

ART ON HIGH.

ART ON HIGH STRATEGIC PLAN

Columbus, OH | November 2017

THE CITY OF
COLUMBUS★

SHORT NORTH

ACKNOWLEDGEMENTS

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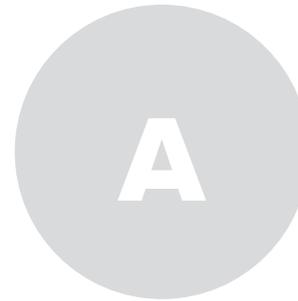
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SEPARATE DOCUMENT

Introduction

The High Street Streetscape Improvements Project is a \$25 Million Dollar capital improvements project that will transform one of the busiest sections of the most traveled corridor in Columbus. When complete, the streetscape project will create a safer, more walkable, and inclusive neighborhood. The project will bury overhead utilities, increase sidewalk widths, enhance streetscape elements, upgrade lighting, add marked crosswalks, improve stormwater management, and add new street trees.

The Art on High planning process offers a singular opportunity to plan and coordinate public art within the Short North Arts District and the southern portion of the University District — areas of the city known for their support of the arts, creativity and dedicated community engagement. Beyond the City's initial art investment, the plan can be used by constituents to advise their art initiatives along the corridor.

This plan helps define the High Street Corridor by honoring its history, celebrating its culture, and creating rich experiences for residents and visitors through public art. The City of Columbus has committed to an investment of \$420,000.00, two percent of the streetscape budget, for public art. This investment is meant to inspire business and community leaders, and residents to both embrace and create public art on High Street.



For this investment, the art could be both contemporary or traditional, paying homage to the past while highlighting Columbus' innovative spirit and future. This plan aspires to celebrate the uniqueness that is High Street, to highlight High Street's distinct neighborhoods and districts, and dream big. To kick off the planning process, a nineteen member advisory committee was formed. These members were made up of representatives from the Short North Alliance, University District Organization, Short North Civic Association, Italian Village Society, Weinland Park Civic Association, Victorian Village Commission, Italian Village Commission, University Area Commission, business owners within the project site, local arts organizations, local galleries, members of the Columbus Arts Commission, two artists, COTA, a representative from the Department of Public Service, and a representative from the Greater Columbus Arts Council. Together the committee developed strategies on how best to engage the community, provided guidance on how to direct the planning process, and provided feedback on the recommendations of the plan.

In addition to the advisory committee, over 40 stakeholders were engaged in small groups or as individuals. Each stakeholder was asked about their perception of public art within Columbus as well as public art with the Short North Arts District and the University District. They were asked how they envisioned future public art in both districts and what, specifically, is needed to reach the next level.

The public was then invited to participate in a series of events which included an artist talk with curator and artist, Marc Pally, (a member of the planning team hired by the City of Columbus), and a series of walks that invited participants to experience anticipated outcomes of the streetscape first hand with design drawings. These walks also requested attendees to consider the constraints and opportunities the streetscape project created for public art installations. In addition, #GoLive with Art on High, a collaboration with the Short North Alliance and the Columbus Music Commission, featured over 30 local singer-songwriters at ten different stations, and a 54 ft long map of High street in a soon to be developed parking lot. This opportunity gave the public a chance to understand the constraints the selected artist or artist team would have working within the confines of the public right of way. Attendees were encouraged to record their comments on the map and leave any other "big" art ideas as well.

An online questionnaire was conducted to collect information from the public. The results are compiled in Appendix B. By the end of the planning process, approximately 1,000 people shared their vision about the future of public art along High Street. Approximately half of the participants were local to the University Area and Short North neighborhoods.



