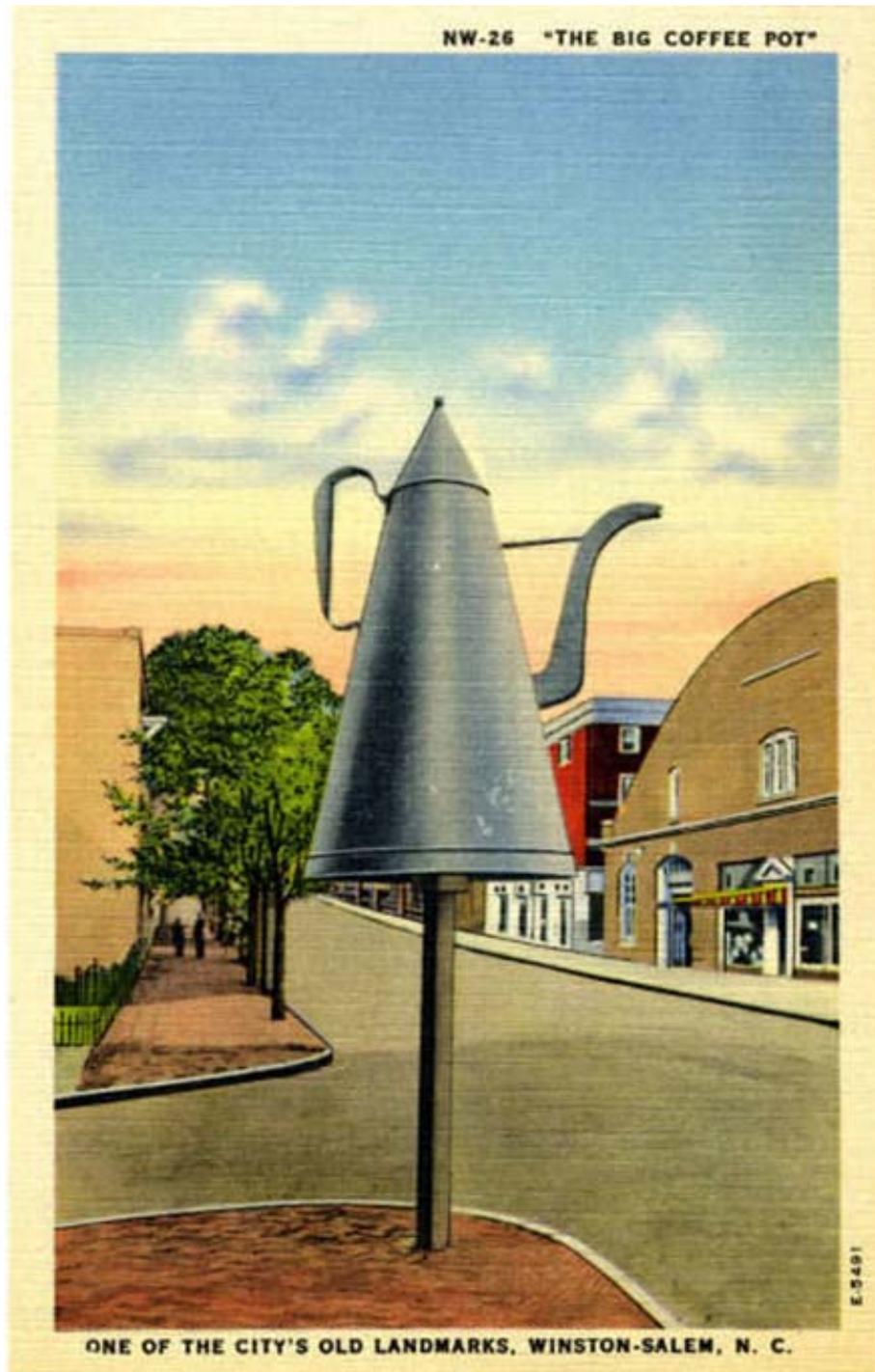


# PUBLIC ART

PLANNING AND OPPORTUNITIES FOR  
THE CITY OF ARTS AND INNOVATION







Perhaps it was in 1920 that Winston-Salem began to consider itself the City of Arts and Innovation. This was the year the Mickey Coffee Pot, the 12-foot tall advertisement for a local tinsmith, was badly damaged, the victim of a car crash. If not for the public outcry, city officials would have demolished the beloved landmark, calling it a safety hazard.

