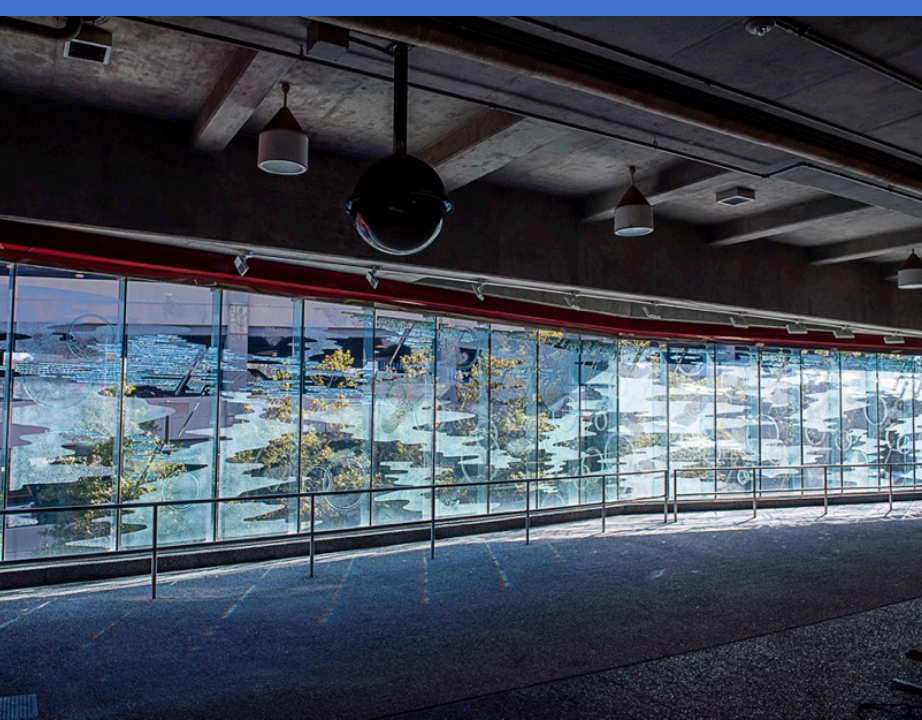
1. Create a Public Art Committee.
2. Develop clear guidelines and policies for the selection and placement of public art.
3. Develop a public art map with current locations and suggested priority locations for future public art in the city.
4. Earmark consistent funding for public art.
5. Pilot new public art initiatives that are reflective of Dunwoody.

The City discussed public art in the summer of 2019 after a public mural project was proposed by citizens. After significant debate, it was determined that the City lacked the policies, ordinances and general vision for public art and that the best way forward was to create a Public Art Plan that was unique to the City of Dunwoody. Following research and discussion with neighboring communities, staff determined that an outside consultant was needed for this planning process and a portion of the funding included in the 2020 Budget for Arts and Culture was earmarked for the Plan.

City Staff began working with Todd Bressi in March of this year on the Public Art Implementation Plan and the Draft Recommendations are attached.

### **RECOMMENDED ACTION**

Staff respectfully requests Council to consider approval of the Public Art Implementation Plan at the 9/29/2020 Council Meeting.



# CITY OF DUNWOODY PUBLIC ART IMPLEMENTATION PLAN

City Council Work Session  
September 14, 2020

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Council authorized this plan to:

- Follow up on key Create Dunwoody recommendations
- Answer key questions:

What does “public art” mean in Dunwoody?

Where does public art belong?

How can public art be approved?

How can public art be funded?



- Consultant Selection (January)
- Mobilization (March)
- Research / Assessment (March-May)
- Community Outreach (March-May)  
Survey, interviews, roundtables, advisory committee
- Plan Development (June-August)  
Vision and Goals  
Projects, Priorities, Map  
Processes, Roles, Ordinance, Best Practices
- Plan Review and Adoption



- Vision: *What impact will public art have on Dunwoody?*
- Goals: *What short- and long-term accomplishments should the program strive for?*
- Opportunities:  
*What are the best opportunities for projects?*  
*What criteria should be used to identify future projects?*
- Priorities: *What are the immediate and five-year priorities for public art?*

- Process: *What roles do the City, arts groups, civic groups and the private sector play? How do artists and the community participate?*
- Tools: *What tools do you need to get there? Ordinances? Policies? Staffing? Funding?*

# What Did We Learn?

## Community Engagement Findings





- Parks, community commercial areas and cultural facilities are the best types of locations for public art.
- Dunwoody Village, Perimeter Center, Brook Run Park are the best areas for public art.
- Functional artwork (landscape, streetscape, wayfinding) is the most appropriate type of public art.
- Sculpture (playful, site-specific, civic) are of interest.
- Small, artist- /community-based projects are of interest.
- Large, visionary project is aspirational.

*From public art survey, interviews*

- Desire for a **cohesive approach**, while reflecting **the varied character** of different city districts
- The most important theme is **community, unity, coming together, connectivity**.
- The most important aspects of Dunwoody to consider are the community **events** that occur and the city's **history**, most uniquely its roots in farming. Both are markers of the City's sense of **tradition**.
- Build on home-grown activities assets, resources, events.

