

Downtown STL Public Art Plan

Building
Partnerships
for a New
Generation
of Public Art
Downtown





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Downtown STL, Inc.



explore **st.louis**

Fall 2018



Carl Milles, Meeting of the Waters Photo: MARELBU

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FROM THE MAYOR

Partnerships are what get things done in St. Louis. Through the tireless work of many public and private partners, Downtown St. Louis is now our city's most rapidly growing residential neighborhood and is well on its way to solidifying its place as the pulsating heart of our diverse region. Downtown is a vibrant, thriving neighborhood that attracts businesses, residents and visitors to work, live, eat, visit cultural attractions, attend sporting events and enjoy nightlife.

I am pleased to introduce the first Public Art Plan for Downtown St. Louis, which wisely recommends public art be supported through a robust partnership, as well. The Downtown STL Public Art Initiative recommended in this plan provides a new framework for multiple partners to work together to support public art Downtown and ensure that great ideas become a reality.

Public art will stitch together the many improvements and investments that have been made throughout Downtown and will help Downtown become a whole greater than the sum of its parts. Thoughtfully planned public art will play a key role in helping Downtown continue to become a dense, culturally rich neighborhood that welcomes everyone to explore its streets.



On behalf of the City of St. Louis, I extend my thanks to the Regional Arts Commission, Downtown STL, Inc., and Explore St. Louis for recognizing the importance of public art to Downtown's revitalization, starting the conversation, and commissioning this Public Art Plan. I also want to recognize the contributions of the Downtown residents, artists, organizations and stakeholders who engaged in this process and provided invaluable input. I am excited to see Downtown take this next step in its transformation and I know St. Louis will rise to the challenge of achieving the bold vision set forth in this plan. I cannot wait to see the results.

Mayor Lyda Krewson

FROM THE PARTNERS




Public art can improve our civic spaces, anchor gathering places, help us find our way in an urban environment and communicate the identity, character and culture of a place. We all experience public art in different ways, but excellent public art can be a force that speaks to the core of people’s relationship with a place. On behalf of the Regional Arts Commission (RAC), Downtown STL, Inc., and Explore St. Louis we are proud to present this Public Art Plan for Downtown St. Louis – a place that is important to us all and whose success bolsters our broader community.

This plan – the first of its kind for Downtown – does two important things. It recommends the creation of a Downtown STL Public Art Initiative to develop, lead and support public art projects, and it lays out a set of specific and strategic recommended opportunities for public art projects and programs. The *Downtown STL Public Art Plan* is a major parallel component of *Evoke* – the region-wide cultural planning project being spearheaded by RAC – and its vision, mission and guiding principles fully support the goals of that broader regional plan.

We are committed to providing the leadership necessary to implement the *Downtown STL Public Art Plan* and will look to many other partners, including public agencies, developers, property

owners, cultural organizations, artists, residents and other Downtown stakeholders, for expertise, resources and support. We are energized and emboldened by the plan’s vision that *public art will support building a dense, inclusive and culturally vibrant Downtown that is a vital anchor to the entire region*. As the projects and programs in this plan begin to come to fruition, we look forward to Downtown becoming home to a variety of compelling and artistically excellent public art-works that encourage walking and exploration, highlight our culture as a creative place full of possibility, reflect our identity as the heart of a diverse region and welcome people to this unique, vibrant place.

We invite you to join us Downtown as we enter a new era of public art that has the power to transform the way we think about, experience and interact with this thriving neighborhood at the heart of our region.



Missy Kelley
President & CEO
Downtown STL, Inc.



Kitty Ratcliffe
President
Explore St. Louis



Felicia Shaw
Executive Director
Regional Arts
Commission

ACKNOWLEDGEMENTS

The *Downtown STL Public Art Plan* was developed with thoughtful input and feedback from many people who are committed to creating a dense and vibrant Downtown. We are grateful to the following people who participated in the process and shared their perspectives and passion for public art. We would especially like to thank T-REX for hosting our Cultural Organization Roundtable and *Imagine Art Here!* workshop and the Arcade Building and HOK for hosting our Resident Roundtable.

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National Blues Museum

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School of Law*

Katie Graebe
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Cathy Heimberger
St. Louis Public Library

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Jeri Peterson
National Blues Museum

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*Paint Louis and
St. Louis Underground Gallery*

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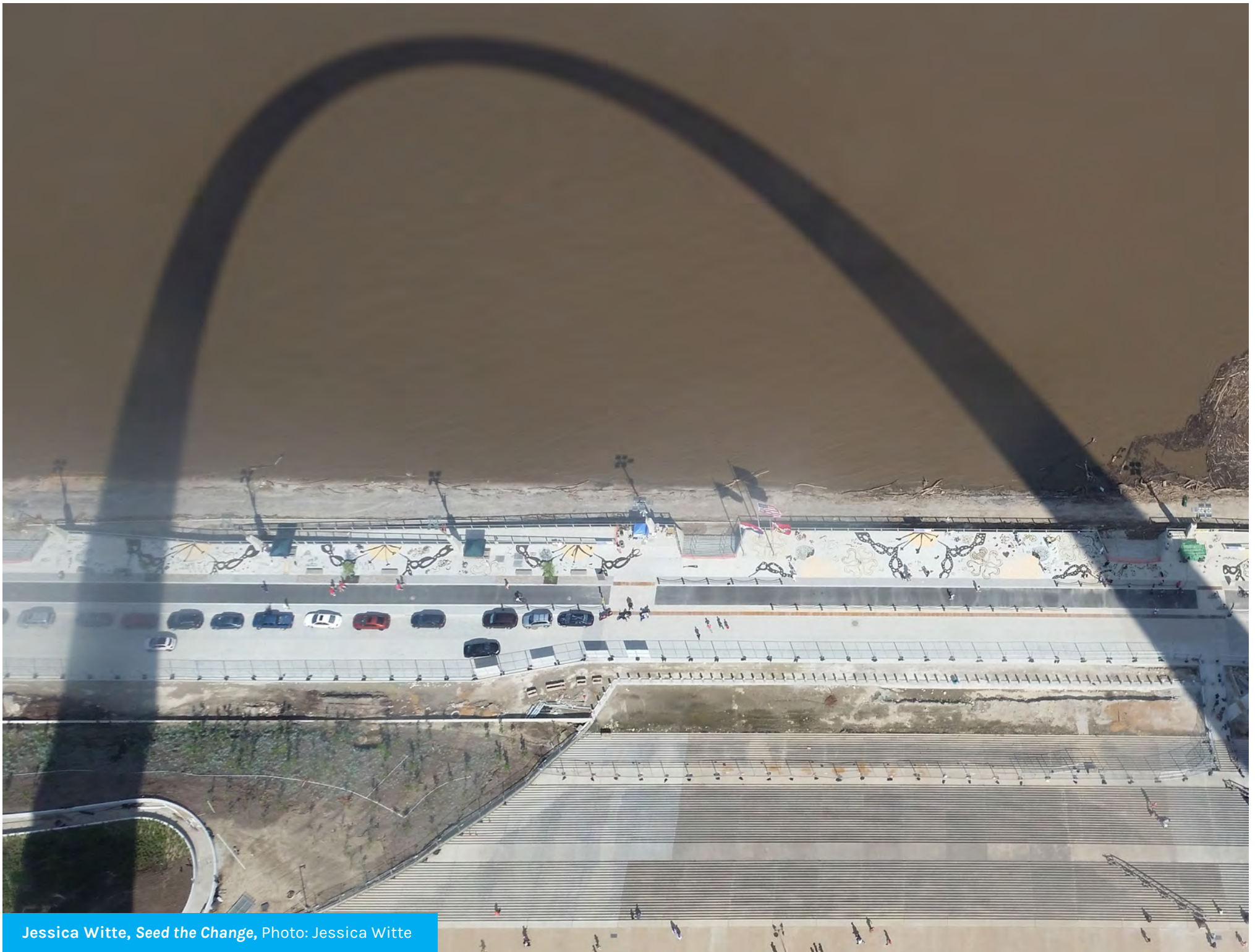
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Jessica Witte, Seed the Change, Photo: Jessica Witte

EXECUTIVE SUMMARY

In 2017, the Regional Arts Commission (RAC), Downtown St. Louis, Inc. (DSI) and Explore St. Louis started a conversation about how public art can be a critical tool in the ongoing transformation and resurgence of Downtown St. Louis.

The past fifteen years have seen enormous changes Downtown – it has gone from a district with over 150 empty buildings to less than two dozen and is now the city’s most rapidly growing neighborhood. New investments are being made to public spaces and infrastructure, cultural destinations are growing and attracting increasing numbers of visitors, businesses are choosing to locate Downtown, and private developers are renovating historic buildings and embarking on new ventures. Public art can support all of these investments, spur continued revitalization and help knit Downtown’s growing, changing spaces together into a vibrant, thriving core at the heart of the entire St. Louis region.

As a first step to bringing more public art to Downtown, RAC, DSI and Explore St. Louis realized they needed a plan – a shared vision, set of priorities for public art and practical strategies for how to get things done. They also realized that it was essential to gather the creative ideas and observations of Downtown residents, workers, visitors, civic organizations, cultural and arts organizations, developers, and businesses to help inform this plan. Thus, a nine-month planning process began that engaged broad groups of stakeholders in building the *Downtown STL Public Art Plan*.

... it was essential to gather the creative ideas and observations of Downtown residents, workers, visitors, civic organizations, cultural and arts organizations, developers, and businesses to help inform this plan.

The Initiative will not work alone or in isolation, but will seek partnerships and encourage and support developers, arts and culture organizations, artists and others to participate and take leadership, as well.

PUBLIC ART THAT IMPACTS THE EXPERIENCE OF DOWNTOWN

The *Downtown STL Public Art Plan* advances the vision that **public art will support building a dense, inclusive and culturally vibrant downtown that is a vital anchor to the entire region.**

This will be accomplished by:

- Encouraging walking and **exploration** of Downtown’s streets and public spaces.
- Highlighting the culture of Downtown as a place for creativity and **possibility**.
- Reinforcing the **identity** of Downtown as the heart of a diverse and multifaceted region.
- **Welcoming** people Downtown and demonstrating that they have arrived to a unique, vibrant and creative place, rich with history, where people from all over the region, country and world are encouraged to gather.

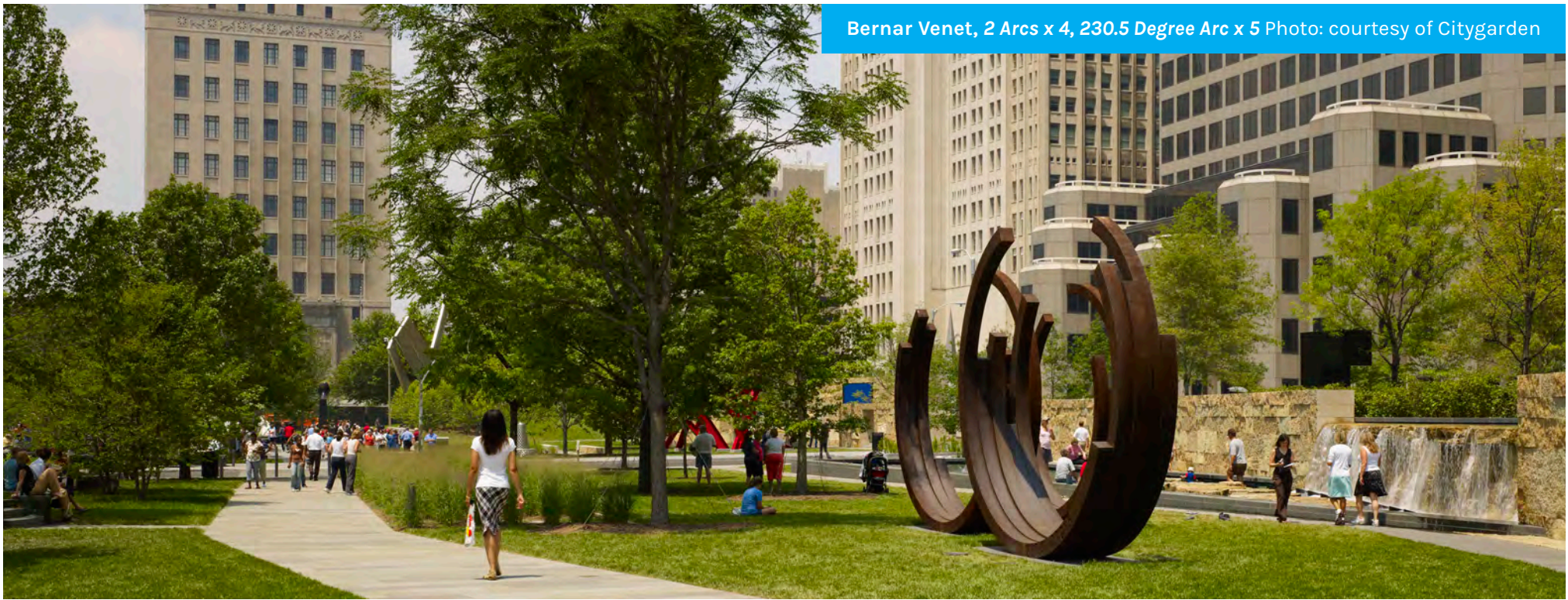
A NEW PARTNERSHIP TO LEAD THE CHARGE: THE DOWNTOWN STL PUBLIC ART INITIATIVE

Perhaps most significantly, the *Downtown STL Public Art Plan* recommends the creation of a Downtown STL Public Art Initiative, helmed by multiple partners, to make ideas a reality. This Initiative will:

- provide the vision, leadership and capacity necessary to develop and lead public art projects;
- partner with other Downtown stakeholders to launch and manage projects; and
- act as a resource for developers, property owners, arts and community organizations and artists wishing to initiate their own public art projects.

A dedicated staff person, hired, paid and overseen by the Regional Arts Commission and housed at Downtown St. Louis, Inc., will oversee day to day management of the Initiative. A Downtown Public Art Advisory Committee (DPAAC), comprised of regional visual arts professionals and Downtown stakeholders, will provide guidance and oversight.

The Initiative will not work alone or in isolation, but will seek partnerships and encourage and support developers, arts and culture organizations, artists and others to participate and take leadership, as well. Depending on the project, the Initiative’s role may be to lead, partner, advise or advocate.



FOCUSING RESOURCES TO MAKE AN IMPACT

There is no single, dedicated source of funding for public art Downtown, but the Initiative can strategically deploy a variety of tools at its disposal to develop a broad, diversified funding pool to make its vision a reality. This will include leveraging support from RAC; making the most of the City's Percent for Art Ordinance; seeking grants, sponsorships and support from partners; cultivating donors; and encouraging developers to include public art in their projects or contribute to public art projects Downtown.

A NEW GENERATION OF PUBLIC ART IN DOWNTOWN

The *Downtown STL Public Art Plan* also lays out a series of public art opportunities designed to help make Downtown into a dense, culturally-rich neighborhood that anchors the entire region and invites everyone to explore its streets. These projects will encourage walking and exploration, highlight the culture of Downtown as a place full of possibility, reflect Downtown's identity as the heart of a diverse region, and welcome people to this vibrant, unique place.

EXPLORATION

Vibrant, visually-stimulating temporary and permanent pedestrian-oriented projects will make the experience of walking in Downtown more culturally rich, encouraging exploration and building on the distinction of being the most walkable neighborhood in the region.