THE STREETScape IMPROVEMENTS

PHASE 2: POPLAR TO HUBBARD



THE STREETSCAPE IMPROVEMENTS PHASE 2: HUBBARD TO STARR

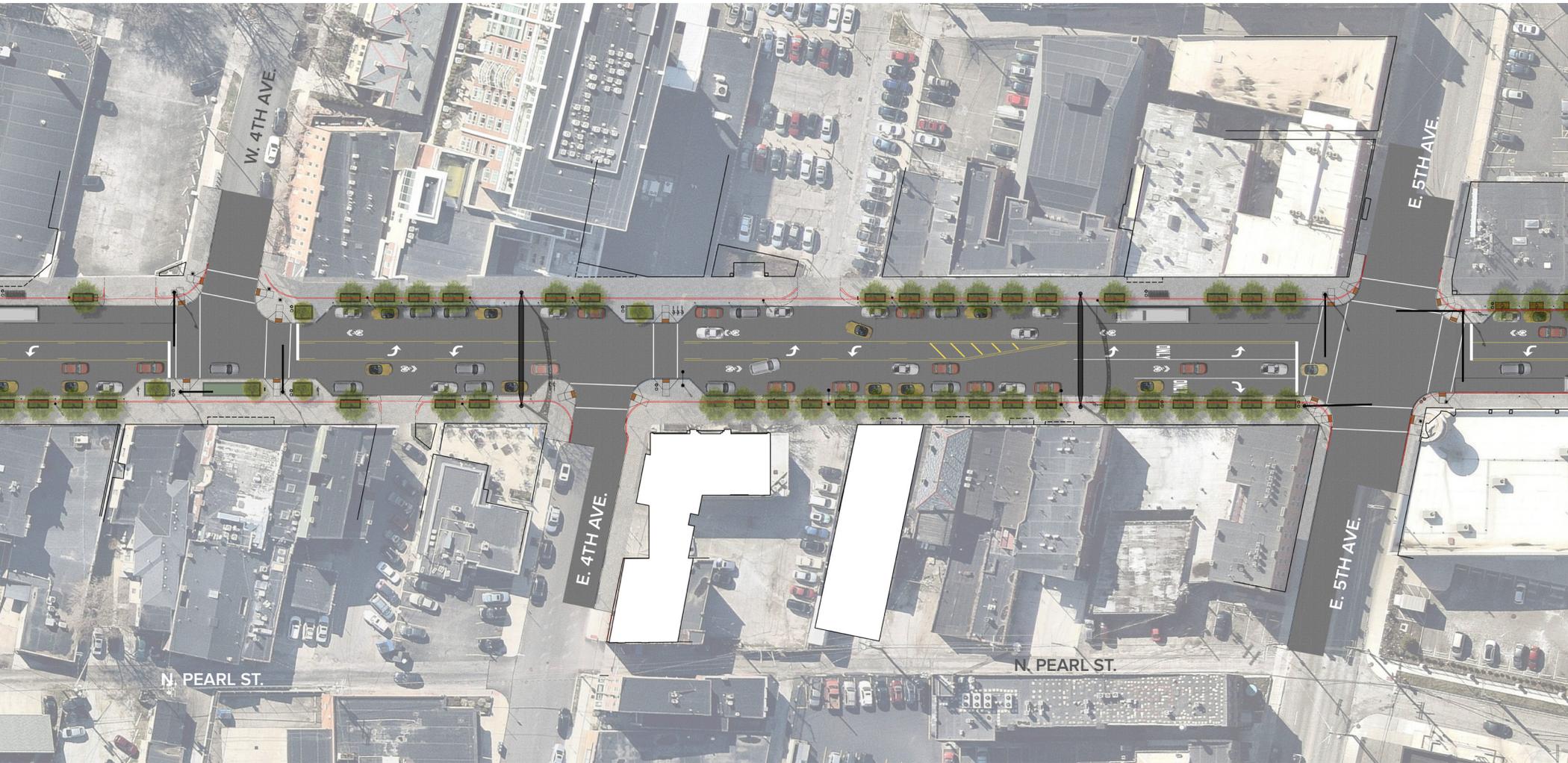




THE STREETScape IMPROVEMENTS

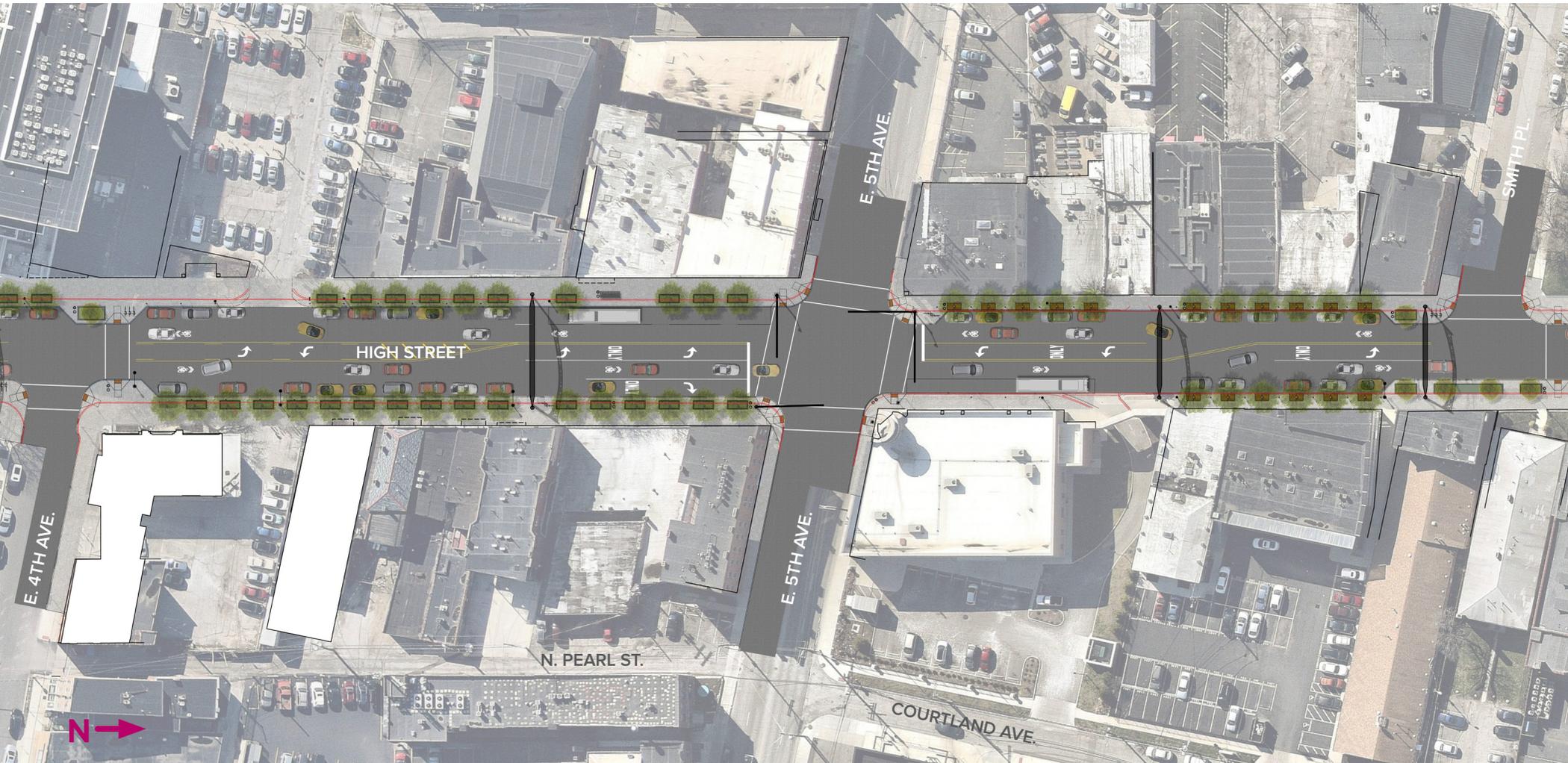
PHASE 3: STARR TO 5TH





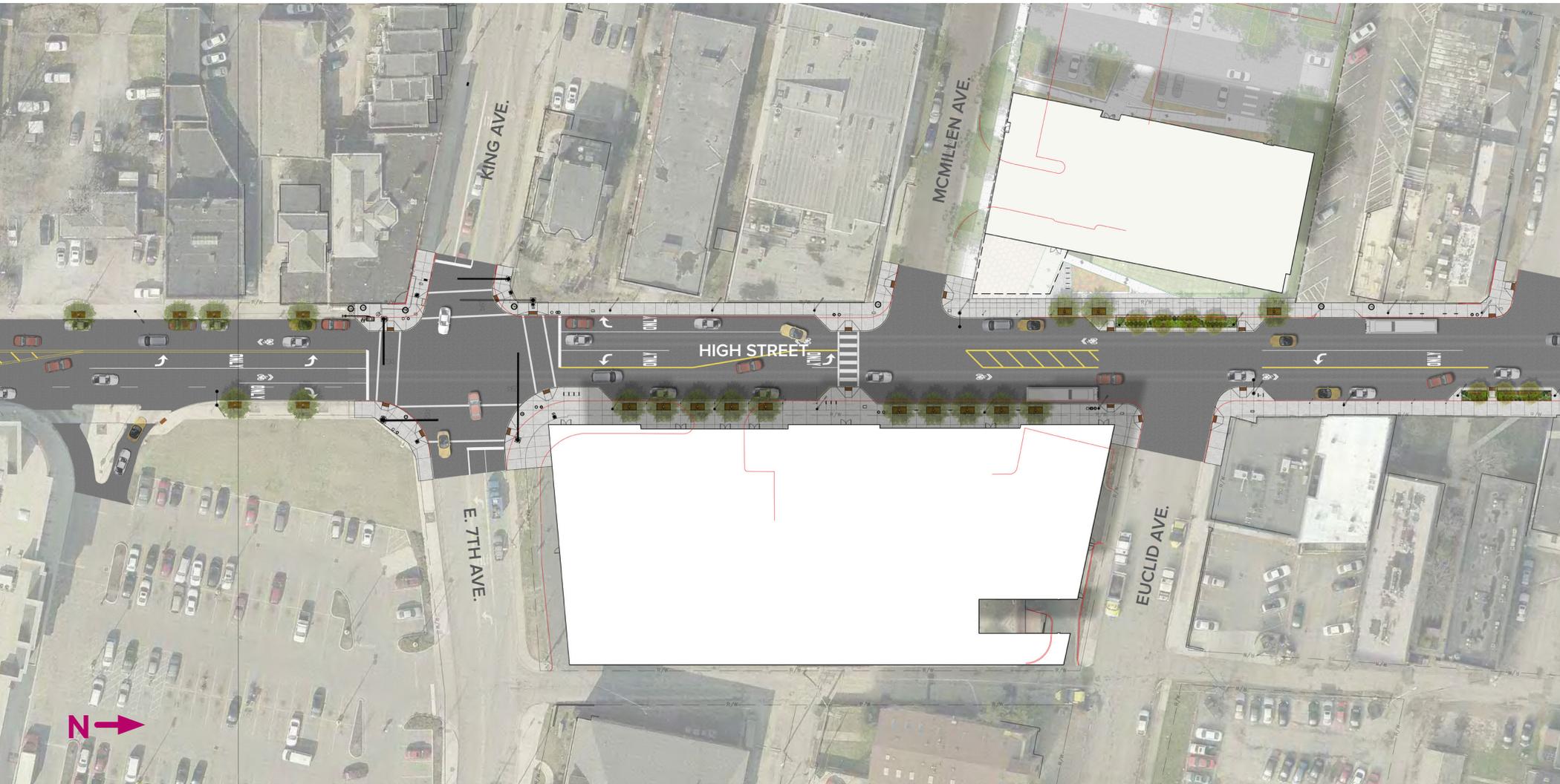
THE STREETScape IMPROVEMENTS

PHASE 3: 5TH TO 7TH





THE STREETScape IMPROVEMENTS PHASE 4: 7TH TO 9TH





PLACE BASED STRATEGIES

Clear elements of what makes High Street unique within Columbus and within the greater Columbus region emerged as a result of the public engagement process. Residents, business owners, and other stakeholders contributed their thoughts on what High Street represents and what is important to the neighborhoods that bound it. By using these community defined values, the City and other civic organizations can facilitate a future of art that is meaningful, locally-inspired, and will resonate with residents and visitors alike.

The following statements become a family of components that speak to the core mission and identity of art on High Street. These values should be used to evaluate all artwork proposals within the corridor.



Community Value Statements

The following value statements will be used when evaluating proposed public art or placemaking installations to ensure alignment with community priorities. Projects meeting multiple value statements will be prioritized over projects that do not. The value statements are specific to High Street from Goodale to 9th and encompass the Short North Arts District and the southern University District.

STIMULATE CONVERSATION

Public art can stand out, engage, and inspire residents and visitors intellectually, aesthetically, emotionally.

TELL THE STORY

Public art can embody our community spirit and aspirations by honoring the past and envisioning our future.

SPEAK TO DIVERSITY

Public art can speak to the many people and neighborhoods united by High Street.

TAKE RISKS

Public art can be bold, challenge our understanding of art, and express our ambition.

LEVEL UP

Public art can represent the highest expression of culture and elevate the profile of our city.

STRENGTHEN THE CITY

Public art can add to a dynamic experience for residents and visitors.

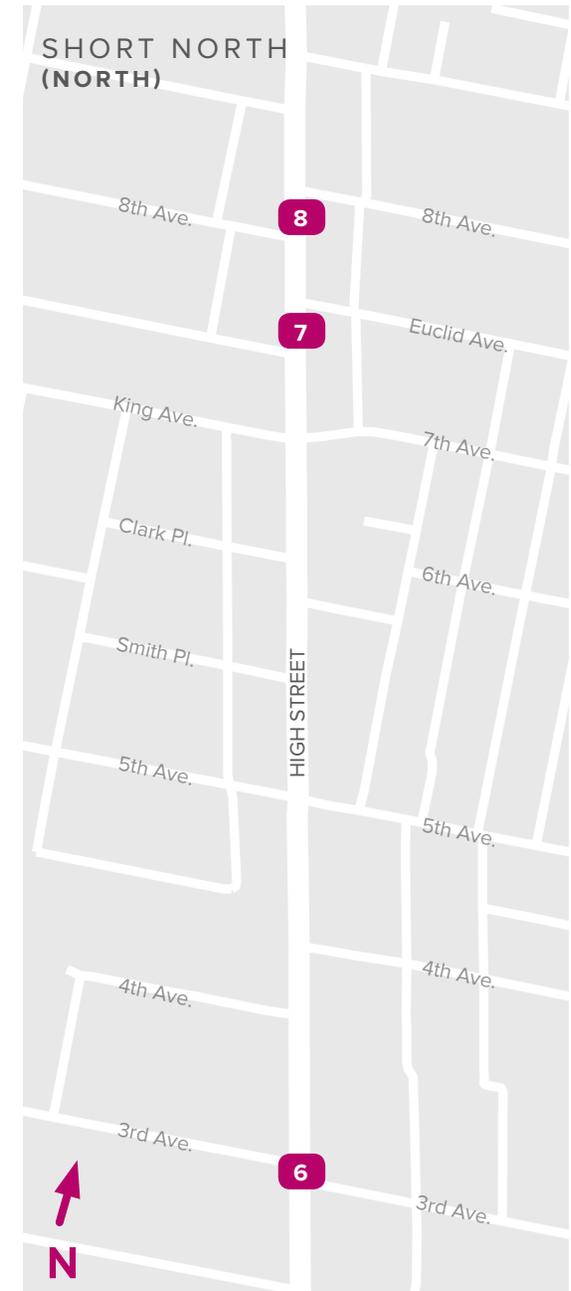
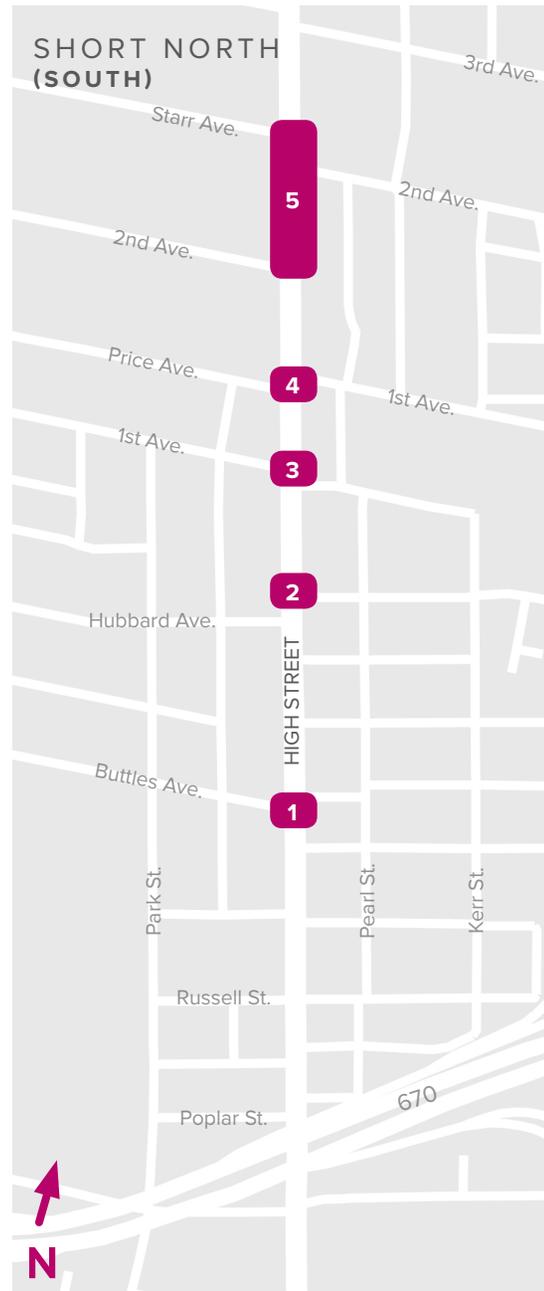


The above statements will allow the community to understand why each piece was deemed appropriate for placement and the underlying shared values each piece represents. The value statements are intended to be the backstop of community input and are intended to prioritize community values based on feedback collected in the Art on High process.

