

Chapel Hill Cultural Arts Plan

Cultural Arts Division
Parks & Recreation Department



2016

Acknowledgements

So many individuals have put their time, effort and thoughts into the goals and strategies of this Arts Plan and other influential plans and documents over the years that it is impossible to acknowledge them all. For this Arts Plan, the process began in earnest in 2010 so it is that group of council members, citizen commissioners and Town staff that is acknowledged.

Town of Chapel Hill Council Members 2010 - 2016

Pam Hemminger, Mayor
Mark Kleinschmidt, Mayor, 2007 - 2015
Jessica Anderson
Donna Bell
George Cianciolo
Matt Czajkowski, 2008 - 2015
Laurin Easthom, 2005 - 2013
Sally Greene, Council Liaison to the Public Arts Commission
Ed Harrison
Nancy Oates
Maria Palmer
Michael Parker
Gene Pease, 2009 - 2013
Penny Rich, Council Liaison to the Public Arts Commission, 2010 - 2011
Lee Storrow, Council Liaison to the Public Arts Commission, 2011 - 2015
Jim Ward, 1999 - 2015

Chapel Hill Public Arts Commissioners 2010 - 2016

Christopher Beacham	Monica Leap
Jerry Bolas	Maria Lopez-Ibanez
Peter Bosman	Kelli McGuire
Rebecca Brenner	Alexander McSpadden
Mandey Brown	Jean Michel
Diana Caplow	Amanda Miller
Daniel Cefalo	Mary Norkus
Kelly Chtcheprov	Scott Radway
Traci Davenport	Josh Rosenstein
Andrew Gerschutz	Whit Rummel
Lisa Goldstein	George Small
Enid Handler	Sally Stollmack
Carter Hubbard	Banu Valladares
Clara Jackson	Hudson Vincent
Megan McGuire Johnson	Miranda Volborth
Andrea Jones	Jennifer Wales
Emily Kass	Laura Williams
Nancy Kitterman	Kat Wilson
Zachary Kohn	

edited by Emily Kass

Town of Chapel Hill Staff

Jim Orr, Parks & Recreation Director
Ray "Butch" Kisiah, Jr., former Parks & Recreation Director, 2007 - 2013
Jeffrey York, Public and Cultural Arts Administrator
Steve Wright, Public Arts Coordinator
Mary Jane Nirdlinger, Planning and Sustainability Executive Director
Rae Buckley, Assistant to the Manager for Organizational and Strategic Initiatives
Kay Pearlstein, Senior Planner

Table of Contents

Chapel Hill Cultural Arts Plan

Mission Statement	IV
Vision Statement	IV
Core Values.	1
Introduction	1
Background	1
Cultural Arts Plan Goals Summary	2
Cultural Arts Plan Goals / Objectives / Strategies / Actions.	2
Goal 1: Engage, Educate and Empower	2
Goal 2: Economic Vibrancy	5
Goal 3: Enrich Physical Environment	7
Goals 4: Expand Infrastructure	9

Appendices

Appendix A: Public and Cultural Art Programs and Activities	14
Appendix B: Public Art Authorizing Documents	22
Appendix C: Added Value - A Public Art Resource Guide for Private Developers (DRAFT).	33
Appendix D: Art Plan Map	37
Appendix E: Web Links to Reports, Plans and Other Information	38
Appendix F: Survey Data and Comments from Public Meetings	39

Mission Statement

To enrich the lives of those who live, work and visit Chapel Hill through programs, events, exhibitions and public art that build community and contribute to the economic and cultural vibrancy of the Town.



Vision Statement

We believe that the arts are an essential component to community and economic well-being.

Core Values

- ◆ **Educational:** Our primary function is to educate and to advocate for the arts as a force for community vitality and economic development.
- ◆ **Participatory and collaborative:** We want to involve our stakeholders and communicate with them in all phases of the Cultural Arts Division's work.
- ◆ **Diverse:** We aim to be inclusive, and to reflect all residents and neighborhoods in our planning. We also aim to explore a variety of art forms and disciplines in our program recommendations.
- ◆ **Creative and innovative:** We want to be known as a statewide leader in community arts programming, always emphasizing the value of creativity in our civic life.
- ◆ **Sustainable and accountable:** We will be careful stewards of public resources and transparent in our operations.
- ◆ **Excellent and safe:** We will constantly measure our programs and products by these standards.



Public Art Focus Group

Introduction

Strategic planning is never easy. The four goals of this plan are presented in all “E’s,” not to suggest simplicity or how “E”asy it will be to achieve all that is set out in the plan; rather the “E’s” signify a smooth transition or “E”asing from what exists currently to the ideal as advanced by the resident

authors of the Town’s 2020 and Downtown Imagined plans. Like these plans, this Cultural Arts Plan is a blueprint for moving forward. Implementation will need to come in phases that will be tied to broader goals and issues. The plan is meant to begin a dialog with community stakeholders and to be further shaped by public discussion. Likewise, the physical, cultural, and financial landscape in which the arts find themselves is always shifting. This plan should remain flexible to accommodate those changes.

Background

This arts plan is the product of several years of study and draws on previous planning efforts in the development of its broader goals, while the strategies and actions reflect more contemporary desires and needs. In 2007 a year-long planning process produced a draft Contextual Art Plan. This Chapel Hill Public Arts Commission-led process involved over sixty residents, artists, Town employees, members of Town Council and representatives of other Town boards and commissions. Sixteen Chapel Hill master and action plans informed the recommendations of the Contextual Art Plan. In 2009 the Town held a summit on the arts and economic development funded by the Loeb Foundation. Ninety participants from the Town, University of North Carolina - Chapel Hill and the local arts community attended. A report was produced reiterating the value of the arts in Chapel Hill to residents and visitors. Recommendations focused on physical place-making, municipal and university asset-sharing, branding, perception-changing events and a system of support. In 2010-11 a consultant assisted the Public Arts Commission and Cultural Arts Division staff to develop mission and values statements.

Throughout 2012-13 over 10,000 citizens participated in facilitated dialogs that led to the creation of the Chapel Hill 2020 Comprehensive Plan. Sections of that Plan recognized the arts, entertainment and design as important factors in developing Chapel Hill as “A Place for Everyone” and to create “Good Places and New Spaces,” two goals of the Comprehensive Plan.



*A Place For
Everyone*



*Community Prosperity
and Engagement*



*Getting
Around*



*Good Places,
New Spaces*



*Nurturing Our
Community*



*Town and Gown
Collaboration*

In April of 2015 a draft of this cultural arts plan, based on all the earlier conversations and documents, was brought before Town Council to introduce Council to the plan and to receive feedback and recommendations. A number of good suggestions were made that are incorporated into this planning document. Beginning in the fall of 2015 and continuing into the spring of 2016, feedback and comments were solicited from the community via four public meetings held at various locations around town and an on-line and hardcopy survey, which received more than 400 responses. The data and individual comments appear in Appendix F of this plan, and many of the ideas heard in these sessions and derived from the survey are incorporated into this plan's strategies and actions. In addition, commission members attended community events and arts programs to represent the Public Arts Commission where they distributed information, collected feedback and recorded video interviews.

Over the years there have been significant changes in how the arts are administrated through the Town of Chapel Hill. Begun as a separate nonprofit formed to administer the Town's new Percent for Art Program in 2002, the Chapel Hill Public Arts Commission became an advisory board to Town Council in 2008 and an Office of Public Arts was formed. That office was moved into the Department of Parks & Recreation in 2010 and began producing programs for both the visual and performing arts. In 2012 the Office of Festivals and Events was joined with Public Arts to create a consolidated Division of Cultural Arts within the

Parks & Recreation Department. The Division of Cultural Arts is now poised to offer a cohesive menu of cultural offerings reaching Chapel Hill residents and visitors that seeks to leverage the arts for tourism and economic development.

A major focus of this plan is to build relationships within the Town structure and with outside organizations, and to position the division for growth and impact. Several Town plans precede and inform the Chapel Hill Cultural Arts Plan: the Chapel Hill 2020 Comprehensive Plan, the Parks & Recreation Master Plan, and the on-going Downtown 2020 planning (see Appendix E).

Cultural Arts Plan Goals:

1. To **Engage, Educate and Empower** people of all ages by expanding access to a variety of arts and cultural opportunities in community settings.
2. To contribute to the tourism and **Economic** vibrancy of Chapel Hill.
3. To **Enrich** the physical **Environment** by integrating public art throughout Chapel Hill.
4. To **Expand** infrastructure - facilities, staffing, marketing, and budget - to support a thriving cultural community.

Goal 1: To Engage, Educate and Empower people of all ages by expanding access to a variety of arts and cultural opportunities in community settings.



The Arts enrich the Chapel Hill community which is home to a wealth of cultural organizations, artists and experiences. Expanded opportunities to participate in the arts and cultural activities of Chapel Hill have multiple benefits: enhanced education, economic development and reinforcing Chapel Hill's livable identity (see Appendix A for a list of recent and current programs and activities).

Objective 1.1: Prioritize programs and activities based on community needs.

Strategy: Develop and implement tools to assess how well current programs and events meet the Division's mission and the community's needs, and determine future offerings.

Actions:

Continue to meet with neighborhood and community groups to learn of their needs and interests.

Incorporate arts questions in the Town's community surveys; use data to inform programming.

Conduct before and after surveys for patrons of Division programs, events and public art installations.

Hold an annual review to assess progress on planning goals.

Measure the impact of programs and events.

Partner with appropriate agencies to develop base-line arts audience and program data and then annually collect the same data to track impact and value.

Objective 1.2: Coordinate with internal Town and external partners to expand cultural programs based on community interests.

Strategy: Expand existing studio programs and develop new ones based on the interests identified through the 2020 planning process, the Parks & Recreation Department Master Plan and recent evaluations.

Actions:

Increase level of programming and facility maintenance at The Community Clay Studio to maximize and expand the use of the Studio to meet the public's interests.

Partner with other area ceramic programs to increase interest and education in the ceramic arts.

Confirm audience potential for classes such as painting, photography and drama, as identified in the planning process.

Identify alternative venues to hold classes, e.g. ArtsCenter, schools, vacant stores, parks, UNC, etc.

Develop a pool of instructors for youth and adult classes.



Performer at Live and Local at 140 West Franklin St.

Strategy: Facilitate dialogue among cultural program providers to share information and potential collaborations.

Actions:

Host roundtable discussions on topics of interest and concern with invited speakers/facilitators.

Hold an annual gathering to bring cultural providers together informally for a "meet and greet."

Create/update listserv of cultural organizations and staffs for easy communication.

Strategy: Expand access to the work of area artists through exhibitions at the Library, Town Hall and other locations.

Actions:

Widely publicize an annual schedule of exhibitions through website and other channels.

Promote the participation of local businesses and non-profits as venues for exhibitions and art programs.

When possible, coordinate exhibition openings with similar events to expand magnitude.

Strategy: Offer programs for youth that are models for their quality and ability to promote increased understanding and communication among people of diverse backgrounds



*Teen Artist in the Comics Speak!
Community Art Project*

Actions:

Convene youth service providers, artists, educators and organizations to discuss existing offerings and develop new opportunities for youth access to the arts in all media.

Work with Chapel Hill-Carrboro City Schools to identify areas for additional collaboration to build a significant artist-in-residency program.

Reach out to UNC-Chapel Hill and North Carolina Central University Schools of Education for guidance and access to interns and student teachers.

Apply for appropriate grant and foundation support.

Strategy: Expand cultural arts programming at outdoor venues.

Action:

Support programs at community sites throughout Chapel Hill and develop community partnerships.

Objective 1.3: Develop and promote art and cultural engagement activities that recognize and advance our diverse cultural differences as reflected in the demographics of Chapel Hill.

Strategy: Identify communities in North Carolina and elsewhere with successful community engagement art programs.

Actions:

Consult with colleagues in the field to identify possible models and case studies to research.

Engage university classes and/or students in the schools of education, urban planning and social work to study community engagement practices.

Research and visit successful programs if possible to learn best practices.



Dancers at 140 West artwork "Exhale"

Strategy: Form partnerships with community organizations, other arts providers and appropriate funding agencies to implement community engagement projects.

Actions:

Promote diversity and inclusiveness in all programs, exhibitions and selection committees, and in the selection of artworks and artists.

Evaluate the current Into the Streets: Community Art Project program; make any necessary changes to better support projects by more culturally diverse organizations and artists.

Increase funding to the Into the Streets: Community Art Project program in order to support

more than a single project each year.

Identify benefits of grant making vs. contracts to support community projects.

Goal 2: To contribute to the tourism and Economic vibrancy of Chapel Hill.



Arts, cultural and entertainment venues and programs are community assets that support economic development. Chapel Hill, Carrboro and UNC-Chapel Hill have many cultural assets including galleries, museums, performance venues, murals, public art, restaurants, music clubs, shops and a historical district. On the UNC campus are the Ackland Art Museum, Memorial Hall, Playmakers Repertory Theatre and The Stone Center for Black Culture to name a few points of interest. Arts festivals and nightlife also occur. These and many more assets need to be joined and marketed to promote the area as a major arts destination. The 2020 Comprehensive Plan recognizes the importance of the arts and downtown redevelopment. Consultants assisted the Town's Office of Economic Development and others to create a downtown streetscape master plan that links arts and entertainment assets with entrepreneurship, investment in mixed used development, streetscape changes and public art. Private and public entities are investing in cultural vitality via programming, funding and marketing. A cohesive program will activate the richness of

these assets and individual efforts into an arts-based economic driver.

Objective 2.1: Promote downtown as a significant cultural destination with the goal of creating a downtown arts and entertainment district that includes public, private and University assets.

Strategy: Continue to seek funding through the National Endowment for the Arts' "Our Town" and "Strengthening Communities through the Arts" grants and other place-making granting agencies with other lead partner organizations such as The Chapel Hill Downtown Partnership, UNC and The Orange County Visitor's Bureau.

Actions:

Formalize and expand the steering committee created to oversee the drafting of proposals.

Make use of existing and future cultural asset mapping and economic impact studies.

Expand the inventory of facilities and spaces that can be utilized for arts and cultural programming (Town, University, non-profit, church, community and school-based) developed by UNC Public Policy students in 2014-15.

Collaborate with UNC venues, artists, and public and private groups to provide creative programming that links town and gown.

Conduct series of community conversations.

Develop and refine concepts for a Town-UNC



Mary Carter Taub's "Mobile Mural" (photo: Austin Dowd)

arts district.

Recommend that Council adopt a resolution to acknowledge the Town's and University's cultural assets and the importance of creative and entertainment businesses to the growth and economic wellbeing of Chapel Hill.

Strategy: Advise and assist with the aesthetic aspects of the Downtown 2020 and current and future small area planning.

Actions:

Advocate for a multi-departmental steering committee including the official Town arts representation to oversee planning and projects.

Promote and share recent arts and economic impact studies with Town leadership.

Strategy: Increase current level of exhibitions, projects, events, concerts, demonstrations and public forums related to the visual and performing arts to promote use of downtown spaces.

Actions:

Work with the Chapel Hill Downtown Partnership, local businesses, The Arts Center, Carrboro Arts Committee and other stakeholders to increase participation in 2nd Friday Art Walk to create a vibrant and well-attended experience.

Continue to update and expand inventories of arts and cultural programming spaces along Franklin and Rosemary Streets; e.g. Town, UNC, churches, community, etc.

Review existing program strategies at 140 West Plaza and explore ways of continuing programming there after Ram Realty's funding ends.

Work with Carolina Square Management, Carolina Performing Arts and tenants to plan programs for opening and beyond.

Objective 2.2: Enhance existing events and support new ideas that incorporate the arts to brand Chapel Hill as an arts destination.

Strategy: Support activities to re-imagine and expand Festifall and other existing events.

Actions:

Incorporate, highlight and expand the arts into existing cultural and community festivals and events where appropriate.

Seek more opportunities to collaborate with and join UNC events that add substance to festivals.

Continue and expand sponsorship opportunities.

Promote marketing and communications campaigns that highlight awareness of the arts and increase participation and cultural tourism.

Strategy: Build a signature annual Chapel Hill cultural event.

Actions:

Develop a budget and plans to implement an event building on the success of *SHIMMER: The Art of Light* piloted in 2016.

Seek partnerships with other cultural and community organizations, UNC and others to research, identify and explore potential event ideas.



From a Poster for the Community Art Project "Facing Our Neighbors"

Objective 2.3: Encourage a creative industries strategy to integrate into the Town's economic development policies and practices.

Strategy: Make Chapel Hill a more livable place for artists through support for arts initiatives that contribute to the Town's community and economic development priorities.

Actions:

Research creative industry implementation models in other communities and recommend best practices that are relevant to Chapel Hill.

Form alliances with the Town Economic Development Office, Chamber of Commerce, Visitors Bureau, UNC and others to recruit arts-friendly industries and ventures in our community.

Support programs that draw and retain artists to live and work in Chapel Hill by recognizing their work and promoting their studios, shops and businesses.

Advocate for the development of affordable studio/work space, particularly in the downtown area, using successful examples from other communities.

Recommend that Council adopt a resolution to acknowledging the Town's and University's cultural assets and the importance of creative and entertainment businesses to the growth and economic well-being of Chapel Hill.

Goal 3: To Enrich the physical Environment by integrating public art throughout Chapel Hill.



For places, as with people, first impressions matter. Public art and good community design are tools for creative place-making and arts-driven economic development because they present a community's public face and at their best they articulate meaningful place-based identity. Creative businesses and workers, as well as tourists, often cite community appearance as a compelling reason to visit or relocate to a town or city. Thoughtfully designed gateways to cities, streetscapes, parks and greenways, arts facilities, live/work developments and public art projects can enhance a community's appearance and define the significance of a site, a

city or a region. Public art can be a centerpiece of creative place-making — an anchor and brand for arts districts and vibrant, livable neighborhoods. Public art can create community on a variety of levels including inspiring enthusiasm for the built environment, increasing public use and enjoyment of public facilities and spaces, reinforcing community identity, and representing Chapel Hill's history and culture. These objectives help define the relationship of art to urban space as an integral part of both the urban fabric and the natural environment (see Appendix B for the public art ordinance and guidelines).



Benches of repurposed concrete and Transit bus break drums by Al Frega

Objective 3.1: Reinforce the idea of good design and aesthetics as integral to the planning and urban development goals of Chapel Hill.

Strategy: Revise Town plans and projects to include public art and design components.

Actions:

Continue to work with Town departments to incorporate art in downtown infrastructure and signage to improve the aesthetics of the Town and to reflect Chapel Hill's identity.

Pursue jointly funded projects (with Durham, Carrboro, Orange County, OWASA, Metropolitan Transportation plan, UNC and private developers) and evaluate opportunities for public art.

Involve the Cultural Art Division’s public art specialists in the planning of any Town infrastructure project involving artists and/or artist-designed objects.

Provide professional development for local artists seeking to create public art.

Involve artists early in the design process to guarantee maximum impact and cost effectiveness for the artwork and the site.

Provide educational opportunities with each project to raise public awareness and understanding.



Park McArthur’s “Presence is Progress” project

Objective 3.2: Define priority sites for public art projects outside the Capital Improvement Projects.

Strategy: Focus public art on intersections, streetscapes, greenways, redevelopment and other areas of high visibility based on the Contextual Art Plan map (Appendix D).

Actions:

Increase the number of works along the art trail at the Library.

Recommend visible and meaningful public art opportunities at Chapel Hill transportation gateways and identify ways to implement and fund them.

Prioritize green and sustainable public art projects, materials and concepts to connect with the Town values of sustainability and environmental stewardship.

Strategy: Refocus and update *Sculpture Visions* to reflect changing trends in temporary public art and build on previous success.

Actions:

Evaluate previous years of the exhibition and their impact.

Identify new locations for installing sculpture.

Develop budget required for an expanded exhibition and artist incentives.

Develop a marketing and communications plan for expanded awareness through opening events and artist visibility.