North-South Connectors

Pedestrian-oriented works for art that enliven major streets

Streetscape

Infrastructure Projects

Vibrant, attractive projects integrated into streetscape re-designs or renovations

Crossing Tucker Boulevard

Projects that help soften the edges of Tucker Boulevard and improve the crossing experience

Highway Underpasses

Innovative, surprising visual experiences in these otherwise difficult pedestrian spaces

Chouteau Greenway

A robust public art program that engages people in this new piece of public infrastructure

Elevated Walkways

Vibrant projects that enhance the public's views of elevated walkways

Washington Avenue East/ View Corridor

Smaller-scale interventions that enliven the pedestrian experience and a large-scale, iconic work of art that takes advantage of the view to the river

The Gateway Mall

Public art that invigorates the Gateway Mall's public green spaces and connects them to the rest of the city

North-South MetroLink Extension

Artworks that activate the stations and improve pedestrians' experience of connecting to them

POSSIBILITY

Bold, innovative new public art will show that Downtown embraces creativity, experimentation and the exploration of new ideas.

Artist-initiated Projects

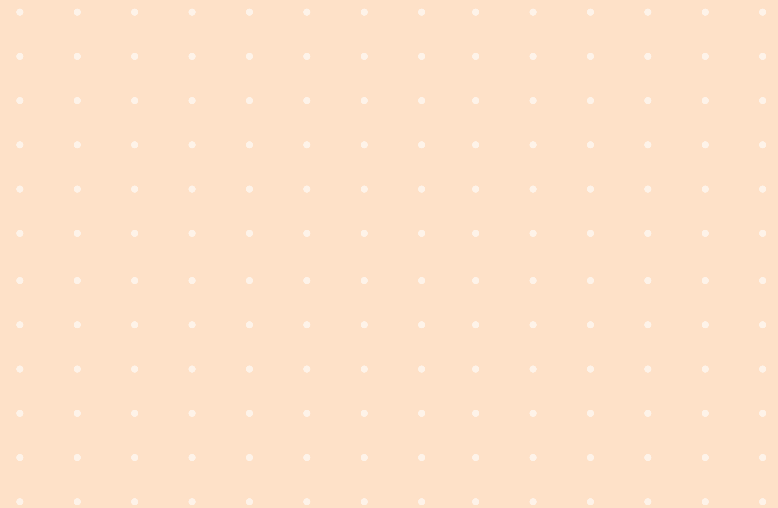
An annual "Ideas Competition" inviting regional artists to propose their best ideas for temporary projects at sites of their own choosing

Arts Festival

An interactive public art or multidisciplinary event

Platforms for Projections

Rotating new media work projected onto buildings to activate Downtown evenings and nights



IDENTITY

Public art will become a marker of Downtown’s overall identity by creating an enhanced and authentic sense of place that reflects the richness and diversity of the entire community. Compelling and complex artworks will let you know that you are in the heart of a diverse and multifaceted region.

St. Louis Stories

Temporary and permanent projects that address the story of the St. Louis community in an honest, open way that illuminates St. Louisans’ shared experiences and looks to the future together

History

Projects that examine Downtown’s rich, diverse history and make it come alive for the public

Riverfront Art

Projects that engage people with the powerful and unique Mississippi River and its changing water levels

WELCOME

Diverse, excellent public art will create a special sense of arrival and a welcoming environment, signaling to people of all backgrounds that they are in a place that is well cared for and where design and creativity are valued.

Major Gateways

Public art that, along with good urban design, marks the arrival to the city and makes it a notable experience

Priority Mural Sites

Projects that visually improve prominent parking garages and blank walls and use them to convey a sense of welcome

America’s Center Signature Project

An iconic work that can come to represent the convention center, Downtown and St. Louis

America’s Center Collection

A collection of “portable” two- and three-dimensional work that highlights the talent and excellence of the region, as well as prominent exterior and interior site-specific installations

... harness the power of public art to make Downtown a dense, culturally rich neighborhood where there is always something new to do, see, and be a part of.

SUPPORTING PUBLIC ART FROM ALL SIDES

In addition to its role in developing new public art projects, the Initiative should lead programs that engage people with public art, provide support to others developing public art projects, and support the growth of artists.

Getting the Word Out

The Initiative should work with its partners to promote public art Downtown to hometown audiences and travelers. Tools to use include an online catalog; print materials for convention-goers, hotel guests and others; tours; and a variety of local and national media outlets from art media to social media to mass media. Images of public art will be used in national marketing by Explore St. Louis and in regional marketing by DSI and RAC.

Bringing the Art to Life

Downtown's public art and the Initiative's ongoing work can provide creative and interactive ways to engage people in looking at, learning about and discussing public art. The Initiative should work with its partners to develop programs that reach out to people and draw them into all that art and the process of artmaking has to offer. Countless possibilities include "Meet the Artist" events, talks or gatherings; an artist residency program that embeds artists into Downtown organizations, institutions or corporations and infuses the arts into everyday work in Downtown; a special focus on commissioning artists whose practice includes an interactive component; and using the existing public art as a platform for interaction via a curriculum guide or other teaching tool.

Tools and Resources

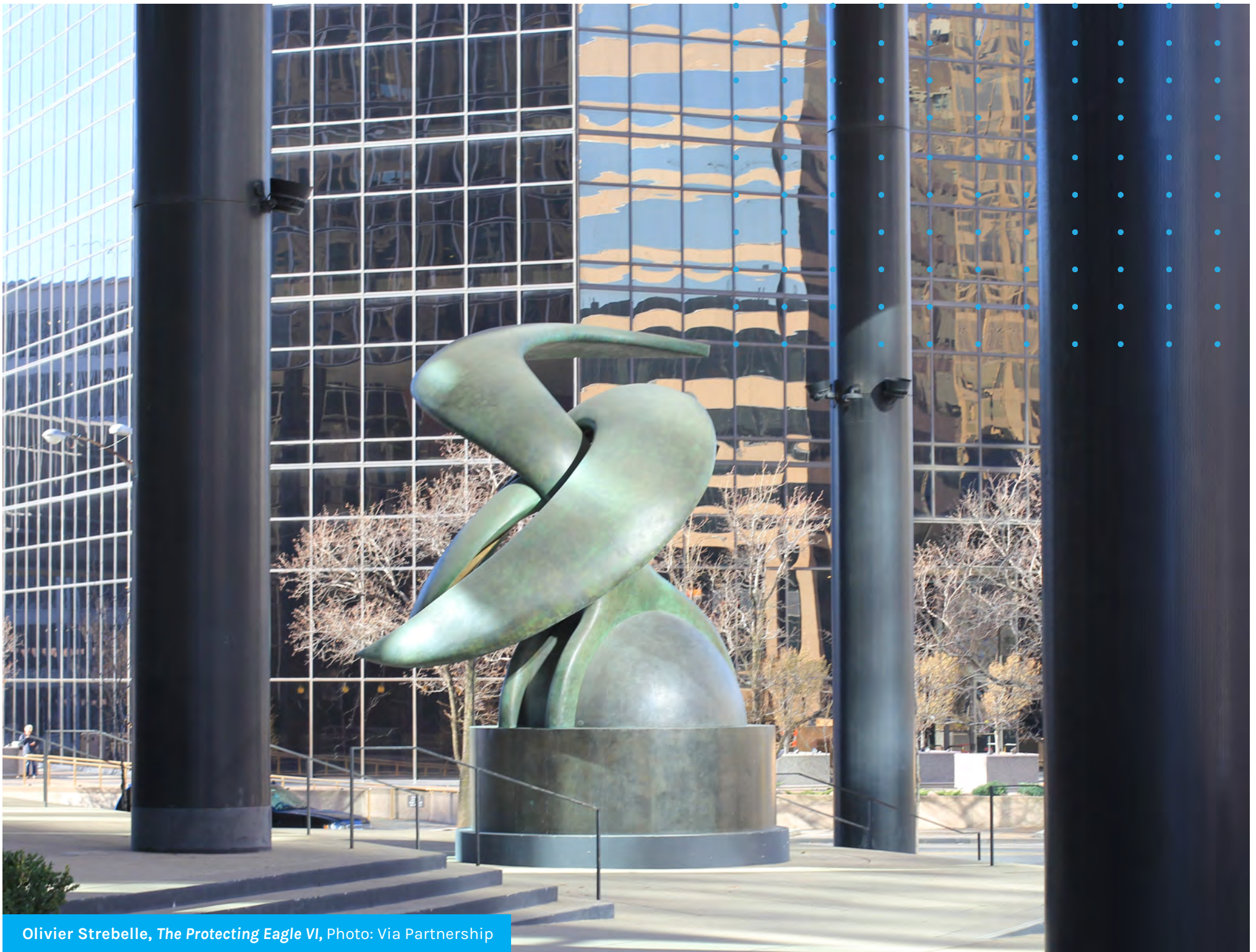
The Initiative should work with RAC and other relevant partners to develop resources geared toward artists, property owners, and arts and community organizations to help them develop and promote their own projects.



City Museum, https://commons.wikimedia.org/wiki/File:City_Museum_outdoor_structures.jpg

DOWNTOWN'S FUTURE, STEP BY STEP

Together the recommendations and opportunities laid out in this plan provide a roadmap that can help Downtown navigate the next steps in its transformation and harness the power of public art to make Downtown a dense, culturally rich neighborhood where there is always something new to do, see, and be a part of.



Olivier Strebelle, *The Protecting Eagle VI*, Photo: Via Partnership



INTRODUCTION

Downtown St. Louis has been in transformation over the past fifteen years, recovering from a period where businesses were rapidly vacating Downtown for the suburbs and empty, neglected buildings, parks and streets were the norm. With over \$6 billion in public and private investment, Downtown has redeveloped and brought back over 125 empty buildings since 2000. It is now the most rapidly growing residential neighborhood of the City; new investments have been made to renovate the Arch grounds, Kiener Plaza, the Peabody Opera House and Soldiers Memorial; and new cultural destinations, including Citygarden and the National Blues Museum, have increased regional, national and international visitorship. Downtown is also emerging as a hub for smaller, tech-oriented businesses that choose to be in the urban core, adjacent to transit and surrounded by culture.

This is an important moment for Downtown and for the St. Louis region, as the incremental successes of the past fifteen years have set the stage for a bold resurgence. The next phase of Downtown's transformation will be fueled by investments in public infrastructure, including the 7th Street Revitalization Project, the North-South MetroLink expansion and the Chouteau Greenway; the new National Geospatial Intelligence Agency Headquarters just north of Downtown; the anticipated renovation and expansion of America's Center; the expansion of the Ballpark Village development adjacent to Busch Stadium; and many private developers investing in renovation of Downtown's many historic buildings to create hotels, residences and offices.

Downtown has also re-established its place as the center of civic life and civic discourse. Downtown belongs to everyone. It is the community's most diverse neighborhood and a place that welcomes people from throughout the region (as well as the world). It is where we come together as a community

to celebrate, mourn, commemorate and protest. The resurgence of Downtown is also a beacon of hope for a community that has seen economic downturn empty out the city and exasperate an already polarized population.

Yet despite recent accomplishments, there is much more to be done. Areas of Downtown are still challenged with pockets of vacancy, neglect and a lack of connectivity. Pedestrians encounter large stretches of empty storefronts or blank walls. Public spaces often feel deserted and fail to reflect the energy and creativity that is happening in Downtown's many businesses and cultural organizations. And many areas simply lack a sense of vibrancy, color and excitement that a vital downtown at the center of a dynamic region deserves.

It is within this context that, in 2017, the Regional Arts Commission (RAC), Downtown St. Louis, Inc. (DSI) and Explore St. Louis began a conversation about how public art can be a catalyst for the continued revitalization of Downtown. As a first step these three organizations banded together to commission a Public Art Plan for Downtown St. Louis.

The nine-month planning process, led by local public art planning firm Via Partnership, engaged Downtown residents, workers and visitors and represents the first time that the community has come together to create a shared vision and set of priorities for public art Downtown. The planning process was overseen by an Advisory Committee comprised of representatives from RAC, Explore, and DSI, as well as representatives from civic organizations, arts organizations, developers and businesses based Downtown. The consultants met one-on-one with representatives from the City and other public agencies, developers, residents, and leaders of civic and cultural organizations. Three roundtable discussions engaged Downtown residents, artists and Downtown-based cultural organizations in conversations about a vision and opportunities for public art. An online survey that gathered input on a broad set of possible directions for public art and solicited people's perceptions of Downtown received more than 800 responses. And an interactive public workshop called *Imagine Art Here!* engaged more than 40 people in an in-depth look at public art opportunities.



Participants in the *Imagine Art Here!* workshop brainstorm and share ideas for public art Downtown.

ABOUT THIS PLAN

The Plan does two important things. First and foremost, it recommends the creation of a Downtown STL Public Art Initiative, a new framework for multiple partners to work together, based upon a shared vision, to do the hard job of raising funds, building partnerships, launching new public art projects and programs and managing them through completion, and caring for Downtown’s public art into the future. There is no dearth of great ideas for new public art projects Downtown – what has been missing is the mechanism to make these ideas a reality.

Second, the Plan recommends a set of opportunities for commissioning public art and new programs that support that vision. These opportunities have grown out of the many creative ideas contributed by the Advisory Committee; through the input of many stakeholders who participated in workshops, meetings, interviews and the survey during the planning process; the review of public space plans for Downtown; and the analysis and observations of the consulting team. These opportunities represent a synthesis of the best ideas as of the writing of this plan and may change over time. Therefore, the Plan also recommends criteria for evaluating these and new ideas as they come along.

A dense and culturally vibrant Downtown is important to the future of the entire region. The *Downtown STL Public Art Plan* and the launching of the Downtown STL Public Art Initiative marks the beginning of a new era of public art that has the power to transform the identity of Downtown.



Brian R. Owens, *Frankie Muse Freeman, Attorney at Law*, Photo: Via Partnership



THE DOWNTOWN STL PUBLIC ART INITIATIVE

A dedicated and sufficiently resourced effort focused on public art in Downtown St. Louis will implement a new generation of art projects and continuously engage audiences, new and old, in art Downtown. This plan recommends that a new “Downtown STL Public Art Initiative” be launched that provides the vision, leadership and capacity necessary to develop and lead public art projects, to partner with other Downtown stakeholders to launch and manage projects and to act as a resource for developers, property owners, arts and community organizations and artists wishing to initiate their own public art projects. The day to day management of the Downtown STL Public Art Initiative will be provided by a dedicated staff person, the Downtown Public Art Manager, hired, paid and overseen by the Regional Arts Commission.

The Initiative will be guided by a Downtown Public Art Advisory Committee (DPAAC). This committee, comprised of regional visual arts professionals and Downtown stakeholders, will provide guidance on planning and project development, artist selection and artist concept approval, fundraising and partnerships.

Housing the Downtown Public Art Manager at Downtown STL, Inc.’s offices will ensure the Initiative is grounded in the broader goals and initiatives Downtown and that the Manager is well connected to important stakeholders, including potential project partners and supporters.

A VISION AND GOALS FOR PUBLIC ART IN DOWNTOWN ST. LOUIS

Public Art will support building a dense, inclusive and culturally vibrant downtown that is a vital anchor to the entire region.

This will be accomplished by:

- Encouraging walking and *exploration* of Downtown’s streets and public spaces.
- Highlighting the culture of Downtown as a place for creativity and *possibility*.
- Reinforcing the *identity* of Downtown as the heart of a diverse and multifaceted region.
- *Welcoming* people Downtown and demonstrating that they have arrived to a unique, vibrant and creative place, rich with history, where people from all over the region, country and world are encouraged to gather.

