



Ann Arbor Downtown Development Authority

# PUBLIC ART & PLACEMAKING POLICY

This document outlines the purpose, goals, and processes for the Ann Arbor DDA's *Elevate* Program.

Prepared Spring 2024



# The DDA ELEVATE Program

The Ann Arbor DDA's *Elevate* Program aims to fund public art and placemaking installations that enhance the downtown experience for all people. The Public Art Commission advises on materials, construction, and other items. The DDA determines project focus, location, and oversees installation and maintenance.

## Program Goals

Our program will elevate:

- History and Storytelling
- Diversity, Equity, and Inclusion
- Play, Interaction, and Creativity
- Placemaking

# WHAT IS PLACEMAKING?

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Placemaking is about designing cities for people and strengthening the connection between people and the places they share. It celebrates and enhances a unique quality of place – helping make ordinary or utilitarian features opportunities for community connection.



# PROGRAM OVERVIEW

The DDA *Elevate* Program includes:

## 1. Capital Project Funding for Art & Placemaking

- 1% of each TIF construction budget allocated for art and placemaking as part of that project.

## 2. Annual Budget for Installations to Fill a Placemaking Gap (\$175K)

- \$125,000 from TIF annually for public art installations starting in 2024.
- \$50,000 from parking annually for parking system installations starting in 2025.

# ANNUAL PROGRAM FRAMEWORK

The DDA *Elevate* Program consists of five annual categories



## 1.+2. Large-Scale Permanent Installations

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- \$50,000 TIF
- \$48,000 Parking
- Image: Corcoran Garage Art Wrap by Olalekan Jeyifous, Durham, NC



## 3. Temporary, Rotating Interactive Art Installations

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- \$50,000 TIF
- Image: Dandelion by Amigo & Amigo



## 4. Small-Scale Installations

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- \$20,000 TIF
- Image: Dance Chimes by Richter Spielgeräte



## 5. Maintenance

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- \$5,000 TIF
- \$2,000 Parking

# PROCESSES & PROCEDURES

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# SEEKING & SUBMITTING ART & PLACEMAKING INSTALLATIONS

The DDA will procure public art consistent with City procurement policy and utilize the standard City contract for installation and maintenance.

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## **Calls for Entry**

The DDA may create and promote calls for entry for specific works and projects. Those interested in responding should follow the call instructions to submit projects for consideration.

## **Open Submissions**

The DDA will accept proposals for consideration on an ongoing basis. Proposals should be submitted to the DDA Program Specialist and must include images and/or a description of the proposed project, dimensions, materials, costs, and site requirements.

## **Sole Sourcing or Off-the-Shelf Products**

There may be times when a single vendor, artist, or organization is uniquely qualified to meet the project objectives.

# CALLS FOR ENTRY OVERVIEW

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## Example Process:

1. Set project-specific focus and selection criteria
2. Write and distribute a call for art
3. Organize a selection committee
4. Selection committee reviews responses & recommends artist(s)
5. Procure art and installation
6. Guide the artist through the permit and installation process
7. Provide end-of-year program summary to DDA Board

The DDA may contract a third party to facilitate calls for projects, organization of selection committees, and management of the proposal review process.



# REVIEW PROCEDURES

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## Selection Committee Review

Projects may involve a selection committee that comprises relevant organizations and citizens. The Committee will be specific to the project and is responsible for reviewing proposals and providing a recommendation to DDA staff (for installations under \$75K) or the Board (for installations over \$75K). Some projects may utilize the selection committee to narrow down the options before involving the next step of a broader community vote or survey.

The DDA recognizes that a commitment to DEI is a commitment to letting others lead. For projects intended to focus on the history, stories, and celebration of those who have been historically excluded, the DDA will contract with a representative community organization to set the criteria and oversee the selection committee process.

# REVIEW PROCEDURES

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## Public Art Commission Review

The Ann Arbor Public Art Commission (AAPAC) provides input into the call/RFP - advising on materials, construction, and other factors of public ownership. A representative of the AAPAC will typically serve on the selection committee.

## DDA Board Updates

Consistent with DDA capital projects, staff will provide updates to the DDA Board throughout the project concept and construction. The DDA Board will approve contracts or purchases over \$75,000. Staff will also compile an end-of-year *Elevate* Program summary.



# SELECTION REVIEW CRITERIA

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**Each installation will emphasize the DDA Goals to varying degrees, with the overall intent of elevating:**

- History and Storytelling
- Diversity, Equity, and Inclusion
- Play, Interaction, and Creativity
- Placemaking

**In addition to these goals, the selection will consider:**

- Location and site requirements
- Funding and budget requirements
- Maintenance requirements

# FUNDING, INSTALLATION, & MAINTENANCE

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## Funding

Due to project-specific limitations or opportunities, there may be times when DDA staff recommend spending more or less than 1% of a TIF construction budget on an *Elevate* project. For these instances, DDA staff will provide a recommendation to the DDA Board for approval as part of the project contract approval.

## Installation

The DDA will oversee installation. Specific installation needs and methods will be determined on a per-project basis.

# FUNDING, INSTALLATION, & MAINTENANCE

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## Care & Maintenance

Through the *Elevate* Program, the DDA will install large- and small-scale permanent installations as well as temporary installations. The objective is to maintain permanent installations. However, since these installations will be placed outside and will remain unsecured, they are susceptible to damage, destruction, or distortion (including by weather, graffiti, or use and maintenance of the space). The DDA will determine when and whether to clean, repair, replace, or remove the installation based on funding availability and lessons learned from the installation. It is important to note that no other City department is responsible for DDA-funded project maintenance.