



**Great Rivers Greenway
Public Art Guidelines**
Fall 2020

Introduction

Greenways are outdoor spaces that connect people with nature, communities, and each other.

Each greenway in the St. Louis region is unique and reflects the character of the communities it connects.

Public art on greenways has the power to:

- *Welcome* all people to gather together in unique and vibrant places, including people who have been previously underrepresented on greenways
- Reflect and reveal the diverse and complex *cultural identities* of our region
- *Connect the stories* of the past and present along the greenways with the *possibilities of the future*
- Add *meaning and uniqueness* to the greenways and the communities they connect
- Position greenways as *stimulating destinations* that are freely accessible to explore

Public art is a tool that can be used by Great Rivers Greenway teams to:

- *Engage community members* in all phases of greenway development
- Create *emotional and intellectual connections* between greenway visitors and the meanings of the greenways
- Enhance the *Great Rivers Greenway brand* throughout the region
- Achieve *programmatic goals* to encourage people to visit, volunteer, donate, and advocate for the greenways

The desired outcomes of these public art guidelines are to:

- Increase understanding of the opportunities that public art on greenways offers among Great Rivers Greenway staff, partners, and vendors.
- Build public art into the organizational processes as it aligns with greenway projects and achieves the desired outcomes described above.





Midtown Greenway Mural in Minneapolis

Role of Public Art on Greenways

Whether temporary or permanent, visual or performance, public art on greenways can:

- Represent *community voices*
- Complement and be specific to the surrounding *natural and built environment*
- Relate to the *social context* of the site including lived experiences of neighbors
- Reflect *interpretive themes* of the site such as natural and built features, watersheds, or civic participation
- Be impactful at an appropriate *size and scale*
- *Engage community members*, especially those who have been previously underrepresented on greenways
- Provoke *multisensory* observation opportunities and interactions
- *Reuse or recycle materials* whenever possible
- Provide *multiple functions* such as seating, shade, or an interactive game
- Maintain *quality and durability* throughout its anticipated lifetime
- Give people a reason to *gather together*



