

CITY OF TUCKER **TUCKER ART IN THE ALLEYS**



May 2022
prepared by the



Atlanta Regional Commission

ACKNOWLEDGEMENTS

Special thanks to:

Steering Committee:

- Marsha Ashby - Main Street Alliance
- Brian Chambers - Downtown Development Authority
- Luis Finley - Downtown Business Owner (Fords BBQ & Local 7)
- Jenna Green - Downtown Business Owner (Matthews Cafeteria)
- John Gronwall - Tucker Arts Guild
- Matt Holmes - City of Tucker Director of Communications and Administrative Services
- Roscoe Jackson - Tucker High School
- Lasha Lalana - Downtown Business Owner (Math Depot)
- Taylor Lanier - Downtown Property Owner
- Laurie Morrison - Downtown Business Owner (Main Street School of the Arts)
- Valarie Nichols - Graphic Designer/Illustrator
- Shawn Stone - Friends of Tucker Parks
- Jen Young - City of Tucker Recreation Leader

Project Management Team:

- John McHenry - City of Tucker Assistant City Manager and Director of Community & Economic Development
- Matthew Lee - Tucker-Northlake Community Improvement District Executive Director
- Beth White Ganga - Tucker-Northlake Community Improvement District Director of Projects & Planning
- Courtney Smith - City of Tucker Director of Planning & Zoning
- Kylie Thomas - City of Tucker Planner III

Atlanta Regional Commission

- Marian Liou - Director, Community Engagement and the Arts (Project Manager)
- Mollie Bogle - Senior Planner
- Molly Smith - Senior Graphic Designer

Funding Acknowledgement

This document was prepared by Atlanta Regional Commission (ARC) staff through its Community Development Assistance Program (CDAP) using funds provided by ARC and the City of Tucker. CDAP provides planning assistance to local governments, CIDs, and non-profits across the 11-county metropolitan region to undertake local planning activities that advance the goals of the Atlanta Region's Plan.

Unless otherwise specified, all photos are by ARC Staff.



TABLE OF CONTENTS

- 4 Introduction
- 6 Community Engagement
- 9 Existing Programs & Policies
- 12 Preliminary Findings
- 17 Final Recommendations
 - Appendix A - *Public Art Ordinance*
 - Appendix B - *Sample Application Forms*

ATLANTA REGIONAL COMMISSION

Mission

The Atlanta Regional Commission (ARC) advances the national and international standing of the region by leveraging the uniqueness of its evolving communities, anticipating and responding to current realities, and driving a data-driven planning process that provides a high quality of life, balancing social, economic, and environmental needs of all our communities.

Vision

The ARC employs shared foresight, expert staff, the ability to convene diverse communities, and its reputation as a regional and national leader in order to support local governments, enhancing the lives of all our citizens by providing world-class infrastructure, building a competitive economy, and shaping a regional ecosystem comprised of healthy and livable communities.

Why an “art in the alleys” plan?

In its role as the regional planning agency, ARC develops and updates the Atlanta Region’s Plan, a long-range blueprint that details investments needed to ensure metro Atlanta’s future success and improve the region’s quality of life. As a part of this long-range plan, ARC develops a Regional Resource Plan to protect and manage metro Atlanta’s natural and cultural resources. An “art in the alleys” plan fulfills the plan’s objectives to promote the use of creative placemaking to build and maintain the character of communities.

CHAPTER 1

INTRODUCTION

INTRODUCTION

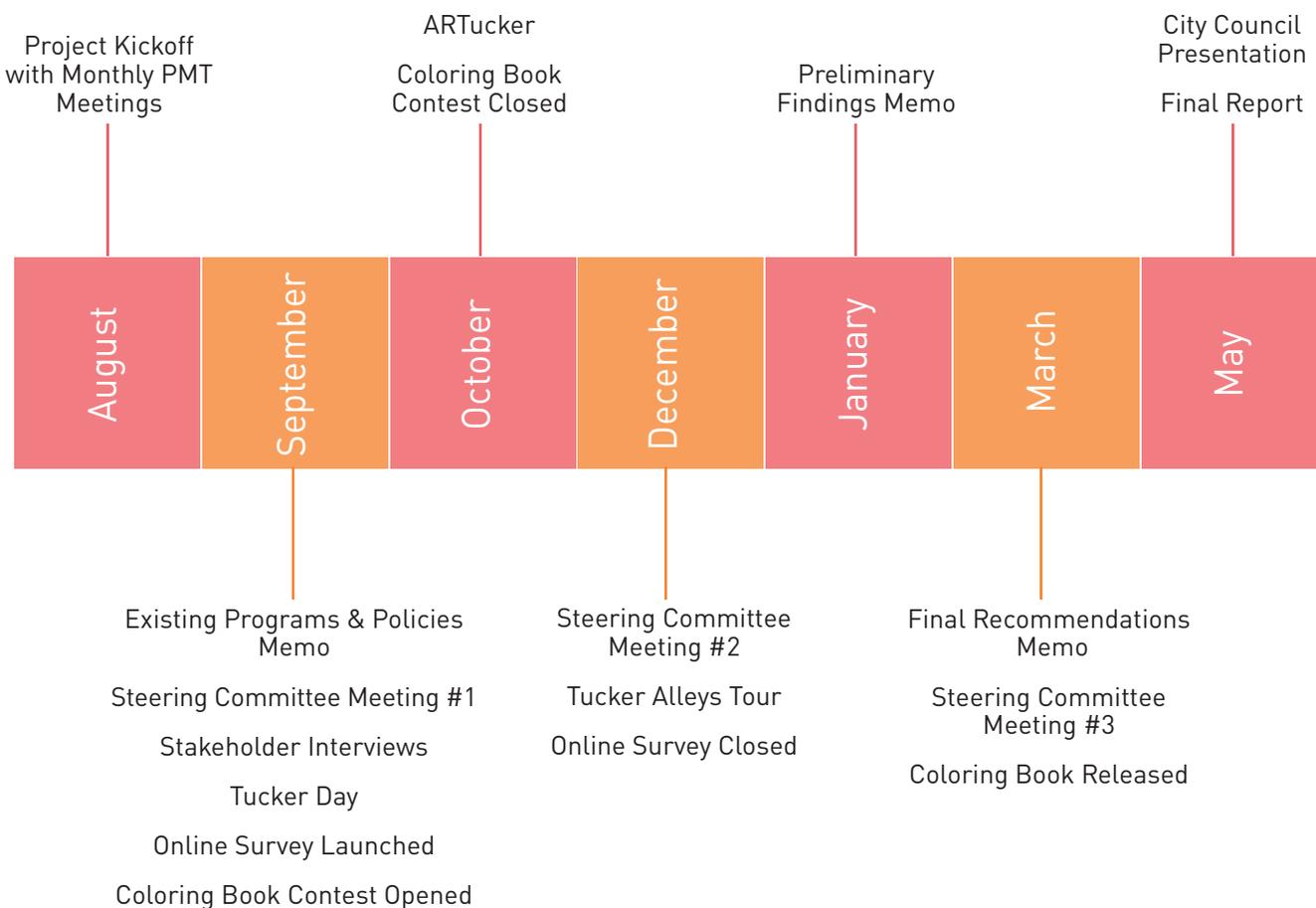
The City of Tucker Art in the Alleys project reflects the community’s desire for public art in Downtown Tucker, as expressed in previously adopted plans like the Tucker Tomorrow Comprehensive Plan, the Downtown Master Plan, the Downtown Tucker Grid Plan, the Trail Master Plan, and the 2020 Tucker-Northlake LCI Update. The plan will be used by staff and the community to integrate public art into the alleys in Downtown Tucker in a way that enhances the sense of place in those spaces, creates an economic driver for our local businesses, and allows all residents and visitors to feel comfortable and welcome in the City.