DOWNTOWN STL PUBLIC ART INITIATIVE MISSION

To accomplish this vision the Downtown STL Public Art Initiative will engage in the following activities:

- Initiate new permanent and temporary public art installations and programs to activate Downtown.
- Build partnerships that invite artists and cultural organizations to participate and invest in new public art projects and programs.
- Generate new resources for public art Downtown.
- Promote public art and cultural activity in Downtown.
- Advocate for the care and stewardship of Downtown’s public art, as well as for policies that support public art and artists.
- Engage and connect St. Louisans and visitors through a wealth of public art Downtown.

DOWNTOWN STL PUBLIC ART INITIATIVE GUIDING PRINCIPLES

The Downtown STL Public Art Initiative should also adopt a broad set of guiding principles.

- **Responsive.** Works of art will be created specifically for Downtown and should demonstrate a knowledge and understanding of this place as a place for all. Public art will be a vehicle for both honoring history and inspiring the future.
- **Equitable.** Public art will be for everyone, and will support the development of creative spaces for reflection, gathering, and education as recommended in the Ferguson Commission report. Public art will inspire, unify, and create conversations.
- **Excellence.** Artwork will be of the highest artistic quality.
- **Arts Ecosystem.** Public art will support building a stronger art ecosystem in St. Louis and contribute to the notion of a regional community.
- **Transparent.** The process for selection and commissioning will be transparent and follow general public art best professional practices.

IMPLEMENTATION OF THE DOWNTOWN STL PUBLIC ART INITIATIVE

The Downtown STL Public Art Initiative will provide the skills and resources to be able to catalyze a new generation of public art projects in Downtown St. Louis and engage people in a meaningful way with public art. The Initiative will not work alone or in isolation, but will seek partnerships and encourage and support developers, arts and culture organizations, artists and others to participate and take leadership, as well.

Roles

The Downtown STL Public Art Initiative will play many roles. A detailed breakdown of roles and responsibilities of the Initiative, as well as partners and collaborators, is outlined in Appendix A.

Lead

The Initiative will lead by initiating and commissioning public art and developing programs that promote and engage people with public art in Downtown St. Louis, using this master plan as a framework.

Partner

In many cases, the Initiative will partner with public agencies, developers, property owners, cultural organizations and others to develop public art projects and programs, with expertise and resources coming from each partner to make things happen.

Advise

The Initiative will be available to advise on public art projects and related programs initiated by others, providing expertise when needed.

Advocate

The Initiative will also advocate for public art to be considered in all public space development projects Downtown, whether led by public agencies or private entities, and will be a voice for policies that support both new public art Downtown and the care of the existing collection.

Staffing and Governance

The Downtown STL Public Art Initiative will be staffed by the Downtown Public Art Manager and overseen by the Downtown Public Art Executive Committee and the Downtown Public Art Advisory Committee.

Downtown Public Art Manager

The Downtown Public Art Manager is the lead staff person of the Downtown STL Public Art Initiative. The Manager should be an employee of the Regional Arts Commission, reporting to the Director of Strategic Initiatives and Community Partnerships, and work out of the Downtown STL, Inc. office. The Manager is responsible for the day-to-day management of the Initiative, including managing new public art commissions, developing programs and partnerships to inform and engage people with public art downtown, and pursuing partnerships and funding opportunities to support the Initiative.

Downtown Public Art Executive Committee

The Downtown Public Art Executive Committee should consist of the Executive Director of the Regional Arts Commission, the President & CEO of Downtown STL, Inc. and the President of Explore St. Louis. The Executive Committee approves the Annual Work Plan for the Initiative, helps establish and build partnerships, and helps make connections to potential donors.

Downtown Public Art Advisory Committee

The Downtown Public Art Advisory Committee (DPAAC) should be a 10-person, volunteer committee that advises on matters related to the Downtown STL Public Art Initiative. The DPAAC should be comprised of at least three visual arts or design professionals from the St. Louis region (such as curators, art administrators, artists, arts educators, graphic designers, architects or landscape architects), at least two Downtown residents, and at least two additional Downtown stakeholders (such as property owners, developers, business owners, or workers) and a member of the RAC Board of Commissioners. In addition, the Executive Director of the Regional Arts Commission, the President of Explore St. Louis and the President & CEO of

Downtown STL, Inc. or their representatives, will serve as ex-officio members of the DPAAC. The composition of this committee should reflect the guiding principles of diversity, equity, and inclusion.

The DPAAC advises the Initiative on the development of the Annual Work Plan, artist selection and artist concept approval, and acceptance of gifts and loans of artwork. The DPAAC will also help establish and build partnerships and helps make connections to potential donors.

Planning for Public Art

The Downtown STL Public Art Initiative will conduct its own internal planning to ensure that projects and programs are developed with intention and are sufficiently resourced. The Initiative will also participate in planning projects that touch Downtown and advocate for the inclusion of public art when appropriate to ensure that public art recommendations are made at a planning level.

Annual Downtown STL Public Art Initiative Plan and Budget

Working with the Downtown STL Public Art Advisory Committee (DPAAC), the Downtown Public Art Manager will develop an Annual Plan and Budget that aligns with the Regional Arts Commission fiscal year (January – December). The Annual Plan and Budget should include projects and programs that the Initiative intends to work on in the coming year and the role the Initiative will play, anticipated costs and existing and anticipated funding.

Individual Project Plans for Initiative-Led Projects

For each public art project that the Initiative leads or where the Initiative plays the role of project manager, the Downtown Public Art Manager, with input from the DPAAC, should develop an Individual Project Plan. This planning should include identifying the opportunity; listing the roles of project partners; defining the artist selection process; outlining potential hurdles with permissions, permitting or construction; establishing realistic budgets and timelines; and outlining a basic communication strategy.

Infusing Public Art into Urban Planning

There are many urban plans and studies for Downtown St. Louis that could benefit from the inclusion of public art recommendations, including the identification of specific public art opportunities. Planning efforts may also potentially include recommendations that would impact existing public art. The Initiative should monitor planning efforts Downtown undertaken by the City and other public agencies that own or are responsible for public space Downtown and advocate for the inclusion of public art or advise, as necessary, on matters pertaining to public art.

Funding

There is not a single, dedicated source for funding for public art in Downtown St. Louis. And public art will have to compete with other wants and needs for Downtown and the region. Nonetheless, there is strong interest in public art and acknowledgement of the energy it can bring to making Downtown more dense and vibrant. The vision, opportunities and implementation framework outlined in the Plan help make a case for funding from multiple sources, both public and private.

Regional Arts Commission

The Regional Arts Commission should make an annual commitment to providing operating support to the Downtown STL Public Art Initiative, specifically for the Downtown Public Art Manager's salary, as well as program funds that can be used to support projects and programs.

To launch the Downtown STL Public Art Initiative, RAC should make a commitment to fund public art, including operating and program support, in an amount of at least \$160,000 a year.

The Regional Arts Commission is funded through a Hotel/Motel Room Tax¹ in St. Louis City and County. Increases in regionwide hotel stays, especially when driven by large events of out-of-town guests at conventions at America's Center or sports events at several venues, increase the amount of funding that goes to the

¹Authorized by Missouri Revised Statute, Section 67.619.

Regional Arts Commission each year. RAC's financial commitment to this plan should represent a percentage of the approximate annual increase of the hotel/motel tax allocation. This commitment would reinforce the role that public art can play in supporting a healthy and vibrant Downtown, which in turn supports the overall growth in funding for the arts regionwide.

Percent for Art

In 2011 the City of St. Louis adopted Ordinance #68793² for the purpose of supporting public art. Section Eight of that Ordinance states that "(a)ny Art-Qualified Project administered by any City department or any Agency shall include in its Project Budget an allocation of one percent (1%) of the total amount of such Budget prior to such allocation for Public Art Funds unless prohibited by State or Federal law." In addition, "Any request or application by or on behalf of the City and/or any Agency including any request or application made jointly with one or more other entities for capital grant funds for Art-Qualified Projects to any public or private body, agency, or federation shall contain a request that one percent (1%) of the total grant funds requested be allocated for Public Art Funds ..." The Ordinance further defines "Art-Qualified Project" in such a narrow way that very few projects are subject to setting aside funds for public art.

The Initiative will work with the Regional Arts Commission and the City of St. Louis Board of Public Service to identify eligible projects Downtown and to ensure that future grant applications for capital projects Downtown include a request for one percent for public art.

RAC has developed *City of St. Louis Public Art Guidelines* that outline the procedures for commissioning public art funded through the Ordinance. Per these guidelines, the Downtown Public Art Advisory Committee, or their designees, will serve as the Art Selection Panel for Percent for Art projects taking place Downtown.

² <http://www.slpl.lib.mo.us/cco/ords/data/ord8793.htm>

Private Development

Many of the planned private development projects Downtown will offer opportunities to implement the vision and goals outlined in this Plan. Developers should be encouraged by the Initiative and its project partners, as well as by the City of St. Louis, to incorporate public art in their projects and to consider the goals outlined in this Plan when developing those public art projects.

As the City of St. Louis is reviewing and updating its own development approval processes and incentive programs, consideration should be given to ways that developers in Downtown can be incentivized to incorporate public art into their development projects or to contribute to public art projects elsewhere in the Downtown area.

Grants

There are many regional and national grant programs that are interested in supporting public art, creative placemaking and the vitality of public spaces. The Initiative will proactively seek grants from local, state and national donors to support public art projects and programs.

Sponsorships

The Initiative should seek business sponsorships for projects and programs. Projects that are event-based in nature, such as projections or festivals, may be better candidates for sponsors who are interested in naming or receiving other types of visible recognition for their sponsorship.

Partnerships

Various partners that the Initiative works with to accomplish projects – public agencies, developers, property owners and others – may bring financial and in-kind resources to support projects.

Donor Cultivation and Solicitation

The Initiative should cultivate individual and corporate donors for specific public art projects, programs and even long-term stewardship of Downtown’s public art.

Public Art Stewardship

The Downtown STL Public Art Initiative will also play a role in the ensuring that public art in Downtown is properly cataloged, conserved and maintained.

Ownership of New Public Art

As a rule, the Downtown STL Public Art Initiative will not take ownership of new public artworks.

For temporary public art installations, the artist will retain ownership of the work and will grant the Downtown STL Public Art Initiative and its partners the rights to exhibit, publicize and develop exhibition materials about the work.

For new permanent public art installations, the owner of the property that hosts the work will also own the work. For works on private property, the Initiative will advise the property owner and artist in developing a contract that outlines the responsibilities of the owner and artist related to conservation, maintenance, de-accession and copyright. If the installation is on City property, then the Initiative will go through the process outlined in the *City of St. Louis Public Art Guidelines* for the accession of public art.

Inventorying Downtown's Public Art

Downtown has a wealth of public art. Basic information about most of this work is available on the Regional Arts Commission website. The Downtown STL Public Art Initiative should work with RAC; the City of St. Louis Department of Parks, Recreation and Forestry; Metro Arts in Transit and other property owners Downtown to develop a more comprehensive inventory of all artwork Downtown. This inventory will enable the Initiative to be a resource and advocate when any issues arise with any public artworks Downtown and can also be used to develop promotional materials about the collection.

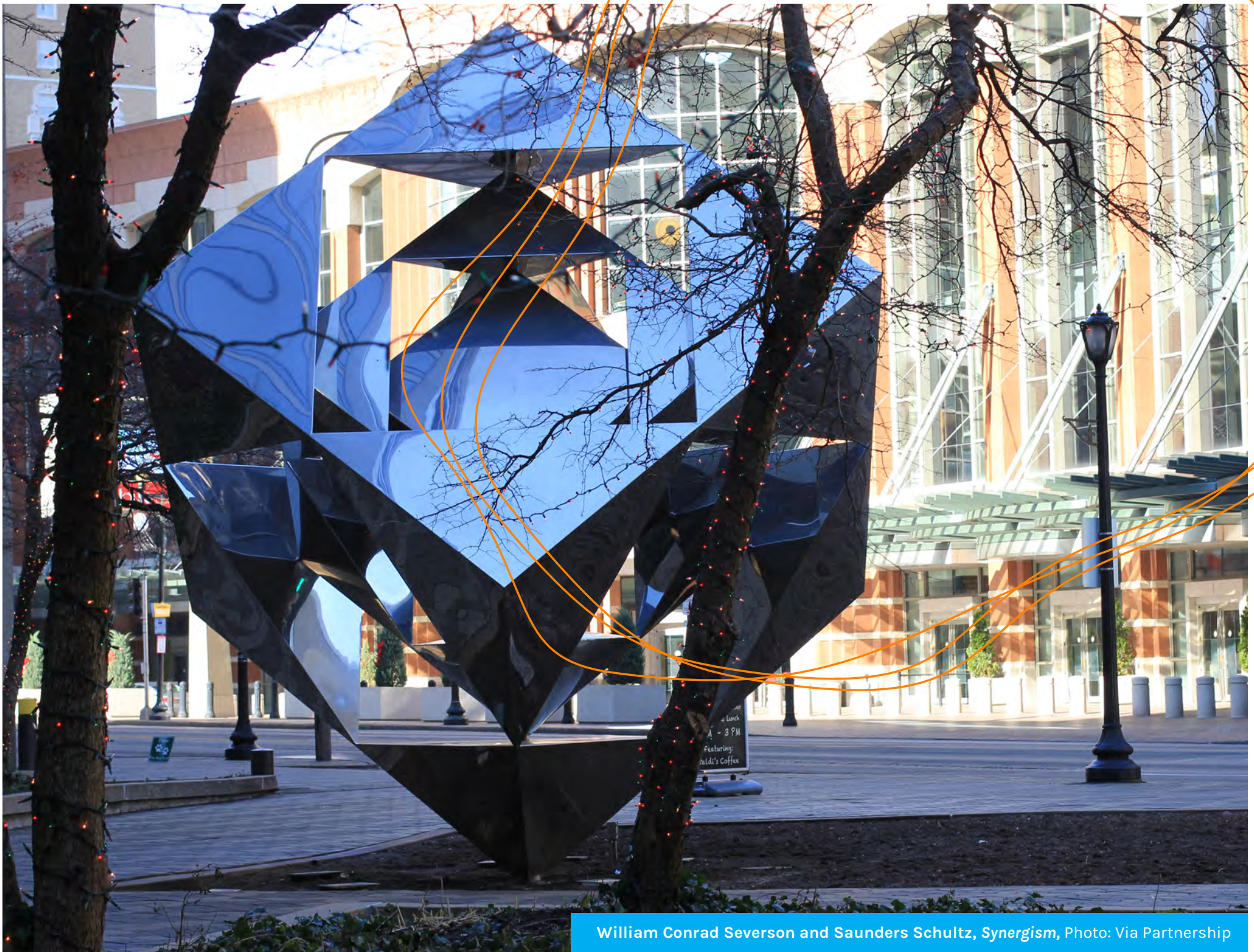
The inventory should strive to include, at a minimum: artist name and contact information (if living), title, dimensions, media, year, ownership (with contact information), funding source and any available information on previous conservation.

Signage

The Initiative should work with the entities that own public art to ensure that there are durable labels that identify, at a minimum, the artist, title, year and owner of the work. Audio and/or Braille signage should be included whenever possible, as well as links to the web site for further information.

Conservation and Maintenance

The Downtown STL Public Art Initiative should work with the City of St. Louis Department of Parks, Recreation and Forestry to raise funds to conduct a conservation assessment of public art on Park property Downtown. The conservation assessment should identify and prioritize conservation needs, as well as recommended regular maintenance. The Initiative should then work with the Department to raise funds or find partners to assist with the most pressing conservation needs, and if needed, contract for those services. The Initiative should also work with Parks and Downtown STL, Inc. to determine the best way to manage regular maintenance of artworks that does not require specialized training, such as washing, weeding, or replacing light bulbs.