*From public art survey and interviews*

# What Will We Do?

## Vision and Goals

### Guidelines and Opportunities





Public art will take the emerging City of Dunwoody to the next level, connecting the community and visitors through a colorful, fun and explorable collection of art and gatherings.

- Improve city's the visual **appearance**, especially places where people gather, landmarks and infrastructure
- Create a place that is active, fun vibrant, livable, **engaging and explorable** — a place where people plan to stay after work, or want to visit so they can see what what's going on
- Change perceptions of the city; **reflect its growing creative energy**; not stodgy, but hip, cool, funky
- Create a sense of **pride and welcoming**

*From public art survey and interviews*

Dunwoody offers the best of both worlds ...  
big city amenities with small town flair.

Dunwoody is a place where people work together  
to make the community better.

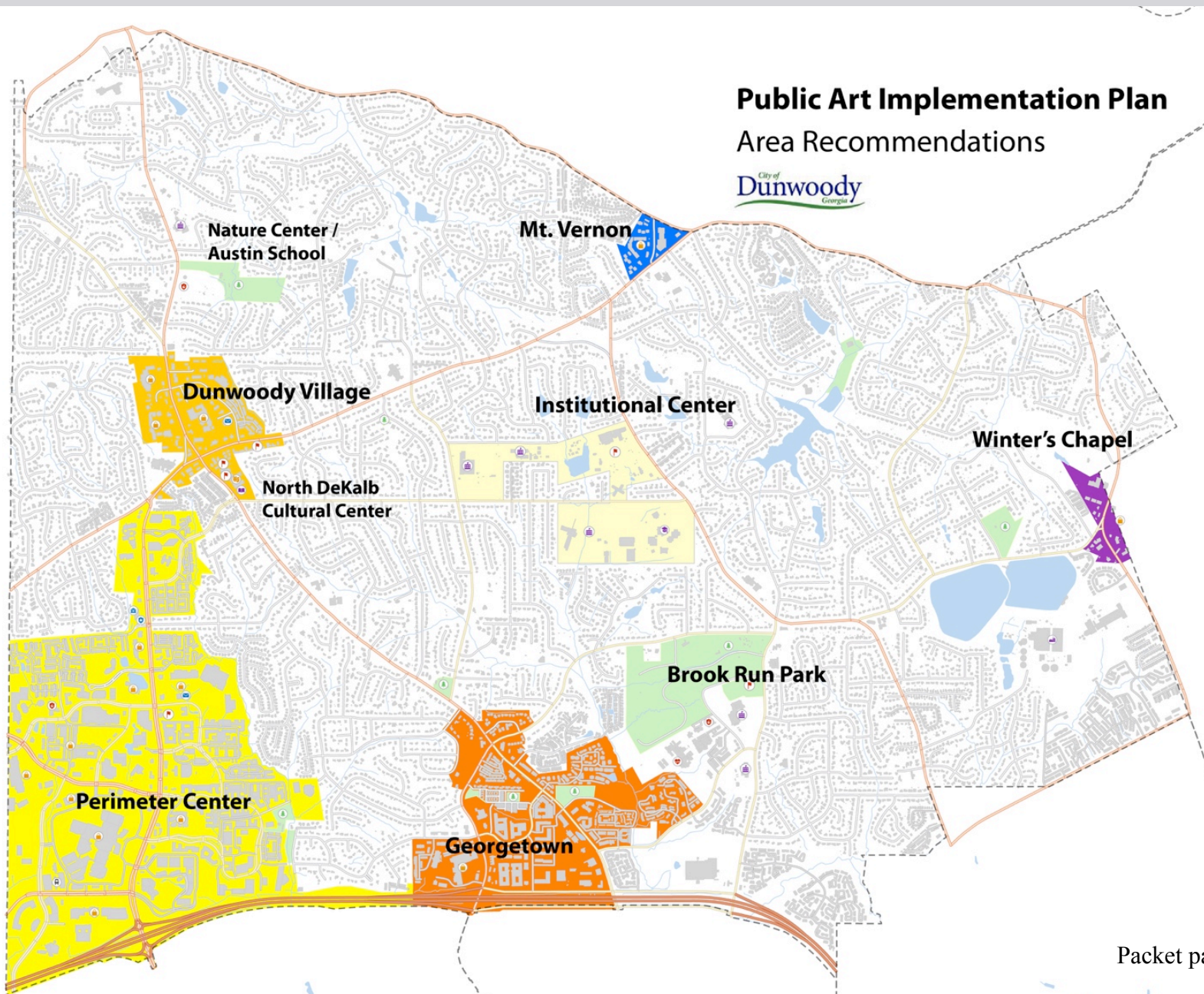
Dunwoody is diverse.

Dunwoody celebrates and connects with festivals.

Dunwoody has grown into a city for which family and  
neighborhood are at the center.

Dunwoody is a city in transition ... ever-changing.