The City applied to ARC’s Community Development Assistance Program to gain technical assistance, research and analysis, and coordination from ARC staff in facilitating the planning process. The City also participated in ARC’s Arts Leaders of Metro Atlanta program in 2021, in which two project teams were asked to provide recommendations for the development

of the Art in the Alleys project, specifically for creative and inclusive community engagement and outreach.

In addition to a community engagement summary, existing programs and policies analysis, and preliminary findings, this document includes policy recommendations for establishing a public art process in Downtown Tucker, including the types of public art that would work best within the alleyways and other sites in Downtown Tucker, guidelines and/or regulations for public art, locations for art within the alleyways and other areas, funding mechanisms/sponsorship for public art, and the selection process for public art. This report also includes a suggested timeframe and starting steps and resources. Although the specific recommendations are for the development of a public art process for the alleys in Downtown Tucker, additional information pertaining to each recommendation can be used for establishing a City-wide public art program.

Project Timeline



CHAPTER 2

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

Online Survey

An online survey provided insight into the thoughts and preferences of residents and community stakeholders for public art in the alleys and Downtown Tucker. The survey asked participants to consider what they love about Downtown Tucker, to describe their hopes for public art and its role in Downtown Tucker, to share their favorite examples of public art from around metro Atlanta and beyond, to rank the types of public art they

would like to see in or near the Downtown Tucker alleys, to describe the types or styles of public art they might consider as being unique to Tucker, and to rank the locations considered ideal for public art beyond the alleys. The survey was launched in September and was open for 4 months. Nearly 200 people participated in the survey, providing over 1,100 survey responses.



Tucker Day

Stakeholder Interviews

Stakeholder interviews were conducted with City of Tucker City Council members for the history of efforts around public art in the city, input regarding locations and types of public art for the alleys and Downtown Tucker, and recommendations and examples of public art in other cities in metro Atlanta as well as national and international cities. Each City Council member reiterated the great interest, enthusiasm, and direct involvement of Tucker residents in public art activities

and initiatives, as well as their excitement for public art in the Downtown Tucker alleys. Informal conversations were also conducted with community members and representatives from local arts organizations who sought out ARC staff to share their thoughts and ideas.



National Night Out

COMMUNITY ENGAGEMENT

Steering Committee Meetings

A project steering committee was gathered and comprised Tucker residents, business owners, educators, arts administrators, City of Tucker staff, and Tucker-Northlake CID employees. The steering committee convened three times between September 2021 and March 2022. They provided input and recommendations on public art in Downtown Tucker and beyond. The steering committee also hosted Aaron Szarowicz, Economic Development Manager for the City of Douglasville, for a presentation and discussion about the establishment of the City of Douglasville's public art program and arts council. Their diversity of personal and professional experience and commitment to the development of public art in the City of Tucker was used to develop detailed and comprehensive recommendations for City staff to utilize.



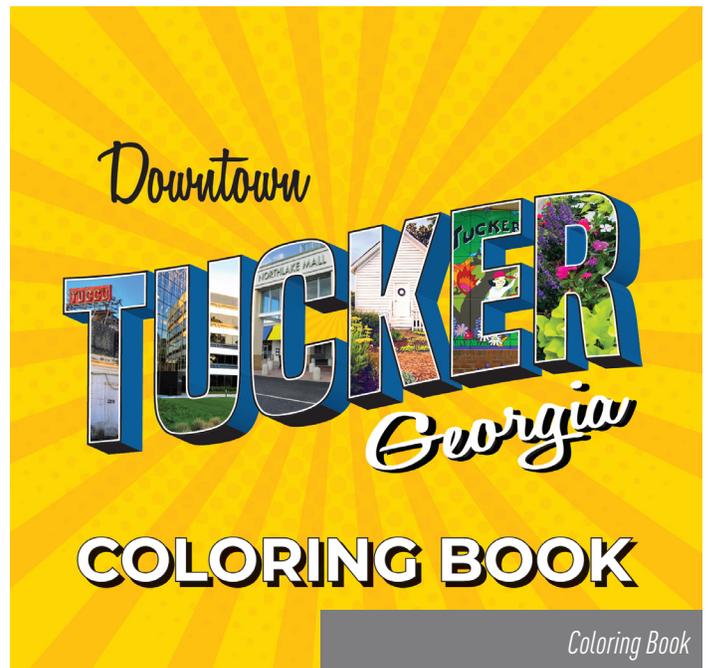
Steering Committee Field Trip of Alleys

Art in the Alleys Coloring Book

Based on the City of Tucker's priorities presented in their project application and inspired by the children's storybook presentation format used by one of the ALMA project teams, one of the study's community engagement activities was designed to reach community members outside of the City's usual outreach and communications' channels. Consequently, to attract the interest and participation of local artists

Engagement Activities

In addition to the online survey, stakeholder interviews, and steering committee meetings, a booth was set up at Tucker's National Night Out to engage young children about public art. ARC Staff and the Project Management team also attended Tucker Day, an annual outdoor parade and festival, to speak with residents and visitors about the Art in the Alleys project and listen to their observations and ideas. ARC staff also met with local artists and residents during a pop-up exhibition by ARTucker, a local arts organization, at The Corner Cup, a coffee shop on Main Street. Finally, ARC staff participated in a tour of Downtown Tucker guided by the executive director of the Tucker-Northlake CID, focusing especially on the alleys and proposed redevelopment sites, with members of the Steering Committee.



and families with young children, the ARC sponsored a coloring book contest for Tucker residents. Five artists were selected, including two youth artists in grades K-12, and awarded \$500 each for three illustrations depicting Downtown Tucker sights and scenes. The coloring book is being jointly funded and distributed by the Tucker-Northlake CID and the City of Tucker.

CHAPTER 3

**EXISTING PROGRAMS
& POLICIES**

EXISTING PROGRAMS AND POLICIES

The City of Tucker and the Tucker-Northlake Community Improvement District have completed numerous planning efforts in support of the development of a municipal public arts program. A summary of these efforts provides the foundation from which future recommendations for the establishment of

a municipal public arts program may be established. They are organized in descending chronological order beginning with the Tucker-Northlake LCI Five-Year Update completed in February 2021 and ending with the Tucker Tomorrow Comprehensive Plan adopted in April 2018.

Tucker-Northlake LCI Five-Year Update (February 2021)

In response to the adoption of the Comprehensive Plan in 2018, the Tucker-Northlake Community Improvement District completed a minor update of their 2015 Livable Centers Initiative (LCI) study to better align the LCI project list with planning efforts by the City of Tucker and other entities. The project list includes relevant transportation, land use and zoning, economic development, and parks and recreation projects from over 20 plans and studies. The update aims to focus these previous planning efforts and ensure that growth

in the Tucker-Northlake area aligns with the vision established by the community as laid out in these existing plans and studies. The update identifies development of a public arts program to promote the activation of Tucker's alleys as an economic development project. It includes a list of reference documents, the cost and completion year, and responsible parties and funding sources to aid in timely implementation.