William Conrad Sevenson and Saunders Schultz, *Synergism*, Photo: Via Partnership



PUBLIC ART OPPORTUNITIES

The creation of the Downtown STL Public Art Initiative provides a new opportunity to bring more public art Downtown and to increase the diversity and variety of public art found in Downtown.

This section outlines various potential public art opportunities that arose through this planning process. This inventory represents a snapshot in time, recognizing that as time passes and circumstances change, new opportunities will arise and ideas on this list may seem unnecessary or obsolete.

As described above, the Initiative will play different roles depending on the nature of the project, the partners at the table, and the project needs. In some cases, the Initiative will take the lead in developing projects. In other cases, they will be one partner among many working on a project. In still other cases, their role may be to advise or advocate for public art being included as part of a public agency's or private developer's project. In each opportunity outlined below, the Initiative's potential role is identified.

CRITERIA FOR EVALUATING OPPORTUNITIES

The following criteria is a tool to help the Initiative evaluate the priority of the opportunities listed in this plan, as well as new opportunities that may arise in the future.

Projects should, at a minimum, meet the following criteria:

- The project has the potential to support one or more of the overarching goals in the Initiative's Vision and Goals for public art.

- There is adequate funding and staff resources to develop a successful project and/or willing partners that bring resources to the table.
- The project presents a good opportunity for a strong artistic outcome.
- Site is visible and accessible.

KEY DIRECTIONS

The vision for the Downtown Public Art Initiative is that public art will build a dense, inclusive and culturally vibrant downtown that is a vital anchor to the entire region. Each public art project that the Downtown STL Public Art Initiative supports should impact this vision and one or more of the goals for public art outlined in this plan.

Goals:

Encouraging walking and **exploration** of Downtown's streets and public spaces.

Highlighting the culture of Downtown as a place for creativity and **possibility**.

Reinforcing the **identity** of Downtown as the heart of a diverse and multifaceted region.

Welcoming people Downtown and demonstrating that they have arrived to a unique, vibrant and creative place, rich with history, where people from all over the region, country and world are encouraged to gather.

The following opportunities are organized into four Key Directions based upon these goals – *exploration*, *possibility*, *identity*, and *welcome*. While many of these projects have the potential to impact more than one of these goals, the category the project is placed in reflects the primary outcome desired for the project.



Exploration

Public art will make the experience of walking in Downtown more culturally rich, encouraging exploration and building on the distinction of being the most walkable neighborhood in the region. Through thoughtfully curated and sited projects of different scales, styles and media, the different areas of Downtown will feel more physically connected. Art will make public spaces more active and vibrant and ensure elements of Downtown's built environment are attractive and visually interesting. Works of art that are interactive, innovative and surprising will ensure that there is always something new to see and experience.

The following public art opportunities support the goal of Exploration.





Indigo Hanlee and Michael Thomas Hill
Forgotten Songs
Sydney, Australia
Photo: courtesy of the City of Sydney

Carlos Cruz-Diez
Celebrating Carlos Cruz-Diez
Coral Gables, FL
Photo: courtesy of the
City of Coral Gables



NORTH-SOUTH CONNECTORS

Lead

There are several important north-south streets that connect America's Center and Washington Avenue on the north to restaurants, hotels, sports and cultural destinations throughout Downtown. The Initiative should make a concentrated effort to commission temporary and permanent pedestrian-oriented works of art in these areas.

STREETSCAPE INFRASTRUCTURE PROJECTS

Partner

When the City or a developer is undertaking a major streetscape re-design or renovation in Downtown, public art should be a part of it. Different opportunities should be considered, depending on the nature of the streetscape project. For example, artists could be invited to be part of the design team to develop work that is integrated into the overall design, artists could be asked to develop discrete elements of the streetscape such as street furnishings, or opportunities could be

identified for permanent, site specific works. Prior to construction, temporary projects that build interest and excitement and/or mitigate the negative effects of construction should also be considered.

CROSSING TUCKER BOULEVARD

Partner

An important north-south vehicular roadway, Tucker is also perceived as an obstacle to pedestrian activity. Working with the City of St. Louis Streets Department, adjacent property owners, and other partners, projects should be conceived that help soften the edges of Tucker and make the crossing experience feel safer and more rewarding, especially at key pedestrian streets identified in the 2017 *Downtown Multimodal Study*: Washington, Chestnut, Market, Clark (primary) and Olive (secondary).



Blessing Hancock and Joe O'Connell
 Ballroom Luminoso
 San Antonio, TX
 Photo: courtesy of Blessing Hancock

WASHINGTON AVENUE EAST / VIEW CORRIDOR

Partner

Washington Avenue is an important pedestrian street for its entire length Downtown but deserves special consideration in the blocks connecting America's Center to the Arch grounds. This is a path used by people who live and work Downtown, as well as by thousands of tourists each year. Consideration should be given to both smaller scale interventions that enliven the pedestrian experience and to a large-scale project at the terminus of Washington that takes advantage of the view corridor along Washington Avenue to the river.

HIGHWAY UNDERPASSES

Partner

Part of the pedestrian experience in many places Downtown is walking beneath the elevated highway or highway exits. This is especially the case in navigating from the core of Downtown to Laclede's Landing and in areas around Cupples Station. While some of these underpasses are dark and unwelcoming, some have interesting sculptural qualities of their own. Artists should be engaged to create interesting visual experiences in these otherwise difficult pedestrian spaces.

ELEVATED WALKWAYS

Partner

Downtown has a small number of privately owned elevated walkways that could be enhanced by artists. Owners should be encouraged or assisted in developing public art on the walkways with a focus on enhancing the public views of the walkways from streets and sidewalks.

CHOUTEAU GREENWAY

Advocate/Partner

The Chouteau Greenway will be a new greenway from the Gateway Arch to Washington University. The design and construction of the Chouteau Greenway is being led by Great Rivers Greenway. An international competition recently resulted in Stoss Landscape Urbanism leading a team that will determine the final route and design of the Greenway. A public art approach will be one of the elements of their final design. This process should be monitored by the Initiative to ensure that public art remains one of the key



Cliff Garten
Luminous Crossings
 Calgary, AB
 Photo: courtesy of Cliff Garten Studio

components of the project and to look for opportunities for art as part of the Chouteau Greenway to help support the vision of the *Downtown STL Public Art Plan*.

NORTH-SOUTH METROLINK

Advocate/Partner

Although the final route has yet to be determined, the new North-South MetroLink extension will likely go through the heart of Downtown. Public art should be an integral part of the MetroLink design and experience. The Downtown STL Public Art Initiative should advocate for Metro and its public art program, Metro Arts in Transit, to implement a public art approach for this route that supports pedestrian connectivity to the stations.

GATEWAY MALL

Advise/Advocate

City Garden and the Kiener Plaza renovation have re-invigorated the sections of the Gateway Mall that are east of Tucker. The renovation of the Soldier's Memorial, new development at Union Station, as well as increased residential development to the west of Tucker has focused new attention on the western portion of the Gateway Mall. As the plans for the Gateway Mall are updated, public art should be considered an important element in connecting these spaces to the rest of the city and invigorating these public green spaces. The Initiative should advise the City

in identifying opportunities for public art in the Gateway Mall plan and advocate for the commissioning of public art in that plan's implementation. The Initiative should also work with appropriate stakeholders to address the immediate and long-term conservation needs as well as the landscaping plan for the block of the Gateway Mall that is the home of the sculpture *Twain* by world renowned artist Richard Serra.



Possibility

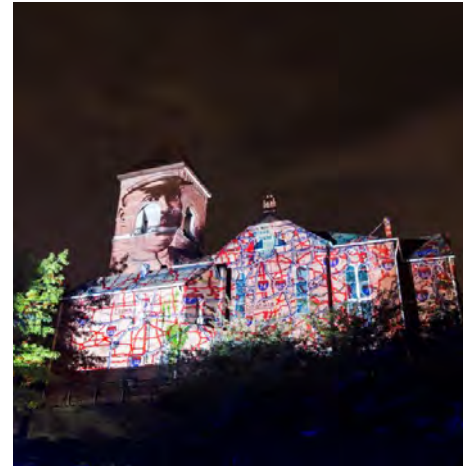
Support for public art will demonstrate that Downtown embraces creativity, experimentation and the exploration of new ideas. Through partnerships and engagement in art projects, artists, creatives and arts and cultural organizations from throughout the region will feel invested in making Downtown a better place. Locals and visitors will be more aware of existing art, architecture, design and cultural activities Downtown, reinforcing Downtown as a cultural destination, and innovative businesses will feel that the culture of downtown is compatible with their business culture.

The following public art opportunities support the goal of Possibility.





Left
 Höweler + Yoon
Swing Time
 Boston, MA
 Photo: courtesy of Höweler + Yoon



Right
 Tiffany Carbonneau and Susanna Crum
A Place in Time
 Indianapolis, IN
 Photo: Tiffany Carbonneau

ARTIST-INITIATED PROJECTS

Lead

Artist-Initiated Projects can be facilitated through an annual “Ideas Competition” spearheaded by the Initiative where regional artists are invited to propose ideas for temporary public art projects at sites of their own choosing. Unlike most public art opportunities that define a specific location very narrowly for an artist to consider, regional artists would be invited to propose ideas for temporary public art projects at a location (or type of location) of their choosing within Downtown, allowing artists to bring forward innovative and new ideas to

Downtown public spaces. The competition could have a specific geographic focus, curatorial prompt or challenge that it asks artists to address through their ideas.

PLATFORMS FOR PROJECTION

Partner

The Initiative should partner with property owners to create platforms for rotating new media work projected onto buildings in Downtown. Projections could happen at any time of year but would be particularly effective in the months when night falls early, activating Downtown during the long dark winter evenings. Projections could happen singularly or could be coordinated at multiple locations to create a festival-like environment. Artists could be contracted individually to create works, or a curator could be hired to develop and coordinate an on-going program.

FESTIVAL

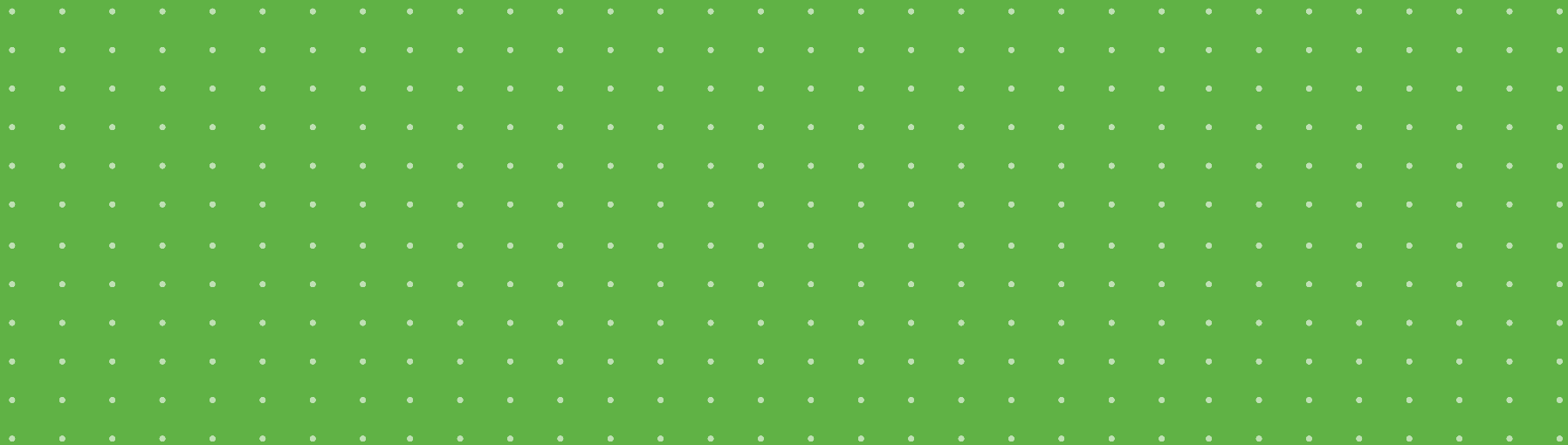
Partner

The Initiative should launch a conversation among regional arts leaders about developing an arts festival that engages people in interactive public art experiences. This festival could be sited solely Downtown or could bridge Downtown with Grand Center or even beyond to the Central West End and Forest Park. This festival could be solely focused on public art or could be part of a multi-disciplinary approach.

Identity

Public art will strengthen Downtown's overall identity and reflect the richness and diversity of the entire community. Public art will create an enhanced and authentic sense of place and let you know that you are in the heart of a diverse and multifaceted region.

The following public art opportunities support the outcome of Identity.





Olalekan Jeyifous
Protest
Cleveland, OH
Photo: courtesy of
LAND Studio, by Eric Dost

ST. LOUIS STORIES

Lead

St. Louis rests at the physical center of a polarized nation and has a community that is badly in need of interpersonal outlets both for sharing their perspectives and unique experiences and understanding the experiences of others.

Downtown is already the nucleus of the region and embraced as a place for gathering together diverse populations, and the interpretations of artists can offer healing and a path forward together. The Initiative should commission temporary and permanent public art projects

focused on addressing the story of the St. Louis community in an honest, open way that illuminates St. Louisans' shared experience and looks to the future together.



Simparch
River Monument
Louisville, KY
Photo: Meridith McKinley

RIVERFRONT ART

Lead

The St. Louis Riverfront is a special and unique asset in Downtown and an important part of our historic and present-day commerce and ecology. It also floods. An artist or artists should be invited to explore and create permanent and temporary public art projects that engage people with the river and with the changing water levels that are part of what make the Mississippi River powerful and unique. Building on new initiatives to re-connect the river with the City, Riverfront Art would create an additional reason for people to visit and interact with the Mighty Mississippi.

HISTORY

Partner

Downtown is the historic birthplace of St. Louis. There is a rich history that is told, in part, through public art and the landmark architecture that is part of what makes Downtown a unique destination. The Initiative should work with artists, public historians, architectural historians, community leaders, community members and others to develop art projects that examine Downtown's diverse history and make it accessible to the public. Projects could range from traditional public art installations and markers to oral history projects, performances and other methods that make these stories come alive.



Welcome

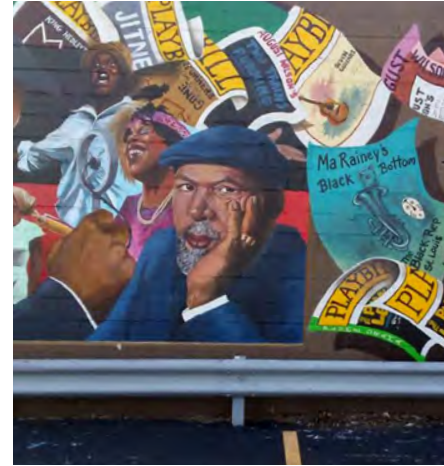
Public art will create a special sense of arrival and a welcoming environment for people of all backgrounds. Entering Downtown, visual cues will let people know they are in a place that is well cared for and where design and creativity are valued. Special consideration will be given to welcome visitors who are new to our region to make sure they have a positive first impression and memorable experience.

The following public art opportunities support the outcome of Welcome.





Lawrence Argent
I See What You Mean
 Denver, CO
 Photo: Carol M. Highsmith



William Burton, Jr.
August Wilson Mural
 St. Louis, MO
 Photo: William Burton, Jr.