Stanley Park First Nations Totem Poles in Canada

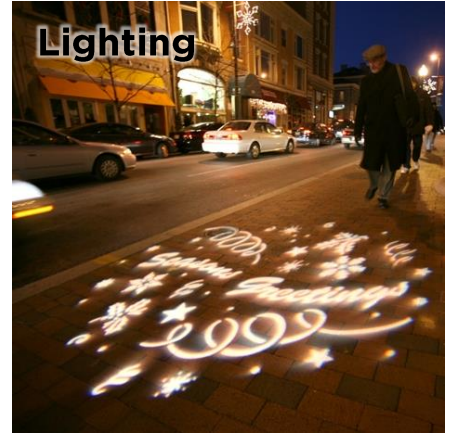
Paint



**Glass
Fiberglass**



Lighting



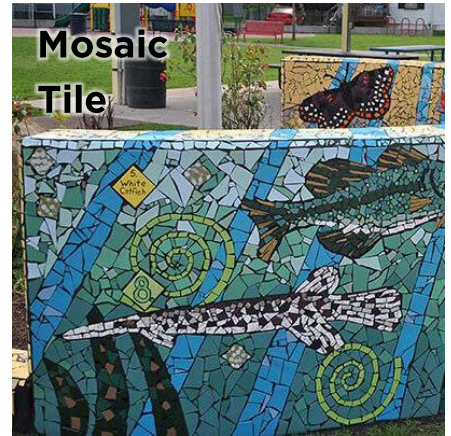
Technology



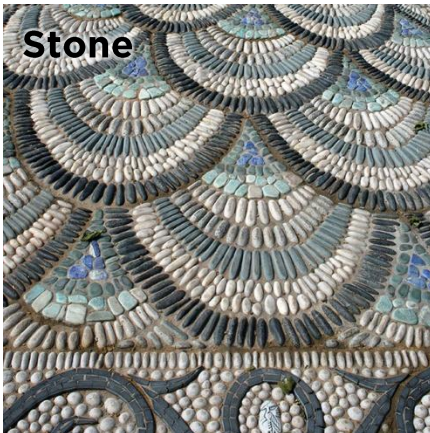
Concrete



**Mosaic
Tile**



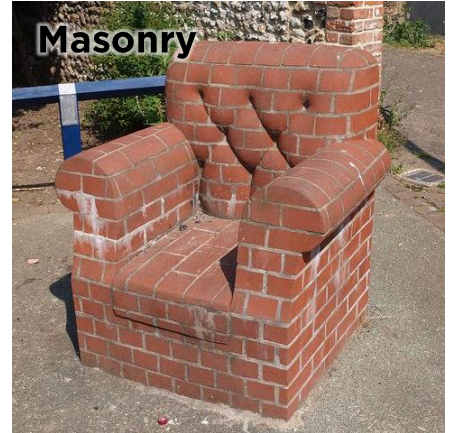
Stone



Metal



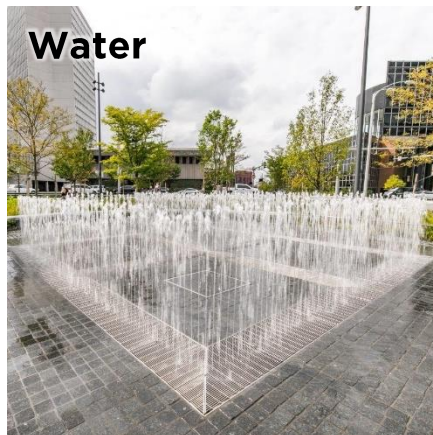
Masonry



Natural Material



Water



**Types of
Permanent
Art Media
on Greenways**

Types of Art Placement on Greenways



Temporary art installations during greenway planning and design can provide an opportunity for emerging artists to gain experience in public art.

Performance Art

Performance art such as music, dance, and theater are programs that can entertain, interpret, and add cultural value. Performance art may be hosted by agencies operating parks where greenways are located or arts organizations. These programs are addressed in the Great Rivers Greenway programming strategy.

The **goals of programs on greenways** are to:

- 1) Primary goal: *educate existing greenway users* on what a greenway is, the benefits of greenways, and who Great Rivers Greenway is
- 2) Secondary goal: *invite new users* to the greenways

Because of this distinction, these Public Art Guidelines *solely address visual public art*.

Possible Greenway Locations for Art

Considerations for where to install art include geographic spread throughout the region in areas that are highly visible and get high greenway use. Alternately, site-specific locations for greenway art that are not highly visible may need ongoing programming to drive people to the greenway art location. All sites should be easy to access for maintenance care and not disruptive to landscaping or operations such as mowing around the site. Public art may be affixed on existing surfaces such as levee walls and bridge piers or may create an entirely new structure.



Blomstre Sculpture on the Boschert Greenway

Possible locations for art betterment projects on existing greenways include:

- Busch Greenway at Highway 94
- Centennial Greenway at Page Extension Bridge
- Dardenne Greenway at St. Charles Community College
- Fee Fee Greenway at Creve Coeur Lake Memorial Park
- Gravois Greenway at Gravois Road
- Mississippi Greenway at Cliff Cave
- Mississippi Greenway at St. Louis Riverfront
- River des Peres Greenway at Gravois Road
- St. Vincent Greenway at DeBaliviere Ave.
- St. Vincent Greenway at St. Charles Rock Road

Stories to Guide Greenway Art

Teaching the full story of the greenway outdoor spaces is an important step in making greenways more inclusive. These stories should be gathered *before* beginning public art planning so that the *stories can guide the public art planning*. Consider *who* is telling the stories.

The engagement process should identify key themes and ideas from a broad variety of people and perspectives. If there are community members with historic, natural, or cultural areas of expertise (including their lived experience in this community), hiring them is a great way to gather and share these stories. Questions to ask of community members and the project team during the greenway project charter include:

- What is the *cultural identity* of this place?
- Who has shaped this cultural identity and what are these *people's stories*?
- What *events* have shaped cultural identity and what are the stories of these events?
- Who is *underrepresented* on greenways in this area and how can they be *welcomed* to this greenway?
- What *new potentials for the future* does this place hold?