Downtown Tucker Alley Activation (April 2020)

ULI (Urban Land Institute) Atlanta's Technical Assistance Panels (TAPs) and mini-TAPs (mTAPs) provide expert, multidisciplinary advice to local governments, public agencies, and nonprofit organizations facing complex land use and real estate issues in the Atlanta region. A ULI mTAP was convened for the Tucker-Northlake CID to examine the fundamental elements essential to successfully activating disused alleys, including zoning, arts and community, and green infrastructure. Within the resulting plan, public art and community iconography

are discussed through the lens of building community through the expression of shared history. The plan describes art as an access point and tool for community involvement and support and recommends the development of a public art implementation plan that includes considerations for funding, oversight, and management. In addition, the plan provides examples of the effective use of community iconography in various cities throughout the southeast and includes numerous recommendations toward the installation, promotion, and management of a local iconography program.

Tucker Downtown Master Plan (December 2020)

The Tucker Downtown Master Plan serves as a guide for attracting quality development to the city by building on a key recommendation of the Comprehensive Plan to enhance Downtown Tucker, as well as strategies from the recently adopted Transportation Plan, Trail Master Plan, and Parks Master Plan. An online community survey was utilized in which the installation of building murals and activation of restaurant and retail alleyways was identified as a primary method to enhance people's experiences in Downtown and bring them back to the area in the future. From this robust community engagement, a vision for Downtown was

developed including fostering a rich environment where public art can flourish and enhance the vibrancy and cultural identity of downtown. To support this vision, seven goals were identified, including utilizing the existing network of historic alleys and trails to improve access, pedestrian connectivity, and vibrancy in Downtown, especially through outdoor gatherings like festivals and art shows. Finally, the alleys themselves were identified as having the potential to create a truly unique experience within the city by offering attractions like public art, vegetation, store and business entrances, and cafes.

EXISTING PROGRAMS AND POLICIES

Downtown Tucker Grid Plan (2019-2020)

Led by the Tucker-Northlake Community Improvement District and sponsored by the Livable Centers Initiative program of the Atlanta Regional Commission, the Downtown Tucker Grid Plan was developed to create a unique vision focused on restoring and celebrating the original, historic downtown grid system laid out in 1892. Community engagement efforts included a Pop-Up Alley Workshop in which an alley activation was demonstrated using “tactical” tools and fun activities including an art wall. Four alley typologies were identified – Tactical, Modest, Enhanced, and Iconic – and the types of art that could be included in each

specified, from amateur “community” art in a “Tactical” alley to “curated” public art and public space programming in an “Iconic” alley. The use of public art within the alleys to strengthen Tucker’s art and culture identity was acknowledged through both the mobility and open space framework discussion. Finally, the plan recommends the development of a public arts program that would encourage the use of public art within improved alleys as well as provide a mechanism by which the art could be curated and/or geographically limited.

Tucker Tomorrow Comprehensive Plan (April 2018)

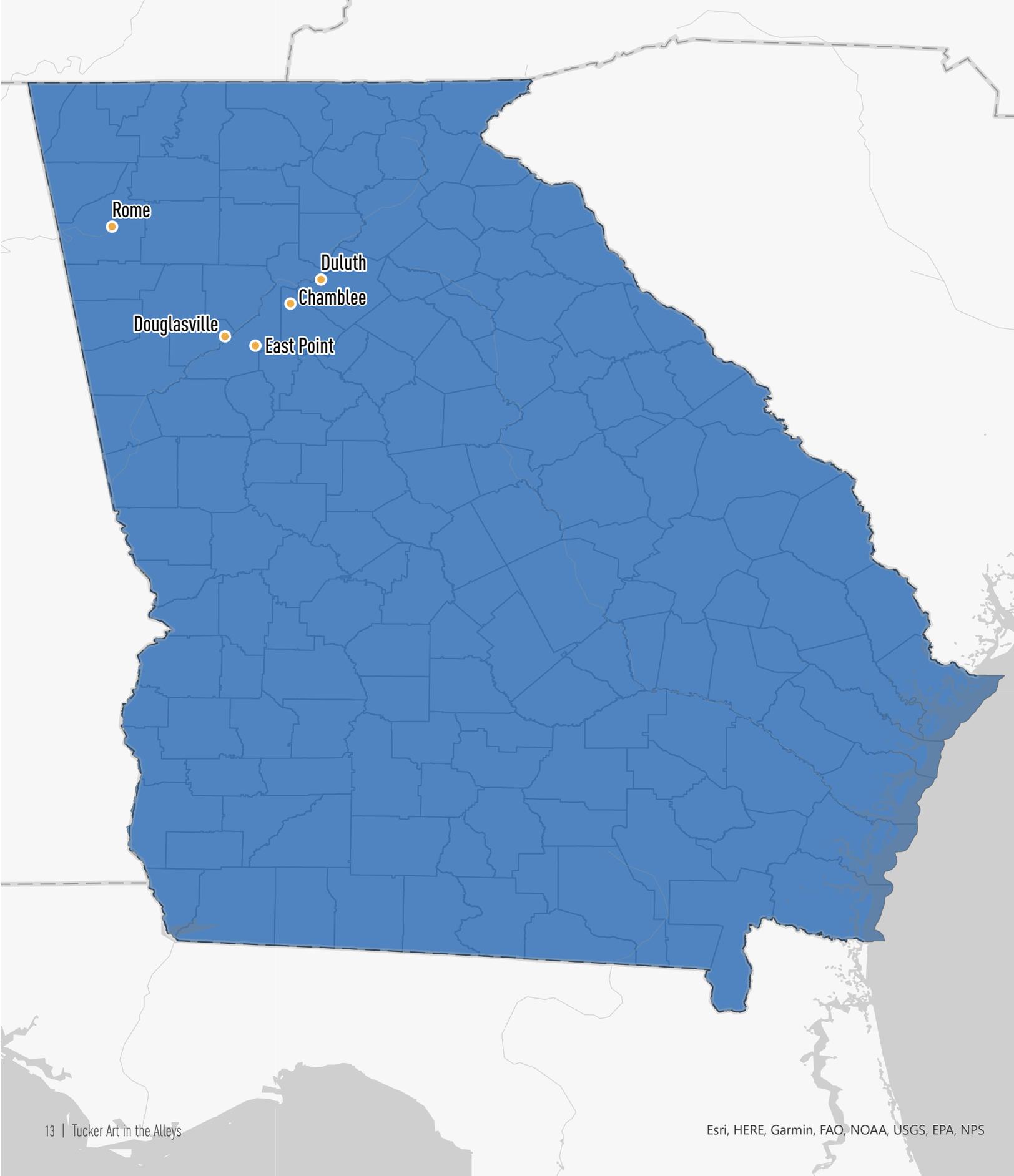
The Tucker Tomorrow Comprehensive Plan begins by promoting boldness in planning, including enunciating a policy to create a culturally rich arts community, to create momentum and breed further success. Five goals were established including “Enhance Downtown Tucker” and “Strengthen Recreational and Community Resources” in which increasing access to, and enjoyment of, the arts is identified as a key element. Within the recommended policy or action to “Invest in a Tucker City Hall Complex,” the plan charges the City with investing in the arts by setting aside funds to support arts programs that both enrich the lives of

Tucker citizens and bring more people downtown. Finally, the Community Work Program states that the city should “evaluate the establishment of a Cultural Arts Committee comprised of residents and business leaders that advocate for the arts and make recommendations to the Mayor and City Council” and “consider allocating funds to create a culturally rich arts community through collaborative relationship, financial support, and strengthening local arts organizations, artists, and cultural activities.”