AMERICA'S CENTER SIGNATURE PROJECT

Partner

America's Center is St. Louis' convention center. It welcomes hundreds of thousands of people to Downtown from all over the world. In the coming years America's Center will be undergoing a renovation to update and expand the facility. As part of the renovation, a signature public artwork should be incorporated that becomes a new icon for the convention center, Downtown and St. Louis.

AMERICA'S CENTER COLLECTION

Partner

In addition to the signature project, America's Center should be infused throughout with art that highlights the talent and excellence of our region. Over time, America's Center should develop a collection of work, including two-and three-dimensional "portable" works as well as site-specific installations. Work should enhance outdoor public spaces and facades, entrances and interiors.

PRIORITY MURAL SITES

Partner

Private property owners should be encouraged to work with artists and arts organizations to develop murals. However, there are a few priority sites where the Initiative should focus effort on facilitating mural development. Candidates include the Kiener Plaza garages, the parking garage at Washington between 8th and 9th and blank walls at Washington and Tucker and Cole and Tucker.

MAJOR GATEWAYS

Partner

Currently, some of the most widely-used entry points to Downtown do not provide a pleasant or exciting sense that you are arriving in a vibrant area of the city. Public art, along with good urban design, can help improve the experience of arrival at these locations. The following are a list of priority locations for improvement, though other major entrances could also be considered.



Amy Landesberg
Power Wrap
Atlanta, GA
Photo: Neil Dent Photography

The I-64 / 11th Street Exit

This exit has long been considered an eyesore. Bordered by a vacant lot on the east and an Ameren electrical substation on the west, this major entrance to Downtown has the feel of entering through the mud room. A partnership with the City of St. Louis, Ameren and other adjacent property owners could generate a single project or a group of projects that beautify and activate this important gateway.

Tucker Boulevard Entrance North

With the opening of the new I-70 Stan Musial Bridge, Tucker has become a more important entry from the north. Careful attention has been given to the streetscape on Tucker north of Convention Plaza Drive. However, a public art project or projects could help create a stronger sense of arrival and connection to the Downtown core. Potential sites include Interco Plaza and prominent building facades.

The I-64 / 6th Street Exit

The 6th Street exit off eastbound I-64 at 6th Street requires drivers to head south on 6th Street, turn east on Gratiot and then turn north on 4th Street to get to Downtown. There are several opportunities along this path to incorporate welcoming public art. The first structure that drivers encounter is a low, curved building with a windowless facade at 619 S. 6th Street, which could be a good facade for a mural. There is a large-scale Ameren substation at the intersection of 6th and Gratiot that could be screened or enhanced through lighting or other artist-designed elements.

The I-44 / Convention Plaza Exit

The Convention Plaza exit from I-44 drops drivers right at America's Center. There is a plaza at the intersection of Convention Plaza and Broadway that is a good scale for pedestrians and could potentially be a site for temporary installations that help activate the site or a permanent installation that would be visible to drivers as well as engaging for pedestrians.



Tim Curtis, *Mystic Vessel Ascending*, Photo: Via Partnership

PROGRAMS

In addition to new public art projects, the Initiative should develop programs to engage people in public art; to assist private property owners, arts organizations and artists to initiate public art projects; and to support artist development.

PROMOTION OF PUBLIC ART

The Initiative should work with RAC, Explore St. Louis, Downtown St. Louis, Inc. and other partners to promote public art to visitors and locals alike.

Catalog

The Regional Arts Commission currently has an online catalog of public art. The Initiative should update data in this catalog and work with Explore St. Louis to determine the best platform for the catalog to be available to the broadest audience, including visitors to explorestlouis.com. Online information should be accessible via mobile devices. Once live, the online catalog should be promoted widely.

Consideration should also be given to developing print materials about Downtown's public art that can be distributed to convention-goers and hotel guests and picked up at hotels, Downtown cultural destinations, the Central Library and other locations.

Media and Communications

The Initiative should work to encourage a wide range of media engagement with the public art projects and programs, from social media and blogs, to mass media, to critical reviews in the art

media. Communications plans should be developed for new public art projects as well as for major programs to ensure resources and time are allocated to doing this work.

Local Media

The launching of a public art project, introducing a selected artist to the community, unveiling a design, and documenting the installation are some of the points in the public art process that could be pitched to local TV, radio and print media. The Initiative should develop relationships with local media and cultivate interest in covering positive stories about public art and Downtown.

Tourism-Focused Media

The Initiative should work with Explore St. Louis to include stories about artwork and artists that can be included in media specifically targeted towards visitors and prospective visitors to St. Louis and Downtown.

Art-Focused Media

Regional, national and international art publications and blogs should also be targeted to write about public art projects happening Downtown. This type of coverage can help boost cultural tourism and also helps change perceptions about Downtown and St. Louis regionally and beyond. It is also great for artists' careers to have their work covered by art publications.

Social Media

The Initiative should push out information on its own social media networks as well as those of project partners and artists. Social media should also be used as a tool to facilitate interaction, through contests, Instameets and Tweet-ups and other methods that encourage posting and dialogue about the work.

#mystl

Downtown's public art stories should become a regular feature of the new #mystl blog, developed by Downtown STL, Inc. as an outlet to share positive stories about people, places, events and activities Downtown.



Bill Baker and Claudia Cuesta, *Wheels*, Photo: Via Partnership

Tours

There are a number of nonprofit and for-profit tour operators that offer tours of Downtown St. Louis focusing on architecture, history or other topics. The Initiative should work with one or more of these groups to add tours of public art in Downtown. These could be targeted to both visitors and locals.

MURAL ASSISTANCE

The Initiative should work with the Regional Arts Commission and potentially other partners to develop a resource guide or website that provides information on mural making. The resource guide should be geared towards artists, property owners and arts and community organizations and should help users work through the key considerations of developing a mural, including but not limited to topics such as how to select an artist, developing a budget, developing artist and property owner agreements, approvals and permitting and more. The mural guide would be specific to St. Louis, addressing existing policies related to murals in the City and local mural-making resources.



ACTIVATION AND EDUCATION

Through partnerships with artists, arts and culture organizations, educational institutions, civic groups and others, the Initiative should seek ways to develop creative and interactive programs that engage people in looking at, learning about and discussing public art Downtown. There are endless possibilities, of which the following are just a few.

Meet the Artist

There should be opportunities for the public and interested groups to meet artists who are making or have made work Downtown. These could range from artists talks, lunch and learn sessions, studio tours, and other types of gatherings and conversations.

Artists in Residence

The Initiative should explore possibilities for embedding artists in Downtown organizations, institutions, and corporations to infuse the visible presence of an artist and creativity into the

everyday work of Downtown. The outcomes could be installations, demonstrations and exhibitions. Designated studio space could animate empty storefronts and offices.

Interactive and Participatory Artwork

When commissioning new work, especially temporary projects, consideration should be given to working with artists whose working practice includes an interactive component. Artists can invite people to participate in the creative process through the design or making of the work. Or the works by design could invite participation and interaction.

Using Public Art as a Teaching Tool

The public art throughout Downtown could be used as a tool or platform for interaction. The Initiative could partner with educators to develop a public art curriculum, as other agencies have done in the region. People interested in teaching history, photography or other topics could also be invited to use the artwork Downtown as a focal point or teaching tool.

ARTIST TRAINING / TECHNICAL ASSISTANCE

Building on the success of its Community Arts Training Institute program, RAC should consider creating public art-specific training opportunities for artists. The training could be for artists from throughout the region but could potentially use Downtown as a laboratory for exploring issues specific to the field. Training could also be geared specifically to artists proposing for the Artist-Initiated Projects opportunity described elsewhere in this plan.



Manolo Valdes, *Butterflies*, Photo: Via Partnership

APPENDIX A

Roles and Responsibilities

The following organizations will play important roles in the success of the Downtown STL Public Art Initiative.

Regional Arts Commission

The Regional Arts Commission was founded in 1985 to promote, encourage and foster the arts and cultural institutions in St. Louis City and County, and to contribute to the economic development of the area through a strong presence of the arts.

Responsibilities:

- Serve as a member of the Downtown Public Art Executive Committee (Executive Director).
- Serve as an ex-officio member of the Downtown Public Art Advisory Committee (Executive Director or designee).
- Provide operating support to staff the Downtown STL Public Art Initiative and supervise the Downtown Public Art Manager.
- Provide program support to the Downtown STL Public Art Initiative.
- Staff the City of St. Louis Standing Review Committee.
- Advocate for public art in Downtown.

Regional Arts Commission Board of Commissioners

The Regional Arts Commission Board of Commissioners provides governance of the Regional Arts Commission. Each Commissioner is appointed either by the Mayor of St. Louis or the St. Louis County Executive and serves a four-year term.

Responsibilities:

- Approve annual RAC budget, including allocations for Downtown STL Public Art Initiative.
- Receive regular updates on Downtown STL Public Art Initiative.
- Make determinations regarding the deaccession and relocation of works of art in the City's Public Art Collection and forward to the Mayor for final approval.

Downtown Public Art Manager

The Downtown Public Art Manager is the lead staff person of the Downtown STL Public Art Initiative. The Manager is an employee of the Regional Arts Commission and reports to the Director of Strategic Initiatives and Community Partnerships. The Manager works out of the Downtown STL, Inc. office.

Responsibilities:

- Work with the Downtown Public Art Advisory Committee to develop an Annual Work Plan.
- Oversee the commissioning and installation of new public art projects, including developing project plans, managing the artist selection process, project implementation, documentation and community education.
- Develop programs and partnerships designed to inform and engage people with public art Downtown.
- Pursue partnerships and funding opportunities to support the vision and goals of the Downtown STL Public Art Initiative.
- Serve as a resource to planners, developers, property owners, arts organizations and artists interested in pursuing public art projects Downtown.

Downtown St. Louis, Inc.

Downtown STL, Inc. is a 501(c)6 organization that serves as a catalyst for creating and promoting a downtown that attracts investment, economic activity and vibrancy. DSI also manages Downtown St. Louis Community Improvement District (CID), which supplements city services to make Downtown St. Louis a cleaner, safer and more inviting place.

Responsibilities:

- Serve as a member of the Downtown Public Art Executive Committee (President & CEO).
- Serve as an ex-officio member of the Downtown Public Art Advisory Committee (President & CEO or designee).
- Provide an office for the Downtown STL Public Art Initiative at the DSI offices.

- Act as key liaison to Downtown businesses and organizations and residents.
- Assist in gathering financial support for public art projects and programs.
- Assist with the promotion of public art Downtown.
- Host and manage Downtown STL Public Art Initiative website.
- Advocate for public art in Downtown.

Explore St. Louis

Explore St. Louis is the official destination marketing organization responsible for selling St. Louis City and St. Louis County as a convention and meeting site and as a leisure travel destination.

Responsibilities:

- Serve as a member of the Downtown Public Art Executive Committee (President).
- Serve as an ex-officio member of the Downtown Public Art Advisory Committee (President or designee).
- Act as a liaison to tourism stakeholders.
- Assist with the promotion of public art in the tourism sector.
- Advocate for public art in Downtown.

Downtown Public Art Advisory Committee

The Downtown Public Art Advisory Committee (DPAAC) is a 10-person, volunteer committee that advises the Regional Arts Commission, Downtown St. Louis, Inc. and Explore St. Louis on matters related to the Downtown STL Public Art Initiative. The DPAAC is comprised of at least three visual arts or design professionals from the St. Louis region (such as curators, art administrators, artists, arts educators,

graphic designers, architects or landscape architects), at least two Downtown residents, and at least two additional Downtown stakeholders (such as property owners, developers, business owners, or workers), and a member of the RAC Board of Commissioners. In addition, the Executive Director of the Regional Arts Commission, the President of Explore St. Louis and the President & CEO of Downtown STL, Inc. or their representatives, will serve as ex-officio members of the DPAAC. This committee should reflect the guiding principles of diversity, equity, and inclusion.

Responsibilities:

- Recommend an Annual Work Plan for the Initiative.
- Approve project plans for individual public art projects or programs being led by the Initiative.
- For permanent public art projects that will become part of the City Public Art Collection, serve as the Art Selection Panel. The DPAAC may choose to call an ad-hoc Art Selection Panel to advise on specific projects, but the recommendation to the City of St. Louis Standing Review Committee will come from the DPAAC.
- Approve artist selection and final artist concepts for public art projects where the Initiative is leading the project or is providing financial or staff support.
- Review and advise the Standing Review Committee on proposed donations and long-term loans of public art on City property in Downtown.
- Review and advise the Standing Review Committee on deaccession of public art on City property in Downtown.
- Help establish and build partnerships to support public art projects and programs.

- Help identify and make connections to potential donors.
- Advocate for public art.

Downtown Public Art Executive Committee

The Downtown Public Art Executive Committee consists of the Executive Director of the Regional Arts Commission, the President & CEO of Downtown STL, Inc. and the President of Explore St. Louis.

Responsibilities:

- Approve an Annual Work Plan for the Initiative.
- Help establish and build partnerships.
- Help identify and make connections to potential donors.
- Advocate for public art.

Art Selection Panels

For projects where the DPAAC determines there is a need for additional expertise in the selection of artists, the review of concept proposals and/or the review of gifts or loans of artwork, they may call a special Art Selection Panel. Art Selection Panels should have anywhere from five to twelve members and should be comprised of a mix of arts professionals and Downtown stakeholders and should reflect the guiding principles of diversity, equity, and inclusion.

Responsibilities:

- Review artist qualifications and select finalists for public art projects.
- Recommend artist selection to the DPAAC.
- Review and recommend approval of artist concept for public art projects to the DPAAC.

- Review and recommend proposals for gifts and loans of artwork on City property to the DPAAC.

Standing Review Committee

The Standing Review Committee is a committee of the RAC Board of Commissioners established by Ordinance #68793 to advise the City on the review of new public art commissions and acquisitions, the acceptance of gifts and loans of artworks to the City, the deaccession of artwork from the City's Public Art Collection, and other matters pertaining to the City's Public Art Collection.

Responsibilities:

- Review proposed gifts or long-term loans of Artworks to the City and report its recommendation within 60 days to the Board of Public Service (BPS).
- Review and approve artist selection recommendations for new public art commissions on City property.
- Review and recommend concept proposal recommendations for new public art commissions on City property to BPS for approval.
- Advise RAC staff and board on public art policy and procedure-related issues.
- Review and recommend proposed deaccession of art from the City's collection to BPS for approval.
- Serve as an advocate for public art and represent RAC at community events.

President's Office, Board of Public Service

The President's Office of the Board of Public Service is the City office responsible for the design, letting, and construction management of all City Capital Projects.

Responsibilities:

- For public art projects in Downtown that are funded through Percent for Art (Ordinance #68793) and any other City Capital Projects that includes a budget for public art:
 - Describe artist involvement in the Request for Qualifications/Proposals when selecting the Project Architect and invite RAC staff and the Downtown Public Art Manager to participate in the selection of the Project Architect.
 - Work with RAC staff and the Downtown Public Art Manager to issue public art RFQs, RFPs and to issue contracts.
 - Coordinate with RAC staff, the Downtown Public Art Manager and the Host Department on the technical review of concept proposals.
 - Coordinate with RAC staff, the Downtown Public Art Manager and the Host Department on the siting and installation of artwork.
- For gifts and long-term loans of artwork that will be sited on City property:
 - Coordinate with RAC, the Downtown Public Art Manager and the Host Department on the technical review of gifts and long-term loans of artwork.

