

Elevate: Public Art and Placemaking Program



+ THE ANN ARBOR ART CENTER



Ann Arbor Downtown Development Authority

PUBLIC ART & PLACEMAKING PROGRAM

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

Prepared Spring 2024



PROGRAM GOALS

Our program will elevate:

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

In year one, focus on play, interaction, and creativity.

4TH & WILLIAM PARKING STRUCTURE – PROJECT DIRECTION

Large-scale mural (\$234,000)

Focus:

Create a more interesting and inviting public space along a key public transit corridor. Add color, interest, and play.

Additional considerations:

Planned for 2026 as part of the Fourth Ave capital project. Funded through the capital project, not the annual Elevate Program.



Existing Condition

FOURTH & WILLIAM MURAL EXAMPLE



Elevate Three Year Budget – FY24-FY26

Permanent - Proposed Project Areas	Program Categories	Planned Project Expenditures	Est. remaining FY 26
Large-scale			
Large Scale - Wayfinding / Parking Garage*		\$150,000	
Large Scale - Sunshade*		\$50,000	
Large Scale - South U (mural - high end)*		\$50,000	
Total	\$294,000	\$250,000	\$44,000
Small-scale			
Small Scale - Liberty Plaza (est. based on half of full cost estimate)*		\$17,500	
Small Scale - David Zinn		\$20,000	
Total	\$60,000	\$37,500	\$22,500
Total	\$354,000	\$287,500	\$66,500
Temporary - Proposed Project Areas			
TBD	\$150,000	\$150,000	\$0
Maintenance			
	\$21,000	\$0	\$21,000
Total	\$525,000	\$437,500	\$87,500

**The DDA is piggybacking on a City Contract with the Art Center to support timely and successful first-round implementation. The contract is billed to TIF Operations, not the Elevate Program. The contract includes a \$5,000 fee to support project identification and 25% of the project construction budget (\$72,000 total). The Art Center will manage the RFP process and provide support and oversight through installation.*

SCAVENGER HUNT THROUGHOUT DOWNTOWN

1

Small-scale murals (\$20,000)

Focus:

David Zinn art scavenger hunt – focused on play, interaction, and creativity.

Additional considerations:

Maintain as permanent artwork rather than chalk.

Incorporate an interactive element, like geocaching.

Continue to add new installations in future years to keep the scavenger hunt fresh and encourage families to revisit downtown.



SCAVENGER HUNT EXAMPLES



SUNSHADE IN FARMER'S MARKET PLAZA

2

Sunshade (\$50,000)

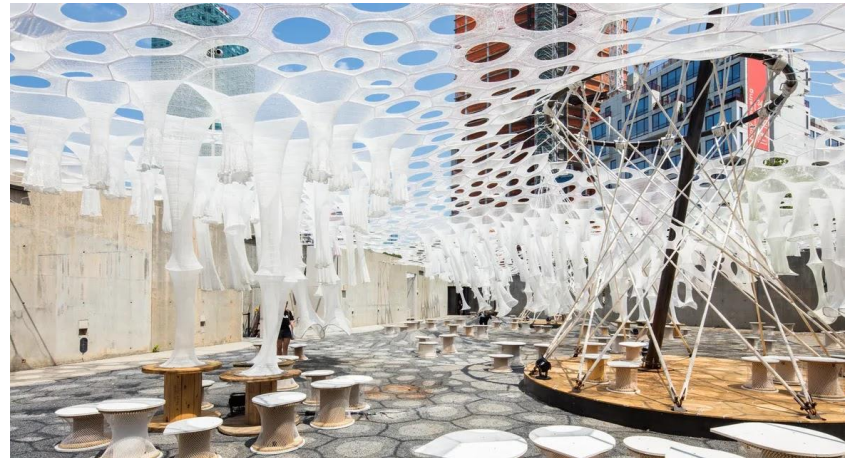
Focus:

A functional, yet joyful & creative plaza addition.

Increase plaza shade & encourage people to spend more time in Kerrytown.