## Dunwoody Village

Functional Landscape

Functional Streetscape

Pop-up Interactive

Wayfinding

Sculpture: Temporary,  
Site-Specific

## Perimeter Center

Murals / Business

Architecturally-integrated  
Features

Functional Streetscape

Light Sculpture

Wayfinding Features

Functional Landscape

Gateway Features

## Brook Run Park

Playful Sculptures

Functional Park Features

Interactive Play Features

Ground Murals

## Georgetown

Functional Landscape Features

Functional Streetscape Features

Gateway Features

Site Specific Sculpture / Civic Sculpture

Murals / Business Areas

## Mt. Vernon / Jett Ferry

Gateway Features

Site Specific Sculpture / Civic Sculpture

Murals / Business Areas

## Winters Chapel

Gateway Features

Murals / Business Areas

Site Specific Sculpture / Civic Sculpture

Functional landscape

## Institutional District

Gateway Features

Site Specific Sculpture / Civic Sculpture

Functional Landscape Features

## Gateways

Gateway Features

Integrated Infrastructure Features

## Multiuse Trails

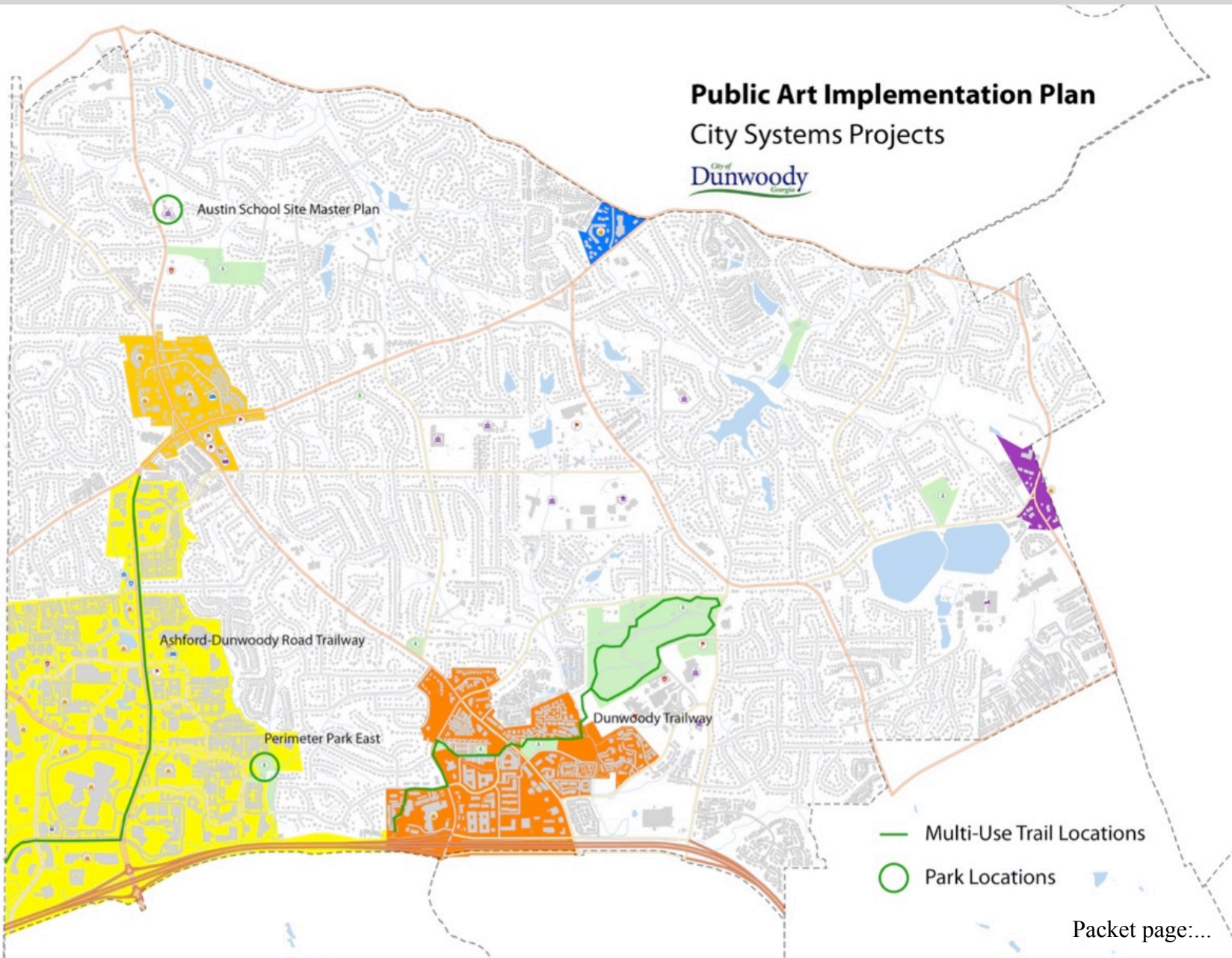
Trail Markers

Ground Murals

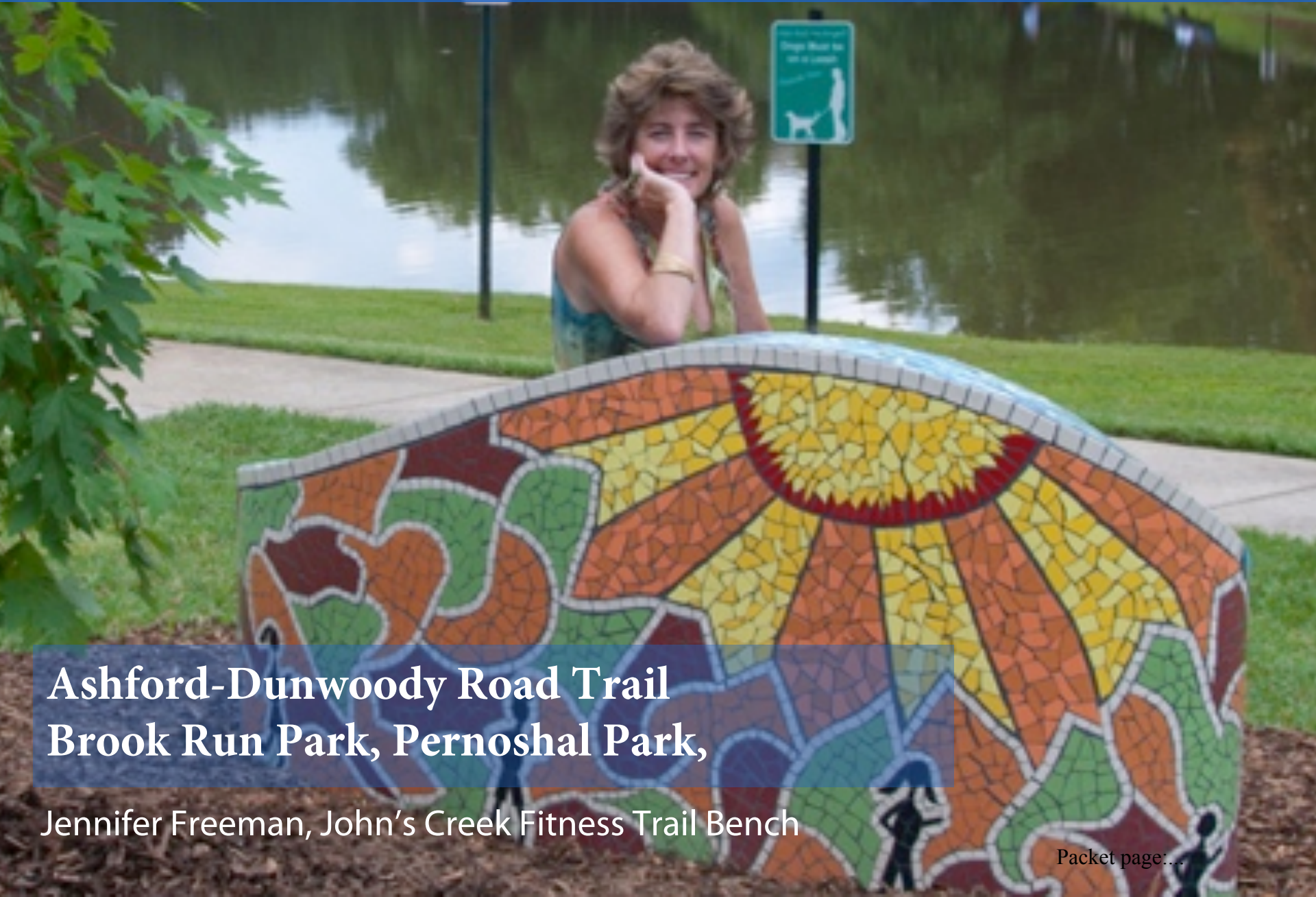


## Public Art Implementation Plan City Systems Projects

City of  
**Dunwoody**  
Georgia







**Ashford-Dunwoody Road Trail  
Brook Run Park, Pernoshal Park,**

Jennifer Freeman, John's Creek Fitness Trail Bench



# City Infrastructure: Future Multi-Use Trails

#12.



**Connect Dunwoody, Brook Run Park**

Lexington, Ky., Legacy Trail "Tapis"