City of St. Louis Board of Public Service

The Board of Public Service (BPS) has authority over “permits for use of public places,” “permits for private businesses ... as provided by ordinance,” “grants and dedications of property,” “establishment of (road) grades,” and “City engineering, construction, and re-construction.”⁴

BPS is comprised of the Board President and the Directors of these City Departments: Health; Human Services; Parks, Recreation and Forestry; Public Safety; Public Utilities; and Streets.

Responsibilities:

- For new public art commissions funded through the City of St. Louis Percent for Art, call an Internal Review Committee to review and approve Concept Proposals, upon a favorable recommendation of the Standing Review Committee, and authorize the President’s Office to enter into a contract with the artist.
- Accept gifts and loans of artwork, upon a favorable recommendation by the Standing Review Committee.
- Review the deaccession of art from the City’s Public Art Collection, upon recommendation of the Standing Review Committee and the RAC Board of Commissioners, and forward to the Mayor for approval.

Host Department

The Host Department is the City Department or Agency that is responsible for the City facility where public art is being commissioned or is already sited. In Downtown St. Louis this would most often be the Department of Parks, Recreation and Forestry or the Streets Department.

Responsibilities:

- Perform routine maintenance of City-owned artworks at its sites / facilities.
- Report damage of artworks at its sites / facilities to RAC staff or the Downtown Public Art Manager.
- Report any anticipated changes to the facility that might impact the location of the artwork to RAC staff or the Downtown Public Art Manager.
- Advise the RAC staff or the Downtown Public Art Manager about existing or planned sites under the Department or Agency’s jurisdiction which may be appropriate for Public Art.
- Advise RAC staff or the Downtown Public Art Manager concerning proposed or planned Capital Projects at any site or facility so as to permit adequate review of the project’s potential for incorporation of public art.
- Advise RAC staff or the Downtown Public Art Manager concerning planning processes for improvement projects, development projects, private or public planning studies and/or long-range policy recommendations, which could incorporate public art.

⁴ <https://www.stlouis-mo.gov/government/departments/public-service/>

- For public art projects in Downtown on a site managed by the Host Department:
 - Consult with RAC staff and the Downtown Public Art Manager prior to commencement of the artist selection process to review public art goals, and, if applicable, information about the related City Capital Project (program, community engagement, Department stakeholders and consultants, budget, schedule, project tracking).
 - Serve as a resource for RAC staff and the Downtown Public Art Manager at all stages of the commissioning process and consult and advise with the selected artist during design development and, if necessary, through installation.
 - When applicable, serve on Art Selection Panels in an advisory capacity.

City of St. Louis Planning and Urban Design Agency

The Planning and Urban Design Agency is responsible for planning, design review, construction plan approval, code compliance and housing assistance for the City of St. Louis.

Responsibilities:

- Consult with the Downtown STL Public Art Initiative on relevant planning projects Downtown to incorporate public art recommendations.
- Serve as a resource to the Downtown STL Public Art Initiative to ensure that proposed public art projects support the City’s overall planning objectives.
- Facilitate any necessary reviews of proposed public art by the Planning Commission or Preservation Board.

APPENDIX B

Project Development Process

Selecting the right artist for a project and providing a supportive structure for the artist to develop his or her best work are crucial to the success of any public art project. The Downtown STL Public Art Initiative will utilize the expertise of the Downtown Public Art Manager, the Downtown Public Art Advisory Committee, and Art Selection Panels to help ensure that decisions regarding artist selection and design approval are informed by an understanding of artistic practice as well as by the Downtown community.

Artist Recruitment Methods

Based on the needs of each individual project, the Downtown STL Public Art Initiative should choose an approach to recruiting and selecting artists. Selection processes should be competitive, except in situations where the Initiative determines there are extraordinary circumstances. For each project the Initiative should choose one of the methods for recruiting artists outlined in the *City of St. Louis Public Art Guidelines*: open competition, invitational competition, artist roster or direct selection. Artist recruitment should reflect the principles of diversity, equity, and inclusion.

Artist Selection

Artist selection should follow best practices in the field. For most projects artists should be selected in a two-phase process. In the first phase, the Initiative would issue a Request for Qualifications. Interested artists submit qualifications packages (generally a cover letter, resume, images of past work with descriptions, and references). Artists can be invited through an open call or by invitation. Either the Downtown Public Art Advisory Committee or an ad-hoc Art Selection Panel would review artist qualifications and select finalists. In the second phase, finalists would be invited either to develop a site-specific concept design for the project or to interview with the Downtown Public Art Advisory Committee or the Art Selection Panel.

Concept design

If the finalists are asked to create a concept design, each artist would present a physical representation of the proposed work, a written project description, a description of materials and fabrication techniques, expectations regarding site preparation and infrastructure needs, preliminary maintenance considerations, a detailed budget and timeline. Artists should be paid a stipend to develop this concept design and proposal. The Art Selection Panel would review artist concepts and recommend the selection of an artist to the Downtown Public Art Advisory Committee for approval.

Interview

If the artists are to be selected based on an interview, each finalist would meet with the Art Selection Panel (in-person or via telephone or video conference). The Downtown Public Art Advisory Committee or Art Selection Panel would make a recommendation based on the outcome of the interview. The selected artist would then be engaged to develop a concept design. The concept design would be reviewed by the Art Selection Panel and approved by the DPAAC.

For work sited on City property, the Downtown Public Art Advisory Committee would forward the concept design to the Standing Review Committee, a committee of the RAC Board of Commissioners established to advise the City on approval of new public art commissions and acquisitions, as well as to advise on the acceptance of gifts and loans of artworks to the City and the deaccession of artwork from the City's Public Art Collection, and other matters pertaining to the City's Public Art Collection. Works of art on other public or private property may be subject to other reviews.

Design Development

Once a concept design has been approved by the Downtown Public Art Advisory Committee and the Standing Review Committee, if applicable, the artist would develop final design documents, including, in some cases engineered drawings. The Downtown Public Art Manager will work with the artist to seek necessary approvals of the final design documentation.

Fabrication and Installation

The Downtown Public Art Manager then works with the artist through the fabrication and installation phases of the work, including helping to obtain necessary permits.

Dedication, Submittal of Project Documentation and Project Closeout

Once the artwork has been installed a celebratory dedication can be planned by the Initiative and project partners. The artist should be required to submit all required paperwork, including all drawings and a maintenance and conservation worksheet, prior to project closeout and final payment.

APPENDIX C

Year One Work Plan

Once the Downtown Public Art Plan has been adopted by the City, the real work on building the Public Art Initiative begins. To get started, we recommend that RAC, Downtown STL and Explore St. Louis begin with these important tasks:

Administrative

Staffing

RAC begins the process of budgeting for and hiring the Downtown Public Art Manager. Until a staff person is hired, the work of the Initiative is managed by existing RAC and DSI staff support and/or the use of a consultant.

Governance

Establish the Downtown Public Art Advisory Committee and develop schedule for quarterly or bi-monthly meetings. Executive Committee continues to meet quarterly.

Identity

Develop a logo and brand identity for the Downtown Public Art Initiative. Consider re-naming. Develop web and social media presence.

Funding

Begin to seek funding for programs, projects and stewardship activities. Research and write grants, work with Executive Committee to identify companies and individuals to contact for support and sponsorship.

Monitor Public Space Initiatives

The Downtown Public Art Initiative should continue to monitor major capital projects and planning initiatives. These include, but may not be limited to, the North-South MetroLink Expansion planning, Chouteau Greenway design development, the 7th Street Streetscape, the America's Center renovation, and potential Gateway Mall planning and renovation. Advise and advocate for the inclusion of public art in these projects and identify possibilities for collaboration on projects.

Stewardship

Work with the Department of Parks, Recreation and Forestry and other City agencies to create documentation of City-owned public art in Downtown. Seek out potential funding and partnerships to conduct a collection assessment. Approach potential partners / funders about conservation of Serra and rehabilitation of surrounding landscaping / park space (and long-term stewardship of the piece).

Projects

Artist-Initiated Projects

Launch an initial Ideas Competition focused on the area bounded by Fourth Street, Washington Avenue, Tucker Boulevard and Market Street. Invite regional artists to propose ideas for sites of their own choosing within this area, as well as a handful of pre-identified sites.

Projection Platform

Work with T-REX to beta-test projection platform. Work with T-REX to establish goals and troubleshoot technical possibilities. Contract with a local artist or curator to develop a weekend program of projections. Evaluate success in terms of technical needs, visual impact, and audience engagement. Work with T-REX to investigate costs for a long-term program (permanent infrastructure or periodic rentals, ongoing curatorial), and partnerships to invest in infrastructure and programming.

I-64/11th Street Entrance

Begin talking with site stakeholders about goals for this project, and potential resources. Develop a Project Plan.

Murals

Work with Executive Committee to identify and approach private property owners regarding priority “mural” sites.

Programs

Catalog

Work with RAC and Explore St. Louis to review options for hosting an online catalog of public art in Downtown (or region-wide). Update documentation of public art to be included in catalog.

Media and Communications

Launch website and social media. Help promote public art stories through #mystl and other venues.

Tours

Contact existing tour operators about including public art in their tours or developing specialized public art tours.

Artist Training

Develop artist workshops in conjunction with the Ideas Competition. Topics could include a tour of Downtown to talk about public space usage and sites, information sessions on how to apply to the call, or basics about public art practice.

APPENDIX D

Imagine Art Here! Downtown St. Louis Workshop Report

Background

On December 2, approximately 40-45 people gathered at T-REX in Downtown St. Louis to participate in *Imagine Art Here!*, a workshop facilitated by Via Partnership as part of an initiative to develop a public art plan for Downtown St. Louis. The purpose of the workshop was to both educate the participants about public art and the planning process, and to gather participants' ideas about the vision, goals, approaches to, and locations for public art in Downtown St. Louis.

Workshop Format

The workshop began with a welcome from Meridith McKinley of Via Partnership and then an introduction to the larger Evoke Cultural Planning process by Roseann Weiss, Director of Artist and Community Initiatives at Regional Arts Commission (RAC). Consultant Meridith McKinley then introduced members of partnering organizations in attendance: Morgan Hill of RAC and Michelle Chelli of Downtown STL, Inc.; the RAC Commissioners in attendance: Andrea Purnell and Kellie Trivers; the members of the Downtown Public Art Plan Committee in attendance: Margaret McDonald, Andy Trivers, and Matt Brinkman; and fellow consultants

Emily Blumenfeld and Angie Villa of Via Partnership. McKinley then briefly reviewed the public art master planning process and explained how the *Imagine Art Here!* workshop would play a role in forming the recommendations in the plan.

The consultants then made a 20-minute presentation, focusing first on various types of public art as shown through photographs of existing works around St. Louis and then images of public art from other communities to illustrate various goals and objectives for art in those communities.

Next, participants were invited to take part in a breakout session. When entering the workshop, participants selected their seats at 6 tables of 4-8 attendees divided by downtown district, specifically: Downtown South, Downtown West, Central Business District, and the Riverfront. During the start of the breakout session, group facilitators led the attendees in introducing themselves and answering the following question: *Imagine it is 2025 and the public art plan has been successfully implemented. You are talking with a friend that has not been to St. Louis for the past 10 years. What word would you like to use to describe Downtown St. Louis's public art?*

Answers were recorded and later presented as a word cloud (following).

Attendees were then invited to go out into the field with their groups and spend an hour exploring and photographing their district of downtown with the following questions in mind:

- Within this area of the city, where are the best locations for public art? Why?
- Who is the audience for public art in these locations?
- What should the goals be for public art in these specific locations?
- What types of projects could you see being successful here?
- What types of projects would help to bridge this district to other areas of Downtown?

Upon returning from the fieldwork, facilitators helped guide the conversation and groups were asked to notate on their shared maps the potential locations for public art and the types of public art that would be most successful in those locations. They were asked to upload their photographs to Instagram and each district was given a unique hashtag. The groups recorded their proposed answers to the following questions:

- What are the goals for public art in this area?
- Who could be the audience for public art in this area?

Each group reported out on their top findings to the full group in a brief presentation while also showing the photographs that they had taken during their fieldwork.

Following the group presentations, workshop participants contributed additional input by filling out an exit questionnaire that allowed participants to elaborate on ideas or concerns they have about public art in Downtown St. Louis.

This report documents the results of this workshop, including reports from both breakouts and the exit survey. The results of the *Imagine Art Here!* workshop have been used by the consultants to formulate recommendations in the public art master plan.

Recurring Goals and Ideas

The ideas shared at the workshop were wide ranging, however there were a few recurring themes that emerged during the reporting-out of the breakout work, as well as in the exit survey, that are worth noting.

Goals for Public Art

Nearly every group discussed in one way or another the role that public art can play in improving connectivity in Downtown. In some cases, this was expressed as physical connectivity – art creating a path or a beacon across empty patches of the city, linking one area of activity to another and making the journeys or visual linkages between different ‘districts’ feel more connected or cohesive. In other cases this connectivity was also about helping people feel more personally connected to Downtown, by targeting groups to come Downtown to participate in artistic activities, or expanding outreach into adjacent neighborhoods that may not feel a sense of belonging or welcome.

There was a great deal of interest in making Downtown more active and vibrant through art experiences. Art projects should not just be static objects, they should be interactive, engaging,

Participants broke into six groups to explore and develop potential locations, goals, and audiences for public art in the following districts of Downtown St. Louis:

Downtown West (2 groups)

Central Business District (2 groups)

Riverfront

Downtown South

What follows are the goals, audiences, sites and ideas recorded from each breakout.

Downtown West Group 1

Goals for art in this area:

Delmar Gateway not divide

Connectivity and continuity

Use of open spaces (vacant parking lots on weekends) and blank walls and existing architecture

Draw residents of area downtown AND make them feel safe

Address perceptions about what empty parts of city are about

Potential audiences for art in this area:

Residents to North Downtown, not usually included in tourism parts of downtown

Visitors

People who work downtown

Traffic passing through downtown

City Museum audience – an adventure to walk in an area that you might not walk in – change your perception

Sites and ideas:

Expand the borders of central mall area

The focus area Delmar to Cole and 19th to Jefferson is a connector/ in-between space to residential area to North

Fill it with vibrancy and activity

- Light
- Projection
- Parking lot projects

“The Delmar Divide” represents the end of downtown; change to a gateway in spirit of St Louis

Bring neighborhoods to the North a place to do art and festivals – parking lots are not used on weekends and could become festival space

Mural walls, especially by Convention Center

Projection events on empty walls – light

Strategic visual markers – bus lines, etc. to pull people to walk in a direction that they might not normally move in because of eye candy

Downtown West Group 2

Goals for art in this area:

Increase Community awareness and engagement

Make St. Louis iconic

Encouraging movement, trail, artist designed lanterns great buildings

Highlight history, civic spaces

Make neighborhood more welcoming and comfortable for residents

Potential audiences for art in this area:

Trade Shows – America’s Center is underutilized

Visitors

Suburbanites – seeking art experiences

Downtown residents

Sites and ideas:

Focused on more populated area Jefferson/Locust/Olive

Open storefronts – pop-up galleries and painted windows – inhabit these spaces with art

Light!