*This sculpture wasn't a nuisance, but a source of civic pride. It had grown into and was entwined in Winston-Salem's identity, a symbol of the city, and a piece of public art.*

*Today, more than ever before, Winston-Salem relies on its brand as the City of Arts and Innovation in order to grow in an increasingly competitive economy. In a city with so many artists and craftspeople, public art is a natural centerpiece—and a calling card to creative industry.*

*But public art on the scale expected from a city of arts and innovation doesn't just happen. It takes vision, partnerships, and organization. Many cities accomplish this through a public art commission and master plan. This may be a logical next step for Winston-Salem as well.*

*This report examines the state of public art in Winston-Salem, how it's handled by other cities, and examples from around the world that show public art's potential. It is meant as a conversation starter and a way to view what the future of public art can look like here.*

# WHAT IS PUBLIC ART?

Public art includes any work of art purchased with public funds, or that exists in the public realm. Whether it's on private or public property, if it can be seen from public spaces, like sidewalks, streets, courtyards, parks, even parking lots, it's public art. Public art can be created in any medium, whether it's sculpture, painting or fountains. Even artfully created benches or bus stops can be public art. For the purposes of this report, we will not consider architecture itself to be public art; however, buildings and structures can have public art incorporated into their design.



Denver Convention Center



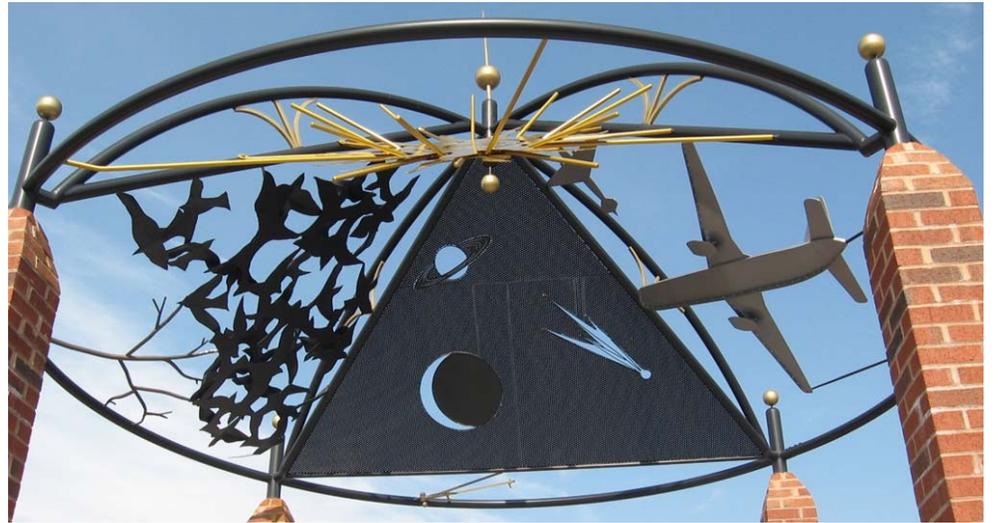
# WHY PUBLIC ART?

Public art is about community. Done well, it grows out of and reflects the unique culture of a place. It's accessible, free, and can be enjoyed spontaneously.

A 2012 Knight Foundation/Gallup study indicates that cities that invest in public art create emotional attachments to their communities. They found that this type of connection contributes to higher local GDP growth.

By investing in public art, we can also:

- Build the brand of Winston-Salem
- Contribute to a unique sense of place
- Encourage creative place making and the creative economy
- Increase tourism
- Catalyze development
- Enhance roadways, gateways, public spaces, parks
- Transform underused spaces
- Be the City of Arts & Innovation



**Clockwise from upper left: Winston-Salem Light Project, Wake Forest Innovation Quarter, Art for Art's Sake on Trade Street, Centennial Sculpture, SECCA/Winston-Salem State University Street Art, Creative Corridors Concept, A/perture Cinema Centennial Bike Rack, Peters Creek Wal-Mart, Winston-Salem Dash**

# WHY A PUBLIC ART MASTER PLAN?

Winston-Salem approaches the display of public art from a variety of directions. The City itself has sponsored several pieces of art over the years, most recently the Centennial piece to be placed in Corpening Plaza downtown.

Other public art pieces have been commissioned and sponsored by non-profit organizations affiliated with the Arts Council of Winston-Salem and Forsyth County. The Creative Corridors Coalition aims to bring artful designs to the redesign of Business 40 through downtown. Arts for Art's Sake has created several paintings and sculptures around downtown, especially in the Arts District on Trade Street.

Still, other groups, such as the Southeastern Center for Contemporary Art (SECCA) and the Winston-Salem Light Project, with the University of North Carolina School of the Arts, have created

*“We are a City of Arts and Innovation and we want those words to be more than just a slogan on a ‘Welcome to Winston-Salem’ sign. Public art throughout the city is one way of making ‘City of the Arts’ a meaningful statement about ourselves.”*

*—Mayor Allen Joines*

temporary pieces of art around the city. Associated Artists is starting a program to pair artists with vacant and underused storefronts downtown.

Public art has also been created as part of development option for certain zoning districts. Wal-Mart built a piece of art at their Peters Creek Parkway store. The Winston-Salem Dash baseball team added a sculpture outside BB&T Ballpark as part of the approval for development in the city.

