

Art in Apex

Energize, Interact, Integrate, Encourage

Adopted June 6, 2017



Public Art Definition

Public art in Apex is original artwork specifically designed to enhance a public space, align with the character of the location, provide context to the setting or to influence the community's interaction with their surroundings. It should demonstrate the vibrancy of the community, stimulate creative thinking and enhance the town's unique culture.

Public Art includes but is not necessarily limited to, murals, sculptures, construction design elements, landscape and hardscape patterns or features and can be permanent or temporary. Signage regulated by the town of Apex Unified Development Ordinance is not considered public art and public art shall not be created, displayed or placed in a way so as to advertise or serve any commercial purpose or function.

Support of the Mayor and Town Council

The support of the decision makers and elected officials is critical to the success of any public art program. The following Public Art Statement was approved by the Town Council on 07 June 2016:

"The Apex Town Council recognizes the value and importance of Public Art in the community and is committed to the development of a Public Art Master Plan to ensure that future Public Art opportunities and projects are well integrated into the Town's planning process, support economic development, create visual interest, engage the community and enhance the character of Apex."

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Apex Public Art Committee (APAC)

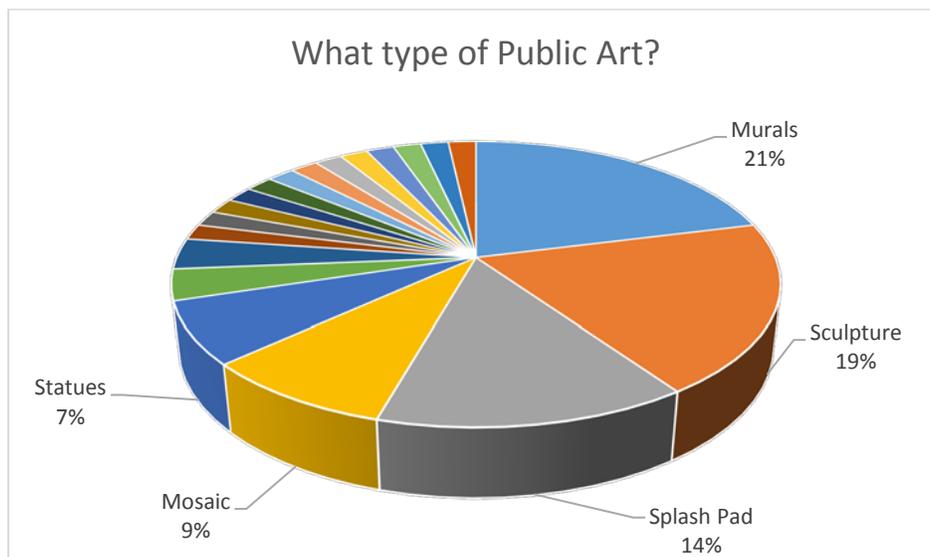
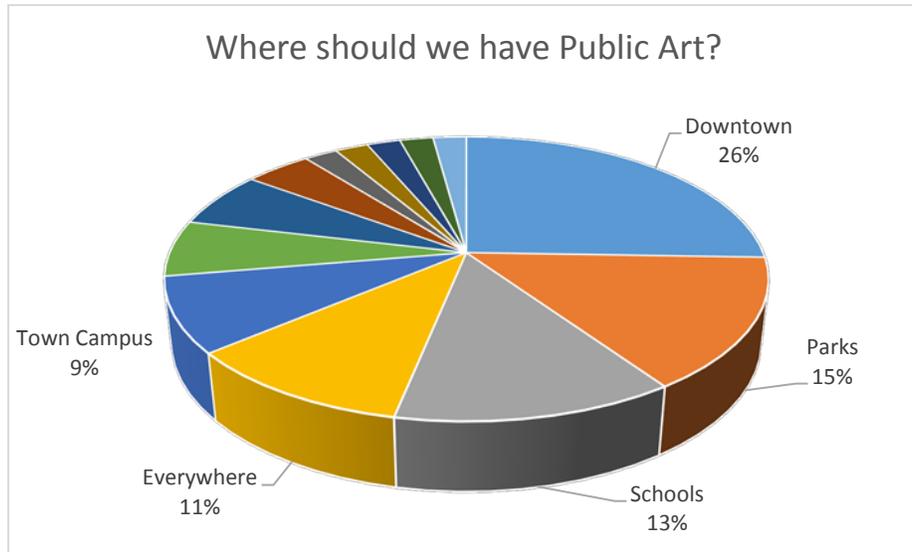
- The Mayor and Town Council shall appoint a group of 7 volunteers from the community, the majority of which will have backgrounds in art related professions. One member shall be from the Apex Parks, Recreation and Cultural Resources Advisory Commission. The member of the Parks, Recreation and Cultural Resources Advisory Commission shall serve as the Chair of the Public Arts Committee and the Public Art Committee shall serve as a sub-committee of the Parks, Recreation, and Cultural Resources Advisory Commission. Other members may manage or own art related businesses in town, be involved with art education, be professional artists, curators or some other art related profession. Membership may also include landscape architects, architects or Urban Planners. All members of the committee shall be Apex residents (must reside within the corporate limits) and all should have a direct relationship or interest in the town arts community and the aesthetics of Apex.
- The APAC will be responsible for gathering public input through surveys, focus groups, meeting with civic groups, neighborhood groups etc., and liaising with Town Departments and other Town Committees as needed. They shall recommend projects, programs, and potential artists. They shall also evaluate submissions and advise the PRCR Advisory Commission and the Town Council on matters related to Public Art. The APAC's primary mission will be to increase community awareness and appreciation of public art.
- The APAC will work with town staff in establishing budgets and pursuing private sources of funding. This may include working with the business community, writing grants, and developing relationships with private individuals or groups for the purpose of furthering APAC's goals. This may also include requests for public funding through the Town's annual budget process.
- The initial appointments to the APAC committee shall be staggered such that 3 members shall be appointed for 3 years, 2 members for 2 years and 2 members for 1 year. New appointments will be for 3 years and no member shall serve more than 8 consecutive years. Commensurate with the terms of the Parks, Recreation, and Cultural Resources Advisory Commission, after the initial appointment, terms of APAC members will end on June 30th in the year corresponding with the end of the member's appointed term length.
- Town staff, as appointed by the Director of Parks, Recreation, and Cultural Resources, will serve as the liaison to the APAC and will attend meetings, keep minutes, and generally perform services as directed by Parks, Recreation, and Cultural Resources Director.

