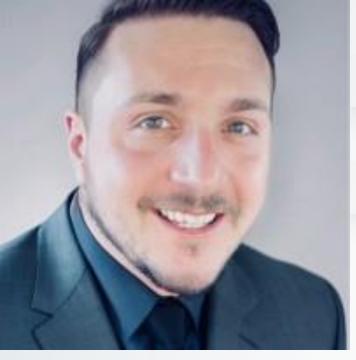**Daniel Stevenson**

Administrator–Strategy and Technology, City of Indianapolis

Julia Moore

Director of Public Art, Indy Arts Council

What will we talk about today?

- **Defining** public art
- Public art as a **public-private partnership**
- Indianapolis' **Art in the Right of Way** and **Tactical Urbanism** policies
- Indianapolis' **Community Powered Infrastructure** program and funding
- Indianapolis' **Traffic Signal Box Art program** ("Streetcorner Canvases")
- **Three Case Studies**: How public art in the ROW works in Indy
- **Tips for Success**
- **Questions and Discussion**

What is "Public Art"?

The term **public art** refers to **art that is in the public realm**, regardless of whether it is situated on public or private property or whether it has been purchased with public or private money.

- Usually it is site-specific (but sometimes not)
- Can be permanent or temporary
- Can be visual, or performance-based

Most public art is a public-private partnership

Site
Funding
Community
Administrators
Artists

In Indy: Art in the Right of Way involves both the City and the (private, 501c3) Indy Arts Council.

City Responsibilities

- Land ownership
- Process oversight
- Funding (specific grant programs)
- Logistics

Arts Council Responsibilities

- Public art expertise
- Connections with artists
- Funding (specific grant programs and own funds)

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Community Powered Infrastructure (CPI) Program

Community Powered Infrastructure (CPI)

A 50/50 cost share partnership program between the City of Indianapolis and neighborhood partners, community groups, and residents to improve neighborhoods.

Consists of three types of projects:

1. Art in the Right-of-Way
2. Tactical Urbanism
3. Indianapolis Neighborhood Infrastructure Partnership

Communities know the infrastructure challenges they face better than anyone. CPI provides an opportunity for communities to explore solutions to those challenges in partnership with the city of Indianapolis.

Through Collaboration and experimentation, CPI can help us work together to:

Improve safety for vulnerable road users

Implement Traffic Calming

Collect Data

Identify Placemaking Opportunities

Explore Beautification Projects

Seek Permanent Infrastructure Repairs/Replacements

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Art in the Right-of-Way

Art in the Right of Way

A program that allows communities to celebrate their unique identities using art within the city right-of-way for placemaking and beatification within their neighborhoods. This program offers a unique way to build community bonds.
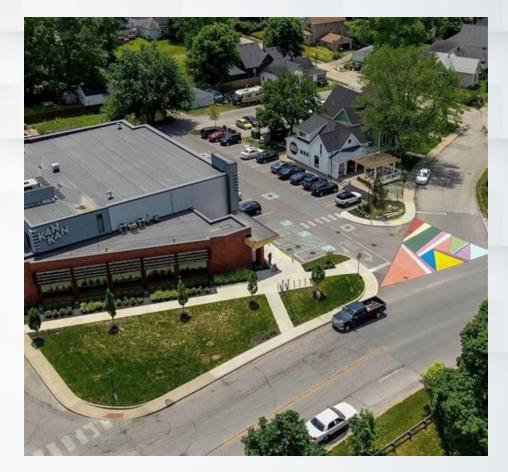
- Can be permeant or temporary
- Can be mural, abstract art, sculpture etc.
- Can be placed anywhere within the ROW
- Cannot mimic MUTCD regulated traffic control markings
- Limited words

Art in the Right-of-Way project completed by the Community Heights neighborhood organization.

- Gather community input to develop an idea collaboratively

- Socialize the idea and collect community support

- Work with DPW to prove means to install

- Develop a traffic control plan. (DPW can help with that.)

- Develop a maintenance and or removal plan

Art in the Right-of-Way project completed by the Kan Kan Arts Cinema.

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Tactical Urbanism

Tactical Urbanism

A program that allows communicates to test infrastructure changes in their neighborhood through low-cost, temporary projects. The community will work with the city to develop a hypothesis and collect data both pre-and-post project implementation to see whether these proposed changes would be effective solutions to the issues they are facing.

Tactical Urbanism projects completed by Community Heights Neighborhood Organization and George Julian, PTSA.

APWA

Tactical Urbanism projects can be split into two categories: Demonstrations and Pilots. Demonstrations are projects active for 30 days or less; Pilots are projects active for 31 days or more (but not to exceed one year.)

A few things to consider as you are getting started:

Examples of eligible projects include:

Protected bike lanes
Chicanes
Signage
Micro-Roundabouts
Bump-outs

Questions to consider include:
Who is the sponsor?
What is the concern and how would would your proposed project address it?
Where will the project be installed?
When will installation take place and how long will it be active?
How will you engage community members and collect feedback?
How will data be collected?
How will the project be installed/maintained?