However, in a city with so many artists, arts organizations, and universities, there are many more opportunities for public art that are being missed. A public art master plan would build on all of the city's current approaches to public art, but it would also create ways to outline new opportunities and facilitate the ongoing creation of art in the public realm.



# WHAT ARE OTHER CITIES DOING?

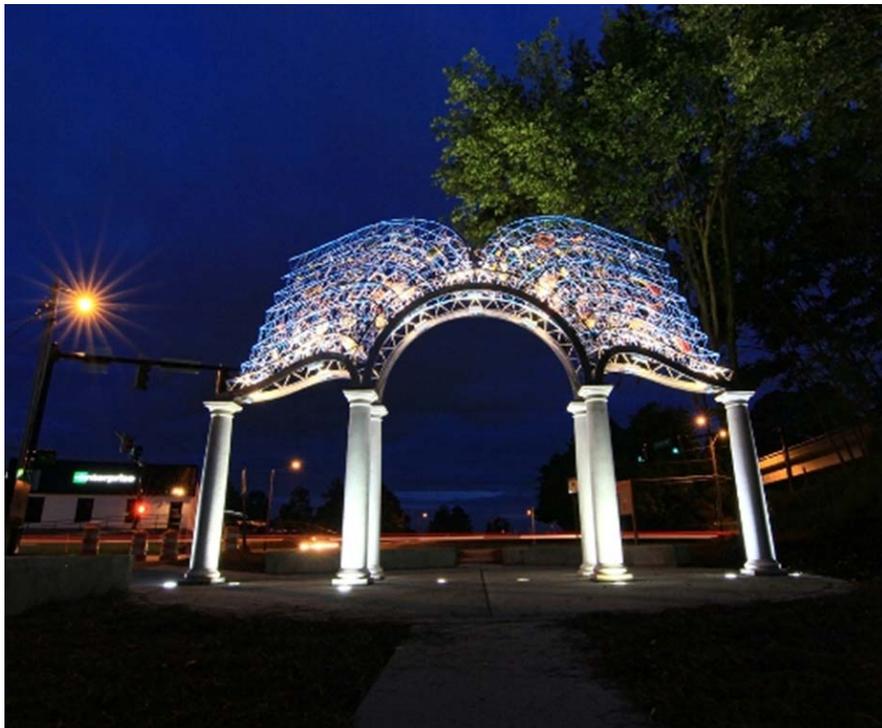


Charlotte

City	Public Art Master Plan?	Governance	Funding
Asheville	Yes	Municipal Public Art & Cultural Commission, administered by Parks & Recreation Department	1% of capital construction project funds for public art
Cary	Yes	Municipal Public Art Advisory Board, administered by the Parks, Recreation & Cultural Resources Department	Capital Improvement Budget
Charlotte	Yes	City/County/Nonprofit Public Art Commission	City and County 1% of capital improvement project funds for public art
Greensboro	No	Nonprofit Public Art Endowment	Nonprofit fundraising
Hickory	Yes	Municipal Public Arts Commission, administered by Planning Department	Public/Private
Raleigh	Future	Municipal City Arts Commission, administered by Parks, Recreation and Cultural Resources Department	1/2% of capital construction project funds for public art
Wilmington	No	Nonprofit Arts Council of Wilmington	Nonprofit fundraising

# GREENSBORO

Most of Greensboro's public art is sponsored by two non-profit organizations, the Community Foundation of Greater Greensboro and Greensboro Beautiful. The Community Foundation's Public Art Endowment's goal is to purchase a significant work of art for public space every five years while also leasing temporary works of art. Greensboro Beautiful, a nonprofit agency that works in partnership with the city, has added a great deal of art to public gardens throughout Greensboro. The city's Downtown Greenway, a project of both the city and Action Greensboro, also has several large scale public art pieces.





# ASHEVILLE

Asheville's Public Art Master Plan, first adopted in 2000, attempts to better integrate public art into the city. The Public Art Commission, administered by the city's parks department, promotes and organizes projects ranging from permanent large scale sculptures and murals to improvements of city infrastructure. The city's Urban Trail maps the growing collection of public art while giving tourists a new perspective of the city's downtown. Asheville has also taken the initiative to pair artists with vacant downtown storefronts to create temporary installation art pieces (bottom center).



# LOUISVILLE

Though Louisville long had a collection of public art throughout the city, it created a public art master plan in 2008 to guide further identify opportunities for art in the public realm as well as funding sources for the creation of and maintenance of public art. The Commission on Public Art is administered by the city's economic development office and has a large collection of functional art pieces, such as benches and bike racks, as well as many sculptures and a series of pieces that incorporate chimes throughout the downtown.