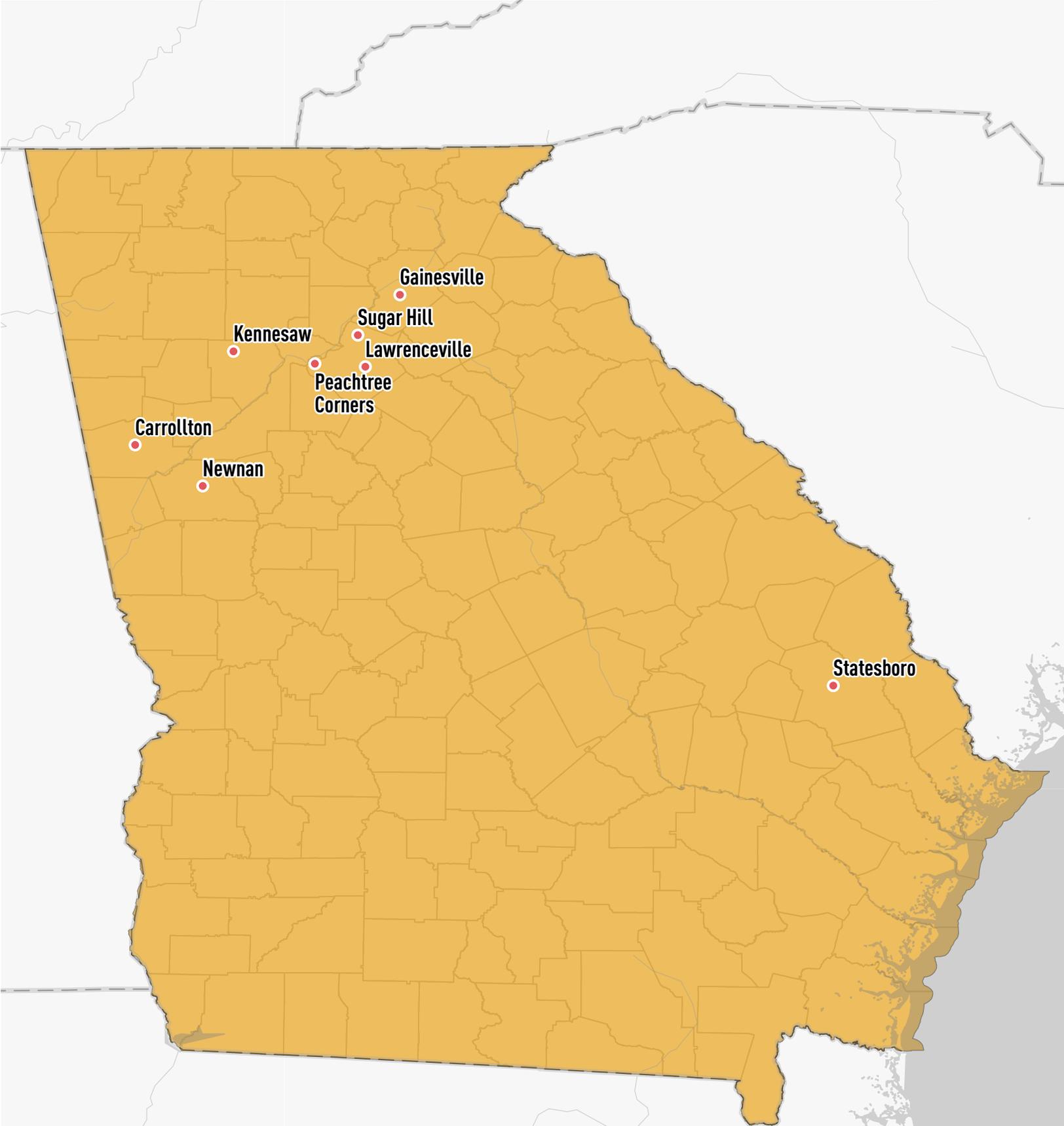
CHAPTER 4

PRELIMINARY FINDINGS

Cities With Regulatory Arts Commissions



Cities With Non-Regulatory Arts Commissions



PRELIMINARY FINDINGS

There are 24 municipalities in the state (excluding the City of Tucker) with a population between 25,000 and 50,000. Of those, five have a public arts commission [Map. Cities with Regulatory Arts Commissions] and eight have some other type of non-regulatory arts commission [Map. Cities with Non-Regulatory Arts Commissions]. This does not include nonprofit arts organizations that may operate within a municipality.

Public art commissions from Douglasville, Rome, and

Douglasville

Population: 34,650

2010: 55.9% African American, 36.0% White (33.4% Non-Hispanic White), 0.2% Native American, 1.8% Asian, 0.1% Pacific Islander, 3.3% from other races, and 2.8% from two or more races. 7.2% of the population are Hispanic or Latino of any race.¹

Established: 2020

Douglasville's Public Art Master Plan centered public art within the city, both physically, in the core area of Downtown Douglasville, and at the core of its identity as a community. The Plan called for the creation of a Public Art Program and the establishment of a Public Art Commission (PAC) and Public Art Ordinance with a mission of "celebrating the people and spirit of

Columbus (Indiana) were studied to provide guidance for the development of Tucker's own Public Art Commission. A brief description of their program is provided below while their applications and selection criteria are included in Appendix B.

Douglasville and promoting economic vitality throughout the city through the integration of artwork into public spaces." Adopted in 2020, the Public Art Program ordinance establishes the PAC comprised of a member of the Douglasville City Council, Cultural Arts Council, Downtown Development Authority, and Historic Preservation Commission, as well as three residents. The PAC considers not only their own selection criteria, but any other regulations or planning documents (e.g., downtown master plan) relevant to the proposed project when developing their recommendations for final disposition by the Douglasville City Council. Applications must include a detailed site plan, rendering of the proposed artwork and surrounding elements (e.g., landscaping), and artist's concept statement.



Public Art at O'Neal Plaza Courtesy of City of Douglasville

PRELIMINARY FINDINGS

Rome

Population: 37,713

63.12% White, 27.66% African American, 1.42% Asian, 0.39% Native American, 0.16% Pacific Islander, 5.61% from other races, and 1.64% from two or more races. 10.35% of the population are Hispanic or Latino of any race.ⁱⁱ

Established: 2015

Rome's Public Art Committee (PAC) was established in 2015 and is comprised of a member of the Historic Preservation Committee, four (4) members of the Downtown Development Authority Design Committee, the President of the Rome Area Council for the Arts or designee, the President of the Rome Art Coterie or designee, the President of the Chiaha Guild or designee, City of Rome Public Services Manager, City of Rome Neighborhood Sustainability

Director, a member of the Rome Floyd County Planning Department, Tourism Office Executive Director, and the City Manager or designee. The PAC reviews completed applications for the donation of art to the City of Rome Art Collection and provides a recommendation to the Rome City Commission for final disposition. Accepted artwork must be able to be permanently exhibited in an appropriate site and be able to be maintained for public display. The PAC strives to develop a collection that is diverse in its representation of artists and styles and is reflective of the diversity of the local population. Accepted artwork must be relevant within the cultural, historical, social, and environmental context of the City of Rome and Floyd County.