Develop an annual *Sculpture Visions* tour to raise awareness of the exhibition and permanent public art.

Secure major sponsorship support.

Objective 3.3: Facilitate the development of a public art master plan to guide the development of the public art program and projects over time.

Strategy: Review and revise existing Percent for Art Ordinance, policies and procedures to reflect the current physical and economic environment.

Actions:

Form an inter-departmental task team with Arts Commission and community members to review and make recommendations for changes.



Mikyung Kim’s “Exhale” in Landscape Architecture Magazine

Strategy: Encourage more private developers' voluntary commitment to incorporating exemplary public art into their projects.

Actions:

Meet with developers at the beginning stages of their projects to discuss the incorporation of art and design in their projects.

Develop an official how-to guide for developers connected to the Town's Special Use Permit processes (or other development processes, as the regulations are updated. See Appendix C).

Create a marketing tool to show developers the benefits of incorporating public art in their projects with examples from other towns and cities.

Strategy: Develop collection management policies to govern acquisition, exhibition, care and disposal of objects.

Actions:

Evaluate current collection for conservation, location and relevance.

Develop and implement an on-going schedule of conservation and maintenance for Town-owned artworks to improve care of all artwork owned by the Town.

Budget annually for conservation/maintenance needs based on annual and multi-year needs assessments.

Develop an acquisitions plan/strategy that will guide commissions and purchases to create a balanced and impressive collection.

Create and fund an art purchase program to enhance Town facilities and other non-Capital Improvement Project sites.

Goal 4: To Expand infrastructure – facilities, staffing, marketing and budget – to support a thriving cultural community.

The Chapel Hill 2020 and Downtown 2020 plans and this Cultural Arts Plan advocate for the expansion of arts and cultural activities in Chapel Hill. To achieve these goals the Cultural Arts Division's structure, programs and resources must develop an

adequate infrastructure in terms of facilities, staffing, marketing and budget.

Objective 4.1: Secure facilities to accommodate expanded program and exhibition needs.

Strategy: Explore all options for appropriate facilities.

Actions:

Develop a cultural arts space needs-assessment for either a stand-alone or shared facility.

Identify where physical opportunities exist for arts programming and exhibitions at Town and other sites, including parks, Library, streets, greenways, bus stops and more.

Explore options to buy, lease, construct or re-purpose a facility dedicated to arts programming, exhibitions and classes.

Research existing spaces that may become available as interim or long-term sites for Cultural Arts.

Estimate budgets and timelines for capital needs and equipment.



The Movies Under The Stars Series held on the Wallace Deck Downtown

Objective 4.2: Expand and clarify the Cultural Arts Division staff and resources.

Strategy: Complete the integration of the Division’s Public Arts activities with Events and Festivals activities to develop a highly motivated staff team with a shared vision.

Actions:

Hold annual staff and management retreats to formulate shared vision and goals for the Division.

Hold regular visioning meetings to update personnel and share planning and ideas.

Implement inter-divisional sharing of personnel, systems, practices and financial resources.

Strategy: Develop a large pool of dedicated volunteers.

Actions:

Encourage participation by an experienced, dedicated and diverse group of individuals on the Commission.

Expand the pool of trained volunteers to support festivals and events, and to advocate for the arts.

Objective 4.3: Expand external communication about the value of the arts and the Town’s cultural programs.

Strategy: Inform Town Council and other authorizing officials of Cultural Arts’ mission, activities and successful programs and events on a regular basis.

Actions:

Provide periodic staff-generated updates and reports to Parks & Recreation Director and Town Manager.

Present annual Commission reports to Council and Town leadership providing data on progress in implementing the Cultural Arts Plan.

Activate and empower the Cultural Arts Commission to report and advocate to Council.

Objective 4.4: Widely promote cultural arts activities and programs to ensure excellent access and participation by residents and visitors to Chapel Hill.

Strategy: Establish and implement clear marketing and communication plans to raise awareness and participation in cultural arts offerings in conjunction with overall Parks & Recreation marketing plans.

Actions:

Utilize resources of Parks & Recreation Marketing and Sponsorship Coordinator and Town communications department to develop and implement a weekly and monthly communications plan for ongoing and special programs and activities.

Update the website and all places on the Town website where information about cultural arts is inconsistent.

Continue to expand the cultural arts social media presence.

Provide advance information to appropriate Town, UNC, Chapel Hill Visitors Bureau and other tourism, economic and business development agencies to provide advance information to expand external communication about events and programs.



Chapel Hill has repeatedly ranked in the Top 25 Cities for Art

Secure pro bono services of an ad agency or marketing professional to determine a brand and positioning strategy for Chapel Hill as it relates to arts and culture.

Involve stakeholders in communicating news and event information through a variety of external channels.

Objective 4.5: Increase program funding and staffing for the Cultural Arts Division to a level required to support expanded programs, activities and facilities.

Strategy: Develop a plan for Cultural Arts Division growth with the Council, Manager and Parks & Recreation Director.

Actions:

Conduct an internal audit of staff needs based on facility and program expansion plans.

Develop a multi-year budget plan that will phase in growth.

Research alternative funding and ways other towns operate that provide financial stability and recommend options to Commission and Town leadership.

Maximize potential for program partnerships and collaborations among area agencies and non-profits for financial efficiency when possible.

Strategy: Secure outside funding to supplement budgeted funds.

Actions:

Meet with local and regional foundations and make applications to those that could support special projects.

Apply to local, state and national government agencies for program support.

Investigate creative fundraising strategies including earned income opportunities utilized by other municipal arts agencies.

Work with Sponsorship Coordinator to secure sponsorships and underwriters for programs; develop appropriate recognition and benefits.

Strategy: Develop data to support funding applications.

Actions:

Partner with appropriate agencies to develop base-line arts audience and program data. Annually collect same data to track impact and value, and share with funders.

Make use of existing or future cultural asset mapping and economic impact studies.



A child on one of four sculptures created by Todd Frahm for The Chapel Hill Public Library

Appendices

Appendix A: Public and Cultural Art Programs and Activities	14
Visual Arts in Public Spaces	14
Cultural and Community Arts	19
Appendix B: Public Art Authorizing Documents	22
Appendix C: Added Value - A Public Art Resource Guide for Private Developers (DRAFT).	33
Appendix D: Art Plan Map	37
Appendix E: Web Links to Reports, Plans and Other Information. . .	38
Appendix F: Survey Data and Comments from Public Meetings . . .	39

Appendix A: Public and Cultural Art Programs and Activities

The Percent for Art program connected to capital budget projects of the Town has focused primarily on the visual arts. Cultural arts programs first initiated by the Chapel Hill Public Art Commission prior to 2008 are also managed by the Cultural Arts Division in the Park & Recreation Department of the Town. These include the Community Art Project, Artists-in-Residence in the public schools, Sculpture Visions, Town Hall and Library exhibitions and other exhibitions such as Scrapel Hill at University Mall and the Martin Luther King, Jr. celebration staff poetry contest, a Community Clay Studio, intermittent musical and theater performances and the incorporation of the arts into festivals and events.

Visual Art in Public Spaces

Percent for Art Program

The Percent for Art Program, established by a 2002 Ordinance, allocates one percent of the construction costs of selected capital projects for the creation and maintenance of works of public art. This public art has been created through a competitive selection process that resulted in works by both local and national artists. Fourteen “Percent for Art” projects have been completed since 2002. Many have won national recognition. The value of the Percent for Art Program collection is approximately \$1.5 million.



Promethean Honor Guard

2002 by Mike Roig

Designed for Fire House #5, this work acknowledges the firefighters as sentries surrounding a fire while permitting its force to live among us. *Promethean Honor Guard* captures the inherent tension between the job of constraining the destructive aspects of fire while acknowledging its positive attributes. To be moved to Fire House #1.



Franklin Street Benches

2003 by Arlene Slavin

Four stainless steel benches located on Franklin Street that feature silhouettes of the trees that line the downtown streets of Chapel Hill.



Hargraves Legacy Murals and Paintings

2004 by David Wilson

Presents a history of the Hargrave Center’s community and political leaders, its central role in the Northside neighborhood and its significance as the first social and recreational facility for African-Americans in Chapel Hill.



The Fine Line Between Giving and Receiving

2005 by Sally Erickson

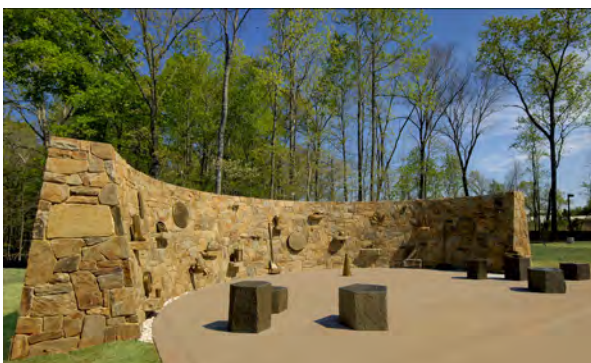
A three-panel broken tile mosaic mural at the IFC Community Shelter.



Around Town

2007 by Larry Kirkland

An engraved marble bench at the Town’s Transit Administration Building. The top of the seat back is an undulation referencing the rolling topography of the neighborhoods of Chapel Hill and Carrboro. Across the surface of the marble bench are engraved images of the community.



In Our Hands

2007 by Larry Kirkland

A stone wall with bronze sculptures honoring the public works department located at the Town Operations Center. The wall rises eight feet and is reminiscent of traditional walls found throughout Chapel Hill. Basalt granite seating stones are placed within the plaza space. Both of Kirkland’s works were recognized as outstanding examples of public art by the national Public Art Network of Americans for the Arts



Eddies of Light

2008 by Ray King

A mosaic promenade of more than 2,000 light-responsive, dichroic glass elements are embedded into the tinted terrazzo floor of the Homestead Aquatics Center. These glass jewels refract light into rainbow-like emanations that shift and change as the viewer moves or as the light source changes.



Elemental Landscape

2008 by Laura Haddad and Tom Drugan

An award-winning series of eight natural art installations at Southern Community Park that reveal unique phenomena of the site and region. Where possible, on-site materials such as boulders and trees salvaged during construction were used. Each installation features a circular form that marks a special place and is activated by a particular element (earth, air, fire, water, flora or fauna).



Toddler Climbing Wall

2009 by David Finn

A functional artistic retaining wall at the Community Center playground consisting of low, safety-approved, interlocking blocks of concrete and aggregate with molded and carved undulations for sitting and climbing.



Greenway Prototypes

2010-2011 by Al Frega

A series of benches, bike racks, trail markers and gates along Bolin and Morgan Creek Trails. The prototypes are made of recycled materials and are meant to be reproducible for other trails in the future.



Oakwood Park Entrance Tiles

2011 by Carmen Elliott and students

As part of the Oakwood Mini Park renovation, neighborhood children worked the artist and the Parks & Recreation Department to create colorful tiles that grace the park's entrance columns.



The Jolly Branch

2014 by Mary Carter Taub

An artistic poured-in-place playground surface at Umstead Park that depicts images of the park's flowing creeks and native plants.

photo by Nick Pironio



The Grand Intimate

2015 by Todd Frahm

Four two-ton limestone sculptures on the plaza of the Chapel Hill Public Library depict animals from classic stories that teach us about empathy, respect, integrity, perseverance and much more.



UNBOUND

2016 by Erik Carlson

Four etched glass panels with 118 embedded convex lenses and 14 hidden video monitors by the main desk of the Chapel Hill Public Library show a rotating "library" of visual memories, both personal and shared, submitted by town residents.

Public / Private Collaborations

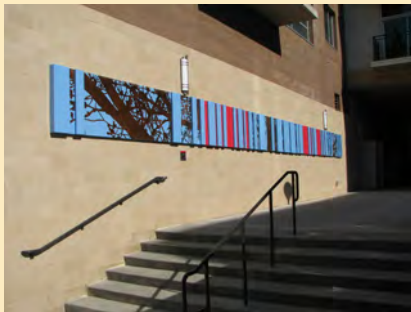
Mikyoung Kim Design and Gordon Huether designed artworks for Ram Development Company for the 140 West mixed-use condominium project in downtown Chapel Hill; both projects were administered by the Division and completed in April of 2013. Public art has been installed at Shortbread Lofts, the Hulquist Office Complex and Lux Apartments. Projects in the pipeline include artwork at Murray Hill, University Square Redevelopment, Obie Creek, Woodmont and others.



Exhale

2013 by Mikyoung Kim

A 70' long, folded and perforated stainless steel sculpture at 140 West that features light and fog effects (funded by Ram Realty Services).



Tar Heel Blues

2013 by Gordon Huether

A recycled metal mural at 140 West that references Chapel Hill's blue skies and tree-lined streets (funded by Ram Realty Services).

Privately Funded Art on Town Property

The Division is working with a citizen group to facilitate the design and implementation of an Orange County Veteran's Memorial in Chapel Hill and with the Friends of Chapel Hill Parks & Recreation to facilitate an artist-designed bench in honor of Joe Herzenberg.

Permanent Collection

The Division and Commission are committed to the long-term maintenance and preservation of artwork in the Town's Permanent Collection. There are approximately 150 indoor and outdoor works in the Town's possession. Artworks were photographed, documented and insured. A maintenance schedule has been developed and pieces are or have been cleaned and refurbished in the last couple of years.

Exhibitions

Each year the Division and Commission organize juried exhibitions in Chapel Hill Town Hall and The Chapel Hill Public Library. Artists are encouraged to apply via a broadly distributed announcement. Selection committees are organized to review and select the artists. Public Art Commissioners and citizens serve on exhibition selection committees. The Division mounts and advertises 10-12 exhibitions per year. Yearly, a Martin Luther King Jr. poetry contest is also exhibited at Town Hall. The Scrap Hill exhibit of artworks made of recycled materials is sponsored by and held at University Place Mall. From time to time, special exhibitions are mounted at other locations as well, like the Local Histories exhibition held in conjunction with the UNC Art Department and a “Sand Mandala Project” by the Tibetan Monks both in 2011.



William Thomas' "Astronaut"

Sculpture Visions

Sculpture Visions is an annual, large-scale outdoor sculpture exhibition that places ten to fourteen artist-loaned sculptures on prominent Town and private partner locations throughout Chapel Hill. A colorful brochure illustrating the artworks and location map is produced yearly.

Cultural and Community Arts

Artists in Residence

Through the Artists-in-Residence Program, students of the Chapel Hill - Carrboro City School District are offered opportunities to work with professional artists to create original works for their schools and community. Since 2002 residencies were held at Scroggs, Seawell, McDougle, and Ephesus Elementary Schools and at Phillips Middle School. In 2010 the 7th and 8th grade art classes of Smith Middle School created large puppets under the guidance of Paperhand Puppet Intervention's Donovan Zimmerman and then put on a public performance. In 2011 Peg Gignoux worked with poets Kane Smego and C.J. Suitt, and twelve teens from Chapel Hill, Carrboro and Orange County High Schools to create a collaborative poem realized in a cloth tapestry. In 2012's project musician Pierce Freelon and poet Will McNerney organized the multimedia Painted Voices project, with Chapel Hill High School students and an exhibit and performances were held at the Street Scene Teen Center. 2013's project had artist Carter Hubbard leading a class of East Chapel Hill High School students in the creation of a collaborative ceramic piece that was permanently installed in the school. In 2014 sculptor Mark Elliott worked with the 8th grade students of Phillips Middle School to design and construct a permanent large-scale sculpture for the school's entrance. Immigration was the theme of the 2015 project at Glenwood Elementary School led by mosaic artist Jeannette Brossart, which resulted in a migrating birds mobile featuring the colors, symbols, and patterns from the 4th grade students' family roots. A successful afterschool drama club at Phillips Middle School took place during the 2015-2016 school year. A slight change in format focusing on teacher training is being planned for 2016-17.

Community Art Project

Since 2004 The Community Art Project has engaged communities in the Chapel Hill/Carrboro area in the acts of understanding, appreciating and making art. In 2009 the Community Art Project was led by local artists Leah Sobsey and Lynn Bregman Blass in collaboration with the UNC Program in Humanities and Human Values. The project, *Our Stories, In Focus*, addressed local and family histories.

Over 500 people contributed to this collaborative artwork. The project was exhibited at five different locations from 2009–2011. In 2010 the Community Art Project was reimagined as “Into the Streets” where artists would apply to work with specific local communities. Three artist-led projects were awarded in 2010: *Presence Is Progress* where artist Park McArthur led people with mobility issues and their supporters in a series of “walks” that were then documented in photography; *Facing Our Neighbors* where The Sacrificial Poets and photographer Hudson Vaughan interviewed and documented members of the Northside community; and *Home Is*, where digital media artist Patrick FitzGerald and students from the NC State School of Design created animated shorts about homeless issues. 2011’s project called *Dream Acts* was an assemblage of video, photography, and installation of objects created by the artist team of Eleanor Blake, Lincoln Hancock, and Neill Prewitt in concert with the immigrant communities of the Abbey Court apartment complex in Carrboro. The 2012 project featured Chapel Hill artist Jan-Ru Wan working on a re-purposed clothing and textile project with seniors at the Robert and Pearl Seymour



Promotion for the Community Art Project

Center. In 2013 poet Kane Smego and visual artist Luis Franco led Latino and African American teens in producing their own super heroes and graphic novel around the theme of race in partnership with Volunteers for Youth, Inc. and the NC Dream Team. In 2014 Barbara Tyroler created large scale photographic portraits of youth participants in the Town’s Adaptive Aquatics program that are permanently installed at the Homestead Aquatics Center. The 2015 project featured a residency and internet cultural exchange between youth of the Chapel Hill Beat Making Lab and youth of Portobello, Panama. Workshops and performances were held around the community. Two projects for 2016 focus on the Rogers Road Community and Karen and African-American youth; both resulted in publications.

Downtown Art Program

The DAP is an art program to commission artists to create temporary projects for downtown to help champion the downtown area for residents and visitors. Five different projects were commissioned in 2013: the Windows on Chapel Hill project where artist created installations in empty storefronts in conjunction with the Downtown Partnership; an artist-designed bus wrap can that still be seen traveling around town; A “Greetings From Chapel Hill” mural painted on a building in the 100 block of West Rosemary Street; and a joint project with the Franklin Street Collaborative Gallery (aka FRANK) that features a series of photography lectures, exhibitions and a public photography-sharing project. This project with FRANK has resulted in additional collaborations and the Downtown Partnership has continued the Windows project on an annual basis. The successful *Shimmer: the Art of Light* in 2016 and the annual Florafitti planted word art on Franklin St. are also a part of this effort.

Community Clay Studio

The Parks & Recreation building at 200 Plant Road is home to a Community Clay Studio that employs



A pre-teen class at The Community Clay Studio

local ceramic artists to teach clay classes to children, teens and adults. Four eight-week sessions are offered during the fall, winter and spring, and arts camps and various classes are held during the summer. Approximately sixteen classes with over 100 participants are held during a typical week.

Events

The Cultural Arts Division organizes or partners with other organizations to produce a number of community events each year: the Festifall Arts Festival attended by 12-15,000 people, Tarheel Downtown with UNC, a holiday parade, a spring egg hunt, a new music festival with UNC, a Science Expo with UNC, a spring and fall series of arts events at the 140 West Plaza, a summer movie series, and a 4th of July fireworks and concert attended by some 30,000 people. The Division also organizes the Town Employee Appreciation Luncheon and helps with the permitting of dozens of non-town events on town properties. Overall events are attended by some 70,000 people each year.

Outreach, Education, Promotion

The Cultural Arts Division and Arts Commission want to connect with the community. As early as 2009 a Cultural Arts and Economic Development Summit was organized. The summit brought together leaders from Chapel Hill, Carrboro and the University for a dialog about the value of cultural activities to the economic future of our community. A website (www.chapelhillarts.org), Facebook page (www.facebook.com/chapelhillculturalarts) and twitter account are maintained as a resource. A database of local, regional and national artists and arts patrons is employed to provide notice of events and opportunities via email. Division staff speaks to various groups about public art and consults and serves on public art planning and selection committees in other communities.