These stories will guide the planning for art that is being planned as part of a new greenway or being added to an existing greenway as a betterment project.





Questions to Ask When Planning/Selecting Greenway Art

The stories of the greenway spaces should guide the selection of the art for that specific space. Public art must be considered and pursued in a strategic manner to support the goals outlined at the beginning of this document. The questions on page 8 should be used to evaluate all public art for greenways – whether it is purchased, donated, or loaned.



UNEARTH

Expose and educate the region about lesser known histories; amplify natural beauty and uncover present stories of local culture, challenges, and identities.



CONNECT

Bridge gaps that divide, cross real and assumed borders and weave together city's strengths.



PROVOKE

Boldly examine social and ecological challenges and inspire regional dialogue and new ideas.



HEAL

Foster reconciliation of historical and current cultural trauma; remediate ecological well-being of urban environment and foster new social infrastructures.



CULTIVATE

Nurture opportunities, relationships and understandings within and between communities.



ENVISION

Imagine future outcomes and cultural possibilities.

Brickline Greenway Design Aspirations

Whether the art is original and custom made for the site or already made and donated or loaned for installation at a specific greenway location, the following questions should be asked:

- Is the location *highly visible* and a place where many people frequent?
- If the location is site-specific but not highly visible, what *ongoing programming will drive people to the location*?
- Is the location *easy to access* for maintenance care and *not disruptive* to landscaping or operations such as mowing around the site?
- Who *owns the land* where the art will be installed?
- What *permits and/or agreements* will be required from the landowner?
- How does the art represent the *cultural identity* of this place?
- How does this art *represent people* who may not currently feel welcomed to this place?
- How does this art *tell a story of the lived experiences* of the people and events that are significant to this place?
- How does this art *inspire future potential* at this place?
- How does this art fit in with its *natural and built surrounding environment*?
- Which *greenway interpretive themes* does this art reflect?
- Is the *size and scale* of this art impactful?
- How are *community members involved* in the planning, design, and interaction with this art?
- Which *different senses* can people use to observe this art?
- How are *materials reused* or recycled in this art?
- What other *functions* does this art provide (ex: seating, shade, lighting, interactive game)?
- How will this art *age over time*?
- What *ongoing maintenance* will this art need?
- How does this art *encourage people to gather* together in this space?

Funding

When public art is identified as a way to achieve the goals of a greenway project, industry practice recommends allocating a portion (1-3%) of the project's total cost to art components. That budget could be funded by any or all of the following sources: Great Rivers Greenway funding, in-kind support from partners or additional private funding. Any costs that go above that range need to seek additional private funding to meet that goal.



Glick Peace Walk Lighted Sculptures
in Indianapolis

Several local arts organizations are currently working to enhance the public art experience in the St. Louis region. Greenways are a venue for experiencing public art and should *complement these existing efforts*. Resources from regional and national arts organizations may also be used to leverage local resources available for public art on the greenways. Great Rivers Greenway should *seek additional funding* resources to leverage taxpayer dollars used for public art along the greenways.

Funding for public art on greenways is available through local, regional, and national organizations such as:

- Arts and Education Council
- Gateway Foundation
- Kranzberg Arts Foundation
- Kresge Foundation
- Missouri Arts Council
- National Endowment for the Arts
- PNC Arts Alive
- Pulitzer Arts Foundation
- Regional Arts Commission
- Whitaker Foundation

For the Great Rivers Greenway budgeting purposes, for projects being implemented by the Build team, staff should budget within their project’s annual capital budget to engage, plan, design, fabricate or acquire and install public art along the greenway. This might include funding for hiring local experts to share those stories.



The Promote team should include any programming or promotion needs in their capital budget and the Sustain team should include any operations, maintenance or repair in their capital budget.

If the greenway is already built and public art is identified as a way to achieve an organizational goal, then it can be pursued as a Betterment Project through that budget.

Implementation Process

Great Rivers Greenway may work with artists to plan, design, fabricate, and install art or may work with a community organization or engagement contractor to plan and design art as part of the engagement process for a greenway project.