PLACE BASED STRATEGIES

Optimal Locations for Art Installation

The following locations were evaluated for desirability of artworks based on streetscape plans and anticipated outcomes of the constructed streetscape. The locations selected are those where substantial amounts of sidewalk will be gained, minimal presence of competing visual elements such as mast arms for traffic lights, and locations where artworks could have the most impact within the corridor. The following locations are listed from South to North and are not prioritized. The following eight locations and two additional continuous opportunities are meant to act as a guide for artists as they select ideal locations for their artworks.



OPTIMAL LOCATIONS FOR ART INSTALLATION

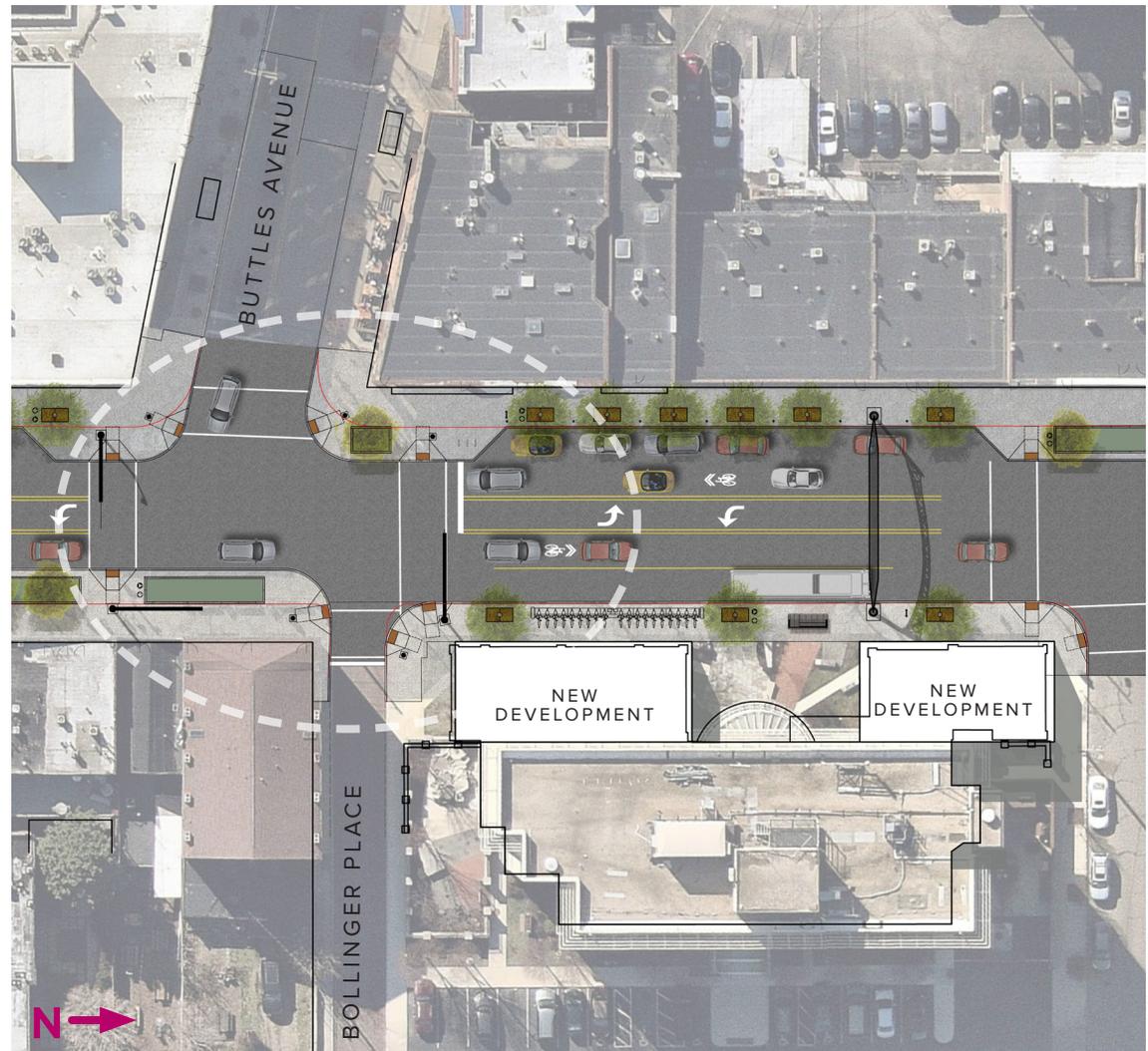
LOCATION 1

1. On High Street at Buttles Avenue and Bollinger Place

- **Constraints:** Mast arm on High at end of Buttles Avenue.
- **Ideas/Considerations:** Hotel use at former Bollinger tower; the space above the street is a potential canopy for an artwork that could combine both sides of the street and/or several blocks into one artwork; expanded sidewalk
- **Location:** Short North - south
- **Curb Extension Location:** Terminus of Buttles, currently zoned for landscaping
- **Project Phase:** Phase 2

Department of Public Service Feedback:

- Generally would not support any option for going over the street
- All art must first be approved by the Art Commission.
- If approved by Art Commission, Public Service will need to review for location and safety, including height, size, wind load, and material. No advertising is currently allowed within the public right-of-way, but will allow sponsorship. In consideration of the public benefit, a commercial institution or public interest may be given sponsorship credit on the banners and flags in accordance with the following condition: Upon approval of the City the name and logo of the contributing sponsors may be positioned in the lower 10% of the banner area.



OPTIMAL LOCATIONS FOR ART INSTALLATION

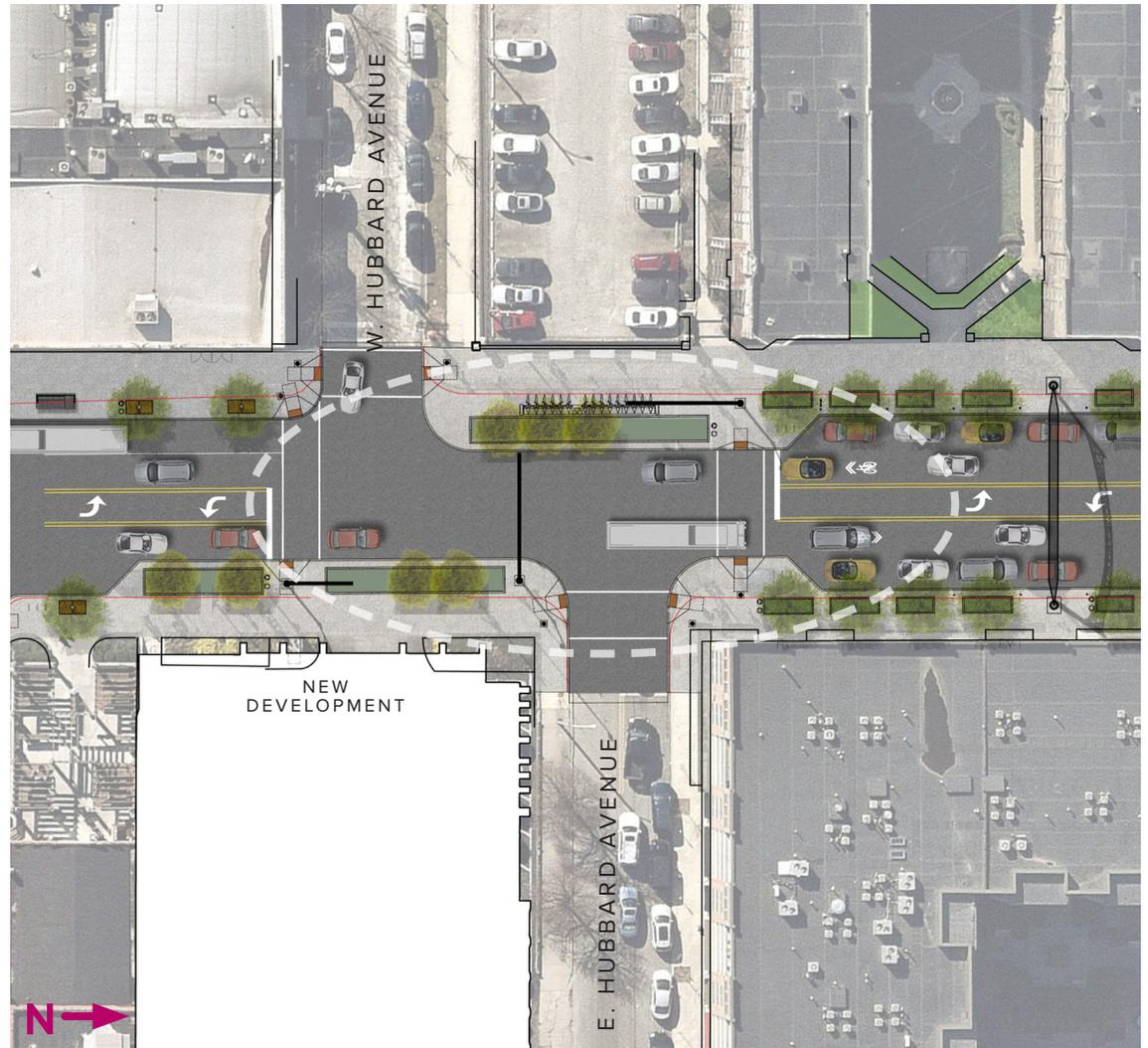
LOCATIONS 2 AND 3

2. On High Street at East Hubbard Avenue

- **Constraints:** Proposed CoGo station; currently planned for trees.
- **Ideas/Considerations:** Central location; future hotel use on the Southwest side of East Hubbard with programmed activities; can substitute art for trees; the space above the street is a potential canopy for an artwork that could combine both sides of the street and/or several blocks into one artwork; parking lot immediately to the west of new sidewalk could possibly be utilized in some way.
- **Location:** Short North - south
- **Project Phase:** Phase 2

Department of Public Service Feedback:

- Generally would not support any option for going over the street
- CoGo, Public Service would need to see plans to determine location, size, possible sight, ADA, and/or utility issues.
- If approved by Art Commission, Public Service will need to review for location and safety, including height, size, wind load, and material. No advertising is currently allowed within the public right-of-way, but will allow sponsorship. In consideration of the public benefit, a commercial institution or public interest may be given sponsorship credit on the banners and flags in accordance with the following condition: Upon approval of the City the name and logo of the contributing sponsors may be positioned in the lower 10% of the banner area.
- Any use of trees would also require Rec. & Parks approval prior to Public Service consideration.

