

# Public Art Master Plan Process

## What is Public Art?

Public Art is artwork that exists in the public domain and is accessible to all.

### Public Art may include:

- Monuments, memorials, and sculptures
- Functional components such as benches, canopies, and railings
- Integrated components such as paving and building facades
- Landscape materials such as planting areas, earthwork, parks and plazas

### Source of funding:

- According to Tucson and Pima County Legislation, 1% of a roadway project's budget must be dedicated to public art.

### Tucson Pima Arts Council (TPAC):

- Facilitates the public art
- Manages "Calls to Artists"
- Organizes interview process with panels including team design members, artists, community members, and other stakeholders.
- Works with artists to assure coordination with the City agencies, engineers, and other design professionals.



Windows to the Past, Gateway to the Future: Artist - Stephen Farley, Location - Broadway Boulevard Underpass into Downtown, east of Fourth Avenue, Completed - 1999, Glazed ceramic tiles



## What is a Public Art Master Plan?

### Guiding Document:

- Coordinated vision for implementing public art.
- Provides cohesion with the artwork and develops parameters for what, when, where, and how artwork can occur, based on public input.
- It is a document that sets the parameters (in general terms) for Public Art approaches, opportunities, and themes.
- It is a PLAN, not a DESIGN. It does not propose specific artworks.

### Integration with Plans for Roadway:

- Works in concert with Grant Road Improvement Plan. Follows the project's Guiding Principles.
- Creates a framework for how artwork integrates in the project.
- Art projects will be integrated into the planning and design process of the roadway, neighborhoods, landscape, etc.

### Role in Grant Road Planning Process:

- The information in the Public Art Master Plan document will be used by the design team and TPAC to coordinate Public Art early in the design process of various stages of the road design.
- Calls to Artists will be managed by TPAC. Artists will integrate their artwork with design team members for specific projects.



Sonora: Artist - David Black, Location - Joel D. Valdez Main Library, 1001 N. Stone Avenue, Completed - 1991



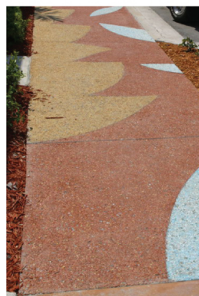
Diamondback Bridge: Artist - Simon Donovan, Location - Broadway Boulevard, west of Euclid Avenue



Shade Structure: Artists - Geoff DeMark and Simon Donovan, Location - El Pueblo Senior Center, 101 West Irvington Road, Completed - 2005



Our Yaqui Culture: Location - Old Pasqua Church Plaza  
Designed and painted by children in the KIDCO program. This project was a collaboration between the old Pasqua Neighborhood Center, KIDCO, The American Indian Association, The Tucson Indian Center and the Tucson Arts Brigade.  
© 1998 Michael B. Schwartz/ Tucson Arts Brigade



Paving Public Art: Location - Phoenix, AZ



Wall and light media integrated with public art: Artist - Dan Corson



Serpentine Bench at Güell Park: Artist - Antonio Gaudi, Location - Barcelona, Spain

## How is a Public Art Master Plan Developed?

### Coordination with Design Team:

- Vision for implementing public art
- Interactive meetings, conference calls
- Drawings and maps

### Research:

- Field research
- Historical society research
- Library and internet research

### Community Input:

- Task Force meetings
- Public workshops
- Grant Road Improvement Plan website comments

### Development of Themes:

- History
- Culture
- Environment

### Art Formats:

- Gateways
- Linear streetscapes
- Spatial environments
- Temporary projects

## PUBLIC ART MASTER PLAN SCHEDULE

13-May-09	Selection Committee chose Public Art Master Plan Consultants: UrbanRock Design
7-Aug-09	UrbanRock Design was introduced to the Grant Road Task Force
21-Aug-09	UrbanRock Design gave a Public Art Master Plan Presentation to the Task Force
16-19-Nov-09	UrbanRock Design conducted Public Art Workshops within the Design Team's Mobility and Access Workshops
11-Feb-10	UrbanRock Design conducted Public Art Workshops dedicated to soliciting community input on Public Art for Grant Road
Mid May-10	Preliminary Public Art Concept Recommendations will be presented
Late Spring-10	Refined Public Art Concept Recommendations will be presented
Late Summer-10	Draft Public Art Master Plan will be presented
Late Fall-10	Final Public Art Master Plan document will be complete
2011	Public Art Calls will be coordinated by TPAC and issued to the public