

## Goal 3: Leadership Encourage Public Art Across City Initiatives

When Raleigh’s public art program was established, its focus was on commissioning public art in conjunction with City capital projects. Since then, the City’s comprehensive plan update and its cultural plan, along with the public engagement undertaken for this plan, make clear that the public is interested in seeing public art spread throughout the City through both public investment and private development.

Raleigh Arts can lay the groundwork for achieving this goal by becoming involved in broader planning and development processes; incorporating public art recommendations into area and corridor plans, as well as plans for city infrastructure and systems; collaborating with the Planning and Development Department on updates to codes and guidelines that encourage more private developers to commission public art; and developing new tools for partnerships with other City departments, offices and programs.

By connecting artists with City processes, the public art program can inspire City agencies to achieve creative visions and outcomes and better connect people to the work that City agencies do.

## Strategies to Encourage Public Art Across City Initiatives

### Expanded and Strengthened Partnerships

The public art program can outline processes that can help other City agencies understand how to collaborate with the program or commission public art on their own. Strategies for accomplishing this include:

- 3.1 Develop a formalized process for entering into Interdepartmental Partnership Projects with other City departments, offices and programs.
- 3.2 Serve in an advisory capacity to City departments that are developing public art outside of the Interdepartment Partnership process by providing input, advice and toolkits that addresses common scenarios and answer frequently asked questions.

### Public Art Recommendations in City Plans

City planning processes can identify opportunities for public art that are spread much more widely throughout the City, align public art with the missions and programs of other agencies, and create paths for implementing those opportunities through subsequent planning, funding and development opportunities. Strategies for accomplishing this include:

- 3.3 Conduct ongoing outreach to City departments to identify opportunities to plan for public art in department budgets.
- 3.4 Provide a framework to guide the Planning and Development Department and its consultants in incorporating public art recommendations in area, corridor and similar plans and studies.
- 3.5 Identify needs, opportunities, strategies and resources for public art by partnering with other City agencies undertaking plans for their programs and capital projects.
- 3.6 Consider public art focus plans for geographic areas, City service and policy areas (health, justice, sustainability), infrastructure systems (such as complete streets, stormwater and transit) and other resources (such as natural areas and historic

resources) that can lay the foundation for public art strategies that address community needs and priorities beyond the scope of a single project.

### Public Art in Private Development

Developers can be encouraged to include public art in their projects through appropriate design guidelines, development codes, rezoning, economic development funding and informational resources. Strategies for accomplishing this include:

- 3.7 Revise land development codes and design guidelines to create incentives and reduce barriers for public art in private development.
- 3.8 Collaborate with Raleigh's Urban Design Projects office to create tools that illustrate to developers how they can incorporate public art in their projects, including how public art can be an option for architectural and design features that are recommended or required in the Unified Development Ordinance and other City design guides.
- 3.9 Promote external resources developed by organizations in other cities that explain how to include public art in private development.
- 3.10 Work with City leadership to develop a policy that allows for Tax-Increment Grant funding to be used for public art.
- 3.11 Establish the provision of public art in amenity spaces as a "Key Policy" in the Comprehensive Plan.
- 3.12 Establish standard language that can be incorporated into conditions for public art that are included in rezoning proposals.
- 3.13 Establish a policy for the relocation and removal of public art that is created as a condition of land development approvals.

## Framework for Incorporating Public Art Recommendations in Area Plans and Corridor Studies

Public art program staff should follow these practices, collaborating with Planning and Development Department staff as appropriate, to ensure that public art is a topic of consideration in area plans, corridor studies and similar planning initiatives.

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Review Planning and Development Department workplan and identify planning processes that are most appropriate for including public art recommendations, based on the purpose of the plan and the area the plan is considering.

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Determine the lead entity for facilitating the development of public art recommendations (for example, Planning and Development Staff, the consultant leading the plan, an artist working for the consultant, or Raleigh Arts staff).

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Ensure that RFQs and scopes for city planning consultants (area, corridor and similar plans and studies) include language that requests teams identify public art needs, opportunities and strategies.

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Collaborate with Planning and Development staff and plan consulting teams to ensure that public art recommendations:

- > Embrace appropriate stakeholder input,
- > reflect the visions and priorities for public art expressed in this plan, and
- > are reviewed by the public art program staff before being finalized.

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Collaborate with planning staff, consulting teams and stakeholders to recommend resource and implementation strategies through future capital projects or private development.

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Seek opportunities to introduce the public art program to new stakeholders and partners and to gather input into opportunities and priorities for future projects.

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## Recommendations for Revising Development Codes and Guidelines

Planning and Development Department staff consider recommending the following changes when they are proposing future revisions of development codes and guidelines.

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Allow public art to substitute for architectural design requirements for parking garage facades (Unified Development Ordinance).

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Revise architectural design requirements for façade transparency and blank walls to provide exceptions for areas covered by public art (Unified Development Ordinance 1.5.9, 1.5.10).

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Allow public art to be a feature permitted in streetscapes, protective yards and street trees (Unified Development Ordinance).

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Allow public art to be a feature permitted in subdivision Open Space (Unified Development Ordinance 2.5.4).

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Allow public art to be a feature permitted in subdivision Amenity Areas (Unified Development Ordinance 1.5.3.c).

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Allow public art to be considered a Street Furniture element permitted as an encroachment (Street Design Manual).

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Provide standards for artist-designed street furnishings on public rights of way (Street Design Manual).

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Allow public art to be an amenity feature included in storm water retention areas (Unified Development Ordinance).

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Allow artist-designed wall treatments or screening to be considered as a blank foundation wall screening element / aesthetic enhancement (Hillside and Sloped Site Development in Mixed-Use District).

## Guidelines for Making Public Art a Condition of Land Development Approval

Planning and Development Department staff consider recommending the following approach to requesting that public art be included in developments that receive discretionary land-development approvals.

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### Public art conditions should prioritize, to the extent possible:

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Public art investments that implement recommendations made in an approved area plan

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Public art investments in amenity spaces, open spaces or greenway easements that are provided as part of the development

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### Public art conditions should also consider requiring:

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Developers should use artist selection and project development processes outlined in Raleigh Art guidelines, policies and plans

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Developers to work with Raleigh-based artists, curators and arts professionals to the extent possible

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### Public art conditions should consider the following administrative provisions:

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Contracts with artists should respect artist intellectual property rights.

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Developers should agree to maintain and conserve public art.

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Developers should provide the City with documentation of the projects that are created, to include information useful for recordkeeping (artist, date) and public information (themes, materials).

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Developers should agree to provide public access to artworks created through rezoning conditions.

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Developers should agree to abide by the City's policy for relocation and removal of public art created through rezoning conditions.