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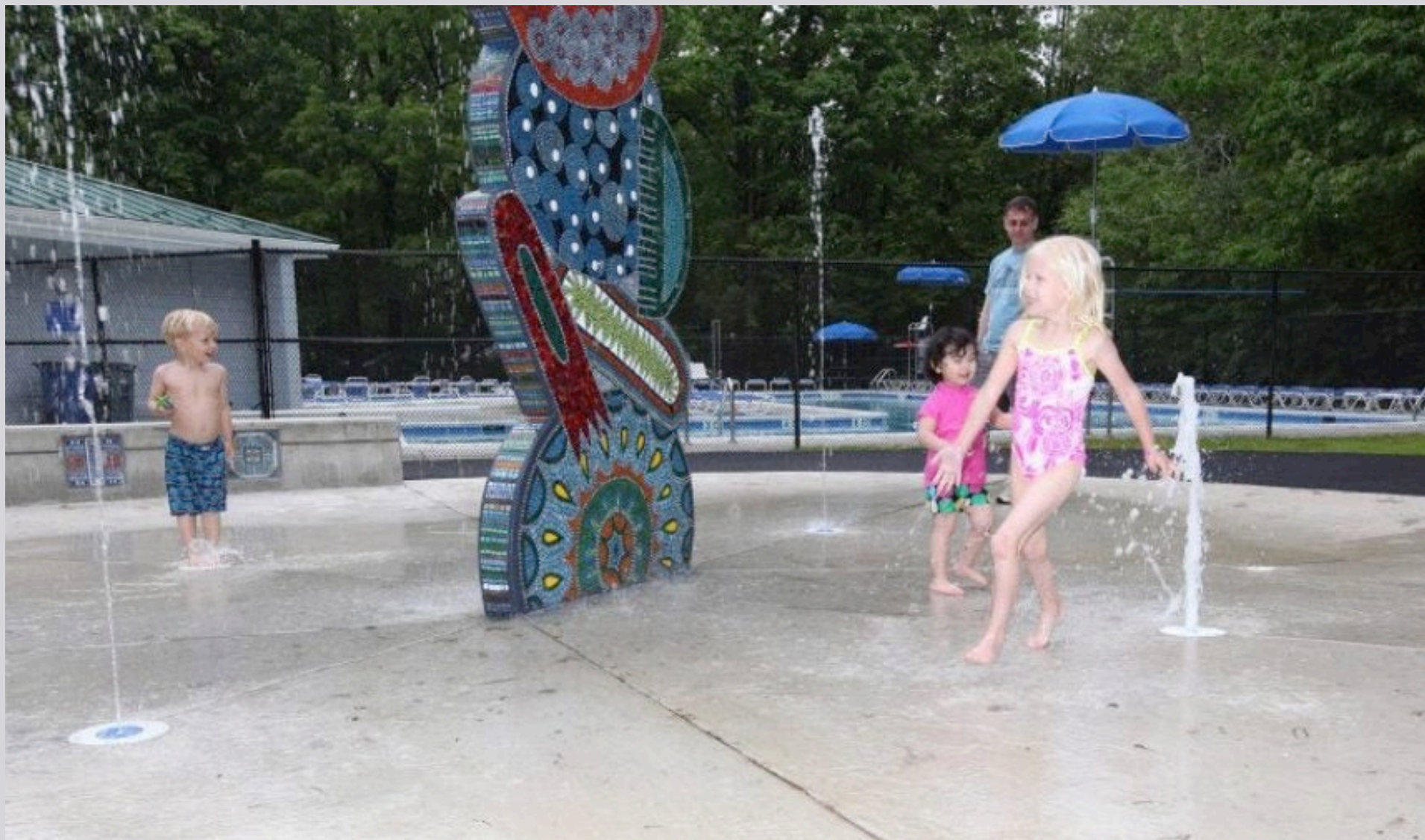


Mags Harries and Lajos Hedjer, *Tradition Cornerstone*,  
Greensboro Downtown Greenway



# City Infrastructure: Future Parks / Splash Pad

#12.



Valerie Theberge, *Flux*, Reston, Va.