Improve green spaces for residents (dogs)

Several (3) entryways along Jefferson could be made into gateways

Parking structure make more beautiful with lights and color

- Locust & 18th
- Pine & 18th

Mural Walls – get community engaged in production

- Things that we love about St. Louis
- Washington & 15th
- Locust & 21st
- Locust & 20th

Central Mall

- Better lighting, especially on *Meeting of the Waters*
- Market/music/First Friday/evening events etc. to encourage people to come out
- Projection – change the imagery regularly and use local involvement for designs

Containers – spaces for art and music

Central Business District Group 1

Goals for art in this area:

Fill in dead spots (modern buildings) engage with art and architecture

- create continuous fabric to encourage exploration

Look for opportunities

Creativity and vibrant art

Traffic - locals and visitors; spread people around downtown

View corridors - memory to city

Highlight the existing beauty of area, especially architecture

Small details can create "POP" and knit area back together

Overall lighting plan for entire area

Potential audiences for art in this area:

Residents - local and state

Visitors/tourists from US and abroad

Workers downtown

International art visitors

Artists

Purchasers and spenders

Sites and ideas:

Smaller interventions for immediate improvements

Murals - to adorn buildings in interesting ways

- Washington & 8th - Hotel facade would be a quick intervention to improve space cheaply
- Mayfair Plaza & 9th St.
- Convention Plaza and 9th St.
- Pine & 6th St.
- Locust & 8th

Walkways over street

- Walkways between buildings - hang something from it
- Pine & 7th St.
- 6th St. Between Pine and Chestnut

Garages

- At Kiener Plaza
- Circular parking garage facade Pine and 6th - video or fiberoptic lighting

Opportunity for Sculpture/Water or Art

- Pine & 8th
- Chestnut & 7th
- Olive & 8th
- Locust & 7th

View corridors - Washington to river - all you see is a freeway - make it more interesting and catch the eye

Central Business District Group 2

Goals for art in this area:

Activate/soften sidewalk spaces

Innovative/different unique/authentic

Activate and draw people at night

More temporary/semi-permanent living experiences

Potential audiences for art in this area:

Residents

Tourists and convention goers

Downtown workers

Temporary downtown workers and visitors

Sites and ideas:

Open Spaces - waiting for activation

- Kaufman Park - natural opening waiting for art and activation

Plus renovated Soldiers Memorial

- Rooster (Locust & 11th) - A social condenser; gathering for visitors/residents

An excellent spot for a "collector space" for murals or other activation

- Between Lucas & Convention Plaza and 9th and 11th

Wide open lots with Convention Center backdrop for events

- Intercom Plaza - waiting for activation

Continue Washington Ave. lights - lengthen the experience through lighting

Tucker North - increased traffic to 70/44 opportunity

- Gateway
- Integrated experience of mixed scales
- Continuous, integrated plan for art in the median or along the sides

Parking Garages - beautification/mural opportunities

- Hadley & Cole; Cole & 9th

Parking Lot - enhance the enclosures to be art

- Martin Luther King & Tucker

At ground/at grade improvements - delineate spaces at intersections

No current softness to the sidewalk space - add color or greenery to change entire walking experience

The Riverfront Group

Goals for art in this area:

Community gathering

Celebrate/embrace the river - FLOATING!

Create a consistent public draw through temporary features, rotating exhibits and pop-up art with events

Use outside artists

Wayfinding

Highlighting/embracing the community - drag racing/graffiti

Potential audiences for art in this area:

Tourists

Residents

Street artists

Business owners

Sites and ideas:

Marked gateways/connectors to the riverfront

- Dealing with challenges of getting people in and out of area

How do we embrace what is special and unique about our riverfront

- 30' change in river depth so no buildings possible but how can you embrace that change?
- Sculpture that interacts with the flooding (perhaps where Lewis & Clark used to be)
- Temporary things/out of the water
- Floating art – art on barges/touch the river and watch it raise and lower
- Parade on flooded street – floats that float

Utilize Laclede's Landing and Chouteau's Landing better

Encourage residents to use riverfront like tourists do

- temporary/changing experiences

Capitalize on community

- Paint Louis on South Flood wall – every September changes – embrace that idea and style; legitimize but keep energetic
- Street currently closed – how to embrace that – Car shows; drag races as art events

Changing Arch grounds

- New Connections – Arch entrance; at Old Cathedral; pedestrian walkway at Pine St; Washington Ave; Practical – wayfinding artistic signage to get people to river

Projections especially on flood walls on National Park property, which has a lot of restrictions on what can be done on their property

Downtown South Group

Goals for art in this area:

Drag people from elsewhere to change perception of downtown to a safe place to be

A way to make things unexpected!

Make downtown feel occupied and vibrant

Encourage exploration by current visitors

Add color to make more unintentionally unique

Inviting – inclusion and representation

Connection/connecting

Staying/Permanent

Utilitarian – Wifi/electric connections

Programming – temporary

Celebration area

Potential audiences for this area:

- Visitors
- Residents
- Children
- Students
- Commuters
- Workers
- General public
- People that came for existing events (sports/parades)

Sites and ideas:

Vertical opportunities for video projections or murals

- 1th & Spruce – on caddy corner corners
- Walnut & 9th
- entire building between 8th – 9th and Clark & Walnut

Open lots – permanent/temporary experiences – convertible space – permanent elements & projections/movies; outdoor

- 10th and Clark
- 11th and Spruce

Gateways

- Ramps – Trolls / or an alligator ramp under highway entrance/exit ramps – to make them something that people will recognize/drive past and enjoy

10th and Clark

11th and Spruce

14th and Clark

- Electrical substation – eyesore – light it up and use as a gateway into city
- City vehicles building is vacant looking and open – Across from open lot – projections or some color on building; natural gateway area

Clark as a connector

Skateboard park under highway / became a destination and activated a dead space for skateboarders and spectators

In front of Court House – Banners look very corporate

Functional improvements:

- Benches look blah – make things more unique & create opportunities for conversation
- Trash and recycling bins – encourage people to not throw trash on ground
- Sound/wifi that carries you to your next destination

Exit Questionnaire

Participants were invited to fill out a questionnaire at the end of the workshop in order to be certain that everyone had the opportunity to participate as well as share additional thoughts. This form asked five questions:

1. In your own words, how does public art benefit Downtown St. Louis?
2. What was the most exciting idea you heard today?
3. What are your top three location choices for public art in Downtown St. Louis?
4. How can we make people more aware of public art in Downtown St. Louis?
5. Please share any questions, suggestions or concerns you might have about public art in Downtown St. Louis that weren't addressed at today's workshop.

The responses to these questions follow.

1. In your own words, how does public art benefit Downtown St. Louis?

Activate spaces

Support wayfinding

Create memorable places

It will embrace the total community with historical, educations and community art

Brings the community together as a whole

Helps the downtown thrive

Educated the community

Reinforces an identity for St. Louis

Enables people to enjoy their space creatively and sense of well being

It benefits downtown through including diversity

Bring it to life and create ways for people to experience and move through downtown

Brings people

Helps economics

Public art benefits the city in bringing the city together

Makes downtown beautiful, a place to visit, see, live, love and nourish the soul

It benefits everyone, not just downtown but it brings people to the area

Makes it seem more occupied and vibrant

Increases the visual/aesthetic beauty of the community

Energizes

Adds depth and curiosity

Unique and authentic

Very crucial to the environment

Brings the color to a grey city

Improve the health of people who view it

It makes downtown more vibrant, safer and brings in positive activities

2. What was the most exciting idea you heard today?

Beautiful, connect, engage, transform, spark curiosity

Besides beautification, its educational and creates a community feel

Encourage fuller use of downtown

Smooth over older design mistakes

Improve area

Improve image

Increase traffic

Generating destinations and attractions

Besides the City Garden, public art should be an educational experience

By instilling new pride in residents

Art that works with the riverfront and its changing dynamic

Temporary events; changeable art work that create reasons to come downtown

Rotating art

Projecting art

Community involvement

Bringing local art to green spaces through lighting both temporary and permanent

The role that one-off events might play

To add wifi in lamp posts; great wat for audiences to stay

Small things can make a big difference

There is no need to do just a few big expensive things

Engaging art with St. Louis's great architectural and historic history

Skate park connection

Bright/fun large trash/recycling

Flood signs/sculptures by the river

Graffiti connecting life style/ race cars

Electrifying the electric towers with lights

A Mark Dion style installation at the empty lot by Start Bar

Supporting local artists

The "Wade"

Engaging the river - taking advantage of the water height

Leverage Clark connection

There was number of great ideas

Creating more art within the river is highly needed

Use of abandoned green space

Changing the perception of the Delmar Divide from a barrier line to a gateway and projection opportunity for the neighborhoods to the North

Floating art on the riverfront

Floating art

I love the idea of sound - perhaps relaxing sounds such as whale calls or zen sounds

I loved the idea of water height artwork on the river

Keeping it simple

Connection pieces - sound art

River statue to show water level changes

Everyone sited projection art

Floating art

Projections

3. What are your top three location choices for public art in Downtown St. Louis?

TBD	7th St. and Pine	Vacant buildings
Mural art - wayfinding device to new Arch grounds	Kiener Plaza	Riverfront at downtown
Community involvement with professional and local artists	Metro at 8th and Pine	North of Delmar in empty lots
Projecting art	Mural abilities on so many bare walls, parking spots, etc	North of City Museum
Across from Union Station	The empty lot by Start Bar	Riverfront areas visible from highway
Entry to Washington & Locust from Jefferson	The electric tower by Start Bar	Down from Washington Ave.
Community green spaces	Twain by Serra	Lights to the Arch Park
Washington and Tucker	Ramps to 64	The graffiti wall through the rail yard
Downtown East and West	Empty lots	Blank walls
Downtown South	Unloved walls	Delmar
Kiener West and East garage walls	Riverfront	Back in the water where Lewis and Clark used to be
Murals	Delmar	Under overpasses and on/off ramps
Circular ramp off old May Building garage	River	Riverfront art and activities - pop-up/rotating art and artists
Kiener garage and their effect to Kiener Plaza	Clark connection	Riverfront
Washington Ave and 8th	Empty lots	Soldiers Memorial
	By the river	Chouteau's Landing
	Bridges along the river	
	Many buildings within the city	
	South riverfront	
	North riverfront	

4. How can we make people more aware of public art in Downtown St. Louis?

Interactive apps

Posters/postcards at tourist locations

Connecting businesses, owners (properties), residents and communities

Inviting people to participate and be part of the design

Enable the creative of bold, visible public art. This would sensitize the public to more subtle examples of public art in the same area

Temporary installations in outside counties

Wish I knew. Things that have been tried don't seem to work

Create a website and provide the art

More newspaper writings

Festivals, open square shops, events, promotion

Media TV segments

Small scavenger hunt sights that lead you to it

Build and they will come, but we need education for the general public so walking tours lead to tell you about the work

Awesome website as a guidebook

Billboards featuring art landmarks

Connecting the downtown art to local neighboring areas

Social media

Engage kids at STL public schools

Online

Have more of it

Make it bigger, louder and more sparkly

Make it big, bright, loud and beautiful

Through branding and art - the arts in general will promote downtown

Get in shows/TV ads

Regional publications

Art of a more temporary nature (pop-up or rotating) would make the art more eventful; one art location could draw the same person multiple times

Wayfinding devices leading to the new grounds of the Arch

Promoting through RAC, Downtown STL, Explore St. Louis, etc.

Create an art map

5. Please share any questions, suggestions or concerns you might have about public art in Downtown St. Louis that weren't addressed at today's workshop.

Will professional artists be commissioned for projects to teach community residents and design art?	Art should be not boring, too safe or corporate It should interact with the space and what goes there	Local artists were mentioned at the beginning, can always increase that emphasis Money?
Safety Some places in our area were visually dead but did not need public art as much as time to allow the trees to grow large	Installations that the city does annually Money to commission street banners	Safety of exhibition, security of pieces installed
Renovate City Hall and add art and lighting to make it a destination	Trash construction signs Keep it going, great team so far	
How will this be paid for?	Art should not be gentrification	
Budget	Hoping private sponsorship does not censor content	
Responsibility of crediting artists	Permit process and how to do private installations	
Art upkeep in general		
Getting the public involved	What public art can't do: fix bad urban design, can improve but not fix	
Public art can't be done by committee the funders should not be able to micro-manage what or who is picked and funding for local artists	Why downtown? It gets plenty of attention and money so many move transforming and socially responsible civics	

APPENDIX E

Downtown St. Louis Public Art Survey Report

Purpose and Methodology

As part of the outreach process of developing the Downtown Public Art Plan for St. Louis, the Regional Arts Commission, working with project consultant Via Partnership, conducted an online survey. The survey was designed to gather input on a broad set of possible directions for public art as well as to learn more about people's perceptions of Downtown. The survey was one of several tools used to gather input for the development of the Plan. The survey was launched on November 7, 2017 and was up through December 15, 2017. The survey received 635 complete responses and an additional 293 partial responses.

The survey asked five questions related to people's preferences about public art:

1. Which examples are you familiar with? Please click on each image you recognize. (Respondents were shown 22 examples of artwork in Downtown).
2. (Respondents were shown 18 examples of public art from other cities). Of these projects, pick up to three that you think are visually interesting and represent the type of art that you think would be successful in Downtown St. Louis.
3. What is the IMPACT that public art should have in Downtown St. Louis? (Respondents were asked to indicate four preferences from a list of 10 options)
4. What TYPES of artwork would you like to see Downtown? (Respondents were asked to indicate four preferences from a list of 12 options)
5. What are the priority LOCATIONS in Downtown for new public artworks? (Respondents were asked to indicate four preferences from a list of 13 options)

We also asked respondents to respond to various statements about Downtown as *Strongly Disagree*, *Disagree*, *Agree*, *Strongly Agree*, or *I Don't Know*. These questions were designed to create a baseline measurement of perceptions of Downtown. These questions should be asked again in two to five years after the plan has been in place and recommendations in the Plan have been implemented to see if perceptions about Downtown have changed.

Findings

There are several themes that emerge from the survey that cut across multiple questions.

People want experiences. Respondents are looking for art that is engaging and interactive. The national public art examples that respondents favored and the reasons provided reveal a desire for an interactive, fun, and immersive experience through public art. More than half of the respondents hoped that the impact of public art in Downtown St. Louis would “activate public space through playful and interactive experiences.” More than just looking at art, people want to be able to relate to it and connect with other audience members and artists.

These interactive and immersive experiences should impact audiences on a pedestrian level through fully creative environments. The overwhelming majority (64.9%) of respondents felt that “pedestrian spaces connecting major destinations” are the priority locations for public art in Downtown St. Louis. Citygarden, was regularly cited as a successful environment for connecting community and art. Respondents appreciated that City Garden addresses public space as a complete pedestrian atmosphere, through art that is sited appropriately in an overall pleasing environment.

One component of successful environments and a potential aspect of public art that respondents frequently favored is lighting. More than 50% of respondents would like to see illuminated/light-based projects; the light related example projects were highly rated and the top-rated reason for the selection was the use of light. Many respondents reflected on empty spaces in Downtown St. Louis, particularly at night or on weekends and favored art that could transition from day to night through the use of light, technology or projections.

Public art can give people a reason to explore. More than half of respondents replied Disagree or Strongly Disagree when asked “if they are Downtown for an event, do [they] come early or stay late for other leisure activities.” Respondents want something unexpected and quirky to give them a reason to linger, to walk a little bit beyond their normal path, or to uplift their daily routine. Nearly 50% of respondents felt that public art should impact Downtown through “provid[ing] visual surprises for people walking ... to encourage further exploration.” An unexpected, playful urban experience is a perfect way to describe the top selected artwork example *Forgotten Songs* by Michael Thomas Hill, made of dozens of singing bird cages suspended above an urban alleyway.