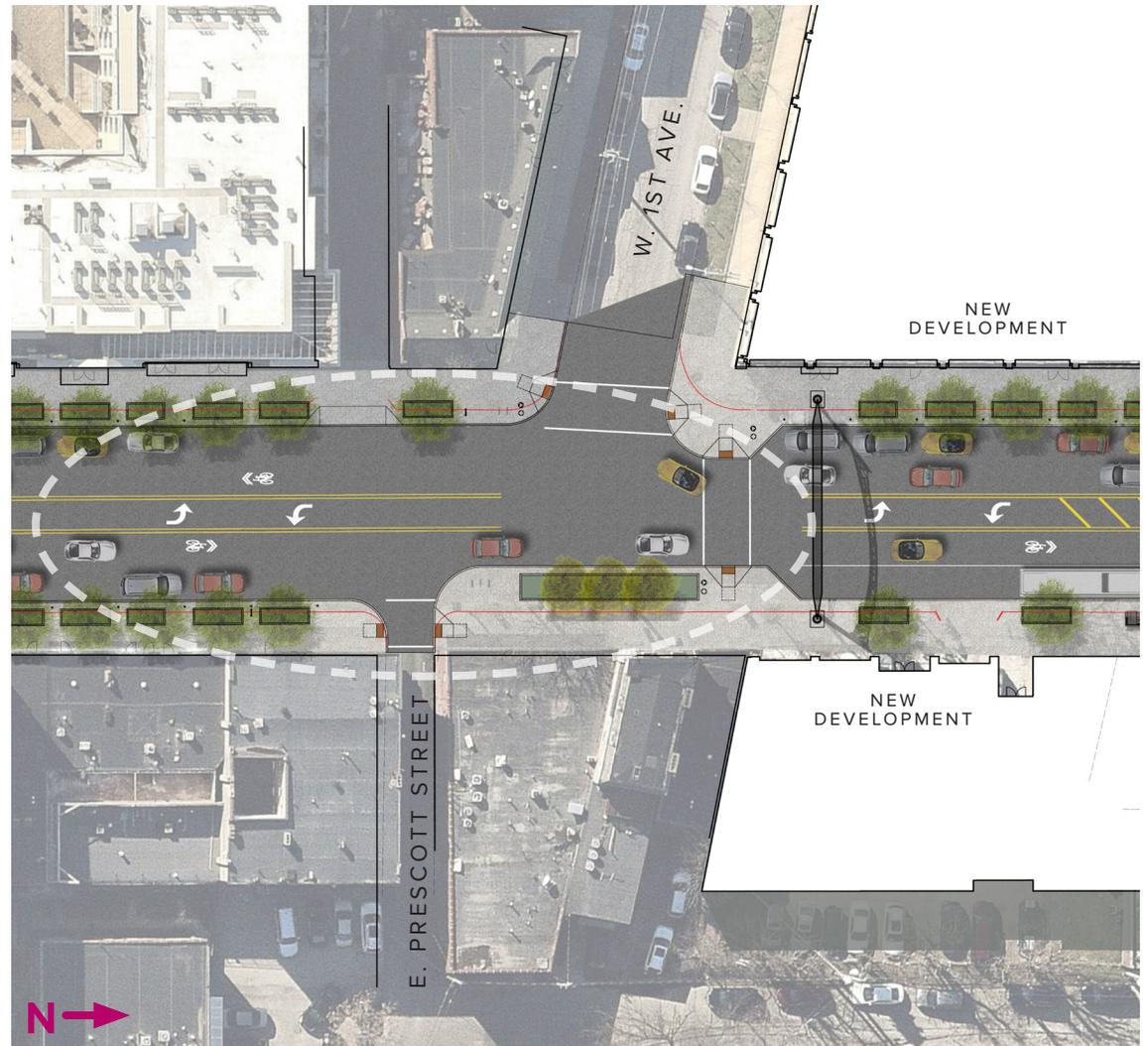


3. On High Street from West First Avenue to north side of Prescott Street

- **Constraints:** Planned trees at terminus of West 1st Avenue.
- **Ideas/Considerations:** Expanded sidewalk by new Pizzuti development; shortened crosswalk; proximity to existing arch; the space above the street is a potential canopy for an artwork that could combine both sides of the street and/or several blocks into one artwork; no mast arms for negative visual impact.
- **Location:** Short North – south
- **Curb Extension Location:** Terminus of Hubbard, currently zoned for landscaping
- **Project Phase:** Phase 2

Department of Public Service Feedback:

- Generally would not support any option for going over the street
- Any use of trees would also require Rec. & Parks approval prior to Public Service consideration.
- If approved by Art Commission, Public Service will need to review for location and safety, including height, size, wind load, and material. No advertising is currently allowed within the public right-of-way, but will allow sponsorship. In consideration of the public benefit, a commercial institution or public interest may be given sponsorship credit on the banners and flags in accordance with the following condition: Upon approval of the City the name and logo of the contributing sponsors may be positioned in the lower 10% of the banner area.



OPTIMAL LOCATIONS FOR ART INSTALLATION

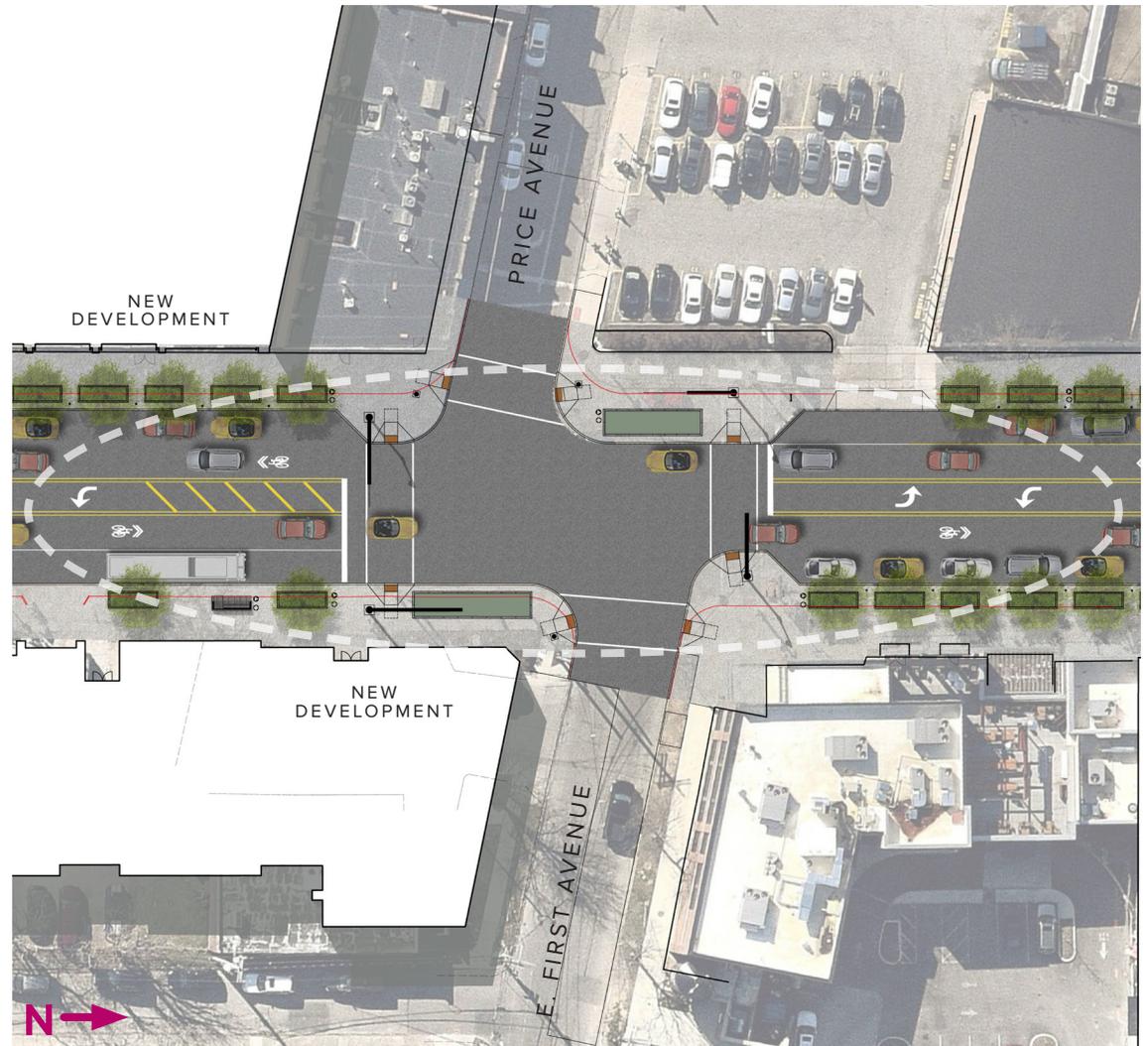
LOCATIONS 4 AND 5

4. On High Street from Price Avenue to East First Avenue

- **Constraints:** Mast arm on the east side of High south of East 1st Avenue, and the west side of High north of Price
- **Curb Extension Location:** Terminus of Price, Terminus of 1st, zoned for landscaping
- **Project Phase:** Phase 2

Department of Public Service Feedback:

- No Comments

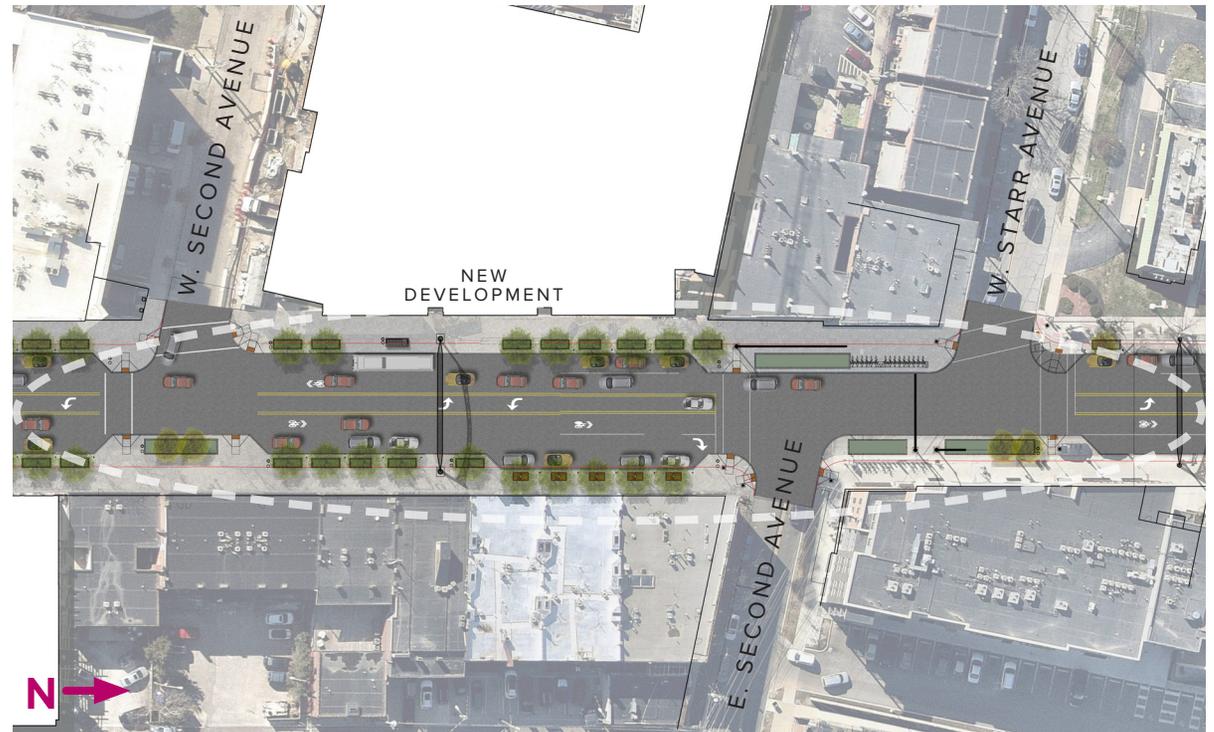


5. On High Street at terminus of West Second Avenue meandering to East Second Avenue and Terminus of Starr Avenue

- **Constraints:** Mast arm directing traffic from East 2nd north and south; proposed CoGo station (East 2nd)
- **Ideas/Considerations:** High gain of space at the terminus of West 2nd Avenue with approximately 30 feet of sidewalk, High gain of space at this terminus with proposed CoGo station to the south of Starr Avenue; the space above the street is a potential canopy for an artwork that could combine both sides of the street and/or several blocks into one artwork; highly trafficked for food and retail; soon to be office and apartments on north side of East 2nd Avenue.
- **Location:** Short North – south
- **Project Phase:** Phase 2

Department of Public Service Feedback:

- Generally would not support any option for going over the street
- CoGo, Public Service would need to see plans to determine location, size, possible sight, ADA, and/or utility issues.
- If approved by Art Commission, Public Service will need to review for location and safety, including height, size, wind load, and material. No advertising is currently allowed within the public right-of-way,



but will allow sponsorship. In consideration of the public benefit, a commercial institution or public interest may be given sponsorship credit on the banners and flags in accordance with the following condition: Upon approval of the City the name and logo of the contributing sponsors may be positioned in the lower 10% of the banner area.

- Food and Retail
 - + Food items may require a Sidewalk Dining Lease.
 - + Retail may require approval from Public Safety, Safety License Section

OPTIMAL LOCATIONS FOR ART INSTALLATION

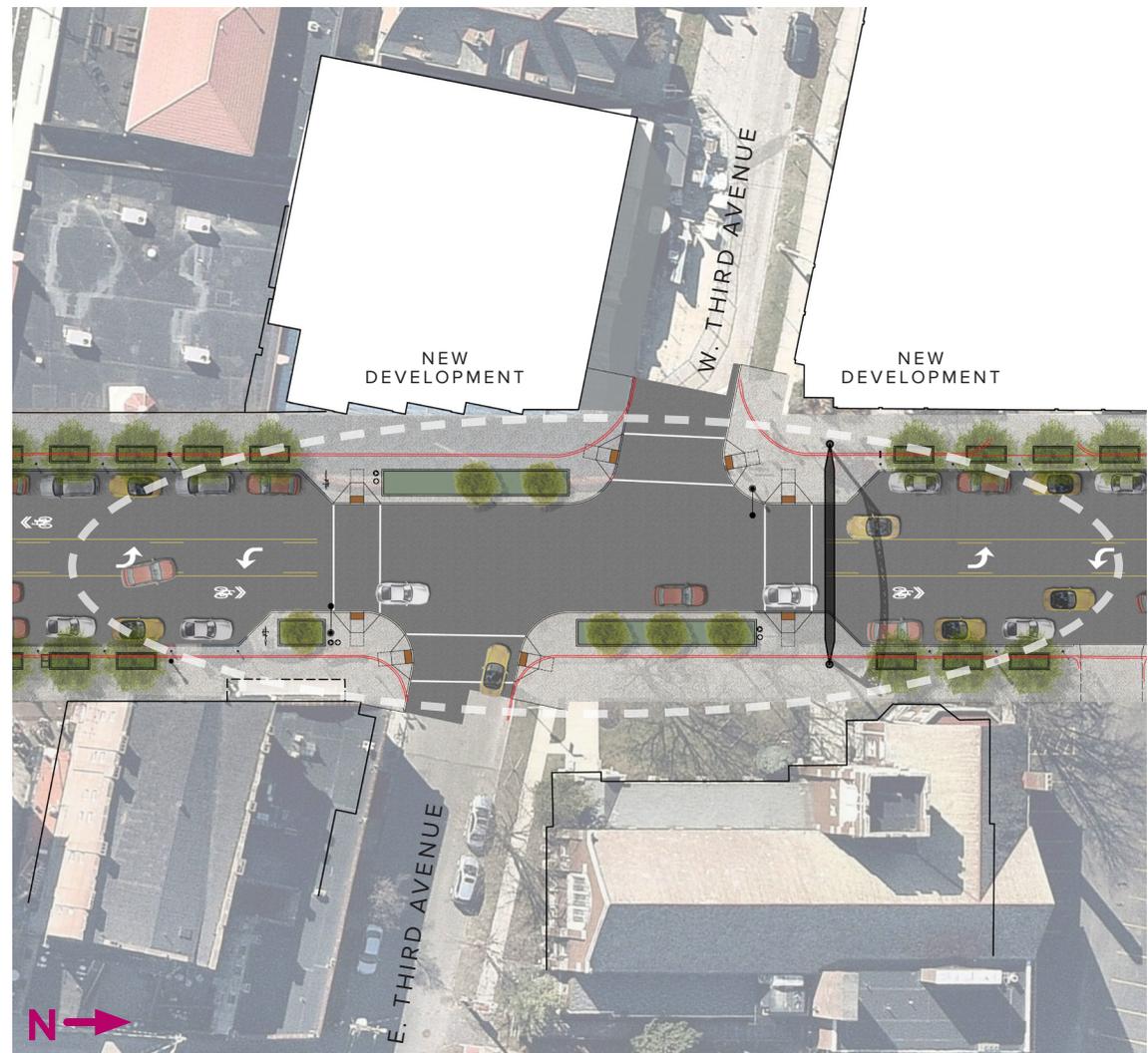
LOCATIONS 6 AND 7

6. On High Street at East and West Third Avenue

- **Constraints:** Proposed trees at larger curb extensions.
- **Ideas/Considerations:** Increased sidewalk at all four corners of an offset intersection; can substitute art for trees; the space above the street is a potential canopy for an artwork that could combine both sides of the street and/or several blocks into one artwork; slower traffic at this location; two new developments spanning West 3rd Avenue.
- **Location:** Short North – Mid
- **Curb Extension Location:** Terminus of East and West 3rd Street, Curb Extensions
- **Project Phase:** Phase 3

Department of Public Service Feedback:

- Generally would not support any option for going over the street
- Trees are under authority of Rec. & Parks.
- If approved by Art Commission, Public Service will need to review for location and safety, including height, size, wind load, and material. No advertising is currently allowed within the public right-of-way, but will allow sponsorship. In consideration of the public benefit, a commercial institution or public interest may be given sponsorship credit on the banners and flags in accordance with the following condition: Upon approval of the City the name and logo of the contributing sponsors may be positioned in the lower 10% of the banner area.

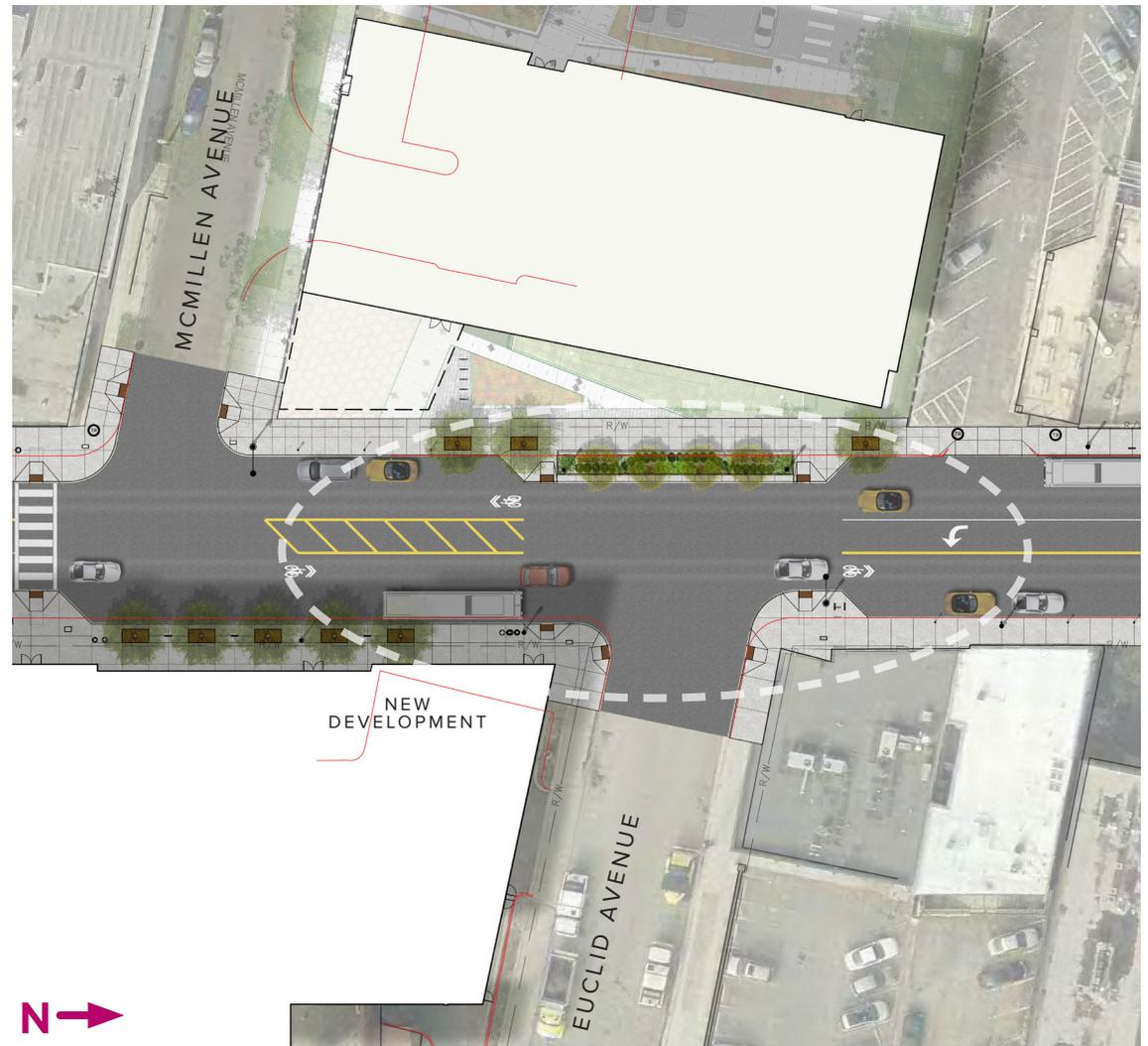


7. On High Street at the terminus of Euclid Avenue

- **Constraints:** Proposed trees and landscape bed
- **Ideas/Considerations:** Increased sidewalk and proposed landscape bed in front of Library
- **Location:** University District – south
- **Project Phase:** Phase 3