Columbus (IN)

Population: 44,061

2010: 86.9% White, 2.7% African American, 0.2% Native American, 5.6% Asian, 0.1% Pacific Islander, 2.5% from other races, and 2.0% from two or more races. 5.8% of the population were Hispanic or Latino of any race.ⁱⁱⁱ

Established: 1989

Established in 1989, the Columbus Area Arts Council is the leading arts agency in Bartholomew County, partnering with state, regional, and local organizations to bring the arts to everyone. CAAC strives to strengthen the community through arts and culture by being the central resource for the arts and inspiring a creative life for all. Five core values – Accessibility, Diversity, Inclusion, Collaboration, and Excellence – support four strategic objectives – Serve the Community, Cultivate a Creative Network, Foster and Develop Young Talent, and Expand Quality of Place. Areas of focus include Visual Art, Design, Performance, Literary Art, and Film. CAAC is a not-for-profit corporation supported by public and private donations, the City of Columbus, the Indiana Arts Commission, and the National Endowment for the Arts.

Columbus Area Arts Council Cultural Equity Statement

With a vision “to be the central resource for the arts by inspiring a creative life for all,” CAAC is committed to providing everyone access to the arts. We are actively shaping a creative community that is inclusive, diverse and equitable, welcoming participation regardless of race, ethnicity, socioeconomic status, gender identity, sexual orientation, disability, age, or religion.

ⁱ https://en.wikipedia.org/wiki/Douglasville,_Georgia

ⁱⁱ https://en.wikipedia.org/wiki/Rome,_Georgia#2020_census

ⁱⁱⁱ https://en.wikipedia.org/wiki/Columbus,_Indiana#2010_census

CHAPTER 5

FINAL RECOMMENDATIONS

FINAL RECOMMENDATIONS

Key Themes for Public Art in Tucker

Throughout the engagement process, through stakeholder interviews, steering committee discussions, and the public survey, several themes about the role of public art have been repeated. As the City of Tucker continues to grow, future public art projects, activations, and installations in Tucker should be selected based on how many of these themes they touch on and reflect:

- ◆ Tucker’s History, Present, and Future – public art in Tucker can capture the history of Tucker, its dynamic and growing diversity, and its aspirations for its future
- ◆ Strong Civic Spirit and Community Involvement – public art in Tucker can embody its residents’ strong civic spirit and pride, while providing opportunities for greater community involvement, expression, and building common ground
- ◆ Build on Existing Arts Organizations – the City of Tucker will bolster and strengthen its ecosystem of artists, reatives, and arts and culture organizations by supporting and creating opportunities for residents to express their artistic talents and pursuits
- ◆ Play, Creativity, and Activity for All Ages – public art in Tucker should be engaging and interactive while further inspiring creativity and active play for a diversity of residents and visitors.
- ◆ Continue to Explore What “Small-Town Feel” Means Exactly to Community Members – public art in Tucker can be bold, adventurous, and ambitious while reflecting the various characteristics that exemplify Tucker’s small-town charm and feel

Key Types of Public Art in the Alleys and Downtown Tucker

Based on input received from the online survey, the following types of public art are preferred by Tucker residents and community members for the areas in and around the alleys of Downtown Tucker. They appear in order of preference.

Please rank the types of public art would you like to see in or near the alleys of downtown Tucker?

100%	wall murals	Rank: 2.16	81 ✓
100%	green art or creative landscaping	Rank: 3.64	81 ✓
100%	decorative seating	Rank: 4.83	81 ✓
100%	sculptures	Rank: 5.28	81 ✓
100%	playscapes	Rank: 5.49	81 ✓
100%	water features	Rank: 5.59	81 ✓
100%	ground murals	Rank: 5.88	81 ✓
100%	aerial installations	Rank: 6.15	81 ✓
100%	decorative shelters	Rank: 6.44	81 ✓
99%	Other	Rank: 9.53	80 ✓

81 Respondents

Key Locations for Public Art

In addition to the alleys in Downtown Tucker, several other locations received a significant number of comments from community members during the planning process. These locations include:

Please rank the areas you consider ideal locations for public art beyond the alleys in downtown Tucker.

The map of downtown Tucker is provided for reference.

100%	Main Street	Rank: 1.11	55 ✓
100%	City-owned greenspace between Lavista Rd and Church St	Rank: 2.29	55 ✓
100%	privately owned properties in downtown	Rank: 2.71	55 ✓
98%	Other	Rank: 3.89	54 ✓

55 Respondents

Recommendations for types of art at specific locations along the "Iconic Alley" made by the Steering Committee can be seen on the following page.



-  Temporary Art on Fencing
-  Wall Mural
-  Ground Mural
-  Sculpture
-  Alleyway Entry Feature

5TH ST. REMOVED

5TH ST. REMOVED

D

H

4TH ST. REALIGNED

G

LAWRENCEVILLE HWY./4TH AVE.

C

3RD AVE. REMOVED

F

4TH ST.

RAI ROAD AVE./2ND AVE.

E

1ST AVE.

1.5

2ND ST. REMOVED

A

2ND ST./1ST ST.

LAVISTA RD.

FELLOWSHIP RD.



FINAL RECOMMENDATIONS

Short-Term Goals and Strategies

- (1) Adopt the Public Art Ordinance
- (2) Seat the Tucker Public Art Commission
- (3) Ideas for Partnerships, Funding, and Sponsorships

1. Adopt the Public Art Ordinance

The first priority in integrating public art into the alleys in Downtown Tucker in a way that enhances a sense of place, welcomes residents and visitors, and encourages economic activity is establishing a guiding framework for such public art. Adopting a public art ordinance provides structure, guidelines, and principles within which public art can grow and thrive in the city.

2. Seat the Tucker Public Art Commission

While the Public Art Ordinance establishes a framework for public art, a group of committed community members is needed to move forward with implementation in a sustained and consistent manner that is in line with the objectives set by the City. The Tucker Public Art Commission can serve as the advocate for plan implementation, ensure broad representation in decision-making for arts and culture funding and programming, and serve as the main liaison between the City of Tucker Council and staff and the general public. Additional functions of the Tucker Public Art Commission may include, but are not limited to, the following functions: organizing events; supporting and highlighting local artists and arts organizations, identifying ongoing priority projects based on community feedback, and assisting City of Tucker staff with project and initiative implementation.

In addition to the Public Art Commission process outlined above, the City may consider the following alternative - initial public art pieces may be determined by the City until a Public Art Commission is established.

3. Sponsorships

The Tucker Public Art Commission can also create and maintain valuable partnerships and obtain funding for project implementation. Below is a list of potential partnerships and funding opportunities for the Tucker Public Art Commission.

