

Enhancement through the use of Public Art

Outline

How to select art locations

- 1) High visibility
- 2) Art as boundaries of the BID
- 3) How do other cities do it?

How to choose different art mediums

- 1) What's practical for our businesses?
- 2) Price – cost effectiveness (original artwork is cost prohibitive)
- 3) Maintenance
- 4) Life expectancy

How to develop an art budget

- 1) Decide how much you want to accomplish in a given year
- 2) Decide what art medium you will use
- 3) Our costs

The benefits of public art enhancements

- 1) Makes our businesses look better – visibility to potential customers
- 2) Makes the area cleaner/tidier – inviting
- 3) Gives community sense of pride
- 4) Promotes the sense of safety
- 5) Makes community feels that there is someone who cares
- 6) Branding – without traditional methods
- 7) Identifies and promotes the area – becomes a meeting place

The process of selecting and installing art work and its maintenance

- 1) What is the vision for the area? (In our case, a 40's motif)
- 2) Where to we get the art/designs? (In our case, we reached out to the community for old photos)
- 3) Murals – painting or removable (We chose removable murals that could be replaced. With painting, it's sometimes difficult to negotiate with artists on updates/repairs.) Life expectancy – 5 years – just due to sun damage.
- 4) Maintenance – have to consider the cost of upkeep (graffiti removal, cleaning, re-installing anti-graffiti coating), keeping landscaping trimmed.