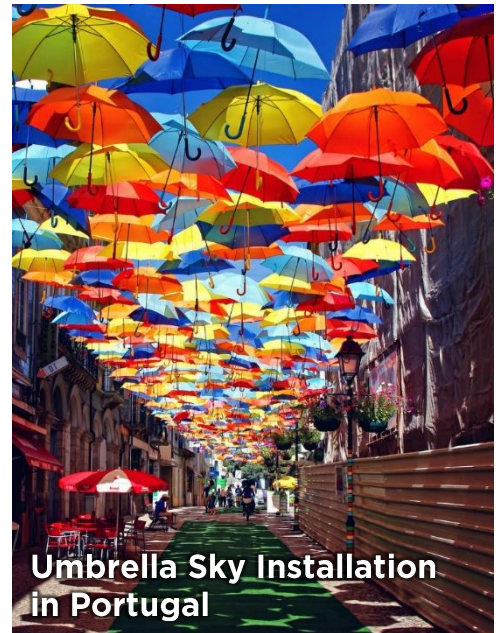
If neither the greenway nor the art have already been created, the art development and greenway development processes may align as follows:

Art Phase	Greenway Phase
Begin story gathering	Project charter
Conceptual planning	Conceptual planning
Design and permitting	Design and permitting
Maintenance planning	Maintenance planning
Fabrication and installation	Construction

Whether for the planning and design scope or the fabrication and installation scope, the artist or group of artists must be procured using the Great Rivers Greenway procurement policy, which is dependent on the contract dollar amount and may include quotes, a request for qualifications (call for artists), request for proposals, subcontracting greenway build contractor, and/or Board approval.

Procurement of artist(s) for planning/design or fabrication/installation should specify the following:

- Project background and description
- Greenway location for the art
- Budget available
- Review process
- Timeline



Great Rivers Greenway may promote the artist procurement among regional arts organizations and others, including but not limited to:

- Artists of Color Council
- Center of Creative Arts (COCA)
- Central Visual and Performing Arts High School
- Craft Alliance
- Foundry Art Center
- Freedom Arts and Education Center
- Grand Center Arts Academy
- Kranzberg Arts Center
- Regional Arts Commission
- St. Louis Artist Guild
- St. Louis ArtWorks
- The Luminary
- UrbArts
- Yeyo Arts Collective
- Zuka Arts Guild
- Place-based community organizations
- Digital listserves and portals such as CallForEntry.org

Skill sharing between emerging artists and artists with prior experience in public art can be encouraged through collaborative submissions.

Submissions received in the request for qualifications may be *reviewed* by:

- A *jury* for the art project that represents a diversity of perspectives
- *Advisory Group members* (community and technical) for the greenway project
- *Project partners* (staff from Great Rivers Greenway and operations and maintenance agency)
- *Local artists* and arts organizations
- *Residents of the region* (through greenway engagement)



Between consultants, community members, and procured artist(s), each team *planning and designing greenway art* should have experience with the following:

- Using *place-based stories* as told by others to create art
- Designing public art solely or collaboratively for *outdoor* installation
- Designing art that *reflects its natural/built surrounding environment*

If a clear vision for the art plan and design has already been established through the greenway engagement, then a request for proposals may be issued for the fabrication and installation of the art.

Between consultants, community members, and procured artist(s), teams fabricating and installing greenway art should have experience with the following:

- Fabricating *durable* art for outdoor settings
- Using *recycled or reused* materials in fabrication
- Installing public art in *various sizes in outdoor settings*

Art Donation

Art donations may be accepted by the Great Rivers Greenway Foundation. Per the Foundation's gift acceptance policy, any proposed gift of art must be reviewed by the Budget and Finance Foundation Committee.

The questions used to determine whether or not a piece of art is suitable for a greenway location are the same whether the art is purchased, donated, or loaned. These questions are on page 8.

Only donations of art that can be *properly maintained* should be accepted. If funding is not available to properly maintain a suitable piece of art, the donor may provide an endowment to cover the long-term care of the art.