◆ Potential Partners

The Tucker Public Arts Commission can create partnerships with existing civic, arts, and business organizations to begin implementing smaller or temporary public art festivals, competitions, or installations. These organizations include the

following: the Tucker-Northlake Community Improvement District (CID), the Main Street Tucker Alliance, the Old Town Tucker Merchants Association, the Tucker Arts Guild, ARTucker, the Tucker Civic Association, Friends of Tucker PATH, the Tucker Downtown Development Authority (DDA), and Friends of Tucker Parks.

◆ Fundraising Events

The Tucker Public Arts Commission can coordinate events such as festivals, artists' markets, and artist competitions to engage the community, make use of public spaces, showcase the work of local artists, and raise money.

◆ Corporate Sponsorships

Creating partnerships with businesses, whether local to Tucker or a corporation with an interest in the arts, can help to ensure sustained funding.

◆ Private Donations

In some cases, private donations - which can take the form of financial contributions, works of art, or an individual's time - can support a public art commission coordinate and manage programs and events.



Blade with Dew Drops by James Clover Courtesy of Tucker-Northlake CID

FINAL RECOMMENDATIONS

Long-Term Goals and Strategies

- (1) Fund and Adopt a Public Art Strategic Plan or Arts and Culture Strategic Plan
- (2) Expand the Tucker Public Art Commission
- (3) Establish a City Arts and Culture Manager Position or Arts and Culture Department
- (4) Adopt Long-Term Funding Strategies

1. Adopt a Public Art Strategic Plan or Arts and Culture Strategic Plan

This Tucker Art in the Alleys project is meant to only address the short-term objectives of integrating public art into the alleyways of Downtown Tucker. Therefore, in the longer term, it is recommended that the City of Tucker embark on the development and adoption of a Public Art Strategic Plan that encompasses the entirety of the City. Building off the foundation established through this initial Art in the Alleys study, an arts and culture plan for the whole City will enable and guide the City in expanding a consistent vision for the arts, increasing access to the arts and opportunities for artists, and promoting artistic and economic vibrancy, to other areas and neighborhoods throughout the City.

2. Expand the Tucker Public Art Commission

Because the responsibilities of the Tucker Public Art Commission, as established by the Public Art Ordinance, mainly relate to the public art envisioned by this study, as public art installations and activities progress beyond Downtown Tucker, the role and responsibilities of the Tucker Public Art Commission will also expand. Additional seats and powers may be considered for the commission, especially in connection with any adoption of an arts and culture strategic plan.

3. Establish a City Arts and Culture Manager Position or Arts and Culture Department

Likewise, as public art continues to grow throughout the city, a new staff position may be created to act as a liaison between the Public Art Commission and City Council, manage the installation and maintenance of public art, develop and maintain strategic partnerships, funder relationships, and sponsorships, write and manage grants, and plan and manage marketing and communications and events and programming.

4. Adopt Long-Term Funding Strategies

◆ Percent for the Arts

An increasingly popular choice for arts funding, a percent for the arts ordinance can be tailored to any community. The ordinance can apply to projects funded by the City and by private developers and is typically between .5% and 2% of the project budget. The way in which this money is used also varies. It can be used to create a new piece of art in the fabric of the infrastructure itself, or a separate artwork not directly attached. Some communities dedicate the money to an arts council or commission or to an arts fund.

◆ Development Incentives

Another approach involves incentivizing the percent for the arts rather than mandating the contribution. A range of incentives for the inclusion of public art and amenities can be provided, such as greater density bonuses, reduced parking requirements, reduced permit fees, greater floor-area ratios, and increased building height limits.

◆ Grants

Our Town is the National Endowment for the Arts' creative placemaking grant program. These grants support projects that integrate arts, culture, and design into economic, physical, and social initiatives to strengthen communities. Art Works grants are offered by the NEA to fund specific projects that celebrate creativity and cultural heritage, invite mutual respect for differing beliefs and values, and enrich humanity.

The Atlanta Regional Commission's Livable Centers Initiative (LCI) program also provides grants that incentivize local jurisdictions to envision their communities as vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles and provide improved access to jobs and services. Creative placemaking is a focus area for the LCI program.



APPENDIX A

Public Art Ordinance

Chapter 38 - STREETS, SIDEWALKS, AND OTHER PUBLIC PLACES

ARTICLE III. - PUBLIC ART

Sec. 38.38. - Purpose

(a) *Mission.* The public art program is dedicated to celebrating the people and spirit of Tucker and promoting economic vitality throughout the city through the integration of artwork into public spaces.

(b) *Guiding Principles.* The public art program shall be guided by these principles:

- (1) Celebrates the identity of the community;
- (3) Showcases community histories, strengths, and aspirations;
- (4) Is commissioned in an open and informed atmosphere;
- (5) Expresses the values and vision of the community;
- (6) Ensures careful collection management to promote vibrant public spaces for years to come; and
- (7) Honors artists' design processes.

(c) *Goals.* The public art program shall aspire to these goals:

- (1) Support the community's artists and art organizations;
- (2) Enhance the visual environment of public spaces for residents and visitors through a commitment to public art;
- (4) Establish standards of excellence for public art in the city;
- (5) Promote and support the economic development and vitality of the city through an investment in the public realm;
- (6) Promote distinctive artwork that communicates the community sense of spirit, identity, and pride;
- (7) Commemorate the community collective memory and history;
- (8) Celebrate the community cultural diversity; and
- (9) Use public art as an opportunity to promote collaboration with and support programs for tourism goodwill.

Sec. 38.39. - Definitions

The following words, terms, and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Art or artwork means works in any permanent medium or combination of media produced by a professional practitioner in the arts; the term also includes light and/or sound installations; the terms do not include performing or literary arts such as dance, music, drama, or poetry.

Artist means a practitioner of the creative arts, generally recognized as such by critics and peers, with a body of work including commissions, exhibitions, sales, publications, and collections; “artist” does not include persons primarily working in the professional fields of architecture, engineering, design, or landscaping.

Commission means the Tucker Public Art Commission of the City of Tucker, Georgia.

Member means the members of the Tucker Public Art Commission.

City means the City of Tucker, Georgia.

Tucker Public Art Collection means all works of art owned by the City of Tucker, Georgia.

Public Art means a work of art that is able to be experienced and accessed by the public. Public art may include sculpture, painting, installations, photography, video, works of light or sound, performance, or any other work or project determined by the Public Art Commission to satisfy the intent of this article, provided, however, that none of the following shall be considered public art for the purposes of satisfying the requirements of this article:

- (1) Objects that are mass produced of standard design, such as banners, signs, playground equipment, benches, statuary, street or sidewalk barriers, or fountains;
- (2) Reproduction, by mechanical or other means, of original works of art, except as incorporated into film, video, photography, printmaking, or other derivative works as approved by the Public Art Commission;
- (3) Decorative, architectural, or functional elements that are designed by the building architect or landscape architect as opposed to an artist commissioned for this purpose; or
- (4) Landscape architecture or gardening, except where these elements are designed by an artist and are an integral part of a work of art (e.g., basic landscape elements, green roofs, raised garden beds, and other features as determined by the planning and zoning director or their designee).

Public Art Commission means a seven-member body that serves principally in an advisory capacity to the Planning and Zoning Department.

Public Art Program means the Public Art Program of the City of Tucker, Georgia.