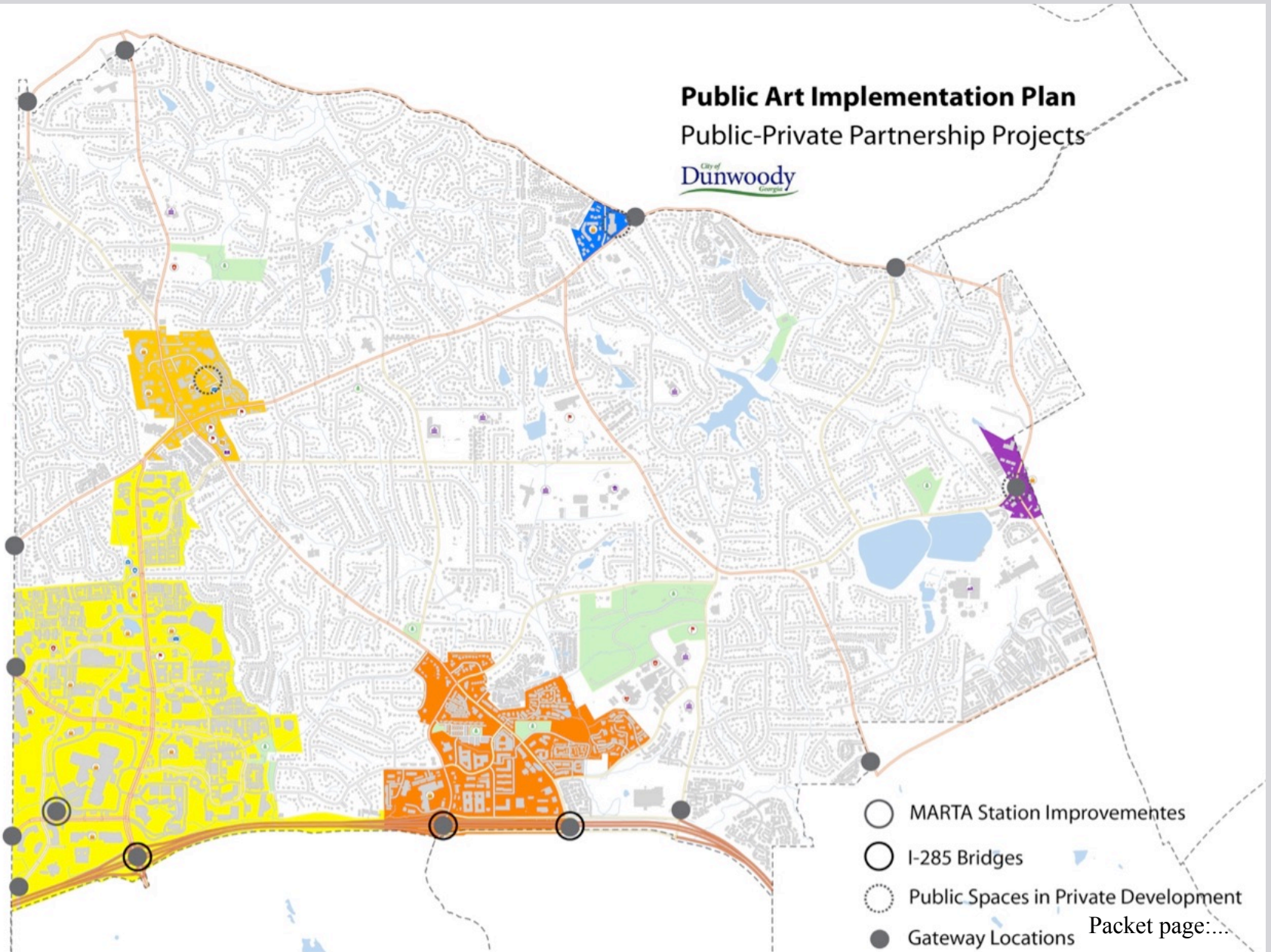
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# Opportunities: Public Agency / Private Partnerships <sup>#12.</sup>

## Public Art Implementation Plan Public-Private Partnership Projects

City of  
Dunwoody  
Georgia



# Agency Partnerships: I-285 Bridges

#12.



Jimmy Carter Boulevard Bridge, Gwinnett Village CID

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# Agency Partnerships: MARTA Enhancements

#12.



Olalekan Jeyifous, Corcoran Street Parking Garage, Durham, N.C.



# Agency Partnerships: MARTA Enhancements

#12.



Kellie Cox. Dryden Road Parking Garage, Ithaca, N.Y.



# Agency Partnerships: Gateways

#12.



Duluth, Ga., Gateway Murals

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# Developer Partnerships: Architecturally Integrated #12.