# CHARLOTTESVILLE

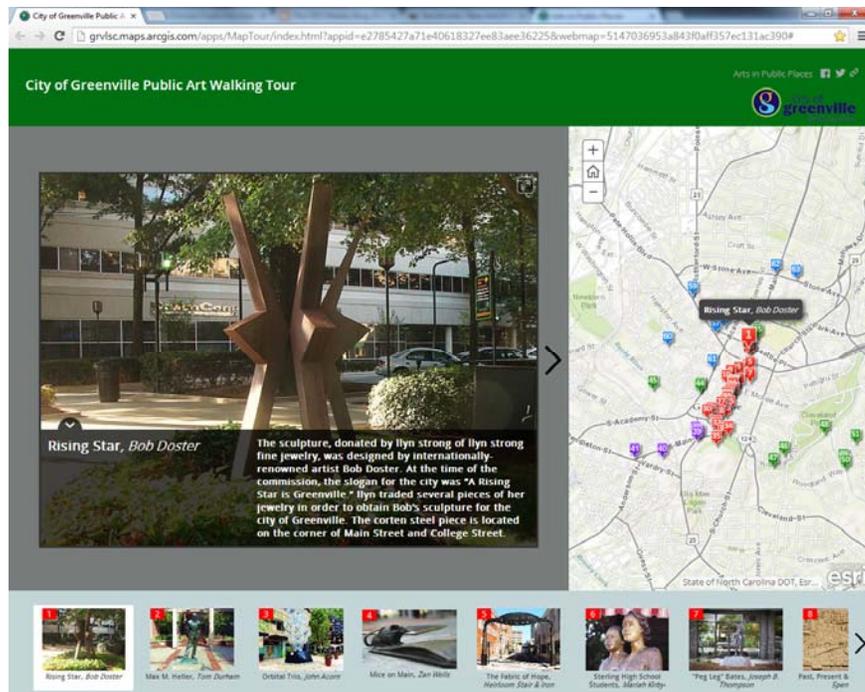
Charlottesville, Virginia's public art is sponsored by the nonprofit ArtInPlace Foundation, which works in partnership with the City Council. ArtInPlace's main project is a yearly competition of up to ten large-scale sculptures that are displayed around the city for 11 months. Each artist is given an honorarium of \$1,500 and the City of Charlottesville purchases one piece for its permanent collection each year. ArtInPlace also sponsors wall mural and unconventional places such as highway landscapes.