*A Tibetan Monk on the Sacred Arts Tour creating a sand mandala
in front of an audience at 523 East Franklin Street*

Appendix B: Public Art Authorizing Documents

AN ORDINANCE ESTABLISHING A PERCENT FOR PUBLIC ART PROGRAM FOR TOWN FUNDED CAPITAL IMPROVEMENT PROJECTS (2002-03-04/O-1)

BE IT ORDAINED by the Town Council of the Town Of Chapel Hill that the Council does hereby establish a program for supporting art in public places as follows:

Section 1. Findings and purposes.

The Town Council does hereby find that:

- (a) Expanding the opportunity for the citizens to experience public art will promote the general welfare of the community; and,
- (b) Providing for art in public places will enhance the aesthetic quality of public buildings and spaces; and,
- (c) Supporting public art will further the objectives of the Town established in the Town's Comprehensive Plan.
- (d) Enhancing the appearance of buildings and spaces provides benefits to the community by expanding the historical, cultural and creative knowledge of citizens.
- (e) Providing art accessible to the public and to the users of Town buildings and parks will improve of the quality of life in Chapel Hill, and more specifically will
 - ◆ help define the community's identity and sense of place,
 - ◆ promote social interaction and discourse,
 - ◆ bring the arts into everyday life and
 - ◆ memorialize the past while expressing shared values for the future.

Section 2. Percent for Public Art Program Established.

A Percent for Public Art Program is hereby established to help define the community's identity and sense of place, promote social interaction and discourse, bring the arts into everyday life and memorialize the past while expressing shared values for the future.

Section 3. Selection of Sites for Public Art Annually.

The Council shall decide annually which capital budgets shall include 1% or another amount for public art, and on which sites the artwork should be located.

Section 4. Authorization to Commission, Acquire, Maintain and Conserve Art

The Town Council's authorization to commission, acquire, maintain and conserve art shall be consistent with Council adopted policy and shall include input from the public as well as from the Chapel Hill Public Art Commission.

Section 5. Policies for Implementation of Percent for Public Art Program by Council.

The Council's Policies for implementation of the Percent for Public Art Program shall be established by the Council in writing and shall be available upon request.

This the 4th day of March, 2002.

A RESOLUTION DEFINING A PERCENT FOR PUBLIC ART PROGRAM AND THE GENERAL POLICIES OF THE PROGRAM (2002-03-04/R-8)

WHEREAS, the Comprehensive Plan of the Town of Chapel Hill includes public art as part of the section on Community Character; and

WHEREAS, the Town Council has included a Percent for Public Art Program in the short-term implementation measures adopted on July 5, 2000; and

WHEREAS, the Public Arts Commission and its subgroups have been working with the Town staff to develop policies and procedures for a Percent for Public Art Program;

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council hereby establishes a Percent for Public Art Program:

to help define the community's identity and sense of place,
to promote social interaction and discourse,
to bring the arts into everyday life and
to memorialize the past while expressing shared values for the future.

BE IT FURTHER RESOLVED that the program shall be guided by the following policies:

1. Program Objective: To provide art accessible to the public and to the users of Town buildings and parks, for the improvement of the quality of life in Chapel Hill, and more specifically to:

- ◆ help define the community's identity and sense of place,
- ◆ promote social interaction and discourse,
- ◆ bring the arts into everyday life and
- ◆ memorialize the past while expressing shared values for the future.

2. Annual Public Art Plan: The Town Council shall meet at least annually to consider a Public Art Plan recommended by the Public Arts Commission. The recommended Public Art Plan shall include:

- a. Those capital projects which should include 1% of their project budgets for public art
- b. The distinction between those capital projects which should include public art on-site and which should contribute 1% of their budget to a pool of funds reserved for public art commission, acquisition, maintenance and conservation
- c. General location(s) for the art not recommended for the site of a capital project.
- d. The Town Council shall decide on which capital budgets shall include 1% for art and the general site(s) of the art, and shall appropriate funds. This set of decisions shall be known as the Public Art Plan for the given year.

3. Budget: 1% of the annual Capital Improvements Program shall be considered by the Council for reservation for public art. However, the base from which the 1% is calculated shall exclude grant funds for which the Town provides a local match, bond funds which do not allow such a use, and any other funds whose source would prevent their use for public art.

- a. The project budget shall include all costs funded by the Town for designing, building and equipping the facility, including site work but excluding the acquisition of land.
- b. The public art budget shall include all costs of artist selection; artist fee; fabrication; installation, including special plumbing, wiring or lighting; publicity; celebration; and any other cost related to the public art project.

4. Location:

- a. Location of artwork shall generally be on the site of the capital project unless specified otherwise in the adopted Public Art Plan. Specific location within the specified site shall be considered by the Public Arts Commission as part of the selection of the artwork and review of its design development.
- b. Consideration shall be given to the unique site, surrounding uses and development, function of the facility, users of the facility, style of the facility, visibility to the public, maintenance and security issues. Artwork should be selected and placed to enhance the project as a whole.

5. Selection of Artists and Art:

- a. The Public Arts Commission shall establish a process with written guidelines, available to the public, for the selection of artists and the review of the art proposed for acquisition. The process shall be open to the public and shall encourage participation by as wide a variety of citizens as possible.
- b. The Public Arts Commission shall appoint a committee to be chaired by a Commission member and to include at least one representative each of the Public Art Commission, Town Council, the designer of the capital project (if relevant), the host department, the public at large; and two art professionals.
- c. The committee shall make its recommendation to the full Public Arts Commission.
- d. The Public Arts Commission shall present to the Town Council the artist and his/her style, the type of artwork which would be expected to result from a commission; or the specific artwork it recommends be acquired; or the artwork which it recommends be maintained or conserved. The Town Council shall authorize a contract as recommended, with or without its own conditions, or shall request another recommendation from the Public Art Commission.

6. Execution of Artist's Commission:

- a. The artist's contract shall define a process for his/her design development.
- b. The artist's contract shall define the review points during the design development
- c. The artist shall be involved with the design development of the capital project if relevant and if the artist is chosen in time.
- d. The process shall include a means of involving the public, including a public forum to consider the design concept.
- e. It is possible that, after the Public Art Commission or its committee, Town staff and the public review the artist's design concept, the artist will be asked to modify the design concept before being authorized to begin fabrication.

7. Acceptance of Art: The Town Manager shall accept the artwork before the final payment is made to the artist.

8. Accounting: Funds appropriated for public art shall be placed in a project budget or multi-year account(s) specified for this purpose. Grants, gifts and other revenue the Town may receive for the selection, establishment, maintenance and de-accessioning of public art shall also be placed in this multi-year fund.

This the 4th day of March, 2002.

PERCENT FOR ART PROGRAM IMPLEMENTATION PROCEDURES

These policies govern the implementation of the Chapel Hill Percent for Art Program, as called for in Ordinance No. 2002-03-04/O-1, enacted by the Chapel Hill Town Council March 4, 2002, the Resolution Regarding the Establishment of the Chapel Hill Public Arts Commission (CHPAC) enacted by the Chapel Hill Town Council April 14, 2003 and the establishment of the Office of Public Arts (Office) enacted by the Chapel Hill Town Council, January 8, 2008.

Program Roles and Responsibilities for Artist Selection

Office of Public Arts

The Office of Public Arts will organize, facilitate and manage all public art commissions funded through the Town's Percent for Art program in consultation with the CHPAC, a Council-appointed citizen advisory committee. The CHPAC in coordination with the Office of Public Arts (the Office) shall identify and recommend to the Chapel Hill Town Council Percent for Art projects, proposed gifts of artworks to be accepted into Town collections, and works recommended for deaccession. The Office will manage artist selection and implementation processes; develop and administer programs and forums for community education about public art projects in the Town of Chapel Hill and elsewhere; assist selected public artists with project research and community relations; and maintain an archive of public art projects in the Town of Chapel Hill. During selection processes, the Office will note whether a newly commissioned work duplicates or complements the Town's permanent public art collection.

Artist/Art Selection Committee

The Office shall determine whether the scope of the project and the number of expected applicants warrant a single stage (Artist/Art Selection Committee) or a dual stage (Artist Recommendation, then Art/Artist Selection Committee). One to two CHPAC members will be invited by the Office to serve on the Artist/Art Selection Committee. Commissioners may also be asked to chair the Committee. Note: For projects that attract more than 30 candidates or are recommended for a limited artist "call," it is recommended that the two stage system be employed. Depending on the process, the tasks of the Artist/Art Selection Committee are to assist the Office in drafting the criteria for artist selection, which will be articulated in the formal call for artists along with a comprehensive description of the proposed scope of services; interview and select an artist, artist team, or consultant; recommend the selection of an artist/artist team for a specific project or commission and/or artwork for purchase by the Town of Chapel Hill; and may participate in oversight responsibilities of conceptual design, reviews, fabrication and installation of public artwork(s). In cases where an Artist Recommendation Committee is warranted, the work of the Recommendation and Selection Committees will overlap. All meetings of either Committee will be open to the public and each other's membership. All statements of interest and qualification will be available for review during all meetings.

Art/Artist Selection Committee

The Office will appoint Committee members and oversee the selection process. The Committee will be comprised of one to two representatives of the CHPAC; a designee of the Town Council; a designee of the Town Manager; community residents; designated project architect, landscape architect, or development representative(s) if applicable; and representative(s) from appropriate Town department(s) where the project will be sited and outside arts professionals. For cases where the proposed project site is not supported or maintained by a particular Town department or agency, it is recommended that the CHPAC solicit additional participants.

The Art/Artist Selection Committee will first be convened to develop or review the public art project guidelines, criteria for selection of artist/artist team and/or artwork, and/or to assist the Office in

drafting the call for artists. The Committee will meet to make selections of artist/artist team finalists for interviews once the Office has reviewed qualifications and references. In its final meeting(s) the Committee will interview artists/artists teams and then to make its selected recommendation to the CHPAC.

Artist Recommendation Committee

In projects of appropriate size and scope, the Recommendation Committee will be comprise two to five arts professionals, at least one CHPAC member, and the primary project representative. In cases when there is not an apparent client, a representative of the appropriate Town board or Commission will be invited to join the Committee. The number of arts professionals on this committee will be determined by the number of submissions received and the size of the project. Arts professionals will be appointed to the Committee who possess knowledge of visual art, art history, architecture, landscape design, and/or arts administration. Arts professionals, with the exception of the CHPAC representative, may be offered an honorarium for their time. Arts professionals who are asked to serve on the Committee must be impartial and without interest in the outcome of the recommendation and/or selection.

The responsibility of the Recommendation Committee is to systematically review each statement of qualification and interest in its entirety as submitted by the artists/artist teams. This committee will create a short-list of a minimum of eight (8) and a maximum of fifteen (15) artists/artist teams qualified for the project. Once the short-list has been made those short-listed candidates are then submitted to the Selection Committee for review.

Selection of Artist/Artist Team

Following the recommendation of the Recommendation Committee, the Selection Committee will convene or reconvene to review artist portfolios and decide which of the short-listed artists/artist team will be invited for interviews. The Office will interview each artist/artist team by telephone or email according to a uniform set of questions and will contact professional references and/or project managers with whom the artist/artist team has worked. Members of the Recommendation Committee may be invited to participate in this interview and selection process as non-voting advisors. The designated project architect or landscape architect will also participate but only in an advisory capacity. It is anticipated that during this phase of selection, the Selection Committee may need to conduct meetings over several consecutive days. These guidelines recommend that the Selection Committee conduct interviews and make a final selection on separate days. The Office will develop score sheets based on the project criteria for Committee members to use. While the final decision may be based more on discussion than aggregate or average scores, the score sheet will remain an official record of voting.

Should the Selection Committee have difficulty in reaching a significant majority of votes in favor of an artist/artist team, discussion of individual strengths and weaknesses will be contrasted and evaluated against specific selection criteria, and the opinions of arts professionals and the project architect and/or project landscape architect may be solicited.

Program Roles and Responsibilities during Design

The Public Arts Office / Town of Chapel Hill

Throughout the life of a public artwork commission, the Office shall be the primary contact for the artist and will be responsible for the administration of all phases of work (contract negotiation, preliminary design, final design, cost estimation, fabrication, delivery, installation, maintenance schedules and procedures, project documentation, title to artworks, artist compensation, and copyright licensure).

The Office will assist the artist/artist team to ensure that the project is successfully completed. The Town of Chapel Hill will review and sign a contract with the artist/artist team and appoint a project manager

from the Town staff to serve as a liaison to the Office. Office / Town of Chapel Hill will advise the artist/artist team regarding materials' maintenance because the Town will care for and maintain the artworks in its collection.

CHPAC

The CHPAC is an official Council-appointed citizen advisory board to the Town of Chapel Hill. Throughout the various phases of a Percent for Art Project, the CHPAC is apprised of project information from the Office and recommends actions to be taken by the Town Council. CHPAC members serve on the Recommendation and/or Selection committees.

Artist/Artist Team

The artist/artist team will collaborate with the Office throughout the life of the project. It is expected that the artist/artist team will complete work according to the following phases of design: preliminary/conceptual design, final design development, fabrication, delivery and installation, release of title to the Town of Chapel Hill, and documentation of artworks. A standard Chapel Hill Percent for Art contract shall prevail. The artist/artist team shall be available to review each phase of design and cooperate with designated project representatives. The artist may not be employed by or related to a member of the prime consultant's firm, employed by the Town of Chapel Hill, or be a member or related to a member of the CHPAC. The Town of Chapel Hill's Conflict of Interest Policy shall govern all financial arrangements and transactions among the CHPAC, the Town, and the artist/artist team.

The artist/artist team will provide the Office with instructions and a schedule for the proper maintenance of the public artwork. The artist/artist team will be contractually obligated for any remedial maintenance necessary less than two years from the date of acceptance of the artwork by the Town of Chapel Hill.

Oversight Committee

In projects of sufficient scope, magnitude and/or scale, or when requested by the Office, the artist/artist team, and/or the Town, an Oversight Committee will be established to monitor all work by the artist/artist team under the terms of the contract. The Oversight Committee will be comprised of individuals whose department or agency is directly affected by the public artworks, a designee of the Town Manager's office, the CHPAC, and the architect- or landscape architect-of-record, if applicable. This Committee will meet on a regular basis with the artist/artist team and serve as a preliminary review and acceptance panel for all proposals and approvals prior to the commencement of the next phase of work. The Oversight Committee will be charged with recommending appropriate communication procedures to inform department or agency staff about the progress of the project(s) as well as alert the artist/artist team of any potential complications associated with the design, fabrication, delivery and/or installation of the public artworks. The Oversight Committee makes phased approval recommendations to the CHPAC, which in turn recommends an action be taken by the Council.

Project Identification

Annual Public Art Plan

Annually, the CHPAC in coordination with the Office will present to the Chapel Hill Town Council recommended projects for Percent for Art funds and commissions. To determine whether a project qualifies as a Percent for Art project, the CHPAC shall review the proposed Capital Improvement Project (CIP) list and evaluate the appropriateness of any particular project for either the purchase of a work of art or a site-specific, original artwork. The Annual Public Art Plan will thus identify specific sites for public artworks whether purchased or commissioned. The Annual Public Art Plan will be presented to the Town Council during its annual budgeting process in the spring. When the Town Council has

adopted a budget that reflects the Plan as recommended or amended, then the Plan shall guide Percent for Art efforts begun in that fiscal year. The Annual Public Art Plan will also contain recommendations for the maintenance and conservation of works of art in the Town's collections.

The Town of Chapel Hill will maintain accounts eligible to receive and hold grants, gifts, and other revenue received by the Town and/or the Office for the acquisition, selection, establishment, maintenance and/or deaccession of works of public art, as well as accounts established for each separately identified Percent for Art Project. Upon approval by the Town Council, each approved Percent for Art project will have a separate line item for public art in the overall project account. These accounts will be administered by the Business Management Department of the Town of Chapel Hill. It is also understood that the annual budget for the Town of Chapel Hill shall note all capital improvement projects and their annual allocation; the CHPAC will cite in the Annual Public Art Plan any recommended use of account balances, which are derived annually as one-percent from all eligible Capital Improvement Projects less those line items identified as site specific.

Purchase or Receipt of Gift

An artwork that already exists may be purchased or accepted as a gift for a specific site. The artwork may be by a living or deceased artist. The artwork may be purchased or received from the artist, his/her estate, a gallery, or a collector. Proposed gifts to the Town of works of art, or of funds for the acquisition of works of art, will be reviewed by the Office and CHPAC and will be subject to the Gift Review Policy. Final decisions on the acceptance of gifts of artwork by the Town shall be made by the Town Council, as specified by the Town Council's policy on acceptance of gifts.

Conservation

If an artwork already exists at the site of the overall capital project site, the Office may elect to restore or conserve that artwork instead of commissioning or purchasing a new work.

Project Approvals and Organizational Processes

All acquisitions, deaccessions and Percent for Art artists must be presented to and recommended by the CHPAC and approved by the Town Council. A quorum must be present at a duly called meeting of the CHPAC. Recommendation shall be according to CHPAC bylaws. Prior to the CHPAC's review of a proposed project and/or acquisition, technical feasibility and maintenance acceptability will be investigated and recommended by the Office and other project consultants with knowledge of the project site. In cases when there is collaboration with another organization or government, it is understood that both entities need to approve the artist, acquisition, or project.

Following CHPAC recommendation, the recommended artist/artist team, acquisition, or deaccession must be authorized by Town Council. Upon authorization, a contract for commission, purchase or use of Percent for Art funds will be executed by the Town Manager in cooperation with the Office. Preliminary drafts of contracts will be written by the Office in consultation with the artist/artist team.

Project Implementation

Methods for Selection of Artist/Artist Teams and/or Artworks

An artwork may be commissioned for a site using a variety of methods. Open competitions will be widely publicized. Announcements will inform artists of the method of selection and of submission requirements. These methods will include, but not be limited to:

Request for Qualifications (RFQ): Artists are asked to submit slides and/or examples of their previous work and professional history;

Limited call: Artists identified by the Office and CHPAC are invited to submit qualifications and/or site specific proposals;

Request for Proposals (RFP): Artists are asked to submit a detailed proposal for a specific site. The Office will determine the amount of an honorarium to give an artist/artist team to develop a proposal; no artist/artist team will be asked to work on behalf of the Town of Chapel Hill without compensation. All proposals requested by the Office for a Percent for Art commission will be delivered in a standard and uniform manner as determined by the Office and presented to the artist/artist team in writing. The Office will set dimensions for all presentation boards, font size, length and subject for all written materials, artist/artist team biographical information, professional experience, and design statements. Three-dimensional proposals will similarly adhere to predetermined standard formats.

Design Processes and Approvals

The following typical phases of design, fabrication, and installation shall guide all Percent for Art projects

Scope of Preliminary Design

Once an artist/artist team has been selected and a contract executed, the artist/artist team will work with the Office to complete a scope of services that will include, but not be limited to, the identification of any special studies relevant to the successful execution of the artwork(s) and all necessary consultants to the artist for the project; design documents that fix and describe the size and character of the artworks with respect to their relationship to the project site(s); a preliminary fabrication and installation schedule that considers any new or renovated building construction; scaled drawings; a written statement describing the concept for the artworks; colored drawings or computer-generated color images in plan and elevation, and/or three-dimensional models of the proposed artwork(s). This work will be presented by the artist/artist team and reviewed by the Office, the CHPAC, and the Oversight Committee, if applicable as well as any other relevant parties identified in the contract. The artist/artist team will also present and review this work with public constituencies as recommended by the Office, the CHPAC, and/or Oversight Committee.