Department of Public Service Feedback:

- No Comments



OPTIMAL LOCATIONS FOR ART INSTALLATION

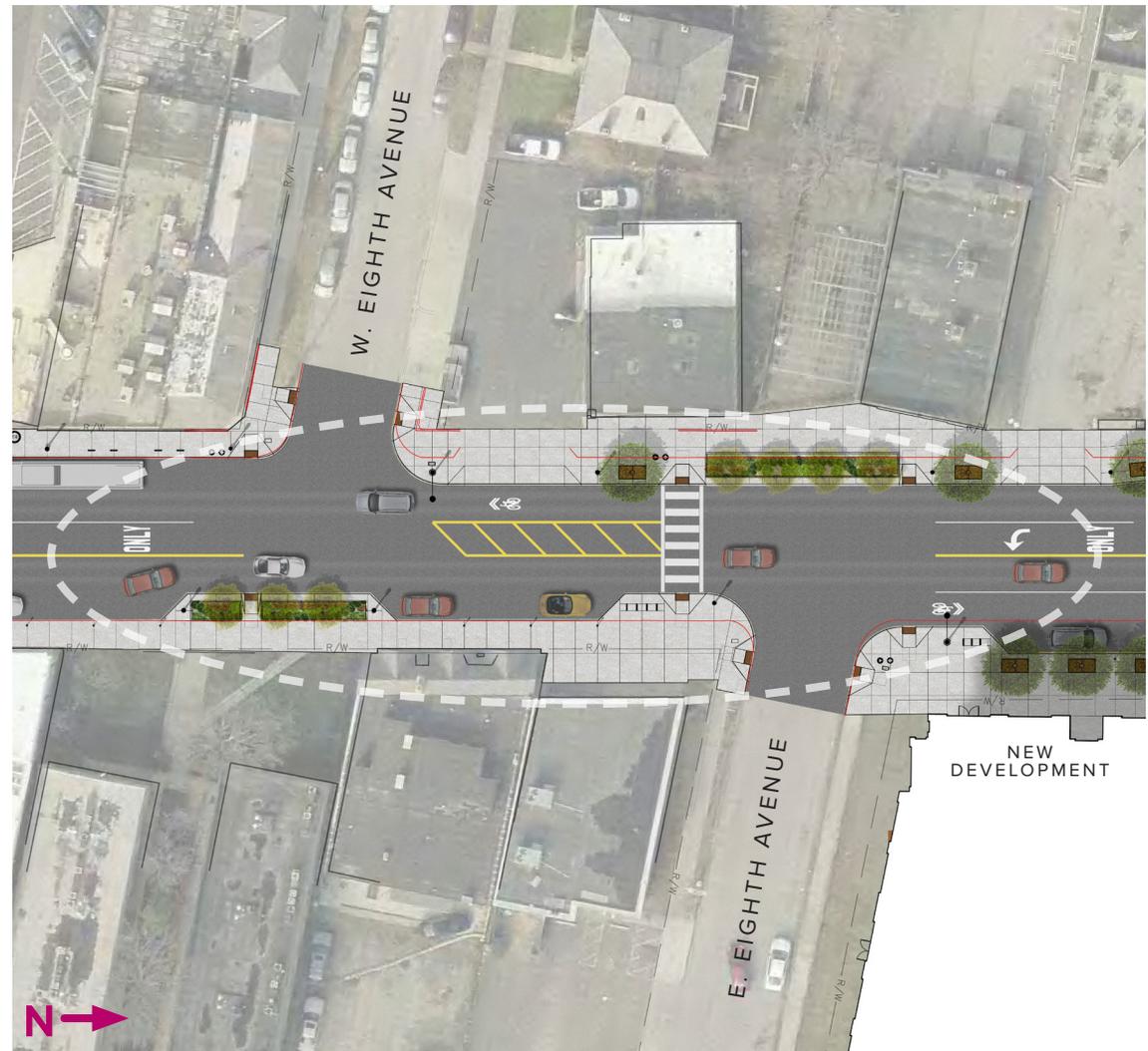
LOCATION 8 AND GENERAL OPPORTUNITIES

8. On High Street at the terminus of East Eighth Avenue and West Eighth Avenue

- **Constraints:** Proposed trees and landscape bed
- **Ideas/Considerations:** Increased sidewalk and proposed landscape bed in front
- **Location:** University District -- south
- **Curb Extension Location:** Terminus of Price, Terminus of 1st, zoned for landscaping
- **Project Phase:** Phase 4

Department of Public Service Feedback:

- No Comments



General Opportunities

Series of Curb Extensions

- **Constraints:** possible traffic hazards
- **Ideas/Considerations:** One artist can create a conceptually cohesive project at several locations or several artists can work with individual curb extensions to create a collection of separate artworks.
- **Location:** High Street Corridor/Planning

Trees lining High Street

- **Constraints:** N/A
- **Ideas/Considerations:** potential sites for lighting treatments and possibly sound works
- **Location:** High Street Corridor/Planning



Department of Public Service General Comments

1. Need to confirm there are not right of way concerns/impacts, or conflicts with existing and proposed private and public utilities.
2. Need to confirm there are no conflicts with street signs, traffic signals, etc.
3. Artwork must not block sight triangles or interfere with access to functional items like bus stops or parking meters.
4. Artwork should not narrow or restrict the pedestrian through zone as explained by National Association of City Transportation Officials.
5. Any item hanging over the public sidewalk should be a minimum of 8.5 feet above the walk and out of the easy reach of vandals.
6. Any item hanging over the public roadway should be a minimum of 13.5 feet above the pavement and out of the way of obstructing any traffic elements.

PLACE BASED STRATEGIES

CITY FUNDED PROJECT

The purpose of the Art on High Strategic Plan is to advise the City of Columbus as it invests in public art and its commitment of \$420,000 or two percent of the budget for the streetscape project. The first installation is meant to inspire ongoing investment in public art from business and community leaders, as well as residents. This process and the resulting artwork represent the first of what is anticipated to be many separate contributing artistic efforts by many organizations, and the community over time.

Project Parameters:

A. Location:

In order to achieve the highest quality public art works possible and to allow for artistic expression and creativity, site selection of the City Funded Project should be relatively unconstrained. The Optimal Locations for Art detailed on pages 18 - 27 will serve as the possible locations for the City Funded Project in no order of priority. In the Call for Artists the locations should be mentioned without preference. These locations are on High Street from Goodale Avenue on the South to 9th Avenue on the north.

B. Project Award:

The public engagement process indicated that the public desires bold, innovative, and high quality public art as part of the High Street Streetscape Project. Due to the nature of the public desires as well as best practices in other public art projects, the following is recommended for the final commission:

- a. Artists or artist teams selected are not to exceed the total art budget.

Selection Process for City Funded Project:

Call for Artists

The Call for Artists for the City Funded Project will be an open call to a national audience. The call will be a request for qualifications rather than a proposal. Requirements are as follows:

- a. Must be an individual professional artist or artist team
- b. Must submit up to ten examples of completed projects
- c. Must be in good standing with regard to taxes and must have appropriate auto and business insurance.
- d. Must also have completed a commissioned work of at least \$42,000.00, which is ten percent of the \$420,000.00 project budget. (At least one member of an artist team needs to have successfully managed an art budget of \$42,000.00.)

Artist Selection Committee

The Artist Selection Committee should be composed 7 people generally falling under the categories of the following, in no order:

1. Arts Professional
2. Arts Professional
3. Arts Professional
4. Arts Professional from the Columbus Arts Commission
5. Arts Professional within the University System
6. Neighborhood Representative selected by the University Area Commission
7. Neighborhood Representative that is jointly appointed by the Victorian Village and Italian Village Commission

Three artists or artist teams should be selected to create proposals. Each artist or artist team will be paid a stipend of \$4,200.00 for the creation of their proposals. The proposers should determine the budget of their proposed projects with a maximum budget of \$420,000.

**The makeup of the Selection Committee may be subject to change.*

Proposal(s) Selection

Due to the budget constraints of the City Funded Project, it is likely that only one, or possibly two projects will be chosen for implementation dependent on the proposed budgets. The Artist Selection Committee should evaluate the final proposals based on the following criteria:

- 1. Artistic Excellence (60%):** The aesthetic significance and quality of the artwork, including the artworks transformative and distinctive qualities.
 - b. Does the artist's past work show a consistent exploration of ideas and concepts that are engaging and evolving?
 - c. Does the artist have a distinctive vision?
 - d. Is the artist a professional working artist with an exhibition record, and/or work that has been reviewed, critiqued and acknowledged by the visual art community?

- 5. Collaboration and communication (20%):** Experience and ability to work and collaborate with design professionals, engineers, community leaders, and artists. Ability to communicate effectively. Ability to collaborate and work with a team. Willingness to become familiar with the community.

- 3. Project Management (20%):** Experience and ability to research client need and propose an appropriate design; Ability to attend either in person, or via electronic connection, frequent project meetings. Ability to access appropriate resources when necessary. Ability to develop an appropriate and realistic budget. Ability to complete projects on time and within budget.
 - d. Does the artist have the experience within and can the artist manage the established budget?