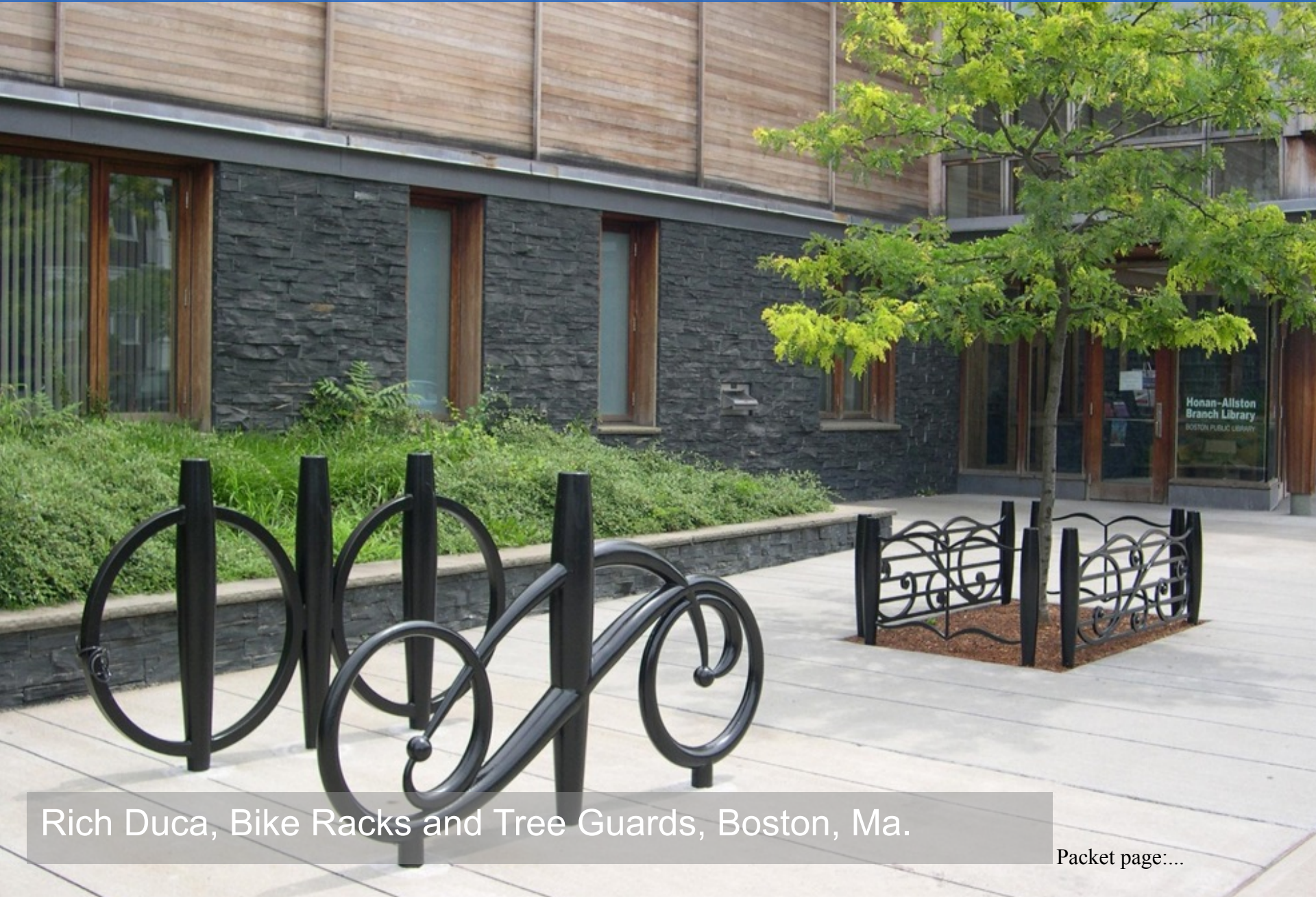


Lisa Scher, *Naga*, Arlington, Va.



# Developer Partnerships: Functional Streetscape

#12.



Rich Duca, Bike Racks and Tree Guards, Boston, Ma.

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# Business Partnerships: Murals

#12.



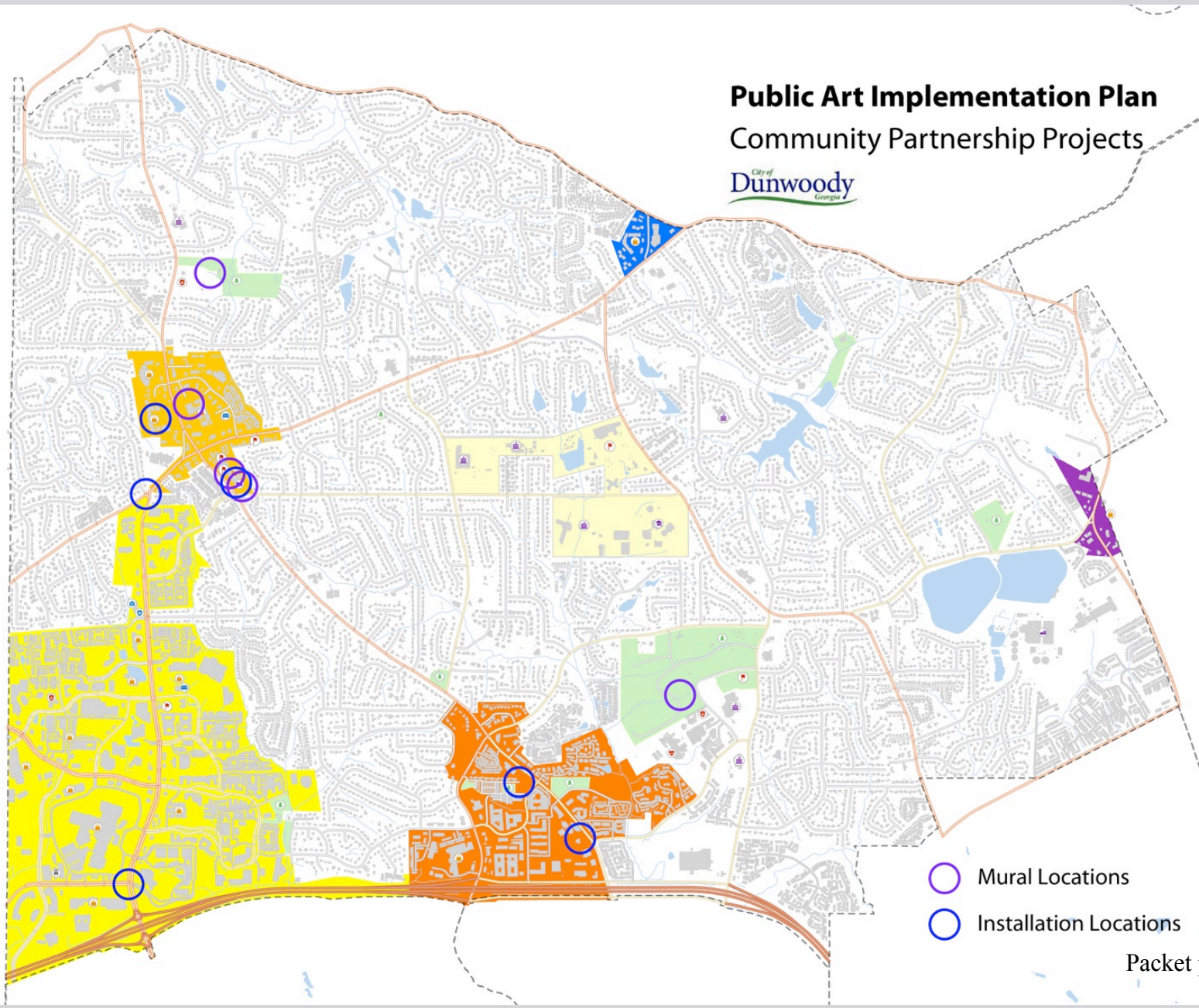
Miriam Singer, Elixir Coffee, Philadelphia