Scope of Final Design

Upon written approval of Preliminary Design, and as defined in the artist's/artist team's contract, the artist/artist team may commence Final Design. Final Design documents shall consist of detailed drawings of the artwork(s) showing material selections and finish specifications; final color and material samples; proposed methods of fabrication; a cost estimate that details the final costs associated with completing the artwork(s), including design, fabrication, transportation, delivery installation, and post-installation maintenance of the artwork(s) as recommended by the artist/artist team; a written final recommendation of all of the required processes; and an estimate of annual costs to maintain the artwork(s) in "like new" condition in the climate and environment of Chapel Hill, North Carolina. Such an estimate should include but is not limited to labor-hours for typical custodial/grounds workers, materials, special equipment and attention or inspection by art experts; and a written description of the artwork(s) appropriate for public dissemination. Any necessary building code review will be completed during this phase of work. Final Design drawings shall also detail all interface between the artwork(s) and building architecture, structure, mechanical electrical & plumbing systems, and other construction elements as may be required. The artist shall present the above deliverables to the Office for review and approval, and review this information with public constituencies as recommended by the CHPAC.

Scope of Fabrication Services

Upon written approval of Final Design, and as defined in the artist's/artist team's contract, the artist/artist team shall commence Fabrication of the artwork(s). Services to be completed during Fabrication

include final schedules for delivery and installation of the artwork(s); coordination with the project architect and/or the Town should new construction or renovation be occurring at the public art site; and drawings that will illustrate the support system(s) for the artwork(s) and the building structure to which the artwork(s) will be attached (the artist/artist team shall be provided with all relevant specifications and construction drawings for those sites where the artwork(s) will be installed). It is understood that the artist/artist team will fabricate or cause to have fabricated artwork(s) in accordance with previously approved design proposals; any significant change or deviation in the scope, design, color, size, material, texture, or location of the artwork(s) must be approved by the Town and CHPAC in advance and in writing. The artist/artist team is expected to provide progress reports and photographic documentation of the work(s) to the Office and the Town at 50% and 75% completion.

Delivery and Installation

The artist/artist team is responsible for providing detailed descriptions and installation instructions for the artwork(s), including recommended equipment and site preparation. The artist/artist team will supervise or cause to be supervised the packing, crating, and transportation of the art to the project site(s). The artist/artist team will oversee the installation of the artwork(s) in accordance with previously approved delivery and installation schedules. This work shall be coordinated with the Town and any ongoing construction at the project site(s), if applicable. All artwork(s) commissioned or purchased by the Town at the recommendation of the CHPAC shall be free of liens.

Documentation

The artist/artist team shall provide the Office a completed Materials and Installation Specifications Document and a set of three different views of each of the Artwork in the .TIF digital format at a resolution of 3,000 pixels by 2,400 pixels. If such products are not of sufficient quality to serve as a guide to future conservation, the Office may require that they be resubmitted.

Contractual Obligations

The contract between the artist/artist team and the Town of Chapel Hill shall articulate compensation and payment schedules; title obligations; warranties; insurance thresholds; indemnification clauses; notices of and procedures for termination; suspension of performance; delays; copyright provisions; credits; repair and maintenance; waivers; governing law; assignment; amendments; non-discrimination clauses; mediation remedies; and other articles as deemed relevant and necessary by the Office, the artist/artist team, and/or the Town of Chapel Hill.

Public Information Forums

From time to time during the life of the public art project it may be advisable for the CHPAC or Office to hold public forums concerning proposed designs for public artwork. Opportunities to solicit public opinion and response should be taken advantage of. If objections to the artwork concepts are raised during a public review of a proposed project, these comments will be taken into consideration by the artist/artist team, the Office and the CHPAC. These concerns may result in the redesign of the artwork or its concept.

Maintenance

Every year, the Office will conduct thorough site visits to each work of art in the Town's collection commissioned or acquired through this Percent for Art program. The Office will document any necessary and substantive maintenance. Maintenance includes, but is not limited to, damage; deterioration from environmental factors or time; structural problems that compromise the integrity of the work; or cleaning.

The Office, in consultation with the artist/artist team if living, may recommend the employment of a professional arts conservator with whom a contract will be executed.

Deaccessioning

Review of the status of a public artwork will be the responsibility of the Office. Issues of removal and relocation will be undertaken cautiously, and in accordance with the Town's deaccession policy. The Office and CHPAC will seek to protect the integrity of the artwork and the process that brought it into being, while keeping in perspective reasonable rights of the community, owner, and the artist.

Glossary

For the purpose of successfully implementing these procedures, the following definitions shall apply unless otherwise specifically stated. When not inconsistent with the context, words used in the present tense include the future, words in the plural number include the singular, and words in singular number include the plural.

Aesthetic

Psychological and sensory responses to the idea of beauty.

Artist

A professional, fine artist usually, but not necessarily, trained in the visual arts.

Artist-Art Review Committee

The Review Committee will be comprised of two to five (2-3) arts professionals who possess knowledge of visual art, art history, architecture, landscape design, and/or arts administration; a representative of the CHPAC with similar knowledge may join this committee. Arts professionals who are asked to serve on the Committee must be impartial and without interest in the outcome of the recommendation and/or selection, and may not be associated with the prime consultant, the Town of Chapel Hill nor the CHPAC.

Artist-Art Selection Committee

The Selection Committee will be comprised of approximately twelve (12) people. Representatives of the CHPAC, a designee of the Town Council, a designee of the Town Manager, community residents, designated project architect or landscape architect, representative(s) from appropriate Town department(s) where project will be sited (if applicable), and outside arts professionals will be included on this committee. It is recommended that in cases when the proposed project site is not

supported or maintained by a particular Town department or agency, that the CHPAC solicit additional participants.

Arts Professional

An individual having outstanding knowledge in the visual arts field, and is generally, but not limited to, an art historian, curator, arts administrator, critic, artist, or design professional such as an architect or landscape architect.

Call for Artists

Electronic and/or printed information that defines a project and asks artists to respond with a statement of interest or qualifications.

Collaboration

To work together in a common undertaking.

Command of Medium

Demonstration of expertise with specific material(s).

Composition

The combining of parts to create a unique whole.

Construction Credits

The transfer of construction costs to public artworks that are designed to replace specific building components (ie: flooring, roofing, seating, etc)

Contextually Appropriate

Artwork relevant and sensitive to its placement, site, or organizational theme.

Contract

A written, legal document specifying terms and conditions between or among parties with mutual interest.

Design

Response to a site or idea as defined programmatically.

Design Competition

When two or more artists prepare formal responses to a design problem. Competitions are usually compensated (fee and expenses) and may provide the client with an understanding of the artist's thoughts and skills.

Form/Formal Response

Application of artistic and/or design elements and principles, used to convey meaning in an artwork.

Innovative Design

A work that exemplifies a new method or synthesis.

Integration

The organization of various materials or ideas to create a whole.

Interpretation

A personal conception or expression of a work of art.

Materials

What something is made of; its constituent parts.

Methodology

The logic or order used to make a hypothesis or reach a conclusion.

Permanent Artwork

Artworks exhibited with expectation of indefinite duration.

Prime Consultant

The firm, usually architecture, landscape architecture, or engineering, that is responsible for the design of the overall project that the artwork is connected to. In cases where there is no prime consultant, the Town Manager will assume the prime consultant's responsibilities as outlined in these Percent for Art Program Implementation Procedures.

Process

The operational steps to make something.

Public

Community rather than private interests.

Public Artwork

Usually all forms of visual art conceived in any medium, material or combination thereof, which are placed in areas accessible or visible to the public. Works may be permanent, temporary, or functional. Public art does not include any architectural or landscape design, except when commissioned and designed by an artist.

Request for Proposal (RFP)

Artists are asked to submit a detailed proposal for a specific site or project.

Request for Qualification (RFQ)

Artists are asked to submit slides and/or examples of their previous work and professional history

Style

A manner or mode of expression distinct from the ideas expressed and descriptive of construction, design and execution.

Temporary Artwork

Artworks exhibited for a limited duration.

Appendix C: Added Value - A Public Art Resource Guide for Private Developers (DRAFT)

Introduction

Public art enriches the lives of Chapel Hill's residents and visitors by engaging the eye, mind and spirit. It helps create a sense of place and value. It is more than good citizenship. It is good business. Publicly accessible art helps to enliven the visual urban experience, create shared experiences in public and semi-public spaces, soften the feel of urban development, and foster the economic vitality of the community to the benefit of all.

For these reasons the Chapel Hill Town Council passed a municipal Percent for Art Ordinance that sets aside 1% of eligible municipal capital project budgets for public art. Since the adoption of the ordinance in 2002 the Town has developed sixteen public projects with budgets ranging from \$10,000 to \$420,000.

The Chapel Hill Cultural Arts Plan developed by the Arts Commission and adopted by Council in 2016 situates public art within the civic priorities as defined by the Town's 2020 Comprehensive Plan for development downtown and in entry corridors, park and greenway facilities, and other public facilities. The Plan addresses the intersection of public art, redevelopment, new development, streetscape, cultural arts, social services, recreational facilities, transit and public space.

Publically Accessible Art in Private Development

At the pre-application meeting, the developer will be encouraged to commit to including a public art. Public/private partnerships provide a link between the support of the arts and a community's economic viability. Our community is strengthened by our investment in the arts. It demonstrates a long term commitment to vitality and competitiveness and improves the perception of the town, region and state.

By incorporating publicly-accessible art, private developers can enhance the overall quality of a project and give it a unique character not achievable in other ways. Benefits of publicly-accessible art and cultural facilities in private development include:

- ◆ Heightened image and the value of a project and its income producing potential;
- ◆ Tenants and customers like artwork and the identity it gives a business or building;
- ◆ Spending money on public art and cultural amenities can generate as much positive public relations and goodwill as an expensive public relations campaign;
- ◆ Supporting the arts through private development is a way to support the overall quality of the community; and
- ◆ Public art provides an additional avenue for developers and their architects, landscape architects and engineers to work with artists and expand the creative process.

In recent years, a number of private developers have incorporated art into their Chapel Hill development projects as they recognize the added value the art provides for their property.

Ram Realty Company, the developer of the 140 West mixed use project, as part of a public/private development agreement, invested in public art as part of the plaza design and as a focal point to the surrounding businesses in the complex.

The developer of the Shortbread Lofts on Rosemary Street hired an artist to work with local school children to design a signature three dimensional artwork that helps add character to the attached high-rise garage.

Trinitas Ventures, LLC, the developer of the Lux student Apartment complex on Martin Luther King Jr. Blvd. utilized public art as an entry marker to the complex and as amenities to connect the complex with the nearby walking trails.

Other privately funded public art projects in Chapel Hill include the murals on the side of the Mellow Mushroom Restaurant on Franklin St. and on the Wells Fargo Bank building in Rams Plaza shopping area, sculptural work at the Hultquist building and Murray Hill development in Meadowmont, and an entrance sign to the Timber Hollow apartments, among others

A signatures public art project is planned for the new Carolina Square complex on West Franklin Street.

Process

While the incorporation of public art in private development projects is voluntary, should the developer wish to include public art in their project there is a process that mirrors the Special Use and Zoning Compliance Permit timelines.

At the pre-application meeting, the developer will be encouraged to include a public art component in their development project in keeping with the Visual Impact Criteria of the Design Guidelines portion of the Town's Comprehensive Plan. Should the developer wish to include public art, the developer will indicate this in the Special Use Permit (SUP) application by language that acknowledges the developer's willingness to include public art, and seek consultation about how public art can best be incorporated and the process for project and artist selection from either the Town's Cultural Arts Division or an independent consultant. In written documentation for the application, acknowledgement may take the form of the sample language below.

“Developer/Applicant wishes to incorporate public art as part of its development. Developer/Applicant will work with the Town of Chapel Hill Cultural Arts Division, within the context of the Town's development review process, by seeking its assistance in project identification and the artist selection process or, if applicable, an art consultant for the Name of development.”

Concept Plan

Prior to the time the developer submits their development concept plan to Town Council, the developer should meet with the Town's Cultural Arts Division or consultant to discuss potentials ideas and process.

Special Use Permit

Once the developer has submitted their SUP application, they can anticipate staff requesting, at the time of the Department Head Review phase, the submission of a Preliminary Public Art Plan for the public art component to the Cultural Arts Division and the Arts Commission for a courtesy review. At this stage the purpose of the review is to foster an exchange of ideas and possibilities within the scope of the project. Such information will be included in the SUP conditions for Council approval of the development resolution. The following items should be included in the Preliminary Public Art Plan:

- ◆ Describe the process that will be used for the selection of the artwork;
- ◆ Identify the independent art consultant (if applicable);
- ◆ Selected Artist(s) Name(s) (if applicable);
- ◆ Images, of artist's previous work (if applicable);
- ◆ General site drawings showing location of the proposed artwork;
- ◆ Critical decision points that would impact the selection of the art, such as site use and design influence, context for the art, and/or adjacencies to other properties, etc.;

- ◆ Preliminary budget for the artwork; and
- ◆ Preliminary schedule for the design, fabrication and installation of the artwork.

At this time, the developer should request a courtesy review of the public art component of the project by the Arts Commission. Via this review, the Commission will provide feedback will assist the developer in the public art process.

Zoning Compliance Permit

Prior to the Zoning Compliance Permit being approved, and at the same time construction details are being reviewed by Town regulatory commissions, the developer should present a Final Public Art Plan for review by the Arts Commission and the Cultural Arts Division. The following items must be included in the Final Public Art Plan:

- ◆ Identify the artist(s) including images of previous work and resume;
- ◆ A narrative description of the proposed artwork including materials and the artist vision and intent for the artwork;
- ◆ Scale maquette or drawings detailed enough to have clear sense of what the artwork will be;
- ◆ Construction drawings and specifications, site plan, elevation, or equivalents showing scale of artwork to scale of site;
- ◆ Site integration and function of the artwork, such as accessibility, safety, comfort relative to environmental conditions, and landscaping;
- ◆ Final budget to include fabrication and installation costs, artists fees and all other costs. inherent in the project (a sample budget is available for your reference);
- ◆ The schedule for fabrication and installation of the artwork; and
- ◆ Durability and maintenance considerations of the artwork and a maintenance plan.

Once the Public Art Plan has been commented on, the Cultural Arts Division can assist the developer with artist contracts, advice on a phased integration of the art into the development project, and other appropriate consultation to see to a successful completion of the artwork within the project. However, management of the project remains the responsibility of the developer.

Certificate of Occupation

The public art project must be completed, or physical work at the site must have started prior to the Certificate of Occupation being issued. Site of non-integrated works of art may receive an extension with proof of artwork purchase or artist being placed under commission.

Suggestions to Maximize Benefit of Public Art to the Site and to the Public

When selecting and implementing a Publicly-Accessible Art Project that remains directly within your development site, consideration should be given to the following questions:

- ◆ What is the greatest benefit desired by the applicant from an art project: identity of place, icon for business, historical statement to the location, visual connection to the passing community members, etc.?
- ◆ Can the art help solve a problem within the overall construction project?
- ◆ Artistic excellence – quality matters. Will the art be associated with the owner or user of the developed property?

- ◆ What is aesthetically appropriate for the site?
- ◆ Is the proposed art work easily visible to the passing public and/or those visiting the site?
- ◆ Site integration and function of the artwork, such as accessibility, safety, comfort relative to environmental conditions, and landscaping;
- ◆ Final budget to include fabrication and installation costs, artists fees and all other costs. inherent in the project (a sample budget is available for your reference).

Suggestions to Determine the Most Appropriate Art for the Site

- ◆ Does interest exist in a theme (themes may include history of the location or institution, reflection of activity/use of the building/space, specific interest within community, etc.)? Or can this be left open to an artist?
- ◆ Should the original art go beyond providing simply an aesthetic element, to providing an additional function such as a gate/entrance way, seating, lighting, etc.?
- ◆ What, if any, specific media is desired? Examples include mosaic, stained glass, steel, sculpture, painted mural, specific flooring materials, exterior facade materials, lighting, etc. Can/will this be left open to artist's suggestions?
- ◆ How will the art project be identified on the site to recognize the artist and those funding the project?
- ◆ What is the budget for the art project?
- ◆ Can the established publicly accessible art project budget be augmented within the scope of work for the construction project – foundation work, electrical needs, wall preparation, etc.?
- ◆ What is the calendar/schedule for the art project in relation to the overall development schedule.
- ◆ Who will provide administration for the art project?
- ◆ Artwork should be placed in locations that are visible from the street, or in exterior spaces such as walkways, plazas and exterior building surfaces.

To be most effective, on-site artwork should:

- ◆ Provide unobstructed viewing and accessibility;
- ◆ Be designed and located to discourage vandalism and abuse; and
- ◆ Consider the site's interior or exterior use patterns in relation to architectural and natural features.

Collaboration & Integration

Commissioning art needn't be mysterious. It can be a revealing and engaging process.

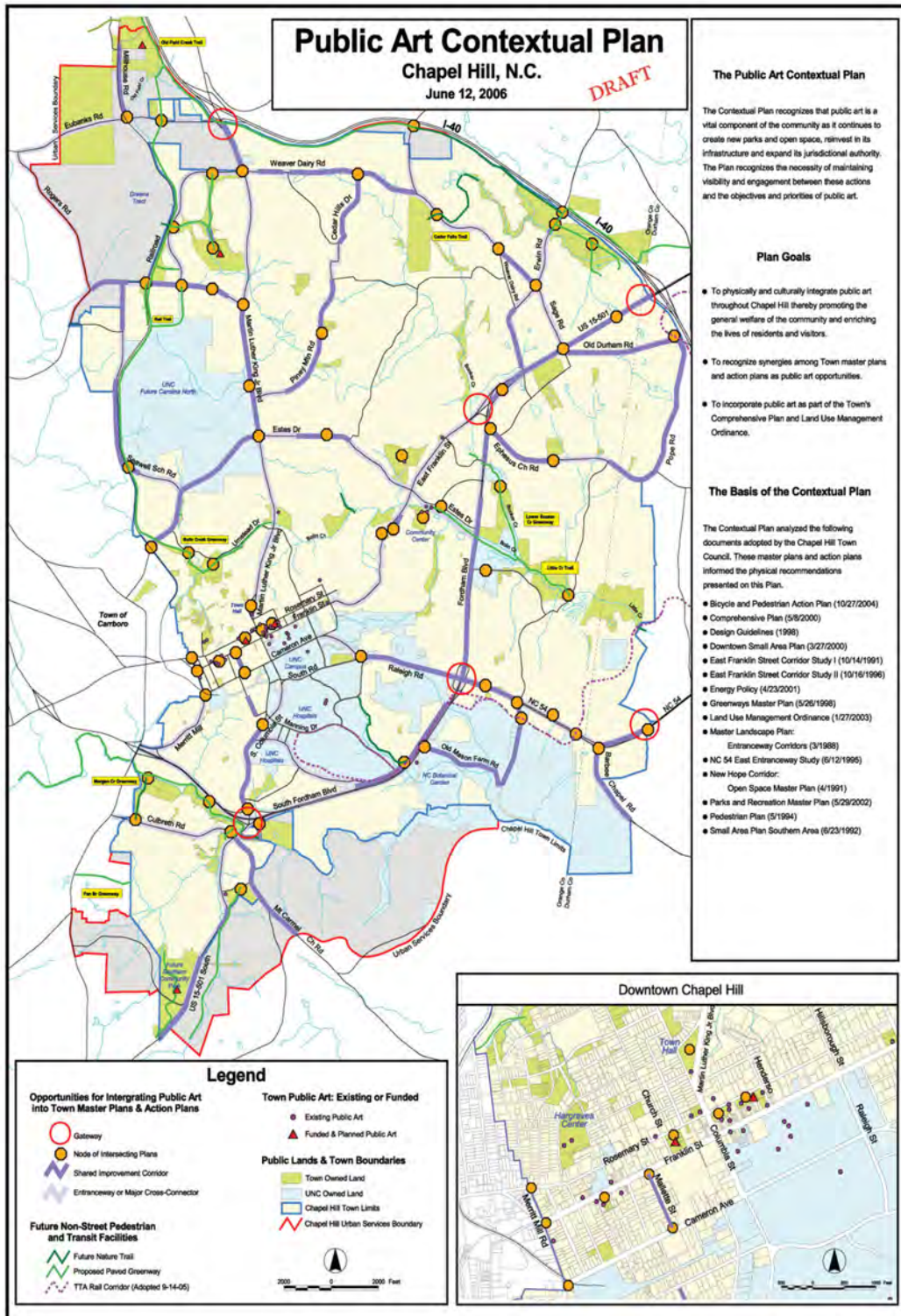
In his article for Urban Land, "Working With Artists: A Developer's Guide," artist Stephen Knapp points out that "choosing and working with an artist is much the same as selecting an architect or an advertising agency. A good track record, a feeling that the chemistry is right, and a stringent review process are elements that make the choice work." Bringing an artist into the working team can add a fresh and exciting aspect to the project.

