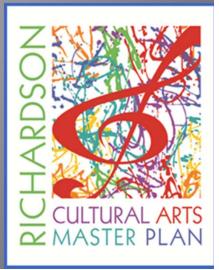
Public Art Master Plan

November 4, 2013



Public Art Master Plan – Cultural Arts Master Plan

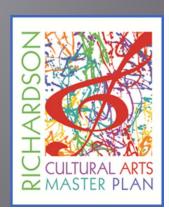
Priority: Focus on Strengths in Numbers - Cultural Clusters

Recommendation 8: Consider public art installations as critical identifiers of cultural clusters

Emphasize clusters through a clearly defined Public Art program that will speak to multiple generations and represent the community

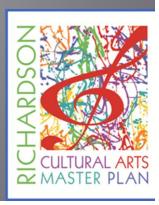
Strategy:

 Public Art Master Plan: Develop and implement a ten year plan for acquisition, site selection, marketing, broad civic use, fundraising & maintenance



Public Art Master Plan – Existing Public Art within Richardson

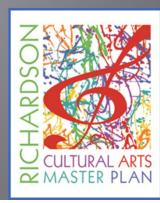
- 28 locations within Richardson have been currently identified with public art installations:
 - 32% are located near city facilities or parks
 - 32% are located at private businesses
 - 14% are located at DART stations
 - 14% are located at churches
 - 8% are located at other sites within the City



Public Art Master Plan

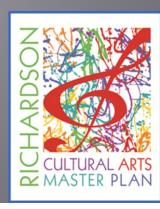
City of Richardson has contracted with Via Partnership to develop a Public Art Master Plan:

- Via Partnership has experience in strategic planning, urban design, public art and community engagement
- Via Partnership is a public art consulting practice that does not represent particular artists
- Clients include:
 - City of McKinney Public Art Master Plan 2012-2013
 - City of Fort Worth North Beach Street Corridor Public Art Plan
 - City of Grand Prairie Central Park Public Art Plan
 - City of Frisco Public Art Master Plan
 - City of Allen Public Art Master Plan
 - City of Richardson "Rocket" art piece commissioning for the Heights Recreation Center and Aquatic Center



Public Art Master Plan

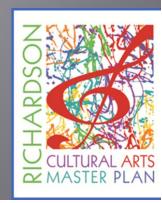
- **Phase I:** Develop an Understanding of the Context for Public Art
- Phase II: Conduct Community Outreach
- Phase III: Develop a Vision
- Phase IV: Develop a Visual Strategy
- Phase V: Development of Key Policies and Implementation Strategies



Public Art Master Plan – Final Report

Elements of the Final Public Art Master Plan document will include:

- Background/context for public art
- Vision for public art in Richardson
- Visual strategy
 - Description
 - Goals
 - Map
- Implementation strategy
 - Funding options
 - Roles and responsibilities
 - Artist selection methods



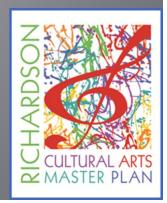
Public Art Master Plan – First Quarter

Mobilization:

- Assemble background information
- Develop outreach strategy
- Establish internal and external advisory taskforces
- Plan first site visit

Research/ Assessment

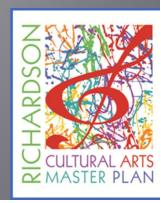
- Inventory, map and evaluate existing public art
- Review city plans
- Review policies and procedures
- Review sites



Public Art Master Plan – First and Second Quarter

Outreach:

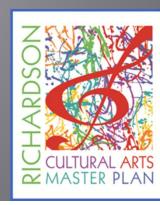
- Individual interviews
- Walkabouts and windshield tours
- Roundtables discussions
- Bus Tour visit public art installations in the Metroplex
- Community Workshop



Public Art Master Plan – Third Quarter

Plan Development:

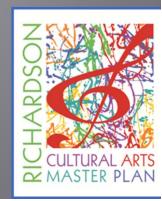
- Develop core components of the Master Plan
 - Vision and goals
 - Projects and priorities
 - Program elements, map of key elements
 - Ordinance, policies and guidelines
- Synthesis site visit
- City Council update
- Completion of draft for review



Public Art Master Plan – Fourth Quarter

Plan Review and Adoption/Vetting Process:

- Draft plan review and revisions
- Final draft of plan
- Adoption by the City Council
- Publication of the Public Art Master Plan



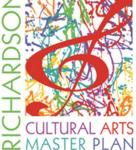
Public Art Master Plan – Roles of Taskforces

External Advisory Taskforce:

 Helps form the vision, goals and priorities for public art opportunities in the community

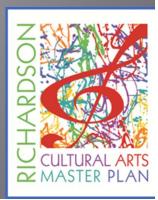
Internal Advisory Taskforce:

 Provides background on City projects and provides valuable feedback on implementation strategies



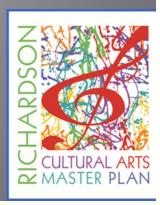
Public Art Master Plan – External Resources

- Arts Commission representative
- Chamber of Commerce
- Citizens
- City Planning Commission representative
- Cultural Institutions
- Developers
- Educational Institution UTD
- Local arts organizations representatives
- Parks and Recreation Commission representative



Public Art Master Plan – Internal Resources

- Capital Projects
- City Manager's Office
- Community Services
- Convention and Visitors Bureau
- Development Services
- Eisemann Center
- Library
- Parks and Recreation



Public Art Master Plan – Next Steps

- Identify External and Internal Advisory Taskforce Members
- December 4th-6th: Site tours, interviews, initial meetings of the Internal and External Advisory Taskforces
- Confirm dates and times for bus tour and community workshop to be held in January-February 2014