Public Space means any area or property (public or private) which is accessible or visible to the general public a minimum of 8 hours per business day.

Sec. 38.40. - Public art commission

(a) *Established.* There is hereby established a public art commission which shall consist of seven members appointed by mayor and city council. Members shall have experience or an interest in the placement, creation, or designation of public art. Member posts shall be as follows:

- (1) Post one, who shall be a member of mayor and city council;
- (2) Post two, who shall be a member of the Downtown Development Authority;
- (3) Post three, who shall be a member of the Tucker Arts Guild;
- (4) Post four, who shall be a member of the Main Street Tucker Alliance;
- (5) Post five, who shall be a member of the Tucker-Northlake Community Improvement District, or designee;
- (6) Post six, who shall be a Downtown Tucker Business Owner; and
- (7) Post seven, who shall be a City of Tucker Resident and not a member of the aforementioned entities.

The members for posts one, three, five, and seven shall serve an initial term ending on July 1, 2023, with subsequent terms ending on the four-year anniversary of that date. The members for posts two, four, and six shall serve an initial term ending on July 1, 2025, with subsequent terms ending on the four-year anniversary of that date.

(b) *Removal.* A public art commissioner may be removed at any time for failure to attend three consecutive meetings or for failure to attend 75 percent or more of the meetings within any calendar year or by the mayor and city council for any other good cause related to performance of duties. It shall be the duty of the secretary of the public art commission to keep a record of the attendance of members and to notify both the public art commissioner and the mayor and city council when any public art commissioner is removed pursuant to the failure to attend meetings requirement of this section. No hearing before the mayor and city council is allowed for a removal for a violation of the failure to attend meetings requirement. Such removal shall be effective ten days following notification by the secretary of the public art commission to the mayor and city

council. Upon request of the public art commissioner proposed for removal for cause other than for a failure to attend meetings, the mayor and city council shall hold a hearing on the removal before it becomes effective. A removal for cause other than for a failure to attend meetings shall require a majority vote of the mayor and city council. Public art commissioners may be reappointed to successive terms without limitation. Any vacancy in the membership of the public art commission shall be filled for the unexpired term in the same manner as the initial appointment. Members of the public art commission shall hold no other city office or city compensated position, except as provided for in Section 38.40(a)(1).

(c) *Compensation.* The governing authority shall determine the amount of compensation, if any, to be paid to the members of the public art commission.

(d) *Meetings of the public art commission.* The public art commission shall meet at a standard day and time to be determined by the commission. The chairperson may, when necessary, call for special meetings of the commission. A meeting may be canceled by the chairperson if there are no matters to be acted upon by the commission.

(e) *Rules of procedure.* The public art commission shall conduct its meetings in accordance with the procedures contained in this article. The commission shall further adopt rules of procedure governing the conduct of its meetings, which rules shall be supplemental to and not conflict with this article. In any case where the rules do not address a procedural issue which arises before the commission, the most recent edition of Robert's Rules of Order, Newly Revised, shall govern. The commission may from time to time amend its rules by majority vote. A copy of the adopted rules of procedure and any subsequent amendment thereto shall be filed by the secretary of the public art commission with the clerk to the mayor and city council, and copies of the rules shall be made available to the public by the secretary of the public art commission and the clerk to the mayor and city council.

(f) *Hearings open to public.* All meetings of the public art commission shall be open to the public, and the agenda for each commission meeting shall be made available to the public prior to any meeting of the commission. Notice of all meetings of the public art commission shall be given in accordance with section 46-1526.

(g) *Quorum, voting, and actions by commission.* A quorum of the public art commission shall consist of at least four members of the commission; but no official action shall be taken except upon the affirmative vote of at least three members of the public art commission. A roll call vote shall be taken upon the request of any member. If there is

not a quorum present, all items shall be rescheduled and re-advertised for the next regular meeting.

(h) *Annual organizational meeting.* At its first regular meeting of each year, the public art commission shall, by majority vote of its membership elect one of its members to serve as chairperson to preside over the commission's meetings and one member to serve as vice-chairperson. The persons so elected shall serve in these capacities for terms of the calendar year or until a replacement is elected. Vacancies may be filled for the unexpired terms only by majority vote of the commission membership. The chairperson and vice-chairperson may take part in all deliberations and vote on all issues. The chairperson and the vice-chairperson may each be elected to successive terms without limitation.

(i) *Staff support.* The planning and zoning director or their designee shall serve as secretary to the public art commission. The planning and zoning department staff shall make audio or video recordings and keep minutes of the proceedings of the commission, showing the vote of each member upon each item, or if absent or failing to vote, indicating such fact, and shall keep records of its official actions and evidence submitted, all of which shall be filed in the office of the planning and zoning department and shall be a public record.

(j) *Staff analysis, findings of fact, and recommendation on each application for the installation of public art.* The staff of the planning and zoning department shall conduct a site inspection of and shall prepare an analysis of each application for the installation of public art applying the applicable criteria and standards set forth in this article to each such application. Staff shall present its findings and recommendations in written form to the public art commission prior to any public hearing thereon. Notwithstanding staff's obligations to present its findings and a recommendation, the failure to timely do so shall not nullify the commission's action on the item, constitute a ground for recommendation of denial, or constitute grounds for appeal of a decision by the public art commission.

(k) *Purpose and Responsibilities.* The public art commission shall advise the city in all matters pertaining to city-sponsored public art programs. The commission's primary goal shall be to increase the public's awareness of all visual arts including, but not limited to, exhibition of sculpture, murals, mosaics, photography, and video.

(l) *Duties.* The public art commission shall interpret and review proposed public art projects and make recommendations to the mayor and city council. The public art commission shall:

- (1) Act principally in an advisory capacity to city staff and the mayor and city council in any matter pertaining to art; and
- (2) Present an annual report of public art commission activities.

(m) *Commissioners Ineligible to Exhibit.* Commissioners will not submit applications for the placement of their own artwork or projects. Commissioners may invite artists to participate but must refrain from giving advice to applicants or answering their questions and direct such questions to the staff liaison. All commission meetings shall comply with the Georgia Open Meetings Act.

(l) *Evaluation Criteria.* The commission shall evaluate applications for the installation of public art based on the following criteria:

- (1) *Local significance*, creating a sense of excitement in the public spaces and presenting fresh ways of seeing the community reflected;
- (2) *Unrestricted public viewing*, primarily the opportunity for public access, but also suitability of public participation, social and political attitudes, and functional considerations;
- (3) *Installation and maintenance* of the work, from practicality of fabrication and transport, to installation and long-term care;
- (4) *Intentionality of the art*, concerning the meaning and proposed or desired effect of the work as public art upon the viewing public, as rationalized and elaborated upon in the project description;
- (5) *Representation of styles* and tastes within the public are collective, acknowledging existing works in the public art collection and striving for diversity of style, scale, and media;
- (6) *Safety and durability*, including the ability of the artwork to withstand weather conditions as well as structural and surface integrity; and
- (7) *Artistic merit and quality*, as substantiated by an artist's past history of exhibitions or sales, awards, or their recognition or other outstanding first work, as well as the inherent quality in term of timelessness of vision, aesthetics, and excellence.
- (8) *Location*, which shall be within the Downtown Tucker Alleys or any installation location that may be experienced exclusively from the alleys. No public art shall be installed on a public sidewalk, crosswalk, or right-of-way.