Collaboration among artists, architects, landscape architects and engineers is encouraged so that artworks may be fully integrated into building designs. It is important that artists be brought into the design process as early as possible.

Consultation and Advice

The Chapel Hill Cultural Arts Division can advise the developer on the process for integrating artwork with projects, how to select and work with artists, and how to select an art consultant.

Appendix D: Art Plan Map



Appendix E: Web Links to Reports, Plans and Other Information

Please visit www.townofchapelhill.org/artsplanweblinks to review the following reports, plans and other information:

- ◆ Contextual Plan
- ◆ Loeb Foundation Report
- ◆ 2020 Comprehensive Plan
- ◆ Plans Consulted Spread Sheet
- ◆ Parks & Recreation Department Master Plan
- ◆ 2020 Downtown Plan
- ◆ UNC Public Policy Class Research Project 2014
- ◆ UNC Downtown Arts Organizations and Venues Impact Study Report 2015
- ◆ Chapel Hill Cultural Arts Mapping Project 2014

Appendix F: Survey Data and Comments from Public Meetings

Town of Chapel Hill



Community Engagement Findings Summary

Meredith Parker
Intern, Public & Cultural Arts
May 6, 2016

Introduction

The purpose of the Community Engagement survey was to discern how Town of Chapel Hill residents perceive the current cultural arts offerings and what they suggest to improve these offerings. This brief will provide an analysis of the survey respondents and then offer the top five messages gleaned from analyzing this research of over 400 completed surveys.

Audience Profile

The individuals who participated in this survey regularly attend arts events; 86% reported weekly or monthly attendance. In addition, the arts events that they attend are largely in Chapel Hill: 48% of respondents noted Chapel Hill as the definitive location for the majority of their arts events and the majority of write-in responses included Chapel Hill as well. Also, the most common reason for arts involvement is pleasure rather than work: 55% of these survey respondents engage in art for pleasure during their leisure time while 34% are professional artists.

Results

1. Publicity/Communication

In order to have successful arts events, it is essential for community members to know that the events are occurring. The number one reported reason for not attending arts events is that people “do not hear about events” (50%, Q#7). Also, one of the top responses for Q#12, how TCH should better support the needs of artists, was that artists want help publicizing their events.

This begs the question: What are the sources that residents use to find arts events? (Q#2). The top responses were: word of mouth (79%), flyers around town (65%), direct communication from organizations (61%) and Newspapers/Magazines (60%).

In order to better serve the community and artists, TCH needs to help artists publicize events utilizing the resources preferred by town residents. I would also advise TCH to tailor publicity needs to the age groups that they want to attend their events. It would have been helpful to know the demographic composition of this survey sample in order to ascertain what type of people largely responded to this survey; for example, I doubt that young adults would rank “newspapers/magazines” above “Facebook, Twitter, or Instagram” as the top source for information about arts events.

2. Parking

Throughout the survey responses, a theme that emerged was parking issues. This is represented statistically in Q#7, where the second most common reason that people did not participate in arts activities was “Traffic/Parking issues.” In addition, in Q#10 and Q#12, the desire for more parking and transportation was reflected in the fill-in responses.

TCH could advocate for more, affordable parking options in Chapel Hill to meet this need.

3. Arts Center

TCH residents would like to have a facility dedicated to Arts in Chapel Hill separate from the Arts Center in Carrboro. In Q#10, the number one response for how to meet the needs of

residents was “Have a facility dedicated to arts and cultural programming” (56%). In addition, one of the most common needs expressed in Q#12 was for more public art exhibition opportunities. Many artists specifically requested a community arts center, but their varying needs for art-specific exhibition space could likely be met in a space of this kind. This venue could also meet another desire expressed by artists: free or subsidized studio space (Q#12).

This space could accommodate several of the other needs expressed by community members, such as more arts programming (Q#12), artist professional development and networking opportunities (Q#12), and more arts classes (Q#10, Q#12).

4. Artist Support

Artists and non-artists alike would like to increase support of artists in the community. The second most popular response for Q#10, what TCH can do to meet the arts and cultural needs of residents was “support nonprofit arts and cultural organizations” (54.41%) and the fifth most popular response was “needs of artists in the Town of Chapel Hill” (42.32%). Though the word “support” is vague, the write-in section for Q#12, suggestions for how TCH can better support the needs of artists, gives insight into what artists perceive as support. They suggest professional support in the form of networking opportunities and workshops, help with marketing and publicity for their work, devotion to recognizing and appreciating cultural diversity, increasing parking opportunities, offering grants and subsidies for resident artists, providing free and/or affordable studio space, encouraging a quality art supply store to come to town, increasing arts programming opportunities for artists, providing public art venue(s), and supporting free arts classes.

5. Interactive Community Art

Survey respondents expressed a desire for art that is community-based and interactive through their responses to Q#9, Q#10, and Q#12. When asked what type of cultural and arts activities that TCH needs more of, the top three responses were: “Live performances in park/outdoors” (52.19%), “Art/Music/Film Festivals” (46.27%), and “Ethnic/Cultural Festivals” (42.42%). Write-in responses for this section also included topics such as increasing local art, increasing public art, and art festivals. When asked how TCH could meet the arts and cultural needs of residents, the third most popular response was “More art in public places” (50.88%) and the fourth most popular response was “Art & cultural programs in outdoor venues” (48.36%). Also, in Q#12, many of the arts programming suggestions centered on these characteristics.

Conclusion

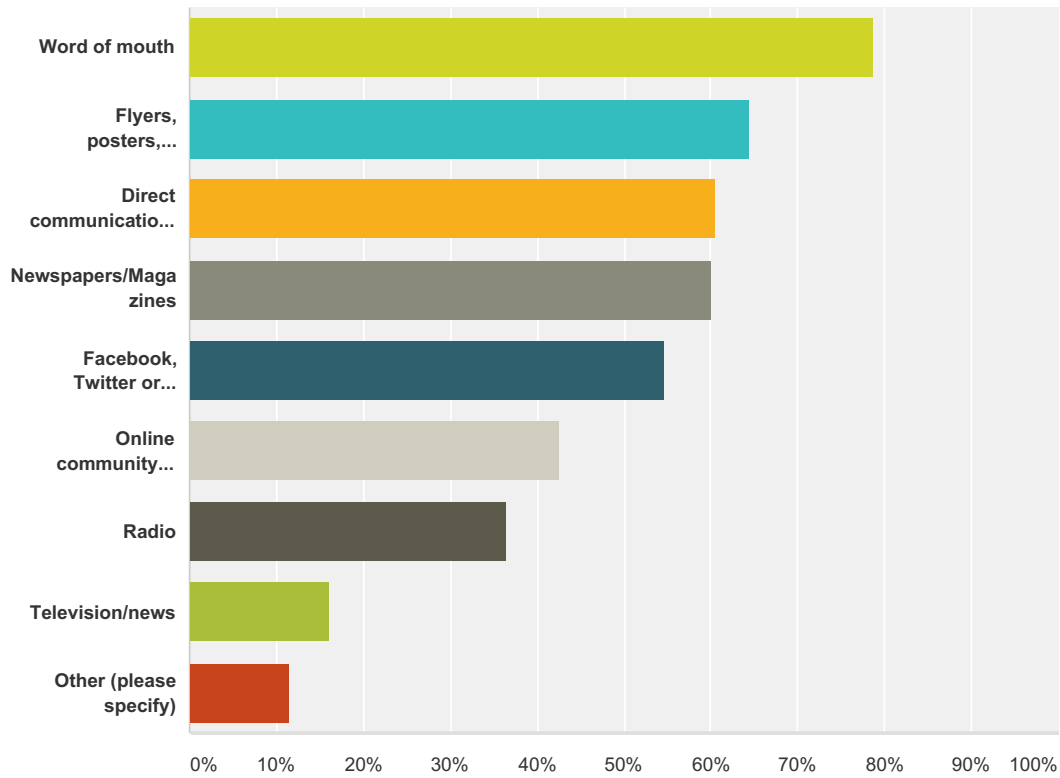
After analyzing the Community Engagement Survey findings, I can suggest that the Town of Chapel Hill focus on five key areas to better meet the artistic and cultural needs of community members: publicity/communication, parking, an arts center, artist support, and interactive community art.

Q1 What is your home Zip Code?

Answered: 401 Skipped: 10

Q2 What sources for information about arts and cultural activities do you consult? (check all that apply)

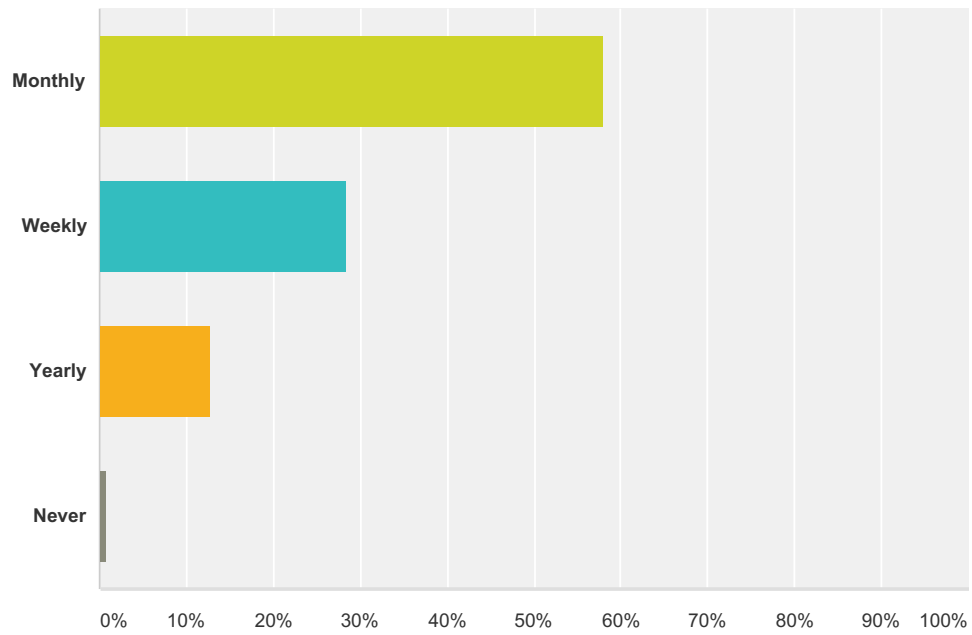
Answered: 409 Skipped: 2



Answer Choices	Responses
Word of mouth	78.73% 322
Flyers, posters, banners around town	64.55% 264
Direct communications from organizations	60.64% 248
Newspapers/Magazines	60.15% 246
Facebook, Twitter or Instagram	54.77% 224
Online community calendars	42.54% 174
Radio	36.43% 149
Television/news	16.14% 66
Other (please specify)	11.49% 47
Total Respondents: 409	

Q3 How frequently do you attend an art or cultural event?

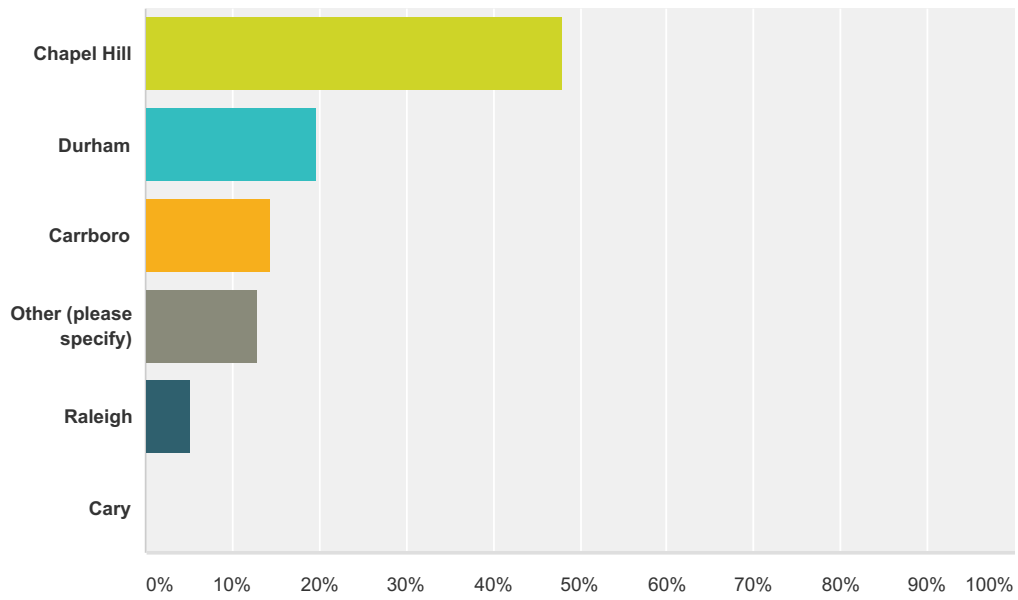
Answered: 390 Skipped: 21



Answer Choices	Responses
Monthly	57.95% 226
Weekly	28.46% 111
Yearly	12.82% 50
Never	0.77% 3
Total	390

Q4 Where do you attend the majority of your cultural activities?

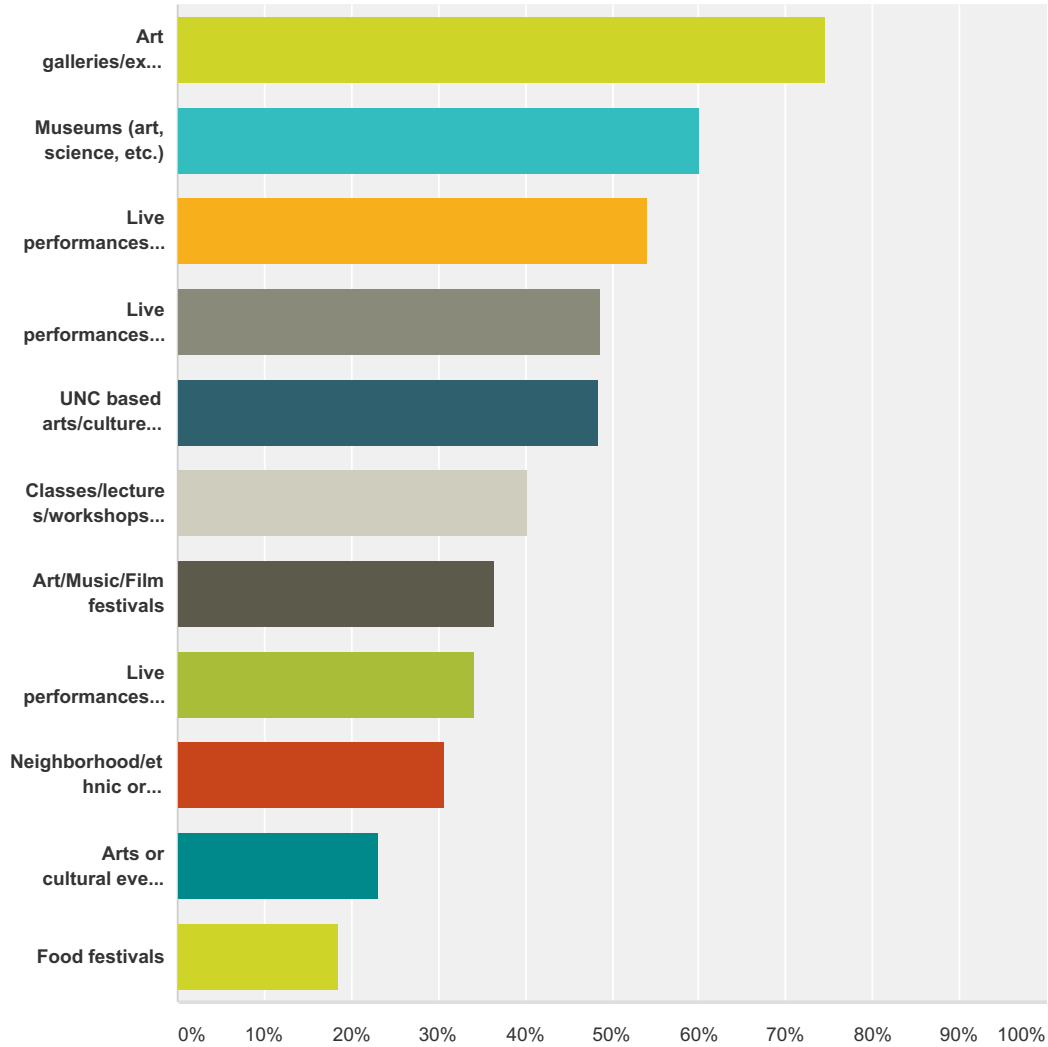
Answered: 409 Skipped: 2



Answer Choices	Responses
Chapel Hill	47.92% 196
Durham	19.56% 80
Carrboro	14.43% 59
Other (please specify)	12.96% 53
Raleigh	5.13% 21
Cary	0.00% 0
Total	409

Q5 During the last 12 months, which of the following did you attend or visit in Chapel Hill/Carrboro? (check all that apply)

Answered: 397 Skipped: 14

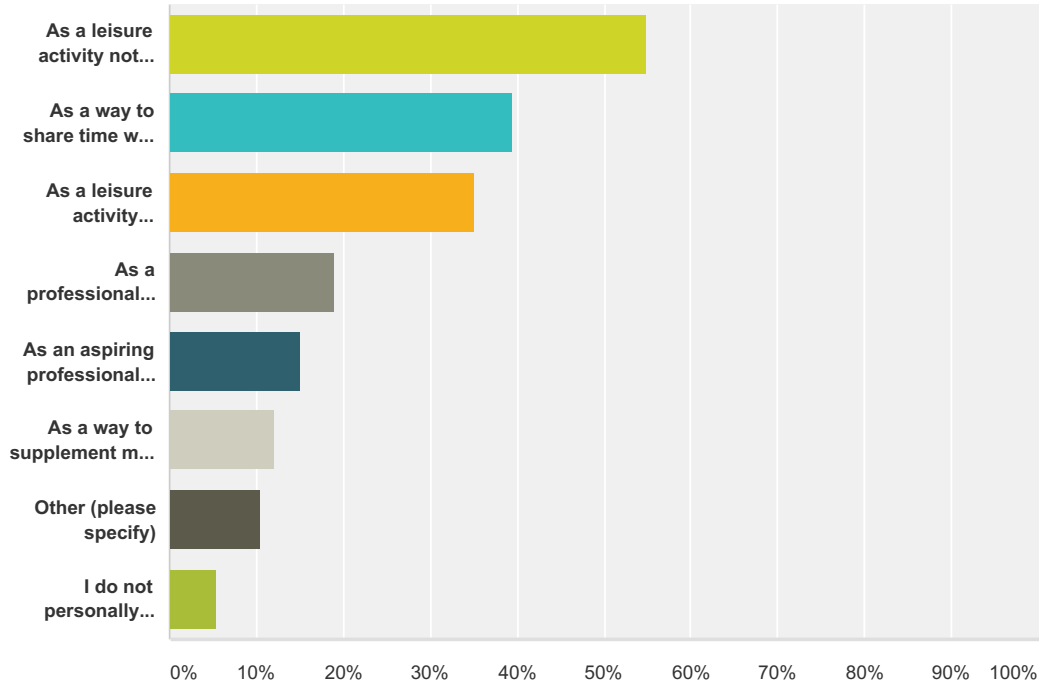


Answer Choices	Responses
Art galleries/exhibits/craft shows	74.56% 296
Museums (art, science, etc.)	60.20% 239
Live performances in clubs, concert halls/theaters	54.16% 215
Live performances in outdoor settings	48.61% 193
UNC based arts/culture events	48.36% 192
Classes/lectures/workshops sponsored by community organizations	40.30% 160
Art/Music/Film festivals	36.52% 145
Live performances in coffee/houses/bars, etc.	34.26% 136