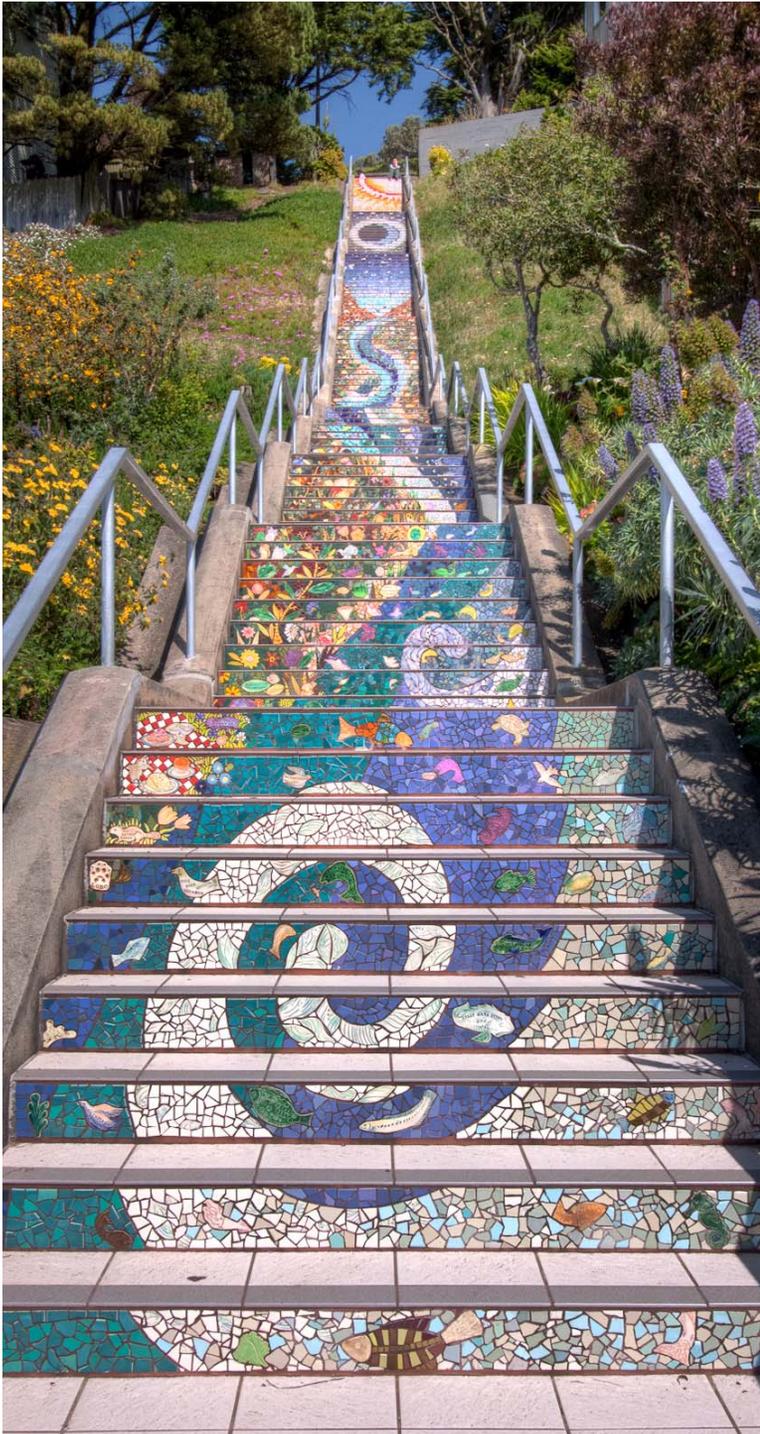


# GREENVILLE, SC



Greenville, SC's Arts in Public Spaces program is led by a municipal advisory board, which is administered by the city's economic development department. Originally funded by a 1% capital improvements allocation, it is now funded through Sunday alcohol sales permits revenue. The Mice on Main program put nine small bronze sculptures of mice in the city's downtown as a hide-and-seek-themed activity for children. Mice on Main has grown into its own industry, with shops selling Mice on Main books and t-shirts.





