connecting communities with Public ART

Presented by: Molline Smith & Jan Goldstein
the current PROCESS of creating connections connecting communities with Public ART

Adopted by: Montgomery County’s Public Arts Trust Steering Committee (PATSC)
Connecting communities with Public ART

The process:

1. Maryland National Capital Park and Planning Commission
2. Montgomery County Planning Board
3. Planning Department & Department of Parks
4. Lead Reviewer (Staff)
5. Art Review Panel
6. Montgomery County Executive Branch
7. Montgomery County Department of Recreation
8. Arts and Humanities Council
9. Public Arts Trust Steering Committee (representatives from Dept. of Recreation, Dept. of Parks, Planning Dept., Dept. of Transportation, Montgomery College, Public Schools, and the Executive Branch).
the private development PROCESS

1. Applicant’s Application is Accepted by DARC
   A Lead Reviewer is assigned to the project

2. Lead Reviewer provides initial comments
   The Applicant may be required to coordinate and submit
   An application & proposal to the Art Review Panel.

3. Applicant Re-submits Revised Plans
   The Applicant has met with the Art Review Panel, and the revised plans include any feasible changes.

4. Planning Board
   The Lead Reviewer and Applicant present the project to the Planning Board. Any necessary conditions of approval are finalized during the public hearing and incorporated into the draft Resolution.

5. Project Approval
   The Resolution is approved by the Planning Board, and the conditions of approval are met by the Applicant prior to the certification process and/or the building permit stage.

* The submitted plans may have several iterations of comments prior to establishing a Planning Board Date.

** The Planning Board my condition that the design concept of the public use space and/or the public amenities be revisited by the Art Review Panel based on any substantial changes to the overall site design.

Pre-Application Meeting with M-NCPCC Staff
The Applicant will discuss the overall design concept, zoning requirements, possible options related to the public amenities package.

Applicant presents their design concept to the community
The Applicant will get feedback on their proposal and community recommendations on possible public amenities & facilities.
the **PROCESS** goals & objectives:

- encourage economic growth
- facilitate financial support for **PUBLIC ART** projects
- build public/private partnerships
- foster the public’s understanding and enjoyment of **PUBLIC ART**
- create accessible, appealing and harmonious public spaces

**PUBLIC ART:**

- located indoors or outdoors
- visually and/or physically accessible to the PUBLIC
- stimulates thought
- typologies include site-specific, site-integrated and site-sensitive works, and
- classified as temporary, semi-permanent or permanent.

**PUBLIC ARTist:**

An individual or organization that initiates the creation of or is commissioned to create **PUBLIC ART**.
Evan Goldman generally states: “Mixed-use projects fill a void by creating walkable communities. The developer has to meet the inner desire to interact with others and keep visitors coming back for more.”
PUBLIC ART connects the community with place

Mark Kramer generally states: “Bethesda Urban Partnership and the developer work together to promote the creation of art; therefore, the community plays an integral part and the space becomes a destination.”
PUBLIC ART connects the community with place

By: Vicky Scuri’s creates a sense of place (identity), time (shadows) and belonging.
PUBLIC ART can also occur through partnerships between private entities and nonprofits

Carroll Avenue Quebec Terrace: Public Art Master Plan

Carroll Avenue / Quebec Terrace in Silver Spring
reshaping the future of PUBLIC ART

Information Gathering at QT

Site analysis

Focus groups with youth and adults from the community

Community workshop

Informal interviewing
reshaping the future of PUBLIC ART

What We Learned

Areas of concern:

Litter
Lighting
Loitering
Crime
Lack of community gathering place
Lack of beauty
Not enough play areas
reshaping the future of PUBLIC ART

connecting communities with Public ART

CAQT Priorities

Safety

Nature/Environment

Recreation

Community spaces

Beautifying the community
reshaping the future of PUBLIC ART

connecting communities with Public ART

Carroll Avenue / Quebec Terrace in Silver Spring
reshaping the future of PUBLIC ART

First Project

Completed 2012
reshaping the future of PUBLIC ART

connecting communities with Public ART

Phase I of lighting project
REDEFINING the future of PUBLIC ART

Benefits to community

Increased pride and sense of ownership

Increased sense of safety

Increased sense of empowerment

Increased quality of life

Increased interaction between neighbors and “outsiders”
REDEFINING the future of PUBLIC ART

Recognizing nonprofits as a resource for private developers

Using public art and design to solve problems in communities

Developing young professionals for the creative economy

Building an awareness of the power of art to unite communities

Building relationships and partnerships to yield a bigger bang for public art bucks
special thanks to...

the Makeover Montgomery team for selecting our proposal and giving us the opportunity to present our project.

Dr. Michele Cohen for helping us put this presentation together and being an excellent partner of the overall project.

Arts & Humanities Council of Montgomery County & Maryland National Capital Park and Planning Commission

Questions??