Proposed Timeline for Implementation

Early April 2018: Artist Call/RFQ Released

May 9, 2018: Artist Call/RFQ Closed

Mid/Late May 2018: Artist Selection Committee meets to select finalists and alternate

June 26, 2018: Finalists presented to Columbus Arts Commission for approval

Early July 2018: Legislation filed to contract with artists for completion of design proposals

August 2018: Contracts signed with finalists

September 10, 2018: Finalists proposals due

Late September 2018: Artist(s) selected by Artist Selection Committee

October 23, 2018: Selected art proposal submitted to Columbus Art Commission for conceptual approval

December 2018: Legislation to contract with artist submitted to Council

December 2018: Finalize contract with selected artist

January - end of Summer 2019: Fabrication

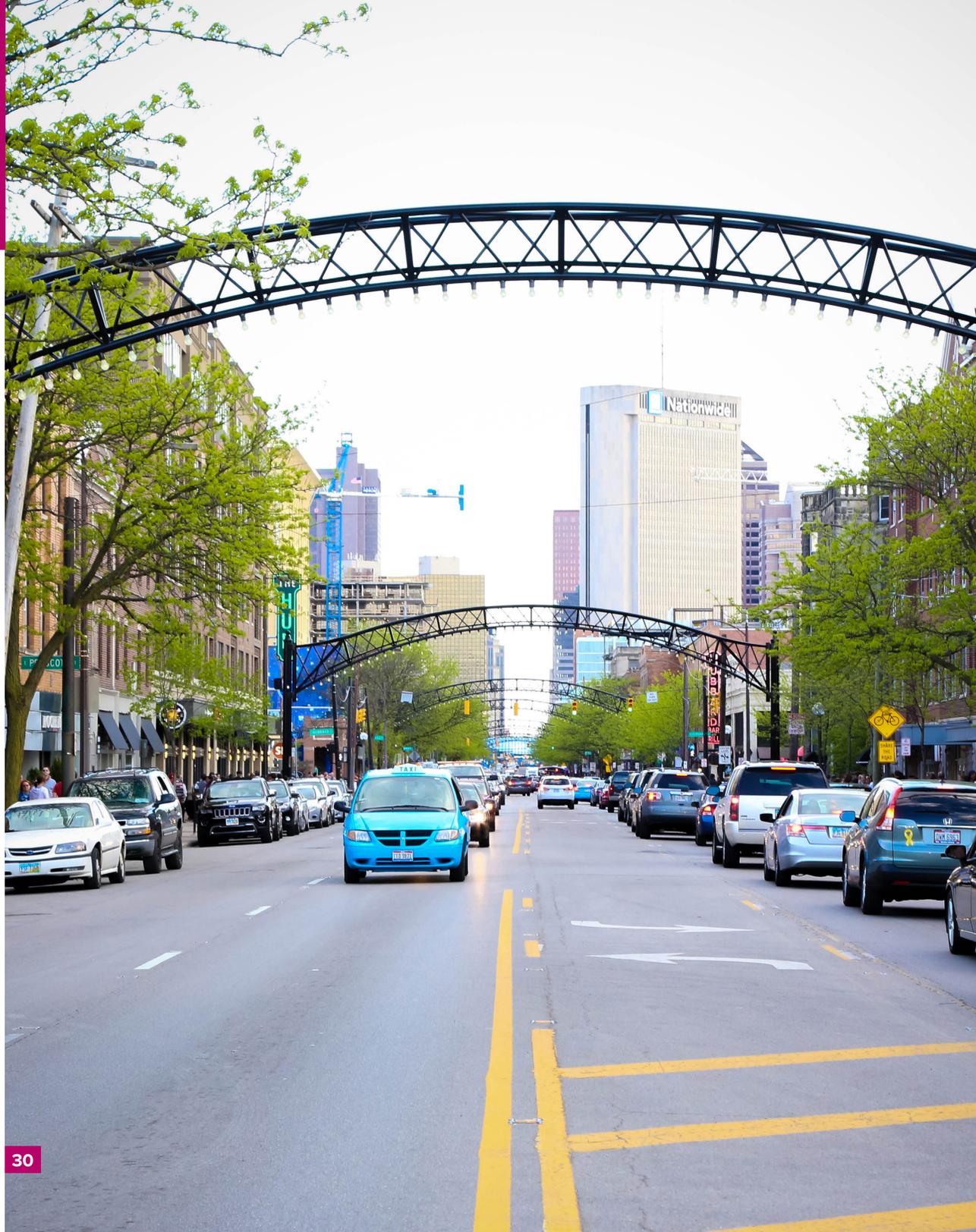
Fall 2019: Installation and dedication (weather permitting)

**This timeline is subject to change.*

02

INSPIRATION BEYOND HIGH STREET

The City of Columbus' impressive investment in Public Art as part of the High Street Streetscape project has the opportunity to jump start further investment in public art from other public and private sources. Several themes emerged from public engagement efforts that reveal the desires of residents and visitors as they relate to public art. Monumental, interactive, bold, edgy, photo-worthy, and local are words that define the outcome that respondents would like to see from their public art. The following ideas are a sampling of inspiration generated by the public and refined by the project team.





Projection Walls

Project Site Description: Alleys that connect to High Street including Prescott, Hull, and Brickell

Opportunity/Ideas: Install projectors that can feature curated video works by local artists

Administrative Requirements: Facilitate initial installation, ongoing maintenance, and monthly programming

Approximate Cost: \$30,000.00

Details: Video is an increasingly popular medium of artistic expression. Few outdoor spaces for the display of video exist in Columbus. Additionally many of the alleys that connect to High Street are underutilized and candidates for conversion to pedestrian only alleys. The project entail installing projectors that can display video installations on the side of one of the buildings adjacent to the alley.



Sculpture Garden

Project Site Description: Goodale Park

Opportunity/Ideas: Utilize the greenspace of Goodale Park to create an interactive sculpture garden

Administrative Requirements: Planning within the park, project team selection and management

Approximate Cost: \$500,000 - \$5,000,000

Details: Goodale Park is one of the most recognizable and visited parks in Columbus. Adding sculpture to its landscape could help impact visitor experience and add art into a highly trafficked public space, increasing Columbus' reputation as an arts destination. At least one location within the sculpture garden should be dedicated to local artists to help increase their visibility and to help cultivate local talent. A collaboration between local arts institutions could help fund and curate the collection to display the collaborative, art-focused spirit of Columbus in the physical environment.



Poplar Park Changes

Project Site Description: Poplar Park, a pocket park to the north of the Cap at I-670

Opportunity/Ideas: Poplar Park redesign

Administrative Requirements: Planning process for passive park, selection of artwork

Approximate Cost: \$750,000 - \$2,000,000

Details: Poplar Park is a well located and interesting pocket park that serves as one of the the gateways to the Short North. Though the park is physically attractive it suffers from underutilization. A redesign of Poplar Park with Artwork as the centerpiece is an opportunity to offer park space on High Street.

INSPIRATION BEYOND HIGH STREET

PROJECT CONCEPTS



Indianola Park Adult Playground

Project Site Description: Indianola Park, a small neighborhood park situated a block off high street at 8th and Indianola

Opportunity/Ideas: Add an adult playground that is designed in conjunction with artists

Administrative Requirements: Planning within the park, project team selection and management

Approximate Cost: \$75,000 - \$300,000

Details: “Fit” parks have been a recent trend that transforms parkspace into adult playgrounds to promote physical activity among adults and provide more recreation opportunities. By adding an artist to the design team, an adult playground could add artistic interest to a park in addition to the recreation benefits. Indianola Park is well suited for this type of amenity as it in a densely populated area with many young adults.



Goodale and Park Cap Plazas

Project Site Description: Two not so small concrete plazas on either side of Park Street at Goodale Ave that are part of the I-670 Cap

Opportunity/Ideas: Public art installation with a natural and lightweight feel

Administrative Requirements: Management of public art selection and installation

Approximate Cost: \$500,000 - \$1,500,000

Details: As a connection point between Goodale Park, the Short North and the North Market District, the western portion of the I-670 Cap experiences large volumes of people and vehicle traffic. These areas



Themed Garages

Project Site Description: Several parking garages just off High Street

Opportunity/Ideas: Utilize public art to create themes within neighborhood garages

Administrative Requirements: Management of public art selection and installation

Approximate Cost: \$50,000 - \$250,000 / garage

Details: Parking garages are often drab utilitarian structures, however, as demonstrated by the recently built Convention Center Garage, they can be blank canvases for art. By introducing themes to each garage and then commissioning art within those themes, a sense of place could be created within the garage. Additionally the garages could become tools for telling the story of the neighborhoods and city as a whole. Themes could include things such as ‘The Grove’ based on orchards and fruit in Central Ohio, ‘The Farm’ telling the story of agricultural products of Central Ohio, ‘Inventions of Columbus’ telling the story of innovations created in Columbus, and more.



King Avenue Green Space Temporary Art

Project Site Description: Small green space along High Street at King Avenue

Opportunity/Ideas: Utilize the greenspace to allow for temporary public art installations

Administrative Requirements: Create agreement with property owner, Solicit Artists

Approximate Cost: \$10,000 - \$25,000

Details: Slated for future development, the small greenspace to the west of the Kroger parking lot is currently vacant. Due to the possibility of future development but lack of current use, the space would be an ideal candidate for a temporary art installation.



Speaklight

Project Site Description: Buildings throughout the High Street Corridor

Opportunity/Ideas: An interactive light installation that reacts to spoken words

Administrative Requirements: Management of public art selection and installation

Approximate Cost: \$100,000 - \$200,000

Details: In a corridor with limited public right of way, innovative solutions must be pursued in order to create interactive art installations. Lights on buildings equally spaced throughout corridor would be the basis for this interactive art piece. Participants could use microphones throughout the area or call a phone number and their voice, volume, and frequency would be mimicked in the lights.



Annual Temporary Art Show

Project Site Description: Sites throughout the Short North Arts District and the University District

Opportunity/Ideas: Commission a temporary art show on an annual basis that premieres in the spring, and is taken down by late fall, or that takes place over one weekend

Administrative Requirements: Management of public art selection and installation and event planning

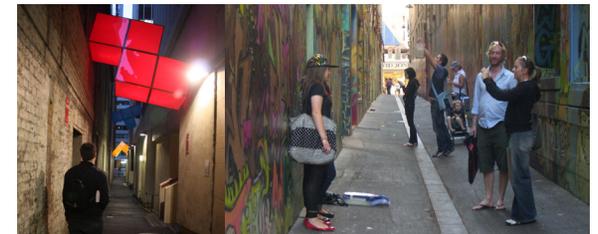
Approximate Cost: \$100,000 - \$2,000,000.00 annually

Details: High Street and the neighborhoods abutting High Street can become the center for a temporary art show that lasts a weekend or a few months. Works of art can be commissioned and placed along High Street, in the parks within the abutting neighborhoods, on buildings in partnership with property owners, or on vacant parcels. The show can be themed by medium, topic, or location.

INSPIRATION BEYOND HIGH STREET

TYOLOGIES OF POSSIBLE PUBLIC ART BY LOCATION

In addition to specific projects, the community indicated support for art in the following location types. These typologies are general in nature and are meant to offer opportunity by location type. Artists should be given the creative freedom to determine the best treatment of each of these locations as they become possible opportunities for public art.



Alleys

What: The narrow spaces between and behind buildings are often the corridors that lead into neighborhoods, utilized frequently by both pedestrians and vehicles. They sometimes seem dark and uninviting, and can have a reputation for being a dangerous route to travel at night, but also present the opportunity for more dynamic public space and safer pedestrian pathways.

Why: Alleys are the perfect unexpected place to introduce art into an otherwise uneventful or even ugly environment. Activating an alley corridor can lead to increased pedestrian traffic and in turn a greater sense of safety among visitors to and residents of High Street.

Where: Connecting to and behind High Street

What could be: Two and/or three-dimensional wall works, Small Sculptures, Projections, Light Installations, Overhead Installations, Interactive Art, Creative Wayfinding and Signage



Parks

What: Parks are outdoor meeting and recreation spaces that bring residents and visitors together to explore nature, celebrate community events, or perform a multitude of other daily experiences.