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# Opportunities: Community Partnerships

#12.





# Community Partnerships: Murals

#12.

ATT Building, North DeKalb Arts Center  
Austin School, Fresh Market, Brook Run Walls



Kim Beck, *Wildish*, Philadelphia



# Community Partnerships: Civic Sculpture

#12.

**North DeKalb Arts Center, Georgetown Park**  
**Ashford-Dunwoody Road / Mt. Vernon Road, Hammond Drive**  
**Shops of Dunwoody Terrace**



Michael Stutz, *Hand in Hand*, San José, Ca.

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# Community Partnerships: Functional Landscape

#12.



Natalie Blake, Dune Carved Garden Surround, Oakland Ca.

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- Annual competitive grant program
- Temporary public art projects, creative placemaking projects, or original site-specific performances and events.
- Managed within a framework that focuses groups of projects around specific goals, times and places.
- Open to people who live, work, have businesses or go to school in Dunwoody, allowing it to draw on the City's full creative resources.



# Creative Activation Grants

#12.



Troy, N.Y.

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# Creative Activation Grants

#12.



New York City Department of Transportation

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# Creative Activation Grants

#12.



Rachel Hayes, *All Aflutter*, Roslyn, Va.

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*Past Meets Present, Alpharetta, Ga.*

- Build on the momentum of an established community event, such as Lemonade Days
- A major permanent artwork or a temporary installation that engages the entire community
- Long-term aspirational project that can ultimately be an icon for the city

*Located in a prominent and visible location, such as Brook Run Park or a public space associated with Perimeter Center or Dunwoody Village*



# Game Changer

#12.



Daily Tous Les Jours, *Giant Singalong*, Minnesota State Fair

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# Game Changer

#12.



Hector Esrawe and Ignacio Cadena, *Los Trompos*, Discovery Green, Houston

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*Arise*



# Game Changer

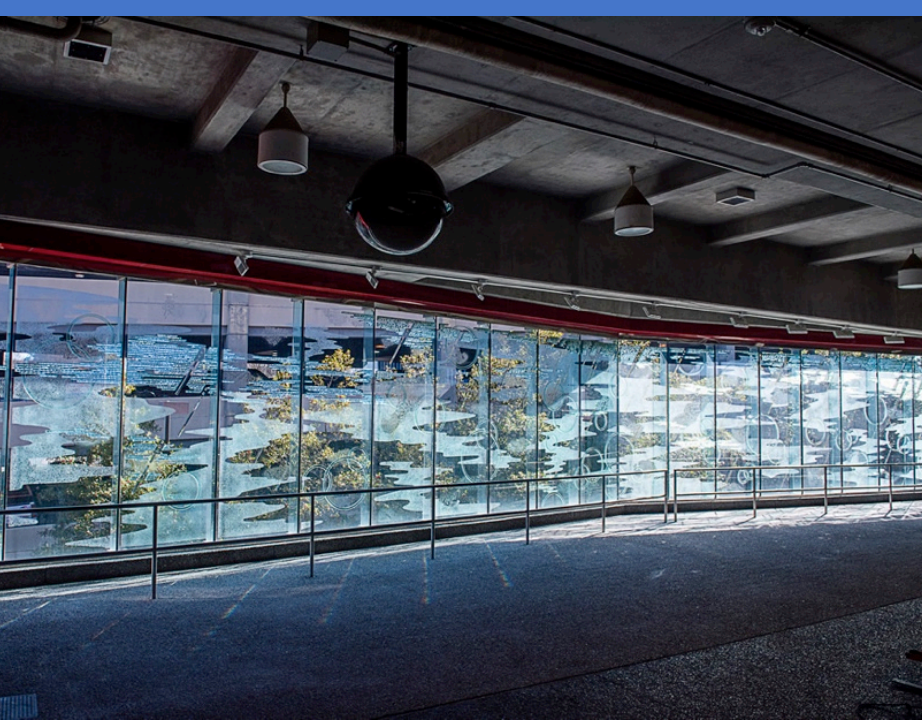
#12.



Brad Oldham, *The Travelling Man*, Dallas Area Rapid Transit

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