Commonly-used Materials include:

Water-based paint
Traffic tape
Tires
Planters
Rope
Cones
Sandbags

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Indianapolis Neighborhood Infrastructure Partnership (INIP)

The Indianapolis Neighborhood Infrastructure Partnership (INIP) is a program for public infrastructure projects between community-based organization (CBO's) and the City of Indianapolis. CBO's can submit proposals annual for the chance to see their desired permanent infrastructure improvement projects in their neighborhood faster than could be address by annual capital plans.

INIP Project Completed on Columbia Ave.

Eligible projects include:

- Road Resurfacing
- Strip Patching
- Sidewalks
- Curb Repair
- Multi-use Paths

Ineligible projects include:

- Projects not within the right-of-way
- Alley resurfacing
- Land acquisition
- Stormwater/sanitary projects

Before

After

INIP Project completed on S. High School Road, 2019

Before

After

INIP Project completed at Wayne Ave. & Henry St.

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Traffic Signal Box Art Program ("Streetcorner Canvases")

Overview

- Developed in 2015
- Self-funded by communities
- Self-managed by communities with Arts Council assistance
- Can be hand-painted or a vinyl wrap
- City DPW signs MOU with community
- Box art lasts 3-5 years

Program Requirements

- Community coordinating group
- Artwork oversight individual/ group
- MOU signatory
- PAY THE ARTIST!
- Approval from neighborhood association
- Approvals from property owners (not tenants!) on all 4 corners
- Signed MOU with City

Process Flow

- Community submits application to Arts Council
- Arts Council notifies DPW Streets Dept of request; Streets approves location
- Arts Council assists community with project
- Arts Council approves design and sends MOU to City with required community approvals
- City signs MOU

Southdale: 2023-2025

Case Studies

Emerson Heights

Importance of communication

- Conflict with a large, complex road project
- Funder had strict timeline requirement
- Community frustration with pace
- Relationships were vital!
  - Funder / Community
  - Arts Council / Community
  - Arts Council / City
  - City / City

Legacy Artwork: Broad Ripple and Fountain Square

Updating Expectations

- 20+ year history
- Located in ROW
- Unclear ownership at first / determined to be City (not current policy)
- Poorly maintained
- Active, engaged communities

APWA

Legacy Artwork: Broad Ripple and Fountain Square

Aligning with Community

- Maintain, demolish, leave alone?
- Funding strategies
- Partnership facilitation
- Artist engagement
- City and Arts Council capacity

New Sculpture for Broad Ripple

Coordination is Key

- New 30' sculpture at intersection of three streets near retaining wall of canal
- Publicly & Privately Owned Land
- Team involved: DPW (3 divisions), DBNS, DMD, IMPD, Citizens Energy Group, Architect, Construction Firm, & Artist
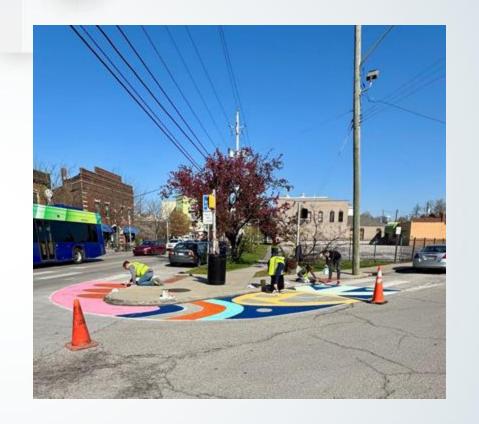
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Lessons Learned

- Importance of Communication
- Updating Expectations
- Aligning with Community
- Coordination is Key
- Every Project is Unique
- You Don't Know What You Don't Know

Tips for Success

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Get Everyone On Board

- Network; ensure everyone is positive about public art on public property
  - Strategize based on specific objections
  - Objections can help with policy structure!
- Identify a "champion" at a high level
- Structure a fair approval process and a strong documentation trail

Have a Reasonable Policy

- Minimize paperwork
- Single point of contact
- Road-test the policy before rolling it out
- Interpretive guide in plain language
- Keep a "first timer" perspective

Know Your Resources

- *If no City arts department*: who else has deep field knowledge?
- Artist and organization directories and lists
- GIS data and maps with public access
- Accessible permitting system
- What can City contribute to make it easier and more enjoyable?
  - Equipment
  - Labor
  - Funding

Community Partnerships are Key

- Let your arts agency do their best work
- Know and help your neighborhoods
- Teach the policy/program continually

Think About Maintenance

- Define a "life" for the artwork
- Clarify ownership and maintenance responsibilities
  - *Whoever installs it, maintains it!*
- Know materials and their maintenance needs
- Set up and document maintenance partnerships

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Questions and Discussion

Thank you!

Please contact us with questions or follow-ups

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