Why: In these spaces, art can be more interactive, experiential, and created on a larger scale. Installing art and utilizing an already pedestrian-oriented area creates a more welcoming space and invites people to linger. Interactive installations can also encourage a healthier community through pieces like fitness stations or adult playgrounds. Performance areas are also important to creating a vibrant place, and parks provide opportunities for establishing performance art locations.

Where: Goodale Park, Italian Village Park, Indianola Park

What could be: Sculptures (including Monumental), Light Installations, Water Features, Interactive Installations



Plazas

What: Plazas are small gathering points often along or just off primary arteries. They can include pedestrian paths, seating, lighting, or other small features that make it good for meeting or passing through, and the vibrancy or lack thereof can affect the streetscape and general impression of a place.

Why: Although Plazas hold potential as meeting points, many are lacking a sense of place and activity making them ideal locations for art installations.

Where: Goodale Ave & Park Street, Poplar Park, Chase Park

What could be: Music, Sculptures, Projections, Light Installations, Artistic Seating, Performances



Parking Garages

What: Parking Garages are hotspots - and usually a necessity - for visitors, making them a great place to influence neighborhood perceptions before visitors set foot on the street.

Why: Often these spaces are monotonous blank canvases begging for activation. By generating creative spaces in otherwise featureless places, we can set High Street and Columbus apart as a unique and amusing destination, all while helping motorists better remember where they parked their cars.

Where: The Joseph Garage, The Hub Garage, The Castle Garage, Gateway Garage, Future Garages

What could be: Two and/or three-dimensional wall works, Sculptures, Projections, Light Installations, Architectural Elements, Music

INSPIRATION BEYOND HIGH STREET

POTENTIAL FUTURE PARTNERSHIPS AND FUNDING MECHANISMS

Though the City of Columbus has made an impressive initial investment in the arts through the High Street Streetscape and Art on High project, this investment is just one piece of a larger public/private partnership that is necessary for additional art investments along High Street. Chapter 3: Big Ideas describes several innovative and impactful projects developed with community input. These projects are not possible without investment from private and non-City public partners.

Through Community Partnerships prioritizing these projects, additional funding sources can be sought in partnership with these groups using this document. The opportunities for additional partners outside of the City of Columbus are as follows:

Future Potential Partners for Additional Public Art Opportunities

Columbus Art Commission

The Columbus Art Commission (CAC) was appointed in 2007. It has statutory authority over the design and placement of all works of art to be acquired by the city, placed on land owned or leased by the city, or placed anywhere in the public right of way. The seven member commission is comprised of individuals experienced and interested in the arts, landscape architecture and architecture. As the city appointed body to represent the interests of the city and residents, the Columbus Art Commission is the lead

partner in applying for public art funding opportunities and is the lead partner in placing public art in the Right of Way.

Special Improvement Districts

Two contiguous Special Improvement Districts and community based non-profits span High Street and the surrounding neighborhoods. As the representatives of the property owners, residents, and businesses within those districts, these organizations should become the leaders of public art initiatives within the two Districts. The two Special Improvement Districts could partner together on initiatives, partner with the City, or partner with other arts-related organizations within the two districts. With two very different constituent groups and identities within the City of Columbus, it will be important to strategically decide when and how to best collaborate with other organizations.

The Short North Alliance and the University District, who both already have established public art programs, will be key partners in expanding the public art along High Street and in the neighborhoods surrounding High Street. Both organizations are poised to take on the responsibilities of private fundraising, applying for grants in partnership with the City, and all programming responsibility for potential future projects.

Short North Alliance

The Short North Alliance is a nonprofit organization serving both the property owners and business owners of the Short North Arts District with a mission to nurture the Short North Arts District as a vibrant, creative, and inclusive community and leading arts destination. Founded in 2012, it is supported by the Short North Special Improvement District and it works to advocate for the success of the Short North Arts District, improve its public spaces, and amplify resources, and cultivate supportive visitor experiences.

The University District Organization

The University District Organization (UDO) is a non-profit planning and community improvement organization incorporated in 1971 to work toward the stabilization and revitalization of the University District. An “organization of organizations,” the UDO is governed by a board of trustees representing community groups, social service agencies, businesses, churches, local government, and institutions. It also works to coordinate interests and policies of the University Community Association, University Area Commission, and University Area Review Board to promote effective change in the district.

Arts Based Businesses and Non Profit Arts Institutions within the Short North Arts District and the University District

Wexner Center for the Arts

The Wexner Center for the Arts is The Ohio State University's multidisciplinary, international laboratory for the exploration and advancement of contemporary art.

Through exhibitions, screenings, performances, artist residencies, and educational programs, the Wexner Center acts as a forum where established and emerging artists can test ideas and where diverse audiences can participate in cultural experiences that enhance understanding of the art of our time.

In its programs, the Wexner Center balances a commitment to experimentation with a commitment to traditions of innovation and affirms the university's mission of education, research, and community service.

Pizzuti Collection

The Pizzuti Collection is a nonprofit organization dedicated to fostering cultural understanding and educational exchange by championing a diversity of voices from around the globe. Presenting an exciting range of exhibitions drawn from a collection of paintings, sculpture, film, photography, drawings, and prints, the Collection has been ranked as one

of the top in the world. The Pizzuti Collection also offers educational programs, lectures, artist talks, and special events throughout the year designed to deeply engage audiences in contemporary arts.

The Short North Stage

Residing in one of the most distinctive performing arts complexes in the country, Short North Stage hosts and produces performances weekly, ranging from Broadway classics and edgy off-Broadway musicals, to progressive one act plays, cabarets, dance, and everything in between. With three performance venues, including the historic Garden Theater, the intimate Green Room, and Ethel's Lounge, each show brings a truly unique experience.

Art Galleries

At the heart of the Short North Arts District are its galleries, which feature all types of mediums and artists. Since gallery owners banded together in the '80s to reinvent the area and give it new life, art has flourished in Columbus and is a true specialty in the Short North Arts District, with nearly all of the District's existing public art projects occurring due to the collaboration with and engagement of the District's galleries.

Franklin County Convention Facilities Authority

The Franklin County Convention Facilities Authority is where people meet Columbus. The facilities are where visitors often meet Columbus' arts community

for the first time. The City's rich arts culture explains Columbus culture more than mere words ever could. In that way, they are an entryway to the community for those who are just learning what makes Columbus a great place to visit, work and live.

The Convention Authority today owns the largest contemporary collection of local art, and proudly display those pieces in the Greater Columbus Convention Center, the Hilton Columbus Downtown and their three parking garages

Columbus Arts Organizations

Greater Columbus Arts Council (GCAC)

The Greater Columbus Arts Council funds artists and arts organizations and provides marketing services that support artists and organizations through the Art Event calendar and through the artist directory.

Columbus Museum of Art

Columbus Museum of Art's creates great experiences with great art for everyone. Whether presenting an exhibition, designing an art-making activity, or giving visitors directions, they are guided by a vision to connect people and art. CMA nurtures that connection and removes barriers between the community and the collection.

INSPIRATION BEYOND HIGH STREET

POTENTIAL FUTURE PARTNERSHIPS AND FUNDING MECHANISMS

The Museum's galleries are filled with works that manifest creativity. The collection includes outstanding late nineteenth and early twentieth-century American and European modern works of art. They house the world's largest collections of works by beloved local artists Aminah Brenda Lynn Robinson, Elijah Pierce, and George Bellows; and acclaimed collections such as The Photo League and the Philip and Suzanne Schiller Collection of American Social Commentary Art.

Higher Education Organizations with Art Programs

The Ohio State University, Department of Art

The Department of Art at The Ohio State University is broad-based, both discipline intensive and boundary pushing, a modern laboratory in which to create and explore art and ideas. Established on a foundation of comprehensive artistic visualization, the Department strives to be at the forefront of developments in contemporary aesthetic thought, and practice, and boasts many nationally and internationally recognized artists on their faculty.

Columbus College of Art and Design (CCAD)

CCAD is recognized as a top-tier college of art and design, a cultural leader, and an engine within Columbus' creative economy. CCAD has a global reputation for delivering an innovative and relevant creative educational experience of value to its students, alumni, and society. CCAD boasts many nationally and internationally recognized artists on

their faculty.

Large Corporations with Presence Near High Streets

A number of large corporations have a presence on or near High Street within the two Districts. Promoting a culture of giving and sustaining the heart of the City as an arts district is necessary to continue and promote an identity of openness and vibrancy. Large Corporations should be encouraged to support the ecosystem of arts through public art initiatives.

Potential Funding Mechanisms

Grant Funding

National Endowment for the Arts

The National Endowment for the Arts has two grants that are ideal for applying to for projects within the Short North and University Districts.

Artworks Grant

The Artworks Grant is intended to support the creation of art that meets the highest standards of excellence, public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts. Matching grants generally range from \$10,000 to \$100,000. A minimum cost share/match equal to the grant amount is required.

Our Town

The Our Town Grant is awarded to organizations for

creative placemaking projects that contribute to the livability of communities and through strategies that leverage arts, culture, and/or design toward achieving community goals. Our Town offers support for projects in two areas:

- Arts Engagement, Cultural Planning, and Design Projects that represent the distinct character and quality of their communities. These projects require a partnership between a nonprofit organization and a local government entity, with one of the partners being a cultural organization. Matching grants range from \$25,000 to \$200,000.
- Projects that Build Knowledge About Creative Placemaking. These projects are available to arts and design service organizations, and industry, policy, or university organizations that provide technical assistance to those doing place-based work. Matching grants range from \$25,000 to \$100,000.

ArtPlace America

ArtPlace America (ArtPlace) is a ten-year collaboration among a number of foundations, federal agencies, and financial institutions that works to position arts and culture as a core sector of comprehensive community planning and development in order to help strengthen the social, physical, and economic fabric of communities. The ArtPlace grants are generally \$50,000 to \$500,000.00.

Ohio Arts Council

The Ohio Arts Council was created in 1965 to “foster and encourage the development of the arts and assist the preservation of Ohio’s cultural heritage.” This is accomplished by the Council in two primary methods; first, through the various grant funding programs that the Council operates to provide support to artists and to make arts activities available to a broad segment of Ohio’s public; and secondly, by providing services that help to enhance the growth of the arts. The Arts Council provides an array of funding opportunities ranging from \$1,000.00 - \$20,000.00.

Process for Community Generated Public Art

Applicants are strongly advised to present their public art project to the Area Commission or Civic Organization where the art is to be located and to seek letters of support from these organizations.

Columbus Code Chapter 3115 - The Columbus Art Commission.

For more information contact the Columbus Public Art Program Coordinator at lsbaudro@columbus.gov

PROCESS FOR COMMUNITY GENERATED PUBLIC ART