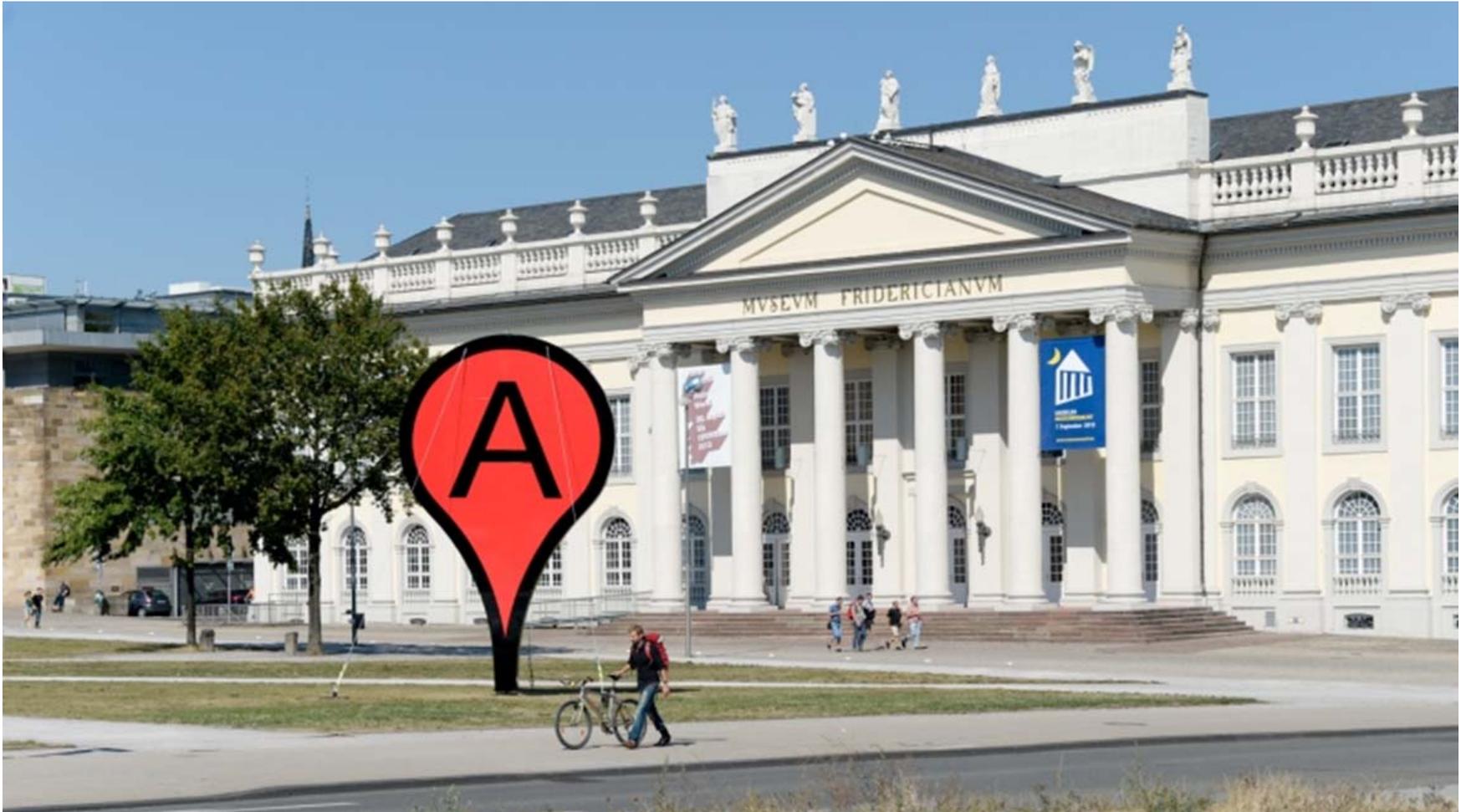
# PUBLIC ART AROUND THE WORLD



Clockwise from opposite page: San Francisco; Atlandsberg, Germany; Katowice, Poland; Rome, Italy; Toronto; Dun Laoghaire, Ireland; Fort de France, Martinique; New York City



**Clockwise from above: Liege, Belgium; Kassell, Germany;  
Geneva, Switzerland; Toronto; Atlanta**



# STREETS, CROSSWALKS, PARKING LOTS

Public art need not be expensive and it isn't just sculpture. A little paint combined with creative vision can transform our everyday landscape.



Montreal artist Roadsworth



# BUS STOPS AND BIKE RACKS



Top: Orlando, Florida; Montreal;  
Bottom: (all) Louisville, KY

# UTILITY BOXES

Many cities have programs that pair artists with utility boxes, adding more potential canvasses to the public realm.