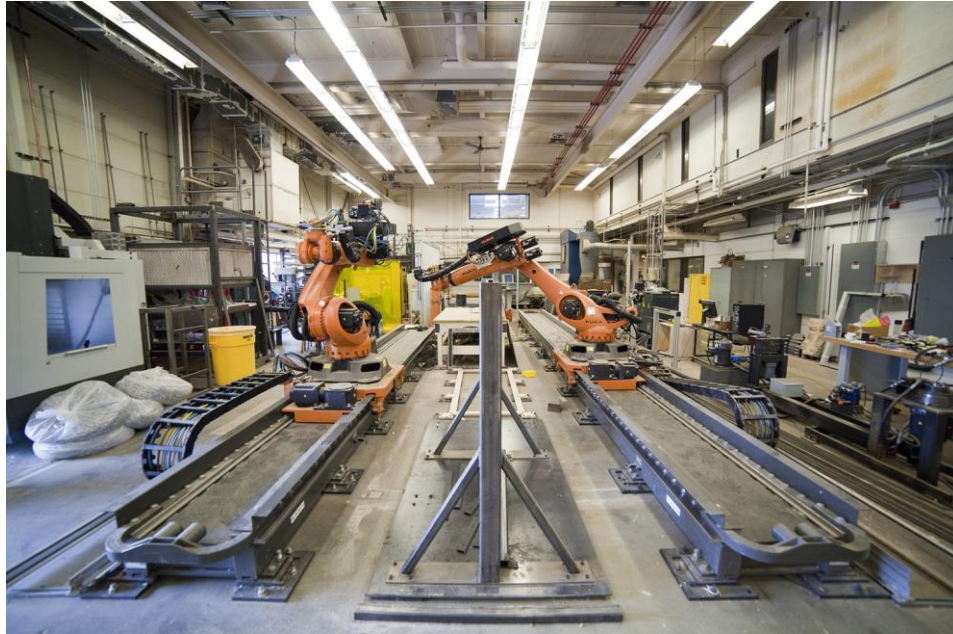


SUNSHADE EXAMPLES



TAUBMAN SCHOOL OF ARCHITECTURE

Faculty & Facilities



JOHN RULE + ANA MORCILLO PALLARES



SEAN ALQUIST



WAYFINDING – ANN/ASHLEY TO KERRYTOWN/FARMER’S MARKET

3

Large-scale wayfinding and placemaking (\$150,000)

Focus:

Connect the Ann/Ashley Parking Structure and Miller Ave Bikeway to the Kerrytown neighborhood.

Additional Considerations:

Avoid specifying the design approach.
May attract Sculptors, Graphic Designers, Architects, Muralists, Installation Artists.



WAYFINDING EXAMPLES



WAYFINDING - SCULPTURE EXAMPLES



WAYFINDING - GROUND WORK EXAMPLES



MURAL IN LIBERTY PLAZA

4

MURAL (DDA cost share: \$17,500)

Focus:

Introduce energy and interest in Liberty Plaza. Encourage programming and activity.

Additional Considerations:

Balance the sunken design of the plaza with a geometric + bright mural.



MURAL EXAMPLES

The following mockups are made using artists' existing work.



INTERACTIVE FEATURE IN SOUTH UNIVERSITY AREA

5

PERMANENT INTERACTIVE INSTALLATION (\$50,000)

Focus: Respond to the neighborhoods goal of encouraging more families and near-neighborhood residents to visit South University while also serving the existing U-M student population. The design approach is still TBD, with a focus on interaction, play, and placemaking.



