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

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

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

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

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

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

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

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

By investing in public art, we can also:

- Build the brand of Winston-Salem
- Contribute to a unique sense of place
- Encourage creative place making and the creative economy
- Increase tourism
- Catalyze development
- Enhance roadways, gateways, public spaces, parks
- Transform underused spaces
- Be the City of Arts & Innovation
Clockwise from upper left: Winston-Salem Light Project, Wake Forest Innovation Quarter, Art for Art’s Sake on Trade Street, Centennial Sculpture, SECCA/Winston-Salem State University Street Art, Creative Corridors Concept, A/perture Cinema Centennial Bike Rack, Peters Creek Wal-Mart, Winston-Salem Dash
WHY A PUBLIC ART MASTER PLAN?

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

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

Still, other groups, such as the Southeastern Center for Contemporary Art (SECCA) and the Winston-Salem Light Project, with the University of North Carolina School of the Arts, have created temporary pieces of art around the city. Associated Artists is starting a program to pair artists with vacant and underused storefronts downtown.

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

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

“We are a City of Arts and Innovation and we want those words to be more than just a slogan on a ‘Welcome to Winston-Salem’ sign. Public art throughout the city is one way of making ‘City of the Arts’ a meaningful statement about ourselves.”
—Mayor Allen Joines
## WHAT ARE OTHER CITIES DOING?

<table>
<thead>
<tr>
<th>City</th>
<th>Public Art Master Plan?</th>
<th>Governance</th>
<th>Funding</th>
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<tbody>
<tr>
<td>Asheville</td>
<td>Yes</td>
<td>Municipal Public Art &amp; Cultural Commission, administered by Parks &amp; Recreation Department</td>
<td>1% of capital construction project funds for public art</td>
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<tr>
<td>Cary</td>
<td>Yes</td>
<td>Municipal Public Art Advisory Board, administered by the Parks, Recreation &amp; Cultural Resources Department</td>
<td>Capital Improvement Budget</td>
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<tr>
<td>Charlotte</td>
<td>Yes</td>
<td>City/County/Nonprofit Public Art Commission</td>
<td>City and County 1% of capital improvement project funds for public art</td>
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<tr>
<td>Greensboro</td>
<td>No</td>
<td>Nonprofit Public Art Endowment</td>
<td>Nonprofit fundraising</td>
</tr>
<tr>
<td>Hickory</td>
<td>Yes</td>
<td>Municipal Public Arts Commission, administered by Planning Department</td>
<td>Public/Private</td>
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<tr>
<td>Raleigh</td>
<td>Future</td>
<td>Municipal City Arts Commission, administered by Parks, Recreation and Cultural Resources Department</td>
<td>1/2% of capital construction project funds for public art</td>
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<tr>
<td>Wilmington</td>
<td>No</td>
<td>Nonprofit Arts Council of Wilmington</td>
<td>Nonprofit fundraising</td>
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Most of Greensboro’s public art is sponsored by two non-profit organizations, the Community Foundation of Greater Greensboro and Greensboro Beautiful. The Community Foundation’s Public Art Endowment’s goal is to purchase a significant work of art for public space every five years while also leasing temporary works of art. Greensboro Beautiful, a nonprofit agency that works in partnership with the city, has added a great deal of art to public gardens throughout Greensboro. The city’s Downtown Greenway, a project of both the city and Action Greensboro, also has several large scale public art pieces.
Asheville’s Public Art Master Plan, first adopted in 2000, attempts to better integrate public art into the city. The Public Art Commission, administered by the city’s parks department, promotes and organizes projects ranging from permanent large scale sculptures and murals to improvements of city infrastructure. The city’s Urban Trail maps the growing collection of public art while giving tourists a new perspective of the city’s downtown. Asheville has also taken the initiative to pair artists with vacant downtown storefronts to create temporary installation art pieces (bottom center).
Though Louisville long had a collection of public art throughout the city, it created a public art master plan in 2008 to guide further identify opportunities for art in the public realm as well as funding sources for the creation of and maintenance of public art. The Commission on Public Art is administered by the city’s economic development office and has a large collection of functional art pieces, such as benches and bike racks, as well as many sculptures and a series of pieces that incorporate chimes throughout the downtown.
Charlottesville, Virginia’s public art is sponsored by the nonprofit ArtInPlace Foundation, which works in partnership with the City Council. ArtInPlace’s main project is a yearly competition of up to ten large-scale sculptures that are displayed around the city for 11 months. Each artist is given an honorarium of $1,500 and the City of Charlottesville purchases one piece for its permanent collection each year. ArtInPlace also sponsors wall mural and unconventional places such as highway landscapes.
GREENVILLE, SC

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

 CLOCKWISE FROM OPPOSITE PAGE: SAN FRANCISCO; ATLANDSBERG, GERMANY; KATOWICE, POLAND; ROME, ITALY; TORONTO; DUN LAOGHAIRE, IRELAND; FORT DE FRANCE, MARTINIQUE; NEW YORK CITY
Clockwise from above: Liege, Belgium; Kassell, Germany; Geneva, Switzerland; Toronto; Atlanta
STREETS, CROSSWALKS, PARKING LOTS

Public art need not be expensive and it isn’t just sculpture. A little paint combined with creative vision can transform our everyday landscape.
BUS STOPS AND BIKE RACKS

Top: Orlando, Florida; Montreal; Bottom: (all) Louisville, KY
Many cities have programs that pair artists with utility boxes, adding more potential canvasses to the public realm.

Above: Auckland, New Zealand
Top and Bottom Left: Los Angeles
TRANSFORMATIVE REUSE

Top: Rio de Janeiro; Bottom: Washington, DC; Philadelphia
Clockwise from Upper Left: San Antonio, TX; Sydney, Australia; Birmingham, AL

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

Left and Above: Belfast
Below: Hong Kong
INTERACTIVE

Clockwise from Left: Newport Beach, CA; Goteborgs, Germany; Catskill, NY
LEGACY 2030 PUBLIC ART ACTIONS

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

9.2.3. Public Art Incentives  Explore innovative private and public incentives for installing public art.
9.2.4. Reserve Space  Reserve areas for art in the development of public spaces.
9.2.5. Public Art Locations  Install public art, including monuments, statues and fountains, in community facilities, such as parks and greenways, and incorporate public art into the planning stages of publicly-funded projects.
9.2.6. Functional Art  Look for opportunities for functional public art such as uniquely designed bus stops or bike racks.

GOVERNANCE MODELS

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

Local Government Commission:

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

Nonprofit Organization:

- Implement projects through paid service contracts

Winston-Salem Light Project
PARTNERSHIPS, FUNDING, AND OTHER CHALLENGES

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

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

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

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

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

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

1. Create and adopt a Public Art Master Plan that outlines a framework for Winston-Salem to create and display more public art. Include potential locations, commission selection and administration, policies, and action steps that are achievable over short- and long-term time frames.

2. Identify funding sources for the creation and maintenance of public art.

3. Implement the plan!