APPENDIX B



Public Art Application

A completed application, which includes accompanying plans, shall be subject to the review of the Douglasville Public Arts Commission and Art Selection Committee.

Public Art is defined as a work of art that is visible and accessible to the public for a minimum of 40 hours per week. This includes sculptures, paintings, installations, photography, videos, works of light or sounds, or any other work or project determined by the Public Art Commission to satisfy the intent of this division, provided, however, that none of the following shall be considered public art for the purposes of satisfying the requirements of this division:

- Objects that are mass produced of standard design, such as banners, signs, playground equipment, benches, statuary, street or sidewalk barriers, or fountains
- Reproduction, by mechanical or other means, of original works of art, except as incorporated into film, video, photography, printmaking or other derivative works as approved by the Public Art Commission
- Decorative, architectural, or functional elements that are designed by the building architect or landscape architect as opposed to an artist commissioned for this purpose
- Landscape architecture or gardening, except where these elements are designed by an artist and are integral part of a work of art

Public Art Applications shall be accompanied by the following documentation:

- Site plan showing the location of the artwork, complete with a detailed drawing showing size, scale, colors and description of materials to be used (inclusive of landscaping, lighting and other accessories to complement and protect the artwork).
- An artist's concept statement with evidence of the value of the proposed artwork (a copy of contract with artist showing contract value and payment can be utilized).
- Written consent from property owner
- Proposed project timeline

Project Information:	
Project Name:	
Proposed Project Uses:	
Square Footage of Proposed Development:	
Property Address/Location:	
Artist/Artwork Information:	
Artist Name:	Telephone No:
Address:	Fax no:
City:	State: Zip Code:
E-mail Address:	
Artwork Title:	
Artwork Budget Amount:	Estimated Completion Date:
Project Applicant Representative:	
Applicant/Representative Name:	
Company Name:	
Address:	E-mail Address:
City:	State: Zip Code:
Telephone No:	
I certify under penalty of perjury that all the application information is true and correct to the best of my knowledge:	
Applicant's Signature and date:	
Date Received:	Received By:



City of Rome Public Art Program Application

Public Art Program Application for Donation to the City of Rome Art Collection

This form is to be completed and submitted to the City Manager's Office City Hall, 601 Broad Street, for all projects subject to the Public Art Program requirements.

PROJECT TITLE _____ DATE ____/____/____

APPLICANT INFORMATION

Applicant's Name/Donor _____

Address _____ City _____ Zip _____

Contact Person _____

Phone _____ Email _____

PROJECT INFORMATION

Artist _____

Address _____

Phone _____ Email _____

Artwork Type (sculpture, mural, plaque) _____ Value of Artwork \$ _____

Description – please include fabrication date; medium, and dimensions. If possible, provide samples of materials and finishes and color photographs or renderings of the concept. Add additional sheet if necessary

Proposed site (1) _____ (2) _____

Purpose (intention of the work; history and provenance of work, relationship of project to other community interests and activities)

Donor / Authorized Representatives Signature _____

For Office Use Only

Date Approved _____ Site _____

Staff Review _____

Committee Review _____

Rejected _____



Public Art Program Guidelines

Public Art is planned and exhibited in the public environment. It often interprets the history of the place, people and social issues. It is free and accessible to everyone. It instills meaning, a greater sense of identity and understanding of where we live, work and visit.

The City of Rome accepts the responsibility for expanding the public experience with visual art and therefore establishes a policy to direct the inclusion of works of art in public spaces of the City through a Public Arts Committee.

The Public Arts Committee meets the Fourth Thursday of each month at 9:30 am as needed. When staff has determined that an application is complete and has reviewed all necessary departmental approvals, a meeting will be scheduled and notices will be sent. The committee consists of one (1) member of the Historic Preservation Committee, four (4) members of the DDA Design Committee, the President of the Rome Area Council for the Arts or designee, the President of the Rome Art Coterie or designee, the President of the Chiaha Guild or designee, City of Rome Public Services Manager, City of Rome Neighborhood Sustainability Director, a Member of the Rome Floyd County Planning Department, Rome Convention and Tourism Executive Director, and the City Manager or his designee. The Public Arts Committee will review completed applications and make a recommendation to the Rome City Commission for final disposition.

Artwork acquired and maintained within the collection should reflect the highest aesthetic standards. Accepted artwork should be able to be permanently exhibited in an appropriate site, and be able to be maintained for public display according to the guidelines. The City's collection should be diverse in its representation of artists, styles and be reflective of the diversity of the local population. The collection should be relevant within the cultural, historical, social and environmental context of the City of Rome and Floyd County.

The committee evaluates applications based on the following criteria:

- Local significance, creating a sense of excitement in public spaces and presenting fresh ways of seeing the community reflected
- Unrestricted public viewing, primarily the opportunity for public access, but also suitability of public participation, social and political attitudes and functional considerations
- Installation and maintenance of the work, from practicality of fabrication and transport, to install and long-term care.
- Intentionality of the art, concerning the meaning and proposed or desired effect of the work as public art upon the viewing public, as rationalized and elaborated upon in the project description
- Representation of styles and tastes within the public are collect, acknowledging existing works in the public art collection and striving for diversity of style, scale and media
- Safety and durability, including the ability of the artwork to withstand weather conditions as well as structural and surface integrity
- Artistic merit and quality, as substantiated by an artist's past history of exhibitions or sales, awards or their recognition or other outstanding first work, as well as the inherent quality in terms of timelessness of vision, design, aesthetics and excellence

Application Support Documentation Check List

- Illustrative and/or construction drawings of proposed work; scale model of proposed sculptural work
- Scaled site plan and color images of proposed installation location and its context
- Scaled illustrative drawing or model showing artwork in relation to proposed site
- Description of short and long term maintenance requirements and cost
- Artist resume, exhibition list, and CD and/or hard copy color images of other works
- Project timeline, including fabricating, delivery, installation and removal
- Project budget, including both committed and anticipated funding sources
- General Letters of support. Applicants are encouraged to include letters of support

City of Rome 601 Broad Street PO Box 1433 Rome GA 30162

TIMELINE

1. Applicant completes City of Rome Public Art Program Application for Donation to the City of Rome Art Collection and submits a written proposal to the City Manager's Office.
2. The City Manager's Office makes an initial review of the proposal and then submits the proposal and attachments to the Public Arts Committee.
3. The Public Arts Committee meets the Fourth Thursday of each month at 9:30 a.m. as needed. After the Committee has been made aware of the proposal, a meeting will be scheduled. The submitting applicant(s) will be notified of the meeting and invited to make a presentation to the Committee prior to the Committee's review of the application. The Committee will review the application as a group.
4. The Committee makes a final determination about the proposal (accept or deny) and submits it in writing to the City Manager's Office.
5. The applicant(s) will be notified in writing of the Public Arts Committee's decision in writing.
6. If accepted, the City Manager will present the approved proposal at the next regularly scheduled City Commission caucus.
7. After approval, applicant(s) will sign a RELEASE to the City of Rome transferring the art to the City of Rome.
8. Applicants will work with appropriate City departments to insure the proper installation and maintenance of the art.



Atlanta Regional Commission