Neighborhood/ethnic or cultural festivals	30.73%	122
Arts or cultural events for children/youth	23.17%	92
Food festivals	18.64%	74
Total Respondents: 397		

Q6 Please tell us about how you personally participate in creative activities. (check all that apply)

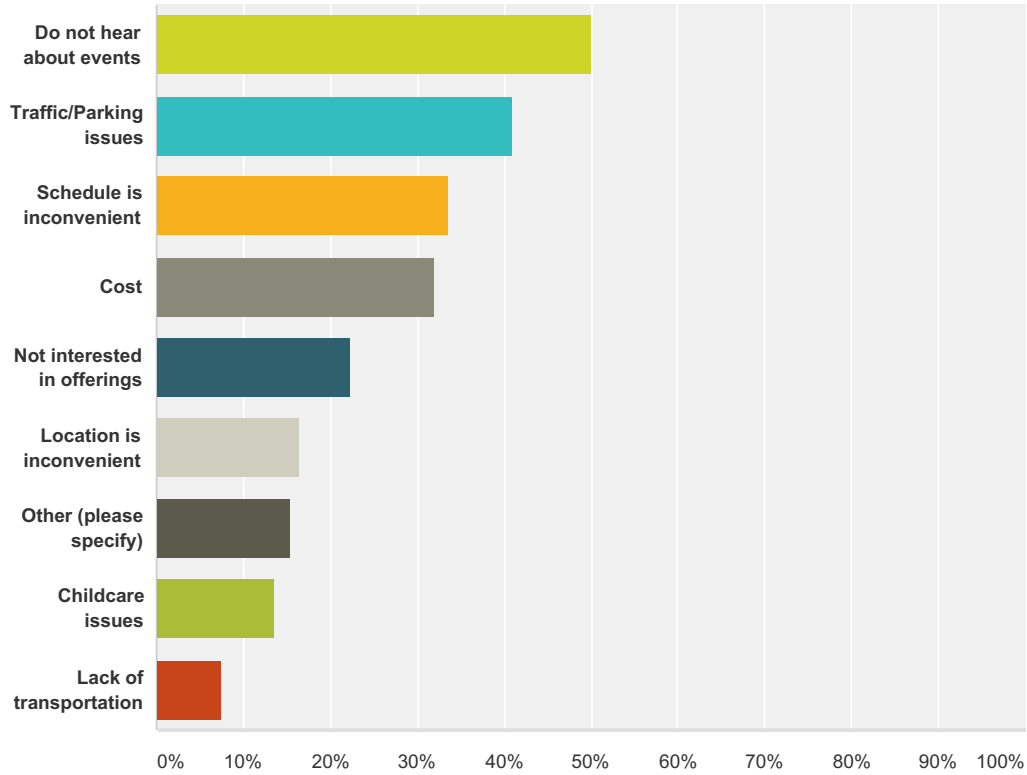
Answered: 404 Skipped: 7



Answer Choices	Responses
As a leisure activity not through group workshop or classes	54.95% 222
As a way to share time with family	39.36% 159
As a leisure activity through group workshops/classes	35.15% 142
As a professional artist (earning all or a portion of my income through art)	19.06% 77
As an aspiring professional artist (hoping to earn income through art)	15.10% 61
As a way to supplement my income	12.13% 49
Other (please specify)	10.40% 42
I do not personally participate in creative activities	5.45% 22
Total Respondents: 404	

Q7 What keeps you from attending/participating in arts and cultural events/activities? (check all that apply)

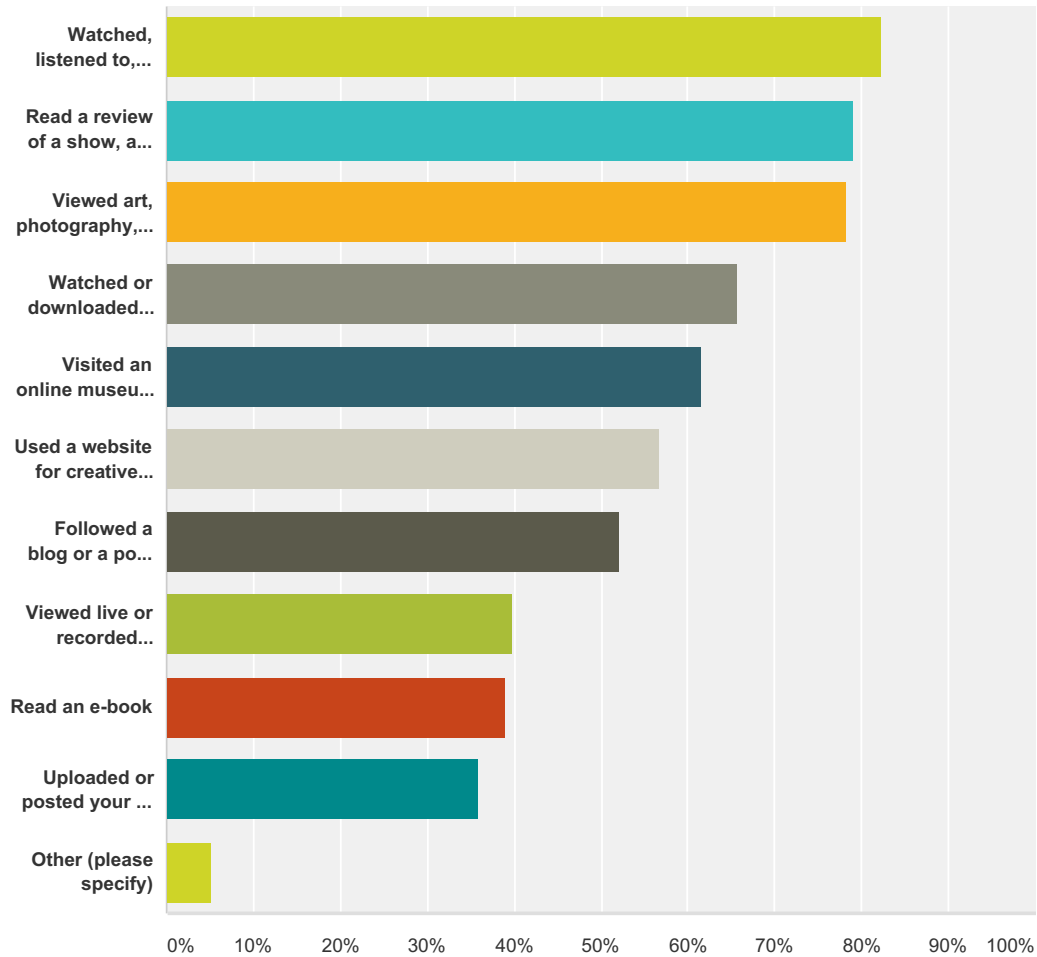
Answered: 389 Skipped: 22



Answer Choices	Responses
Do not hear about events	50.13% 195
Traffic/Parking issues	40.87% 159
Schedule is inconvenient	33.68% 131
Cost	31.88% 124
Not interested in offerings	22.37% 87
Location is inconvenient	16.45% 64
Other (please specify)	15.42% 60
Childcare issues	13.62% 53
Lack of transportation	7.46% 29
Total Respondents: 389	

Q8 During the last 12 months did you do any of the following on your computer/phone/tablet/mobile device using the internet? (check all that apply)

Answered: 359 Skipped: 52

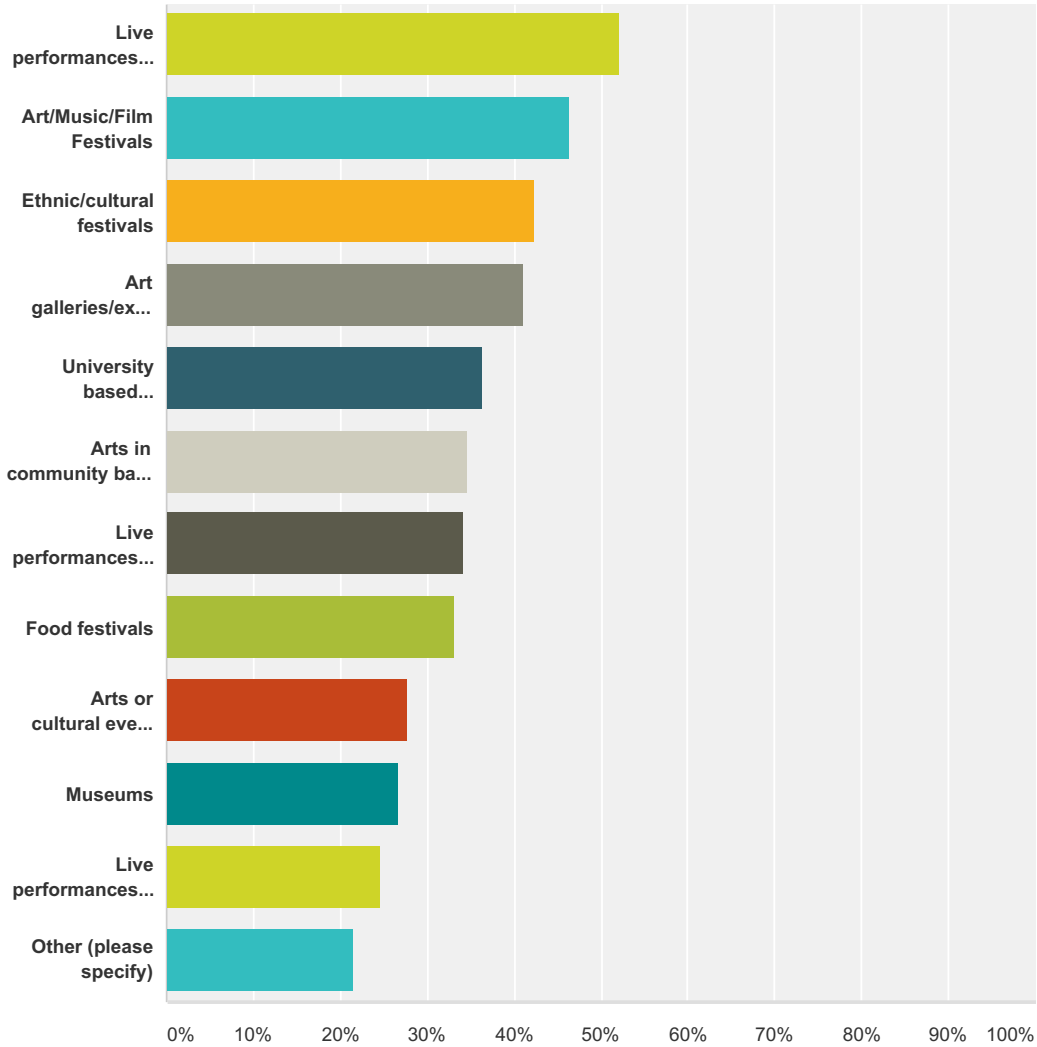


Answer Choices	Responses
Watched, listened to, or downloaded music	82.17% 295
Read a review of a show, art exhibit, or cultural event	79.11% 284
Viewed art, photography, sculptures, or other visual art	78.27% 281
Watched or downloaded movies or animation	65.74% 236
Visited an online museum, art gallery, or creative retail site (e.g. Etsy)	61.56% 221
Used a website for creative inspiration (e.g. Pinterest)	56.82% 204
Followed a blog or a post about a creative activity or topic	52.09% 187
Viewed live or recorded theatre, dance or other broadcast performances	39.83% 143
Read an e-book	39.00% 140

Uploaded or posted your own art online (music, video, photography)	35.93%	129
Other (please specify)	5.29%	19
Total Respondents: 359		

Q9 What type of arts and cultural activities do you think the Town of Chapel Hill needs more of? (pick 5)

Answered: 389 Skipped: 22

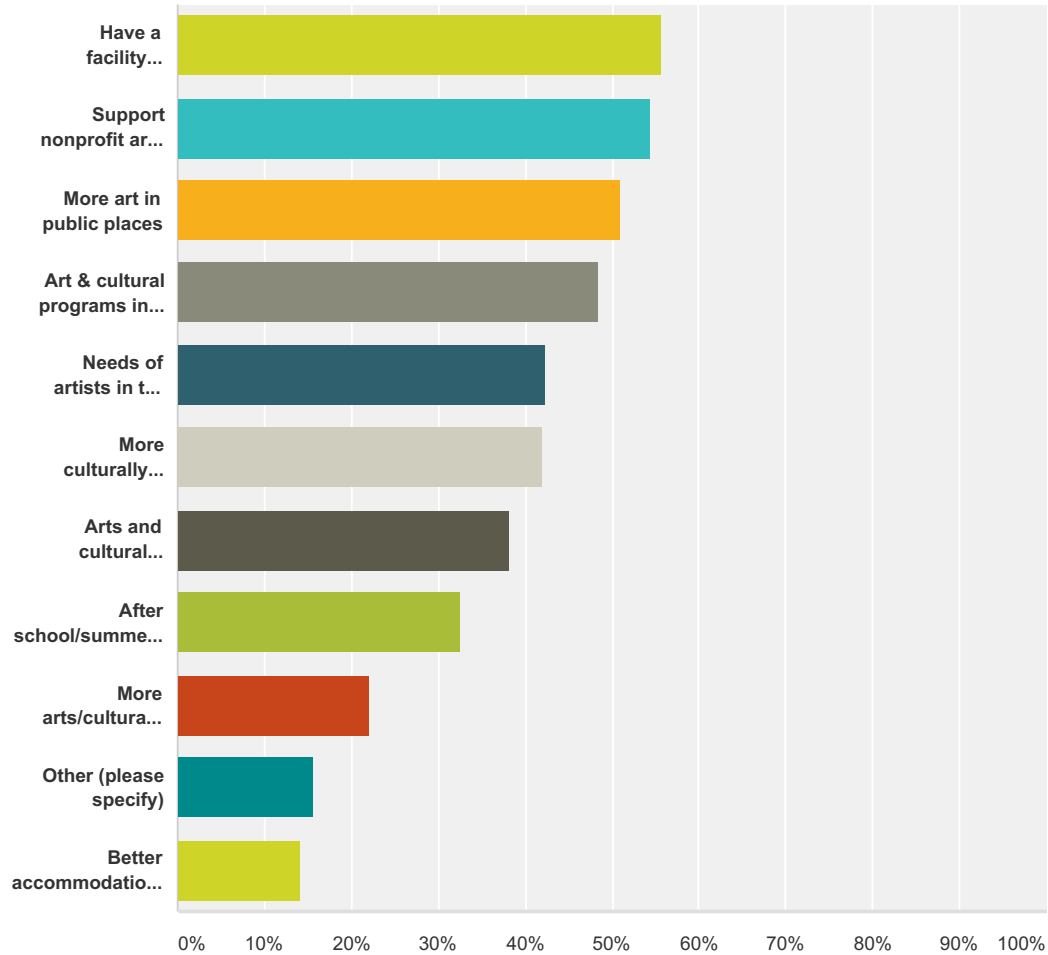


Answer Choices	Responses
Live performances in parks/outdoors	52.19% 203
Art/Music/Film Festivals	46.27% 180
Ethnic/cultural festivals	42.42% 165
Art galleries/exhibits/craft shows	41.13% 160
University based arts/culture events for the community	36.25% 141
Arts in community based organizations	34.70% 135
Live performances in concert halls/theaters	34.19% 133
Food festivals	33.16% 129

Arts or cultural events for children/youth	27.76%	108
Museums	26.74%	104
Live performances in coffee/houses/bars, etc.	24.68%	96
Other (please specify)	21.59%	84
Total Respondents: 389		

Q10 What can the Town of Chapel Hill do to meet the arts and cultural needs of residents? (pick 5)

Answered: 397 Skipped: 14

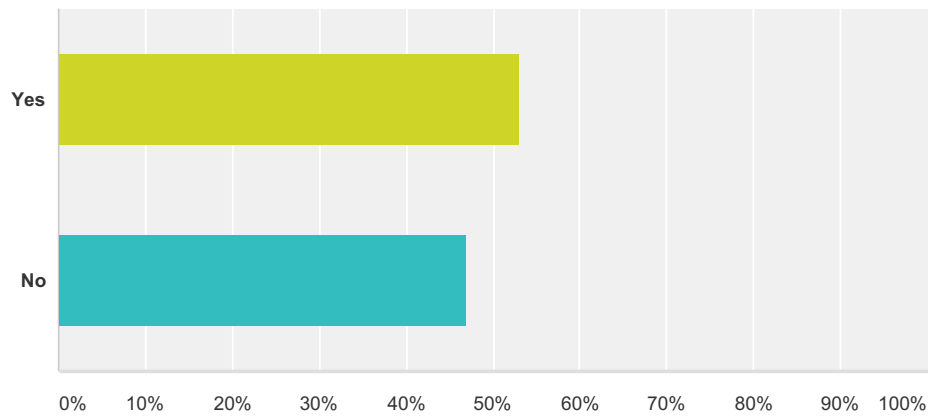


Answer Choices	Responses
Have a facility dedicated to arts and cultural programming	55.67% 221
Support nonprofit arts and cultural organizations	54.41% 216
More art in public places	50.88% 202
Art & cultural programs in outdoor venues	48.36% 192
Needs of artists in the Town of Chapel Hill	42.32% 168
More culturally diverse arts/cultural events	42.07% 167
Arts and cultural programs for families	38.29% 152
After school/summer arts/cultural programs for children/youth	32.49% 129
More arts/cultural opportunities in my neighborhood	22.17% 88
Other (please specify)	15.62% 62

Better accommodations for people with disabilities	14.11%	56
Total Respondents: 397		

Q11 Do you consider yourself an artist (amateur or professional)?

Answered: 411 Skipped: 0



Answer Choices	Responses	
Yes	53.04%	218
No	46.96%	193
Total		411

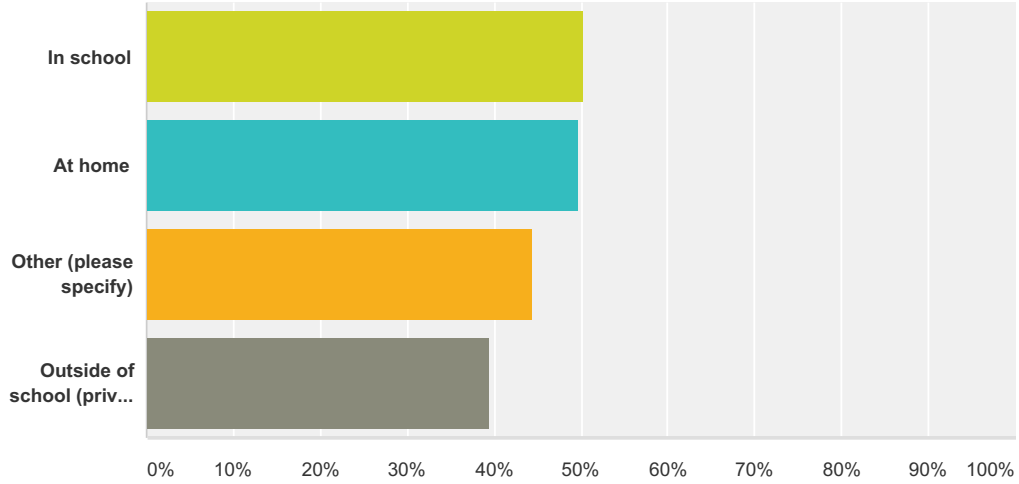
Q12 What are three (3) things that the Town of Chapel Hill should do to better support the needs of artists?