Above: Auckland, New Zealand

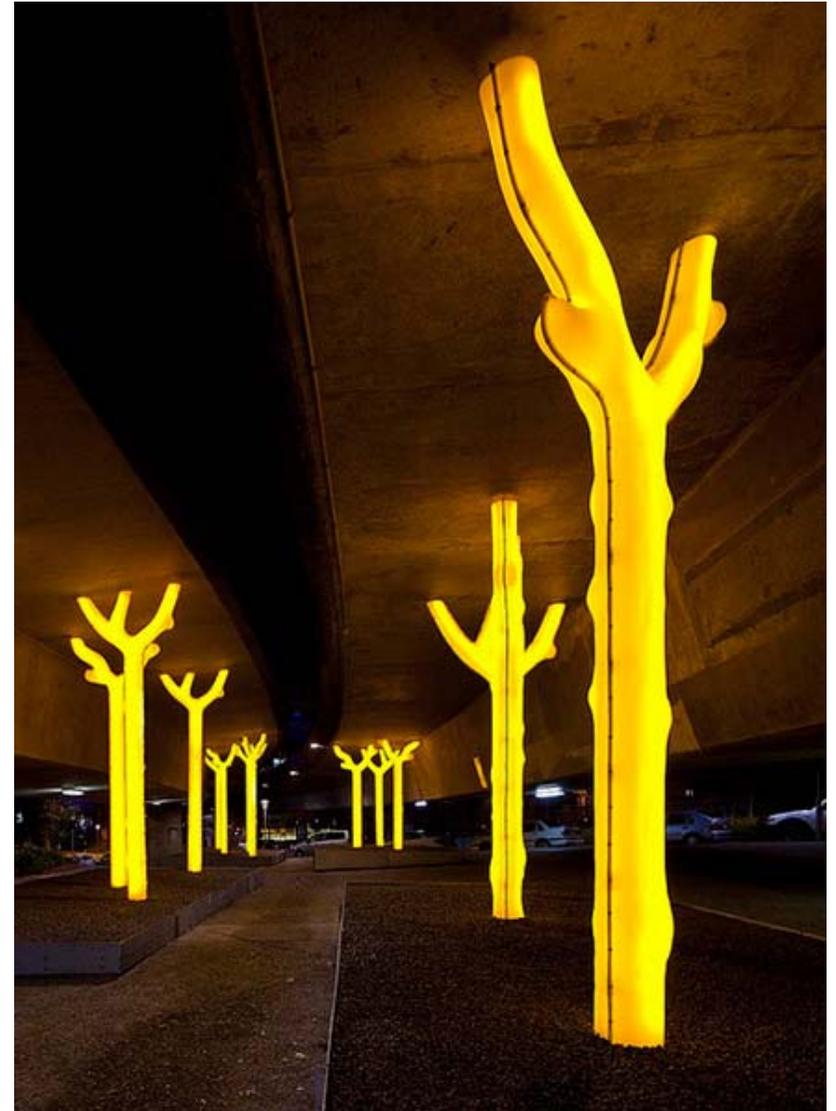
Top and Bottom Left: Los Angeles

# TRANSFORMATIVE REUSE



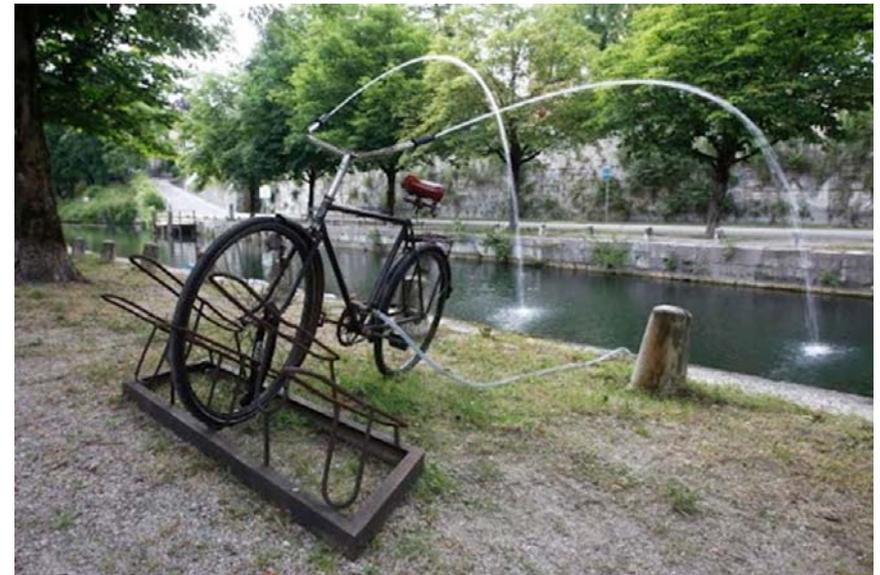
Top: Rio de Janeiro; Bottom: Washington, DC; Philadelphia

# UNDERPASSES



Clockwise from Upper Left: San Antonio, TX;  
Sydney, Australia; Birmingham, AL

# FOUNTAINS



Clockwise from Upper Left: Chicago; Arlington, TX;  
Klagenfurt, Austria; Savannah, GA



# AERIAL ART



Left and Above: Belfast

Below: Hong Kong



# INTERACTIVE



Clockwise from Left: Newport Beach, CA; Goteborgs, Germany; Catskill, NY

# LEGACY 2030 PUBLIC ART ACTIONS

**9.2.1. Public Art Plan** Develop a public art master plan.

**9.2.2. Public Art and Spaces** Address opportunities for public art and interactive spaces in both the next update of the Parks and Open Space Plan and Downtown Plan.

**9.2.3. Public Art Incentives** Explore innovative private and public incentives for installing public art.

**9.2.4. Reserve Space** Reserve areas for art in the development of public spaces.

**9.2.5. Public Art Locations** Install public art, including monuments, statues and

fountains, in community facilities, such as parks and greenways, and incorporate public art into the planning stages of publicly-funded projects.

**9.2.6. Functional Art** Look for opportunities for functional public art such as uniquely designed bus stops or bike racks.

## GOVERNANCE MODELS

There are typically two governance models for public art: the first is led by the local government, the second by a nonprofit organization.

### Local Government Commission:

- Choice of artist
- Selection of project proposals
- Commission appointed by elected body
- Project management through Planning, Economic Development, or Parks staff

### Nonprofit Organization:

- Implement projects through paid service contracts



Winston-Salem Light Project

# PARTNERSHIPS, FUNDING, AND OTHER CHALLENGES

The chief benefit of a public art master plan would be that it can find and create opportunities for public art, partnering artists, ideas, and places into a more beautiful, thoughtful, and innovative public realm. A plan would also help overcome the typical challenges that stop the implementation of public art, chiefly those of funding and partnerships.

As we've seen from examples of public art in other cities, these projects do not need to be costly endeavors. In fact, public art typically has multiple funding sources. Many cities reserve one percent of their capital improvement budget for art, others rely on non-profit organizations, still others have created hybrid models.

Internet crowdsourcing, through sites like Kick-Starter and Power2Give, are a recent addition to the list of funding options and have already funded small-scale public art installations around the city. For example, the Little Free Library of Winston-Salem (right) smashed its original goal of \$650 and raised over \$10,000 for small, artistic libraries to be placed around the community.

The City of Winston-Salem has no shortage of potential partners when it comes to public art:

- Arts Council of Winston-Salem and Forsyth County
- Creative Corridors Coalition
- Art for Art's Sake
- Downtown Winston-Salem Partnership
- Downtown Arts District Association (DADA)
- Visit Winston-Salem
- WFU, WSSU, UNCSA, FTCC, Salem College
- Millennium Fund
- Neighborhood Associations

Other challenges include potential controversy of art pieces, as well as additional financial issues, such as maintenance, vandalism, and liability. However, these problems are all quite manageable with the type of central administration and organization inherent in a public art plan.