Community Input

Public input will be an on-going need to ensure the APAC is attentive to the needs of the community, the art is representative of values and interests of the citizens, and the program and artwork evolves as the town continues to change over time. Public input was received at the Peak-a-Palooza event in 2015. Members of the public were asked to answer questions related to public art. A total of 119 people provided 144 responses. Below is a summary of the results:

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The Planning Process and Public Art

- Currently, Sec 8.4 - **Community Amenities and Pedestrian Flow** of the Unified Development Ordinance (UDO) provides for an opportunity to include Public Art as one of two community amenities. See the underlined items below:

8.4.1 General

Site development focuses on macro-level issues of the development's relationship to its neighbors and to the community at large. It is the purpose of the Town Council in adopting this section that development contribute to the enhancement of the entire

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community and that no site be viewed as an island unto itself. Community cohesiveness, rather than fragmentation, is a primary goal of this article.

8.4.2 Applicability

The provisions of this Section 8.4 shall apply to all nonresidential development, and residential development in the PUD-CZ, SD-CZ, TND-CZ, and MORR planned development districts.

8.4.3 Community Amenities

All development subject to Sec. 8.4 shall contribute to the establishment or enhancement of the community and public spaces by providing at least two community amenities, including but not limited to a patio seating area, water feature, clock tower, pedestrian plaza with benches, planters, public art, or focal feature. Any such areas shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the principal materials of the building and the landscape. These amenities may be built so as to terminate a vista, where possible, in order to provide a prominent visual orientation for the development.

- The APAC shall work with Town Staff from the Parks, Recreation, and Cultural Resources Department and Planning Department to develop, establish, and maintain a Public Arts Master Plan (PAMP) identifying potential locations for Public Art such as gateways, major shopping and other developments, prominent road intersections and bridges. The Plan should include designing space for Public Art within parks, greenways, the town campus, roadways and public buildings. The PAMP shall be approved by the Town Council. Private developments should be encouraged to include public art in their designs. The APAC shall follow the approved PAMP when presenting ideas and potential projects to the Town Council as part of the annual budgeting process.

Opportunities for Public Art

Types of Public Art – Both permanent and temporary

- Murals
- Sculptures
- Mosaics
- Statues
- Monuments
- Design Elements – enhancing objects (bike racks, bus stops, etc.), building design and hardscaping (sidewalks, retaining walls, etc.)
- Art Trail

Possible locations for Public Art

- Downtown
- Parks
- Schools
- Town Campus
- Greenways
- Gateways to the community (64, 55, 1, 540, Davis Drive, etc.)
- Bridges

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- Public Buildings (Police Station, Depot, Firehouse, etc.)