INTERACTIVE FEATURE EXAMPLES



POTENTIAL ELEVATE INSTALLATIONS

Winter 2025 Temporary Installation

Three years of funding for temporary installations

FY24 – FY 26: \$150,000



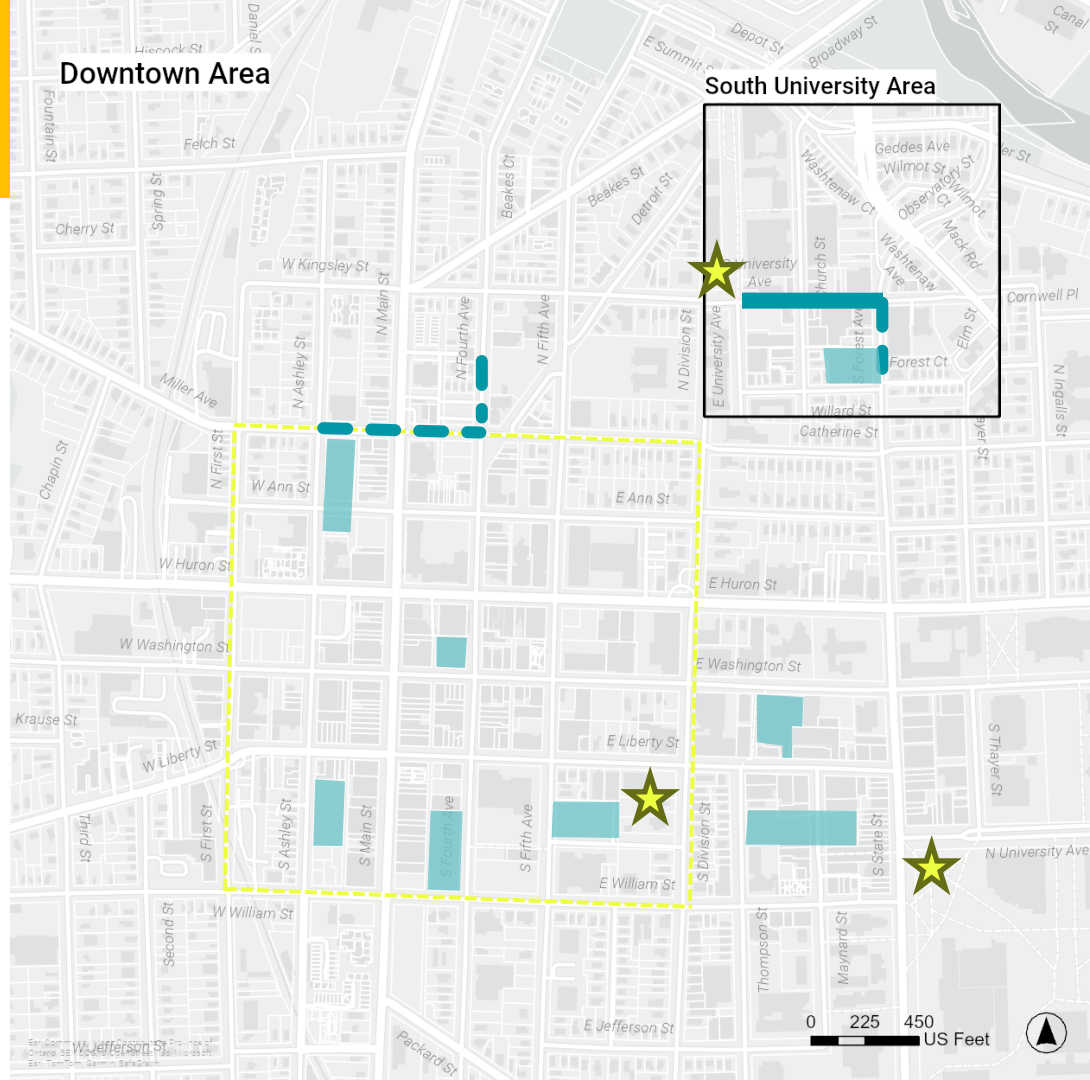
Potential temporary interactive art installation



Parking Structures



Bikeway Corridors



TEMPORARY INTERACTIVE INSTALLATION

Temporary Installation – Liberty Plaza or Diag or South U (\$150,000)

Focus:

Encourage people to come downtown during slower activity periods. In year-one, install the months of January and February to bring people downtown during the winter months.



INTERACTIVE INSTALLATION EXAMPLE

Lucy Lunar Lamp Posts

The Lucky Lunar Lamp Posts is an interactive light installation featuring interactive lamp posts. Each light post animates and sounds a traditional Chinese instrument when touched. (Amigo & Amigo)



INTERACTIVE INSTALLATION EXAMPLE

Fallen Stars

Fallen Stars is made up of giant sculptural stars, appearing as if they have fallen from the sky. Each star is made from custom-designed metallic mesh. As people surround them the stars will illuminate and animate, casting shadows and light patterns along the ground. (Amigo & Amigo)



INTERACTIVE INSTALLATION EXAMPLE

Night Walkers

In shamanic culture Frogs are seen as the walker between two worlds – water and earth. This nighttime creature features beautiful neon patterns that are usually not seen because of their size. Frogs are also environmental bellwethers decline in their populations are viewed as early signs of environmental damage. These spiritual amphibians are linked to the moon and earth's nurturing cleansing and renewal. They are considered muses for finding your soul song. (Amigo & Amigo)



NEXT STEPS

David Zinn Scavenger Hunt:

- Staff finalizing contract
- Install goal - Fall 2024

Ann/Ashley Wayfinding + Plaza Sunshade:

- Art Center issues RFP October 2024
- DDA Board approves Wayfinding project (over \$75,000)
- Install goal- Summer 2025

Liberty Plaza and South U:

- Staff + partners (Parks and Art Center) refine concepts
- RFP goal- Fall 2024/2025

Temporary Install:

- Staff are seeking funding partners and matching available displays to possible locations
- Install goal – January + February 2025