

6C. ARTS & CULTURE: Public Art

3. Public Art Development

With planning for a potential Clay County arts council taking place, there will be opportunities to develop connections between the arts and the visitor industry. Public art development represents an important opportunity to highlight a community's unique sense of identity and character, and continued investment in its development can help create a sense of vibrancy that is conducive to retaining and attracting residents, businesses and visitors. For Clay County, the photo opportunities, social media value, and enhanced placemaking provided by public art would advantageously position the destination within an evolving visitor industry. Examples of unique and lauded public art programs in three comparable destinations nationally are described below.



Sculpture Trails

SculptureWalk Sioux Falls, SD

The SculptureWalk is a year-round, outdoor art exhibit displayed throughout the city of Sioux Falls. The exhibit has quickly grown from 10 to nearly 70 sculptures over the last decade. All sculptures are also aggressively promoted to the public for sale. SculptureWalk receives a 25 percent commission on any sculpture sold and on any commissioned sculptures, except for the People's Choice and Best of Show sculptures. Historically, approximately 25 percent of all sculptures have been purchased.

The trail also serves as the centerpiece for Taste of Sioux Falls, the city's largest event, during which auctions are held on the trail's sculptures.



Mural Programs

NEON District Murals Norfolk, VA

To encourage more successful implementation of public art projects in NEON, Norfolk's primary arts district, the Downtown Norfolk Council has created a Public Art Program, led by the NEON District Committee. The Public Art Program is available to property owners, tenants or artists interested in undertaking professionally crafted artistic designs that enhance the street environment and bring life to the NEON District. The Public Art Program aims to reduce the material and design costs to working artists, and to provide additional and meaningful incentives to property owners and tenants. Grants of \$3,000 may be given to artists and partnering businesses based on their materials and design fees.



Interactive Installations

Curb'd Parklets Covington, KY

Renaissance Covington (the downtown development agency of Covington, Kentucky) partnered with People's Liberty (an arts-related philanthropic foundation from Cincinnati) to establish a temporary public art program that would transform several parking spaces in front of local downtown businesses into interactive art installations. Over the course of multiple months, several workshops and "meet and greets" were held to help connect local businesses interested in participating in the program with prospective artists. These pairings developed concepts ranging from a bike-powered cinema (pictured above), to 3D hopscotch, to a "make-a-wish" igloo.



6C. ARTS & CULTURE: Public Art Development Recommendations

Considering the public art programs showcased on the previous page, the following tasks have been outlined to help guide the development of a Clay County arts council and public art program.

1. Clay County Tourism should continue its involvement with leading the development of a County arts council. Developer impact fees have been proposed as the primary funding source, and various stakeholders in the arts have been closely involved with planning the structure, mission, vision and services for the group. St. Johns and Duval County arts councils can be consulted to provide helpful guidance for the group's formation.
2. Once the arts council has been established, the group should initiate a public art master plan. In addition to local artists and other arts-related stakeholders, Clay County Tourism should be a primary stakeholder in the formation of this plan to help guide public art installation and event development that aligns with the following key principles:
 - a) **Monumental:** one or several signature, multi-story installations (either sculptures or murals) that are eye-catching and highly photographable.
 - b) **Interactive and unique:** temporary or permanent installations that are kinetic or technologically enhanced and engage passersby, similar to the Curb'd Parklets program in Covington, KY.
 - c) **Highly visible:** installations should be developed within highly visited areas such as Spring Park and Walnut Street, Wells Road in Orange Park, the County Fairgrounds, Regional Park, and other areas.
 - d) **Authentic Themes:** Clay County public art installations should tie to themes that are unique and authentic to the area's heritage. Ideas cited by local and non-local stakeholders include Augusta Savage, the area's agricultural history, and southern rock.
3. In addition to the impact fees that may fund a future Clay County arts council, a one to two percent developer fund should be created to help fund the implementation of the public art master plan throughout the County, as managed by the arts council. With a variety of future development that will follow the completion of the First Coast Expressway, it is likely that this modest assessment could provide significant funding for murals, sculptures and temporary art in highly visited areas.



1. Continue with planning and formation of Clay County Arts Council, using Duval and St. Johns Counties as guiding examples.
2. Prepare public art master plan to develop a list of themes, styles, and locations for public art installations and events.
3. Evaluate potential to establish a percent for art fund to help implement public art master plan projects.

Tourism Impacts

- Moderate

Resident Quality of Life Impacts

- Moderate to Significant

Implementors

- Clay County Tourism
- Future Clay County arts council
- Local artists
- Local historians
- Developers
- Local business and property owners
- St. Johns and Duval County Arts Councils

Total Costs

- \$20,000 to \$50,000 for public art master plan
- \$10,000 to \$100,000 per year for public art installation projects



Introduction

Existing Assets

Benchmarking

Community Survey

Non-Local Perspective

Recommendations