**Little Free Library Project: Winston Salem, NC**  
by Sarah Maxey

Home Updates 11 Backers 200 Comments 33 Winston-Salem, NC Public Art

**Funded!** This project was successfully funded on Aug 30, 2013



**586** backers  
**\$10,402** pledged of \$175 goal  
0 seconds to go

Project by Sarah Maxey Winston Salem, NC

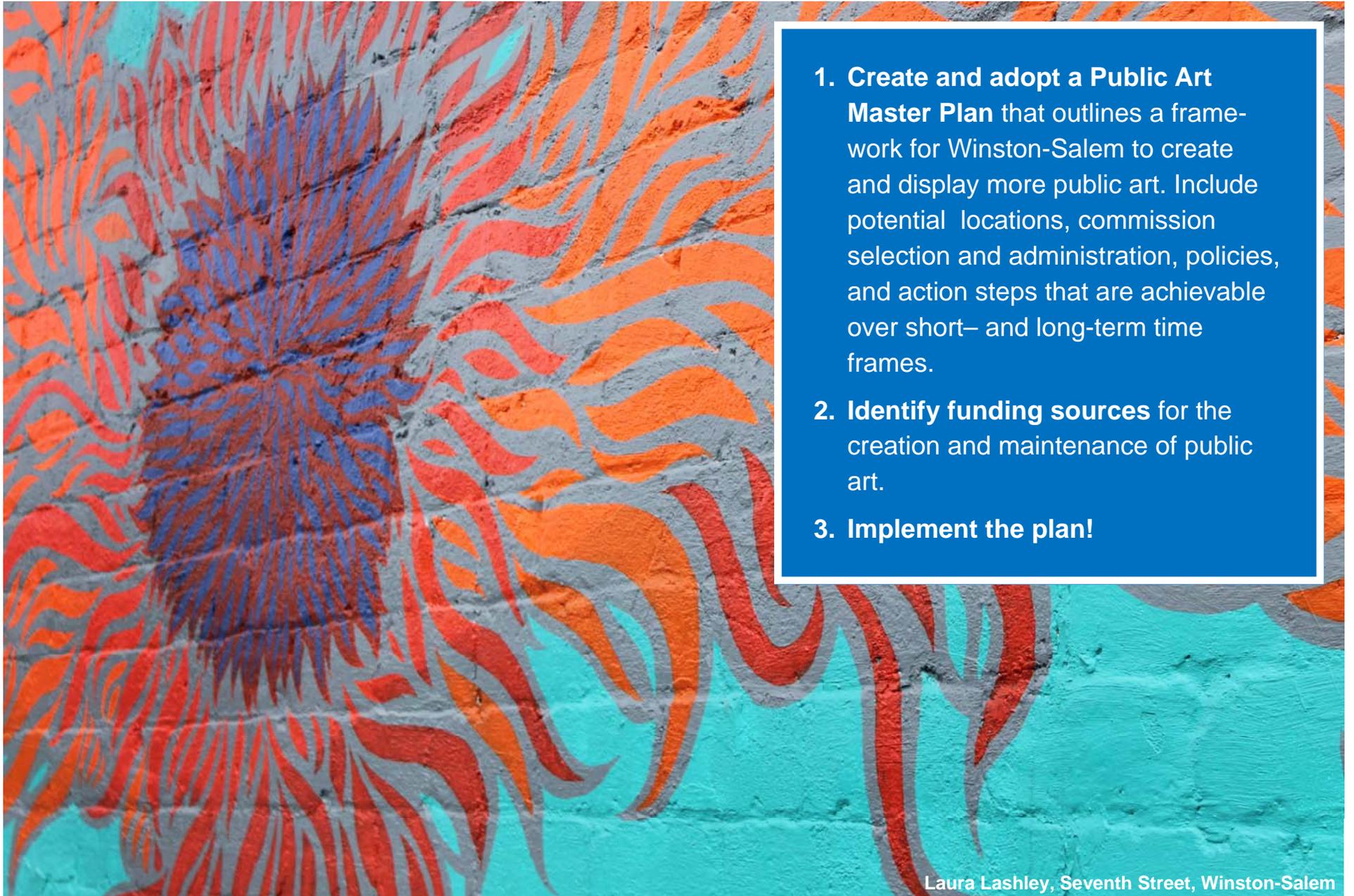
First created 6 backed  
Has not connected Facebook

Share 32 Tweet Embed Contact me

Stephen King said that "Books are a uniquely portable magic." Let's spread magic through a Little Free Library in Winston Salem, NC.

Pledge \$5 or more  
97 backers

# WHERE DO WE GO FROM HERE?



1. **Create and adopt a Public Art Master Plan** that outlines a framework for Winston-Salem to create and display more public art. Include potential locations, commission selection and administration, policies, and action steps that are achievable over short- and long-term time frames.
2. **Identify funding sources** for the creation and maintenance of public art.
3. **Implement the plan!**

Laura Lashley, Seventh Street, Winston-Salem



Winston-Salem / Forsyth County  
PLANNING & DEVELOPMENT SERVICES

# City-County Planning

FORSYTH COUNTY  
& WINSTON-SALEM,  
NORTH CAROLINA

## BOARD