Selecting and Engaging Artists

- The goal of APAC will be to identify and engage artists who produce creative and high quality public art.
 - Artists shall be selected by the APAC based on a review of their portfolio of work, references and commitment to designing artwork meeting the criteria established in the PAMP and the specific project under consideration for Public Art.
 - Options for selecting artists for individual projects and long term involvement include:
 - Open “competitive” selection (aka “Open Entry”) – whereby artists compete for the opportunity to work with the town on a specific project or program through the submission of either an application, design, or specific proposal for review by the APAC.
 - Targeted selection (aka “Invitational”) – whereby a single (or multiple) artist(s) is approached to work with the town on a specific project or program.

Guidelines for Public Art

Artists shall abide by the guidelines and parameters outlined below for Public Art projects funded by the town, installed on public property, or installed on property licensed for use by the town. Additional guidelines may be added for specific projects or programs.

- Artwork should reflect the character and tradition of the location. To inspire the design concept, artist shall engage with the community, observe / interact with users of the space and research historical usage of the location.
- Artwork shall be designed and constructed with materials and in a manner suitable for the physical environment (indoor or outdoor), including its maintenance and conservation requirements.
- Artwork should be the appropriate size and scale for the site and should take advantage of site orientation, lighting, landscape and surrounding features.
- Artwork shall be designed with the relationship of the work to the site in mind, giving special consideration to how it serves to enhance the public space.
- Artwork should be of high quality design and workmanship. It should be unique, avoid short-term trends and be timeless.
- Artwork shall be viewpoint neutral.

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- Artwork from all styles, forms and functions shall be considered and encouraged.

Selecting Public Art

- The APAC will review design submissions and make recommendations to Town Council for those pieces of public art that are intended to be installed on public property or those pieces that receive or will receive public funding.
- The Town Council will have final approval over works of art that will be located on public property including, but not limited to, parks, town buildings, and main entrances into Town. Town Council will also have final approval over works of art that receive or will receive public funding.

Goals and Economic Impact

- A goal of Apex's Public Art Program is to enhance the quality of life in Apex and demonstrate the Town's willingness to invest in the community.
- A goal of Apex's Public Art Program is to raise the public profile of spaces and buildings, stimulate public interest, enhance a sense of place, create community pride and establish the town as a destination.
- A goal of Apex's Public Art Program is to use the program as a competitive advantage in attracting and retaining artistically talented individuals who contribute to the community as a whole.

Potential Funding Mechanisms for Public Art

- Business investment / partnerships with local businesses may be pursued. This may include direct purchase of works of art, sponsorship of programs, naming rights, or donations to a general public art fund if such a fund is established by the Town Council.
- Grants – some projects may qualify for State and/or Federal funding. The APAC will work with town staff on writing grants and pursuing other public funding sources.
- Private Individuals and Groups – a strong public art program and commitment from the town will inspire individuals and groups to contribute their time, talent and treasure. This will be a critical component to long-term success of the program.
- If approved by Town Council, allocate a percentage of capital construction costs for public buildings and facilities. Some communities allocate 0.5% to 2% of public capital project costs for Public Art. The exact percentage may be determined when the project budget is established based on the type of project, the overall cost of the project, timing and other factors.
- An allocation for Public Art and associated programs could be considered as part of the Town's Annual Budget Process and based on an adopted PAMP.

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On-going Operations / Maintenance

- The Town would be responsible for maintaining all approved Public Art on public property and should allocate the resources necessary to maintain, secure, and ensure the viability of quality public art unless otherwise agreed upon.
- Maintenance and Insurance Contracts between the Town and the Artist may be negotiated for the duration of the show or time of the piece's display.
- The APAC may establish a program aimed at encouraging private individuals and/or other entities to "adopt" the maintenance of a given piece of public art.

LIST OF POTENTIAL PUBLIC ART LOCATIONS

Possible Locations

Gateways and Major Entrances into Town – Major points of entry to Apex such as exit ramps or along roadways such as 55, 64, 1, 540

Major Intersections – Prominent locations where the profile of the land or nature of the development lend itself to a public art installation.

Bridges / Overpasses – significant locations such as the historic railroad bridge at NC 55 and overpasses on NC 64.

Public Parks – Entranceways and other high profile locations in the parks.

Public Greenways – Key crossings, entryways and other locations along the path of travel.

Historic Downtown – along sidewalks and on or adjacent to public buildings such as the Halle, the Depot, the Police Station or the Fire Station.

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POSSIBLE PUBLIC ART PILOT PROGRAM

Apex Art Walk

- Establish locations for Public Art connecting the town campus, Hunter Street Park and downtown.
- Sponsor an annual juried art show.
- Rotating / temporary art installations.
- Community Involvement - People's Choice winners announced at an annual event celebrating public art and the community.
- Public / private partnership with local businesses.
- Art Walk Map and mobile app describing the artwork, artists and connection with the community.