Answered: 164 Skipped: 247

Answer Choices	Responses	
1	100.00%	164
2	89.63%	147
3	76.83%	126

Q13 Where do the children in your house participate in art activities? (check all that apply)

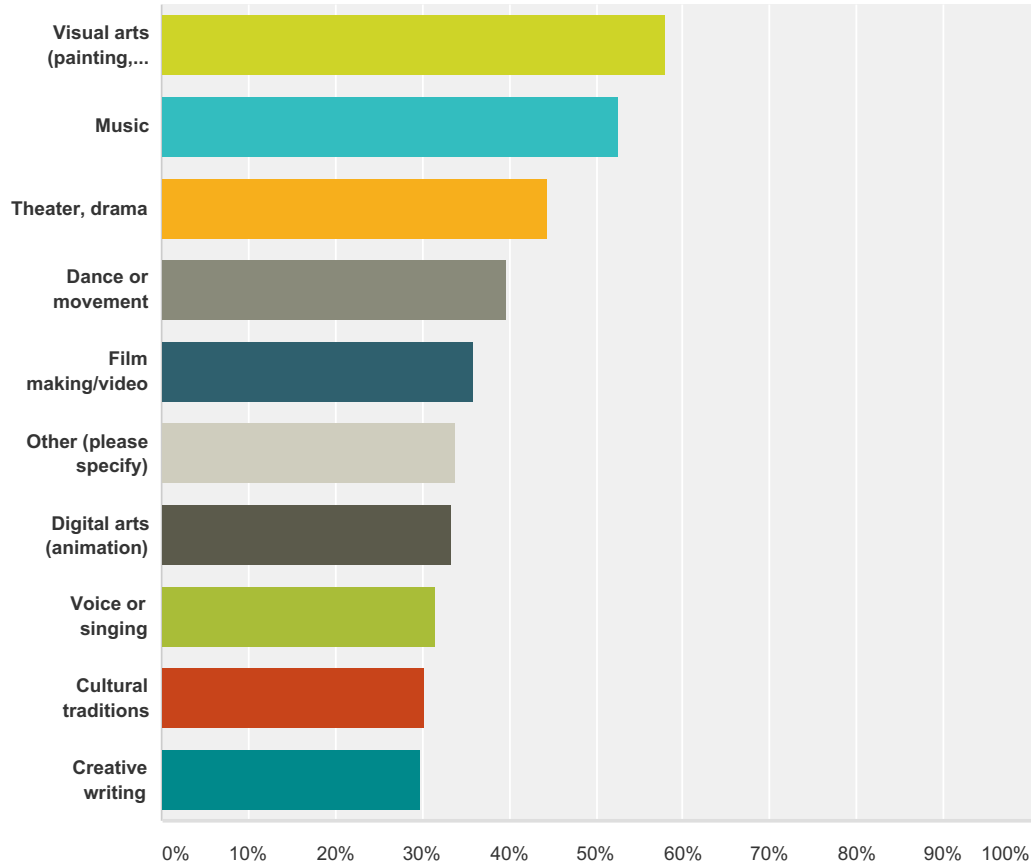
Answered: 254 Skipped: 157



Answer Choices	Responses
In school	50.39% 128
At home	49.61% 126
Other (please specify)	44.49% 113
Outside of school (private providers, city, community centers)	39.37% 100
Total Respondents: 254	

Q14 Which of the following art activities would you be interested in for your children? (check all that apply)

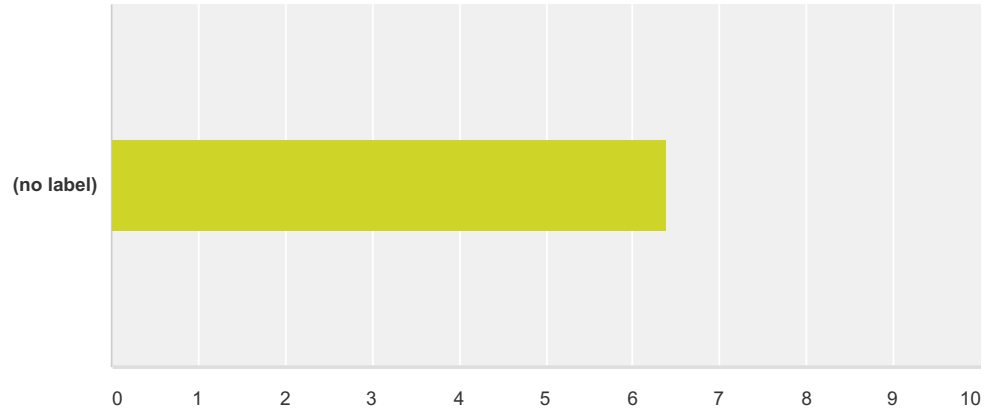
Answered: 245 Skipped: 166



Answer Choices	Responses
Visual arts (painting, drawing, ceramics, sculpture)	57.96% 142
Music	52.65% 129
Theater, drama	44.49% 109
Dance or movement	39.59% 97
Film making/video	35.92% 88
Other (please specify)	33.88% 83
Digital arts (animation)	33.47% 82
Voice or singing	31.43% 77
Cultural traditions	30.20% 74
Creative writing	29.80% 73
Total Respondents: 245	

Q15 On a scale of 1 to 10, how would you rate the Town of Chapel Hill's emphasis on arts and cultural activities with 10 being a high emphasis and 1 being a low emphasis?

Answered: 390 Skipped: 21



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	1.03% 4	1.79% 7	6.41% 25	6.67% 26	10.26% 40	20.51% 80	24.87% 97	19.49% 76	5.13% 20	3.85% 15	390	6.39

Where do you attend the majority of your cultural activities?

MANY LOCAL CITIES (26) HILLSBOROUGH (10) OTHER (7) SCHOOLS (2)

Equally Carrboro, Chapel Hill, Durham, Hillsborough sometimes Raleigh Hillsborough

atlanta child's school

All over the Triangle

Hillsborough

out of state

Schools

More than just the above, but Durham sucks about art, but I go to CH Carrboro, Pittsboro, even Asheville where there is a huge art sce.

Hillsborough

Saxapahaw

chapel hill and pittsboro

Hillsborough

I used to come to NC but no longer because of state censorship against LGBT

RTP and NC in general

Hillsborough

Larger cities - SF, NY

Chapel Hill, Carrboro, Durham, Raleigh Hillsborough

all above

Chapel Hill, Durham, Carrboro hillsborough

differs with the seasons

Chapel Hill and Carrboro

HILLSBOROUGH

About evenly divided among Chapel Hill, Durham, Carrboro and Raleigh. Hillsborough

All of the above minus Cary, Triad,

Charlotte, Richmond

Probably evenly divided between Chapel Hill and Carrboro.

Durham, Chapel Hill, and Carrboro about equally

Chapel Hill-Memorial Hall, Duke, Meymandi-Raleigh

Attendance is evenly spread around the Triangle

Chapel Hill and Carrboro both

Carrboro because they have more but CH too

orange and chatham county

Chapel Hill, Durham, New York, Washington DC

Wherever they are offered, and most seem to be Durham/Raleigh

Chapel Hill, Durham about the same

The whole Triangle: Raleigh, Durham, Carrboro, Chapel Hill

Also many in Durham

evenly split between CH, Carrboro, Durham & Hillsborough

Durham (I work there IN arts/culture) and Carrboro equally

chapel hill, carrboro and hillsborough

Chatham county

Question 2 What sources for information about arts and cultural activities do you consult? (check all that apply)

E-MAIL (23) INTERNET (9) OTHER (7) MAIL/NEWSLETTERS (5) RADIO (3)

email

Meetup website

US mail notices

NPR

Emails on-line search

Art AssociationsTownWeek newsletter

WUNC Radio

email

internet

Library bulletin board

Home school newsletter

NPR

emails from Town of Chapel Hill websites of specific organizations

IndyWeek is best.

direct mail

email from Town of Chapel Hill Meetup.com artscapades

Signs posted around town, particularly for the Orange County Studio tour and the ClayWorks guild

Mailings from performance venues.

email subscriptions

Chapelboro specifically

The Indy

Emails WCHL/ Chapelboro website

Chapel Hill Public Library

PERSONAL CONNECTIONS (5)

email newsletter

websites

fellow arts administrators

email blasts

Classical Voice of North Carolina (calendar) cvnc.org

People I know who do art, gallery owners, insane people on the streets (yes, really) and just seeing art hanging here and there and asking people about it.

Emails from Town of CH

i know someone on the arts commission

Town of Chapel Hill eletter

musicians, comedians, word of mouth

Online or email event reminders

UNC Professors

online emails

e-mail, listservs

emails from the town when they have that info

Emailed newsletters

email

updates from info@townofchapelhill.org

email

emails from organizations

UNC's art department list serve

Eflyers from daughter's elementary school

Emails from artists whose mailing lists I am on.

Question 6 - Please tell us about how you personally participate in creative activities. (check all that apply)

PERSONAL ENRICHMENT (9) WORK (8) BOARD/VOLUNTEER (7) "VISITING ART VENUES (4)

SPIRITUAL GATHERING (2)

I'm making jewelry for myself now through the Carr Mill bead shop.

discussions, meetings, brainstorming, exploring spaces

board member of an arts organization

For viewing fine art, we like going to the Nasher, the NCMA, and the CAM. Unfortunately, the Ackland is a joke, and UNC offers little in terms of fine art. Mostly in church music...I'm a flutist.

Therapeutic expression. Art teacher

Serving on Chamber Orchestra of the Triangle board and Nasher Museum board.

As a member of a gallery

as a member of spiritual communities

as a grower I provide veggies for some food events

As a public school teacher

Board member visit art displays/show, attend performances at DPAC several times a year,

I go to try to hussle my art and make a buck.

I own a public studio

My husband and I have just moved from NYC to Hillsborough. We are still getting to know the area. In NY my husband and I participated with the arts as Board Members, Supporters and volunteer activities.

I attend a lot of concerts and I also review some for CVNC.

SCHOOL/EDUCATION (2)

open mic

For work- event planning

I am very active in local concert band as a volunteer performer and President of Board of Directors

I take online classes

solo leisure activity

As an arts professional (non-artist)

as a volunteer

Help out with school productions

For information.

I am the coordinator of the North Carolina Rhythm Tap Festival hosted by the North Carolina Youth Tap Ensemble (NCYTE) held every June at the Ballet School of Chapel Hill with a faculty/artist performance at the ArtsCenter. I am the Organizer for the Youth Bluegrass Jam for kids 8 to 17 meeting monthly at CH Library

As a retiree hoping to become better at photography.

Dixieland Jazz and Big Dance Band performer

SOCIAL ACTIVITY (2)

Commission individual artists whose work I like. Creative process is shared with the artist.

OTHER (7)

Friends and I often do something as a way to spend time together...GNOs.

No longer until State changes it's mind on discrimination against all non-white straight people

As a way to share time with my friends

Enrichment activities for my child.

art collecting

This is a bug - I didn't check "other" but I can't finish this thing if I don't "comment".

can only attend family friendly events with friends not family.

**Question 7 - What keeps you from attending/participating in arts and cultural events/activities?
(check all that apply)**

TIME/RESPONSIBILITIES (24) OTHER (16) PARKING/TRANSPORTATION (6) NOT A LOT OF CHOICES
(5) COST (3) NOTHING (2)

Just too many other commitments.

One does not always feel safe on the streets after events due to rowdy high school students on West Franklin, rowdy college students on Rosemary from Columbia to a bit beyond Church Street are frequently in brawls, beggars who accost people, especially women. more free parking

Unfortunately there just are not enough art events around here! C'mon CH and Carrboro, step up your game like we know you can! I find enough free or low-cost options that I do not feel excluded, though low-income folks may feel that way.

I attend such activities

work schedule conflicts

North Carolina's state law banning LGBT people from freedom of choice. Change the law and I will come back to your state

Parking in downtown Chapel Hill is very difficult. Carolina Performing Arts is great, but that's about it for Chapel Hill, though it's arguably a lot in terms of the performing arts. Kudos to the CPA director!

There have been many events that cost way too much for my child and I to attend, even when it is directly connected to activities we consistently participate in over years of time. :(:(

Nothing. If I want to go, I go.

kids

dependent on public transportation: Chapel Hill Transit schedule aggressively anti-arts...

There are not much choices

Limited budget

my wife and i both work too much

This question is too vague

Feet hurt when I walk far

Things I am interested in - pastel painting classes - not offered very much, just occasionally at Senior Center or Arts Center

MORE LOCAL EVENTS (2)

Busy life - full-time work, commute, family, housework, church, etc. Hard to find time, alas.

It really varies according to the specific activity parking/access classes I would like to take not offered locally (Chapel Hill/Carrboro) that I can find: bookbinding & other book arts, mixed media arts (ones I see are usually in Raleigh or at Workshop in other states

Not enough local artists/performers.

other priorities

most events are at the university which caters to students,

the town as far as I know does very little culturally or artistically choosing even to hire outside artists to develop OUR towns art sculpture, murals, landscaping designs/projects.

They've killed all the fun annual events because of insurance they claim when they should just arrest gang bangers who come over to make trouble during these events

need close up handicapped parking or shuttle since I'm unable to walk any distance

Offer more classes and exhibits of local artists

Not enough time in my schedule

Most of them are just bullshit, some are way to expensive and most art "events" are little more than parties. It's just not worth going to them since art is not the main focus.

Time

very cliquey, sort of exclusive/elitist kind of attitudes amongst co-called "creative types" around here

Schedule conflicts

Lazy

After school care of grandson

Deep Dish is closing due to rental rates at Univ Place. This is a real loss to Chapel Hill. Memorial Hall tickets are very expensive.

Have other activities planned

Inclement winter weather

too busy

95 per cent of "local music" directed at youth demographic.

Life gets in the way sometimes! Event listings often don't list accurately location of venue, venue changes when weather causes cancellations. 4 outdoor events, no chance 4 rain dates

Want to spend time at home on weekends.

Would like to receive emails weekly

my job is pretty demanding--sometimes it's difficult to make myself go on a weeknight. Weekends are better for attending events and activities (for me, I mean).

I wish there were more galleries in Chapel Hill in close proximity (ie along Franklin Street), so that a person who is interested in art could spend a day or an evening gallery hopping without driving all over town.

I am interesting in 2D art, and many times local 'arts news' is music heavy, and mostly bluegrass. I just want more 2D art events.

My unpredictable schedule makes it hard for me to plan ahead as needed. I'm more likely to attend something on the spur of the moment.

Wheelchair accessibility

Difficult getting my spouse to join me for evening events.

Life gets in the way of art.

Being out of town often, and having conflicting activities...there are so many choices of events sometimes.

mother care

I am so tired after work that I just can't get myself to go out even when I want to; I sometimes make an event on weekends

not enough hours in the day

This time of year, there are so many events that there are inevitably conflicts.

work in Durham

Question 8 - During the last 12 months did you do any of the following on your computer/phone/tablet/mobile device using the internet? (check all that apply)

OTHER (12) AUDIOBOOKS (3) WEB PAGE (2)

Communicated with many folks in the art world via email

Listened to audio books downloaded from the Chapel Hill Public Library I post my own art online here:
<http://lhaywoodcoffey.blogspot.com/>

Prefer real in-person interactions, not internet

audiobooks

created web presences (WordPress, Web pages) for artistic groups

I attend the Ackland frequently, Playmakers, and lectures and exhibits offered by various departments at UNC. There is so much to do! I am concerned about safety around campus, given the recent and frequent reports of robberies, attempted kidnapping, and murders of students and faculty.

Listened to audio books

I seldom look on the Internet For new events

Created art for personal use

DSI Theater x15

PODCASTS (3)

all desktop computer and none of the others listed

Audible, Pandora, Spotify

No comment

huh--strange question---I wonder how you intend on analyzing this data--i am one of the least tech involved people i know and i could probably check "yes" on each of the above boxes. there would be no diff between me and some person who is addicted to media based on the question asked above (ie: have you done this one tme in the last year). i almost never do anything online, but this past year i have probably done all at least once (many probably only once or twice)--except read an e-book. I am a professional artist/designer who used to work in research science/experimental design.

Wrote blogs and lengthy entries on Instagram.

ONLINE CLASSES (3)

Uploaded publicity material for a musician

Signed up for pottery class

college-level courses

Question 9 - What type of Arts & Cultural Events does the Town of Chapel Hill need more of

Classes/Workshops/Education (13) Other (11) Adequate (7) Local Art (6) Music (5)
Art Shows/Festivals (4) Quality, not Quantity (3) More Art (2)

creative workshops

dog friendly events

I think the current art offerings are excellent.

I do not have enough time to take advantage of all the offerings provided by the town and UNC. I would like the Arts budget to go toward the promotion of local artists, not the purchase of expensive art from elsewhere. We need to be promoting our unique characteristics.

Live bands where we can dance to the music.

Interactive art shows or festivals.

Not sure it's a matter of more--maybe a focus on quality and getting the message about what's there may be most important

more more more!

The arts attracted me to this community, and they're keep me here too.

classes and events for adults in the area who aren't students or parents History Museum

already have a good mix of activities

The local area has amazing dance companies that perform all over the world, but they rarely perform locally.

Accessible Classical music concerts or recitals geared to school age children. Most of what we have is very sophisticated and expensive. Arts festivals

I often find public arts programs in Chapel Hill well-meaning in concept but visually lacking.... Solo cups as art??????

I always advocate for more arts!

Classes/Workshops (through Parks & Recreation or other)

art and culture focusing on ecology, nature preservation, preserving our planet I like what CH has to offer now. Shows for local professional artists to showcase their work (similar to open studio tours)

We have band and orchestra for youth in schools So we have kids that are learning instruments

You could offer Americana workshops in Bluegrass, gospel, dance, singing for kids. How about banjo and guitar options as well this area has a famous history of local musicians black and white

We need far more art galleries

Chapel Hill doesn't need more - it needs better.

University offerings are now my gold standard for performing arts, meaning I go to the best concerts offered by world-level artists, and rarely take in local musical offerings. As far as visual art is concerned, the overall quality of what is on display tends to be poor, despite the fact that many good artists live in Chapel Hill. They tend to do their serious showing in major urban areas.

Chapel Hill has for years neglected inclusion of African American, Latino and Asian ethnicities in their offerings for arts classes and town-funded events. I'd love to see some attention paid in this area. We are all residents of this town, we all pay taxes, yet the arts are being disproportionately used by white folks.

art workshops

Community activities such as the solstice walk in Hillsborough recently. This was well organized, family friendly and inspired all levels of creativity.

I think Chapel Hill has a good offering.

Art events in local businesses.

Music

art that doesn't begin at 5pm or 10 pm (would be great for jazz artists to offer early sets).

Film (2)

more community based classes on wider variety of creative activities offered locally for adults...perhaps through the library, or in other locations in Chapel Hill/ Carrboro- to include both day long workshops as well as several week workshops that meet for a few hours one day/evening each week

A flea market, a food market and an art market on 140 Plaza closing Church Street

I LOVE what Chapel Hill offers already I think they are a great community that holds its arts in high regard.

More of the same :)

Revolving art shows in coffee shops, restaurants, etc...

Diversity (3)

International film festivals

Unified website to find out about art classes in the area, including individual artists who offer private lessons.

But if I had to pick a type, I'd say poetry

I think there is a wonderful array of offerings.

We can't participate in all the ones we would enjoy because there are so many!

More places for local artists to show art. Maybe in the lobbies of some of the new high rises that are being built.

Low Cost (4)

More diverse representation of artists

We need film presentations, but not necessarily as part of "festivals," because few have time to go to a continuous showing.

Clay classes with Carmen Elliot!

Bed & Breakfasts.

Successful jazz and classical musicians

I find it crazy Chapel Hill does not have interesting lodging alternatives to the Carolina Inn, the Franklin, the Sienna, etc.