If greenway art will be installed on property not owned by Great Rivers Greenway, secure any necessary permits from the agency that owns and maintains the land. An agreement between the donor, the land-owning agency, and Great Rivers Greenway will establish long-term care.

Art Loan

Loans of art for temporary installation on greenways can increase the *quantity and variety of public art* for greenway visitors to enjoy. Art may be borrowed from local institutions



REDress Installation in Canada

such as Laumeier Sculpture Park, Saint Louis Art Museum, the Contemporary Art Museum, national institutions or private collections.

If the art has been previously displayed in other location(s), then the stories that it brings with it from those location(s) must be thoughtfully considered.

Art loans need an agreement between the lender and Great Rivers Greenway that includes the following:

- *Timeframe* that the art will be loaned
- Adequate *insurance* for the agreed upon value of the art
- *Release of liability* for any damage to the art

Many greenway operating partners, particularly municipalities, participate in a public art loan program called *Sculpture on the Move*. This program enables sculptures to be loaned for display in outdoor public spaces for two year periods. Agreements for loans in this program are made directly between the municipality and the artist. When the art is being installed along a greenway, Great Rivers Greenway should be invited to evaluate the available art and promote the public art once it is installed along the greenway.

Permitting and Installation

Permitting requirements for installing public art along greenways vary depending on which entity owns the property where the art will be installed. All permitting requirements must be confirmed and met with the entity that owns the property prior to the art installation.

Examples of permitting requirements and approval processes for various greenway property owners include:

- Approval from the Regional Arts Commission or municipal arts commission
- Approval from the Board of Alderman or City Council
- Permit from the Board of Public Service/Building and Code Enforcement Department
- Memorandum of Understanding with the entity owning the property



**Spruce Street Harbor Park
Installation in Philadelphia**

Prior to installation, the site must be prepared for the art. Great Rivers Greenway is responsible for the *site preparation* which may include grading and paving.

The artist selected for fabrication and installation of the art will also be responsible for *transporting the art* to the greenway location.

Maintenance

Public art is often *maintained by the owner* of the art. There are a few different ownership and maintenance structures for the existing public art along the greenways, and additional ownership/maintenance structures are possible. Existing structures include the following:



- Great Rivers Greenway incorporates public art into the greenway design. Public agency (such as municipality) that owns the property where the art is located fabricates, owns, installs, and maintains the art.
- Nonprofit or foundation designs, fabricates, and installs the art along an existing greenway. Public entity that owns the structure (such as levee wall) on which the art is affixed owns and maintains the art.
- Great Rivers Greenway incorporates public art into the greenway design. Great Rivers Greenway fabricates and installs the art during greenway construction. Great Rivers Greenway maintains the art that is affixed on a structure owned by another public entity.

Great Rivers Greenway's current insurance policy covers staff liability for installation and ongoing operations and maintenance of public art along the greenways. The policy does not cover the art in case of theft, disappearance, damage, vandalism, etc. Additional coverage for the art would need to be purchased if desired.

Art Interpretation

Opportunities for Great Rivers Greenway to promote the greenway art and create emotional and intellectual connections between greenway visitors and the greenway art include:

- *Map* of greenway art on the Great Rivers Greenway website
- *Guided tours* of greenway art led by Great Rivers Greenway staff, partners, or volunteers
- Downloadable materials for *self-guided tours* of the greenway art on the Great Rivers Greenway website
- *Plaques* or labels installed permanently next to art
- *Targeted promotions* of greenway art aligned with Great Rivers Greenway marketing strategy
- Video and in-person *speaking events* with greenway artists





2020 Mural Painting on the Mississippi Greenway

Next Steps

These Public Art Guidelines should be used in conjunction with and referenced in the following Great Rivers Greenway organizational documents:

- Engagement strategy
- Design guidelines
- Interpretation strategy
- Environmental graphics strategy
- Betterment menu
- Program and event checklist
- Level of care guidelines
- Diversity, equity and inclusion plan

The guidelines should be shared with Great Rivers Greenway staff, vendors, and operations and maintenance partners for implementation.