I think there's already a wide selection

Opportunities to work on art with the community - like life drawing sessions or other types of artistic meetups.

Public Art (5)

programs should be low cost, many UNC venues charge too much

Embrace & foster more of the community in sharing their culture with their neighbors (e.g. Diwali)

writing classes for adults, arts classes for adults Readings and events at the public library and venues similar to Flyleaf Books, which is doing a great job

more free events

We need to give visibility to a diverse group of young artists - including, say, yarn artists, tattoo artists, graffiti artists (designated spaces!) nature artists (a la Goldsworthy), food artists, etc. We need to create and sustain a Chapel Hill that welcomes and celebrates visible audible smellable eatable public art in all kinds of forms. Can I help?

Food (2)

Music, Visual Arts, Dance,

Theatre Arts, and Media Arts instruction in all public schools, for all students K-12 Arts activities in after-school programs Opportunities for adolescents to participate in meaningful arts projects

more dance events please

Local art in area businesses, local art events, local art community gatherings Public art in public spaces and integrated into buildings, sidewalks, gardens, parks.

free events

Food festivals with food trucks.

More art classes

Something like Durham's Carrack or Raleigh's Lump Gallery. Doesn't have to be uber high end!

Outdoor sculpture and murals

Affordable art.

Beer and wine festivals

Classes I would come to anything if I knew I could find a parking space

murals!

I used to live in Austin, TX and they had a lot of groups that would meet to do life drawing and also held shows for artist's work. We need more public art installations, and these can be low cost and temporary

Theatre! I have to go to Durham for most of my theatre, and Deepdish was my favorite in town. The middle echelon of theatre is missing in the Triangle, and I'm sorry we have lost Deepdish.

More conspicuous involvement of the UNC art department in non-academic art activities.

art classes for adults, website for art class offerings, and varying ideas for types of classes

Venue Space (5)

Children's theater

I actually grew up in CH, our parents never left after school...so I've seen it from the early 70s to now. There are always the students, but now UNC focuses on them, I like the town focusing on those that live here long term. Those include a variety of people, as always, but at it's core is Southern culture, so a mix of 'down home' and other cultural events would bring a better mix. It's kind of the same groups at the events I've gone to...we need to include all.

Outdoor venues that aren't 140 West or the roof of a parking deck.

Children's Theatre (opportunities for kids to develop performance skills)

We need an arts center that is well lit, has well equipped performance space, and spaces for gallery exhibits (like the Durham Arts Council or Sawtooth in Winston Salen Broadway Shows

City-subsidized arts center (something better than The Arts Center)

Better art museum facilities at UNC.

more indoor space for art exhibits, art events, and arts programming is needed

because i don't go out enough i cannot judge what there is enough of and what is sufficiently present

But not hip-hop or rap.

How's this for a art activity? Artists...selling...their art. The town should allow artists to sell their art on the public streets, or in a reasonably trafficked area because art is speech and every town should have a space where people can put their speech out there for the public to see and judge and, possibly, buy. Newspapers claim this right. That's why they get to put their stands everywhere. Because news has to be sold to afford journalists to make more of it. If you want more art and for more citizens to see art, then the artists need to be able to make a living at it. Wholesaling to stores, they get half. Selling at arts and craft fairs one has to put up all the entry money months in advance, travel long distances with all

your merchandise and the whole thing may get rained out or you just happen to have a slow day and the whole thing was a loss. And it's only on the weekends. It's hard to make a living for most artists. Most have a "real" job that takes up all their time so they rarely get to create. Chapel Hill should be a town that supports the arts. Chapel Hill used to when I was a kid. Chapel Hill was once one of the only southern meccas for artists. Some of that lingers in Carrboro but it seems to be fading. It wouldn't even cost anything. It would bring back some color and vibrancy to a downtown that was once the place to be and is now all bars and eateries with expensive parking, a few high-dollar boutiques and a few homeless.

Sorry, not sure it needs more.

not really sure, I don't usually attend any in Chapel hill so I can't comment.

Question 10 - What can the Town of Chapel Hill do meet the arts and cultural needs of residents?

Other (16) Venue Suggestions (11) Programming (8) Art Center Critiques/Suggestions (6)
Workshops/Classes (4) Advertising (2)

Less state sponsored discrimination directed at people who are not straight white christens

Please help keep the Cats Cradle from leaving or closing. Actually have real cultural events of high quality.

The ArtsCenter in Carrboro has a lot of offerings. If they move from Carrboro to Chapel Hill, that could answer some of your apparent needs.

More Classes/Workshops (through Parks & Recreation or other) - Especially during non-business hours (not M-F 8-5).

better publicity for events around town

I think resources provided by CH and by UNC-CH are adequate.

We do not need to allocate more resources to the arts. We are blessed with so many things to do. Fewer funds should be allocated to those who are not paying property taxes and the property tax rate should be reduced. Too many who do not contribute to tax base have the ear of the decision makers. The most recent election demonstrated that taxpayers want elected officials to represent the views of the people who LIVE here, VOTE here, and PAY PROPERTY TAXES. We are the NEW minority!

I tried to take my friend to Bare Theatre for my birthday in July, and it was almost not able to accomodate her scooter. They did bring her in the top, but she could not hear.

support the thriving local art community.

make that the draw for re-vitalizing downtown.

collaborate with Carrboro more and help connect existing arts venues with each other, like the Arts Center

again, more local opportunities to take/participate in workshops and classes in arts/crafts for ALL ages

Advertise places where artists can show their work.

Support Girl Scouts and Boy Scouts, who take the kids to events try and draw in more venue like deep dish theater

don't just built a BS "art" center that has no studios but is instead equipped only very expensive offices that lawyers only get to rent space in, or have the center only open to outside performing artists, Why not do something for the vast amount of local talent we have instead of overlooking and shun them. It seems CH ONLY cares about their musicians and artists once they get famous so they can pin themselves onto their fame they never supported or helped with in the beginning. This is very very wrong of the town to do as they spit at locals in favor of outsider who really do suck or hasn't anyone else been embarrassed by that stupid shiny smoking metal POS in front of the new complex on Franklin, you know

the one where there's "affordable" housing at \$160,000 a pop, "affordable to who is the question" because it isn't for low income as claimed.

While family, child, and amateur art workshops are needed and are wonderful, it would be great to have more opportunities for professional artists to hone their skills as well, ie classes given by local artists.

Stop dumping taxes into leisure.

A small well-appointed concert hall with a good grand piano would be welcome! This is needed for teacher recitals, auditions, informative programs, etc. opportunities for using facilities (e.g., only using kilns for firing pieces without having to take a class to do so)

Help local groups build an Arts Center with space for multiple groups to use it.

I have loved taking pottery classes through the parks and rec program. Would be excellent if you could offer drawing classes... like life drawing (my favorite) or still life classes or something through there as well.

Need more ethnic diversity See above answer.

Maybe a dedicated off-campus MFA exhibit space? I know that people interested in art should have no problem walking the extra block and a half to Hanes Art Center, but still.

Showcase Islamic art and culture

Support the Carrboro artscenter in improving their building or building a new one, paying staff and teachers. Chapel hill / carrboro should have a better facility for offering art classes.

- Chapel Hill needs a quality art supply store

A large venue for performing arts--theatre, music, etc. (this might be what you meant by "have a facility dedicated to arts and cultural programming" but it wasn't entirely clear).

More programs for homeschoolers.

I know we have the Arts Center in Carrboro, but there seems to be some unseen barrier to entry there. As someone who has lived in the area for 10 years, I'm hard pressed to really explain it.

Bed & Breakfasts. Seriously, where do y'all think creative types like to stay, in the types of hotels Chapel Hill offers, or in more quirky locations?

Build a large enough building to not just house the Parks and Rec staff but also accommodate studios for the arts with a large community performing arts theater.

Noteworthy streetscape art like downtown Charlotte.

Support Carmen Elliot's work

Of course we need outdoor venues in which to hold events - E-F should include a public park and small amphitheater. Also - place the public taxpayer paid art in places where the public will actually be able to view it instead of out in the country at town facilities that are only for employees!

Jazz music offered earlier than 10pm and not just in bars.

Subsidies/low costs (6)

Non-profits need to figure out how to operate more like business, and I mean that in a positive sense. Is there a reason why a non-profit can't break even, instead of draining coffers?? I believe there is a way that arts programs may even be able to produce positive cash flow for the town if handled correctly, and that the extra money could be put back into improvements/expansion of programs or development of new programs. It's not success to run a mediocre program that uses tax-payer money and be satisfied with that, which is what happens all too frequently in the arts.

I'd love to see the public art in town be created by N.C. artists, designed for the space intended. The spraying metal piece at 140 West, approved and commissioned years before the building was built, is an aesthetic disaster. And enough with the Michael Brown murals already. Other artists should be allowed to create murals in the town - but in general, I don't love them as a form. How about other types of building decoration, such as the occasional tile or mosaic surface? And on a greater level, what about better new architecture for our largest buildings??

Chapel Hill Museum with a section on local artists (history of) and a gift shop featuring local artisans (rotating).

Lower cost artistic classes

Ensure CH citizen safety. As more violent activist, muggers, kidnappers plague Chapel Hill, i do not feel safe on campus. This is very upsetting.

I would like to see the Juried Exhibition Series publicized better. Nice to see there is one in the library (although I have only been once). The Town Hall doesn't get much traffic....I'd love to see a dedicated gallery like in Hillsborough. Perhaps a better space would draw more volunteers??

subsidize cost

Be more forward looking

Most importantly, more indoor space for art exhibits, art events, and arts programming is needed

Unlike Raleigh, Chapel Hill/Carrboro doesn't seem to subsidize the arts therefore classes and open studios are more expensive making it hard to have a truly diverse and rich art base. If you look at Pullen and Sertoma art centers in Raleigh and compare spaces, equipment, open studio hours and costs, you will see that Raleigh wildly surpasses us. And they have Art Space. I wish that Chapel Hill/Carrboro could compete in this arena since we are such rich artistic community.

Nothing happens here yet we have a paid director and board. Look at Hillsborough

Find a way to take old buildings and convert them to affordable rental studio space for artists, that the public can visit....like Goldenbelt in Durham!!!! It is SO HARD to find studio space here!!!!

Affordable theater space for Deep Dish Theater.

Intentional programming between university students + community's residents

studio space/ gathering space/ exhibition space that is affordable-----much goes on outside of chapel hill/carrboro because of the cost of real estate.

For all those usual reasons giving grade school and middle school kids exposure to all forms of arts benefits all. The student can blossom, which impacts the family and so on...

More classes 4 young adults with developmental disabilities and art exhibits 4 artists with developmental disabilities. Check out Creativity Explored in San Francisco. New program (life skills & academic all arts) being developed in CH "Disabilities are Disguised Abilities". Will be available in late Spring

Parking/Transportation (6)

More public transportation to events on weekends/nights (not everyone lives on the bus routes available at night).

Make the parking situation easier/cheaper for people to attend cultural events.

buses are too limited to get non-carrboro families to events

Free parking after 6 pm and on the weekends

expand public transportation into the evening hours (at least a few nights a week) so that patrons without cars can attend/participate

More parking!

Question 14 - Which of the following art activities would you be interested in for your children?

General (16) Graphic Writing (2) N/A (63)

All of the above if I could feel safe from discrimination

video game creation or comic book illustration

My kids home school, so the more the better

Numerous opportunities for children already exist across MANY Chapel Hill and UNC organizations (ie, Ackland, Kidzu, NCBG, Morehead Planetarium, etc, etc. Parents are allowed to entertain their children themselves too. Parents should not depend on the CH taxpayers to feed and entertain their children.

graphic writing

No children, but I'd like dance, visual arts and digital arts classes for myself.

It would be nice to get the boys away from their computer games, interacting with real people.

My daughter participated in all of the above art activities while she was growing up in Efland/Hillsborough schools and in Durham art organizations.

I would like to see music lessons offered as Carrboro Recs and Parks does. I currently have to drive to Carrboro for piano and guitar lessons for my children.

I don't have children but would love for them to have these options.

subsidies or some kind of public offering for arts activities and instruction are an excellent way to make dance, voice, music, etc. accessible to all children and enrich their lives. we love chapel hill and carrboro and the culture and arts scene is one of the main reasons we moved here form boston.

Computer languages, how to make websites ,

Would love a summer creative writing program for younger kids. My son loves to write his own books but he's too young (first grade) for programs offered at UNC and Duke.

jewelry making

We're really frustrated by the limited arts offerings for children in Chapel Hill, which we thought was going to be a "creative" community. The truth is, "Chapel Hillians" are not a particularly creative bunch, nor do they support the fine arts.

Clay

we could use more while family activities

all are good, variety is important

Carrboro ArtsCenter does a great job of supplying all this. Does Chapel Hill really need to compete?

culinary arts (cooking)

**NOTES from the ARTS PLAN PUBLIC INPUT SESSIONs at FRANK
2/ 23/16, at CH Library 2/27/16, Flyleaf Books 3/14/16 and 5/5/2016 at the
Marian Cheek Jackson Center**

Goal 1 – To engage, educate and empower people of all ages by expanding access to a variety of Arts and cultural opportunities

Glass blowing

Bookmaking

A variety of different workshops with established artists

Filmmaking, video

Jewelry making

How to collect art

Art therapy

Create an artmobile to travel to neighborhoods to bring art to the people

What does access mean – programs should be offered on a sliding scale pricing

There is lots of competition – CH should be collaborating with the University and Carrboro more

Schools need to better support art programs

Carrboro is trying to build a new arts center – need conversation between entities

Not having a facility is a barrier to expanding arts programming

CH losing out to Durham – need to stay relevant for artists

Expand youth art educational programming

Artists in residency programs – collaborate with the ArtsCenter

Children's theater programs

Question was asked how CH stacks up to other communities in terms of practicing artists –

question answered. # of artists per population density is 2nd after Asheville. In a creative

business inventory conducted in 2015, there were 123 creative businesses identified on

Franklin & Rosemary streets and 55 arts or creative organizations at UNC

Help artists show their work in the community and schools

Expand non-university venues for both creating and presenting art

Partner with and support existing organizations, e.g. Ebony Soul Dancers

Master classes, use community resources

We are losing this creative population to places like Durham because of a lack of infrastructure to support artists

There never seems to be any follow through from conversations over the years. Everything gets tangled up in bureaucracy

No investment in youth of this community
Better access to technology (3-d printers, newer computers)
People should feel welcome to express themselves
The city of Cambridge artists are able to use the Center for Advanced Visual Studies at MIT. We ought to be using UNC resource more
Film is not mentioned in the draft arts plan
More street closures and street festivals, food truck rodeos
Not enough performance opportunities for teens
Summers are dead, would be nice to have programs in all months
Do something like U Mall's Thursday night concerts – very popular – reply from audience member. Those are not being done any more.- question for audience member why not?
Answer space no longer available. The new theater needs the parking
Farmers market was great – do more
Language acknowledging social equity needs to be a part of either goal 1 or its own goal

Goal 2 and 3 – To contribute to tourism and economic vibrancy and enrich the physical environment with public art

Video projections
Pole banners identifying an arts district
Artful signage
Art trail
Open access fence/tunnel for free speech
Artist designed gateways
More programs like shimmer
New UNC black box arts incubator space at Carolina Square needs to also be more open to use by the community
More participation in the 2nd Friday art walk
Find a way to partner with art incubator at UNC
Artists affordable studio and living space
Work to change perception of CH from a basketball town to an art town
Free parking incentive/parking prevents me from attending
Scavenger hunt/geo tracking
Traveling spoken word event up and down Franklin St.
Promote more foot traffic
Host a basketball on parade (like cow parade) in downtown
More art in general in downtown – need to look like an arts town

Focus on creative economy ventures not the fine arts – create more incubators and find an interface between arts and entrepreneurship (1789, LaUNCh)
Develop maker space and give access to townies
Can't promote downtown until the parking issue is solved
More opportunities for open air theater – why not use Forest Theater. It is hardly ever used for performances

Doesn't seem to be much cohesion between arts organizations
Need good data –economic analysis to prove value of the arts
Arts need to be more than just token
Work with students to create more public art
Rosemary street could be developed as a creative hub – support for non-profit art start-ups
More art in the landscape i.e art created by the public with students
Public art sets the tone of a city
Create sidewalk art display space
Art vending machines

We need spaces like Weaver Street Green for programming and as a sculpture park
CH used to be known for its murals. We need to re-establish the mural program
There is a lack of exciting public art. Most the public art is hidden e.g animal sculptures behind library. Why were they not put in front? Staff at the library don't even know they are there.
The most exiting sculpture spot is Mike Roig's yard in Carrboro. Need something like that in CH
Create opportunities for pop up and short term businesses – Raleigh has small glass pop-up stores on their plaza
Need more visual vibrancy. Portland OR has artist designed bus shelters, trash cans, benches that adds color and interest.
San Francisco has flags with different messages all over town. Colorful flags could be hung and designed by artists
More art along the trails
Really like the word plantings
More art is needed outside the downtown UNC area – seems to be an aversion do doing something outside those areas
More street closures for food trucks and other art activities
Murals are what CH is known for. Disappointed that they are not kept up
In SF there is a author reading that moves from block to block
Culver City has a movie festival of films made in Culver City. Maybe we could do a made in the area film festival
Carrboro and Chapel Hill should collaborate not compete
Make the alleys more attractive
Miniature golf course designed by artists
Banners across Rosemary

Need a signature “summer” event

Fringe festival

What about a hipster flea market type event

Should consider establishing a United Arts Fund to help arts non-profits and so there would be less competition for the same dollars

CH needs a parklet (short duration pop-up parks in urban settings) program

Parking lots could be utilized for performances

Goal 4 – Expand facilities, marketing and funding to support a thriving arts community

Need a facility like Golden Belt in Durham for studio space – should be downtown

Work with developers to identify potential existing or new spaces

New P & R building should be designed with exhibition, classroom, a café and spaces that can be rented out for income (see attached new building idea submitted by a citizen)

Need more spaces for teens to be creative – Teen Center is nasty

Carrboro has an arts center and is planning an expansion – conversation should be had about a joint facility

Create a historical and cultural center near Northside

Provide stipends for artists to do workshops

Use empty store fronts at mall for programming

We need affordable performance space

Lower cost places to create and perform – maker space

Make local artist more aware of residency and other town supported programs

Partner with UNC to use some of their spaces

Go where people are to promote programs (churches, schools)

There needs to be more two way communication with artists

Look at other organizations mission statements – how do they do it

Promote CH arts and artist at RDU

Need a solid branding campaign

e-mail citizens about events – use Town e-mail alert system like when there is a street closure or weather alert

Advertise on WRAL.com

Reach more UNC students through social media posts and DTH

Tap into neighborhood listservs

Go for lots of big grants

First time I have ever heard of the Arts Commission

Town should better support the arts by funding programs and helping those non-profit arts groups already doing programming

There needs to be a way to facilitate better coordinating between artists the community

Question logic in trying to do classes, programs and performances in a single space

Need a dedicate space for the arts

Lack of facilities – dance, theater and other independent companies based in CH don't perform here

Need better collaboration with UNC and community access to UNC spaces

Look to the public schools for space

IFC building would be a good central location for a downtown art space

Open up alternative sources of funding besides arts foundations with emphasis on tech/entrepreneurial i.e. National Science Foundation, independent entrepreneurs

Use technology to help market CH arts - create app that shows venues and parking – successful in other towns

Need for a synchronized calendar of art events – Orange Co/Visitor Center has one, but requires individual organizational input. Many organization don't have the time and staff.

Need a clearinghouse for event information – Bloomington IN, has a town supported web portal – rebutal -Bloomington entertainment district model is different may not work in CH

Should advertise more in the Indy – rebuttal – Indy seems more Durham and Raleigh centric

There is no systematic or effective promotion of the arts

More promotion needs to be done through social media – get council member's kids to help.

Needs to be at all levels – communication needs to be consistent and focused in cafes