Many respondents acknowledged and showed appreciation for the existing assets of Downtown St. Louis, including architecture, history, the Riverfront, and talented artists. Beautification of existing infrastructure and highlighting of existing assets is necessary to improving the Downtown experience and connectivity. This could include wall murals, functional items, lighting on historic buildings, or creating surprising art experiences in unpleasant, utilitarian spaces. Many respondents said that they had not seen all of the existing public art projects in Downtown St. Louis and expressed their newfound desire to seek them all out, highlighting the need for publicizing existing assets.

Telling the unique story of the community and highlighting the need to give voice to residents appeared throughout the responses. While only 26.9% of respondents felt that the impact of public art in Downtown St. Louis should “give voice to the history of Downtown

and the stories of St. Louis,” the majority of write in responses spoke to the need for addressing diversity, inclusion and equality through multiple perspectives. By creating accessible art experiences and a shared sense of place to connect and bridge communities, public art in Downtown St. Louis should tell the story and history of place in an open and diverse way. 64% of respondents bring out-of-town visitors to Downtown and many wrote of memories of bustling urban spaces. A new generation of stories and memorable art experiences will re-energize Downtown.

Survey Results

Answers to open-ended questions were not edited and may contain misspellings and grammatical errors.

1. What examples of public art in Downtown are you familiar with? Please click on each image that you recognize.

Artwork	Percent
Gateway Arch, Eero Saarinen	92.8%
Meeting of the Waters, Carl Milles	86.7%
City Museum Fence, Bob Cassilly	85.4%
Stan Musial, Carl C. Mose	77.0%
Twain, Richard Serra	71.8%
Synergism, William Conrad Severson & Saunders Schultz	60.0%
Untitled (Two Rabbits), Tom Claassen	57.1%
Olympic Runner, William Zorach	55.4%
Torsi di Ikaro, Igor Mitoraj	55.0%
Forces, Harry Weber	53.8%
Walking Figure, Donald Baechler	52.4%
Dred and Harriet Scott, Harry Weber	46.8%
Big Suit, Erwin Wurm	45.0%
Butterflies, Manolo Valdes	39.3%
Peace and Vigilance, Daniel Chester French	37.8%
Protecting Eagle VI, Olivier Strebelle	25.4%
Firemen’s Memorial, R.P. Daus	25.3%
Cambrian Gate, Gary Passanise	21.3%
Femmes au Perroquet, Ferdinand Leger	20.1%
Loud Mouth Bass Band, Mark Coughlin	15.5%
Expansion Column, Richard Hunt	12.7%
Future Perfect, Tim Curtis	11.8%

2. If you are familiar with any of the artworks in Question 1, do you have a favorite?

Is there another work of art Downtown that we did not show that is your favorite?

Gateway Arch	64	Stan Musial	4	Bears at Peabody	1
Meeting of the Waters	53	Fireman's Memorial	4	Botero in Clayton	1
Butterflies	47	Ninjinsky Hare	4	Placebo in Forest Park	1
City Garden overall	43	Riverfront Trail/		MetroLink Canopy on	
Twain	37	North Riverfront (Mural at		Washington & 6th	1
City Museum Fence	25	Cotton Belt Freight Depot)	4	Untitled (Ringed Figure)	1
(Untitled) Two Rabbits	25	Local Artists	4	Zoo steel animals	
Walking Figure	15	2 Arcs x 4 230.5 Degree Arc x 5	4	in Forest Park	2
Dred and Harriet Scott	14	Kindly Geppetto	4	Tai-Chi Single Whip	1
Torso di Ikaro	14	This is Bruce and		Red Beams at	
Eros Bendato	14	Sarah Walking	4	Highways 44 & 55	2
Big Suit	13	Future Perfect	3	Toynbee Tile	1
Paint Louis Mural Wall	13	Bird	3		
Femmes au Perroquet	11	Synergism	3		
Dislike Twain	10	Forces	3		
City Museum	9	Zenit	3		
Peace & Vigilance	9	Protecting Eagle VI	3		
The Captain's Return		Four Rectangles Oblique	3		
(Lewis and Clark)	9	Grant & Lafayette Statues	2		
Loud Mouth Brass Band	8	Soldiers Memorial			
Cambrian Gate	7	Sculptures	2		
Big White Gloves,		Laumeier Sculpture Garden	1		
Big Four Wheels	7	Ghost Signs	1		
Architecture		Dancing Water Fountains	1		
especially Wainwright	6	Noguchi Ceiling	1		
Olympic Runner	5	Frankie Muse Freeman	1		
Artica & Temporary Artwork	5	Orbs at Kiener West garage	1		
		Scarecrow	1		

3. Why is it your favorite?

Fun/Playful/Joyful	32	Creates an experience	5
Interactive/Engaging	26	Highlights Black History/ Impact	5
Fits well in location	23	Variety of styles	4
Symbolic	21	Organic	4
Historic	19	Creative/Clever	6
Iconic/Monumental	17	Dramatic/Bold	4
Component in overall pleasing environment	16	Intriguing	4
Beautiful	15	Activates/Energetic	4
Unexpected	13	Temporary	3
Whimsical/Quirky	13	Abstract	3
Highlights St. Louis assets, including local artists/ architecture	12	Decorative	2
Approachable/Inviting/ Engaging	12	Important work of art	2
Water features	11	Materials (Recycled)	2
Tied to personal memories	11	Grand/Elegant	2
Classic style	11	Fresh/Airy	2
Family friendly	8	Intricate	1
Thought provoking/ Intellectual unique	8	Quality made	1
Eye catching/Striking	7	Warm	1
Celebrates the River	7		
Inspirational Uplifting	7		
Functional	6		
Touchable	6		
Contemporary/Modern	6		

4. Of these projects, pick up to three that you think are visually interesting and represent the type of art that you think would be successful in Downtown St. Louis.

Artwork	Percent
<i>Forgotten Songs</i> , Michael Thomas Hill, Sydney	31.7%
<i>The Pool</i> , Jen Lewin, El Paso	29.3%
<i>Her Secret is Patience</i> Janet Echelman, Phoenix	25.7%
<i>Urban Flower Field</i> , Amanda Lovelee, St. Paul	24.3%
<i>Watertower</i> , Tom Fruin, Brooklyn	23.2%
<i>Brazil</i> , Dan Corson, Seattle	19.9%
<i>Wind Sculpture</i> , Yinka Shonibare, London	19.8%
<i>Misty Blue</i> , Andrew Hem, Providence	19.5%
<i>LightEmotion</i> , Alfred Pellan and Fernand Leduc, Quebec City	17.4%
<i>Ballroom Luminoso</i> , Blessing Hancock & Joe O'Connell, San Antonio	16.2%
<i>Penelope</i> , Jorge Pardo, Liverpool	14.5%
<i>Witness Walls</i> , Walter Hood, Nashville	10.6%
<i>Leap</i> , Chris Doyle, New York	9.3%
<i>I Wish This Was</i> , Candy Chang, New Orleans	7.5%
<i>SeenUnseen</i> , Mary Beth Meehan, Providence	6.9%
<i>Nature Matching System</i> , Tattfoo Tan, Brooklyn	6.3%
<i>Cue</i> , Larry Thomas, Kansas City	4.3%
<i>Rise Above</i> , Fahamu Pecou, Atlanta	4.2%

5. Of the projects you chose, what do you like about them?

Use of light	118	Creates space	
Interactive	100	for community	15
Colorful	100	Dimensional	15
Improving existing spaces	75	Shares history	14
Bold/Vibrant	59	Works well night or day	14
Reuse of urban architecture	46	Memorable/Iconic/Impactful	13
Interesting/Unique/Different	42	Creates a destination	12
Murals	38	Appropriately scaled	12
Beautiful	34	Makes you look up	11
Social practice/ Powerful message	34	Eye catching	9
Large scale/ Experienced from a far	31	Pedestrian scaled	9
Unexpected/ Transform daily life	28	Use of projections	9
Works well at night	27	Use of technology	8
Tells local community's story	26	Provides photo opportunity	7
Nature	26	Temporary/Variety	7
Thought-provoking	25	Diverse audience & subject matter	6
Movement	23	Simple design	6
Encourage exploration/ Engaging	23	Abstract	5
Optimistic message/ Inspirational	20	Energetic	5
Wonder/Whimsy/Playful	20	Use of sound	5
Fun/Happy	20	Educational	4
Camouflage existing infrastructure	19	Graffiti	3
Modern	17	Representative	3
Accessible/Appealing/Inviting	16	Texture	2
Bright	16	Diverse artists	2
		Sophisticated	1
		Permanent	1
		Peaceful	1
		Traditional	1

6. What is the IMPACT that public art should have in Downtown St. Louis?

Please choose up to four. I would like to see public art in DOWNTOWN that ...

	Percent		
Activates public space through playful and interactive experiences.	51.7%	Encourages and, evolves from, input from the public	Provokes, challenges and encourages conversation
Enhances the visual appearance of streets and beautifies public infrastructure and gathering places.	50.8%	Evokes philosophical thought	Reflects authentic voices and attitudes shared by artists in St. Louis, giving the city an identity and image that stands out from other Midwestern cities
Provides visual surprises for people walking around Downtown to encourage further exploration.	48.9%	Gives equitable voice to the history of the people of St. Louis and challenges people to change in positive and inclusive ways	Shows St. Louis as a place in which imagination flourishes
Supports local artists.	42.1%	Great public art makes people want to be there it becomes a destination	St. Louis Poetry Slab project
Welcomes people Downtown, creating a positive first impression to attract visitors and tourists.	40.8%	Has a practical use, serves a purpose and replaces mundane infrastructures	Strengthens diversity
Strengthens Downtown as a cultural destination.	34.3%	Helps to grow local economy	Supports a broader strategic goal of targeted pedestrian friendly streets
Reinforces Downtown as the center of the region and a place for people of all backgrounds.	28.5%	How about building good buildings to replace the mutilated urbanism?	Supports Inclusivity
Creates memorable, highly recognizable landmarks.	27.5%	Improves public safety by increasing foot traffic	That doesn't insult our intelligence
Gives voice to the history of Downtown and the stories of St. Louis.	26.9%	Lights spaces activating them in the evenings as well as increases perceptions of safety	Through the support of local artists, the art should demonstrate the diversity of our region and celebrate the inclusion of all ... in a way, shutting down the impression that STL is a "Velied Prophet" kind of place
Increases pride in Downtown.	21.4%	Makes our town unique	Ties downtown to rest of region
Other:		"Playful," in your mind, really means that the "artist" never grew up	Voice to social discourse/debate
Acknowledges the racial divide that is so much a part of our history, but does so in a way that inspires us to keep working to weave the cultural threads together to form a strong rope to pull us into One City		Provides a destination and sense of place	We need good Contemporary art. Not whimsical crap.
All of the above (4)		Provides sense of place	
		Big fan of giving voice to the history of Downtown - but this story must be told sensitively and from all sides so as not to be a silencing agent	
		Celebrates diversity	
		Challenges the artist and the viewer	
		Confronts relevant social issues	
		Cutting edge, interesting artworks not interactive tourist kitsch	

7. What TYPES of artwork would you like to see Downtown?

Please pick your top four. I would like to see more ...

	Percent		
Artwork that is large-scale, iconic, highly recognizable and memorable	53.6%	I like too many ideas to choose just 4	Public art/music/dance festivals that celebrate ALL the art that is STL. I would like to invite our artists that left the LOU to make it to come back and claim us and allow us to celebrate them.
Illuminated/Light-based projects	51.0%	Installations that stay for longer than 9 months	Relief sculpture
Artwork that creates pedestrian-scale visual surprises	46.1%	Large scale, iconic, recognizable and memorable? Why not have King Kong hanging from the Arch? Jerry Delafamina was correct when he said that a gorilla in a jockstrap is “memorable,” but does it sell the product? Think about that.	The lighting of the civil courts building with colors is very attractive
Artist-designed functional elements in the streetscape (benches, bike racks, crosswalks, manhole covers)	43.9%	Literary based work	Water features & fountains
Interactive artworks	41.1%	Made by local artists	Work that celebrates the river
Murals	32.2%	More sculptures like STL250, butterflies, created by local artists	Works created by significant international renown artists
Sculpture	27.3%	More worried about safety now than art	
Public art festivals	22.6%	Musical events - large and small, all genres	
Temporary installations that come and go	19.6%	Nine Network’s PMC is fabulous!	
Video projection and media-based artworks	17.4%	No murals. No murals. No temporary works.	
Entry markers into Downtown	10.5%	Painted/designed illustrated crosswalks	
Artwork in storefront windows	9.8%		
Other:			
A walking sculpture/art walk like in Little Rock’s downtown		Bonus points for sculpture that uses color or incorporates plants	
All these ideas sound wonderful		Breathtaking art like nothing else anyone has seen before!	
Art that builds on the environment in some way, using landscape or hardscape		Build good buildings!! Remove the Serra rusted walls thing!!	
Artwork on parking garages that camouflage them		Classically inspired art – builds on tradition to speak to today, like our city	
Artworks incorporating water			

8. What are the priority LOCATIONS in Downtown for new public artworks?

Please choose up to four. Public art in Downtown should be located at:

	Percent		
Pedestrian spaces connecting major destinations	64.9%	Everywhere (2)	Near libraries
A part of the new Chouteau Greenway (planned greenway/trail from Arch to Forest Park)	49.8%	Focus on Northside	Near Northside
At major gateways to Downtown (major highway exits, north and south Tucker, Market Street, others)	39.0%	I suggest artwork be placed in areas that surround Downtown – such as the Riverfront, Downtown West, Chouteau Greenway – as a way to enlarge the sought-after area; provide impetus to development of more residential buildings in the areas surrounding downtown.	Near schools
Along the Riverfront	38.6%		Neighborhood gateways
At MetroLink stations and MetroBus stops	33.4%		None of those places listed. Typical and would guarantee the work would be horrible.
In the Central Business District	27.4%		North city
In the Washington Avenue/Garment District	23.9%		NOTHING for the Ballpark Villiage money-sponge. Please don't disrupt pedestrian traffic.
On the Gateway Mall	23.6%		Old North St Louis-near Crown Candy
In Downtown West (area bounded by 18th Street, Delmar, Jefferson and Market)	20.0%	I think creating an arts district like KC has dine with power and light and art districts. People were walking. Lots to do ... restaurants, bars, bright murals, music.	Perhaps rotating so everyone has the opportunity to experience it
On parking garages	17.7%		
In Laclede's Landing	8.3%		
In the Ballpark Village/Cupples Station District	7.7%		
At the America's Center Convention Center Campus	7.1%	In destination communities, such as south grand	Pruitt Igor Housing site
		In front of Powell Hall and other md-town ladies cations	Remove Serra sculpture and replace with new, attractive art large scale would be appropriate for site
Other:			
20th street exit off of I-64 at fountain/pond		Art is for museums	
9th and Market, under the Bank of America bridge/building		Ask your artists to find the great spaces, we have many options	Soulard – Cherokee on Broadway
All of the above (3)		At the airport	Sprinkled throughout the city
Amtrak station area		Between Buildings maybe in suspension	The Gateway Mall, West of Tucker
Anywhere artists are inspired to "decorate"		Central West End (2)	
Areas that are overly hard in surface, soften the edges		Destination art that will draw people to the north of Delmar	Wherever it fits-safely & attractively
		In large and small installations around our city to start connecting spaces and to start closing gaps between art rich areas and art deserts	
		In surprising and unexpected places	
		In the smaller public parks all through the city and county	
		Lindenwood Park	

9. What is the first thing that comes to mind when you think about Downtown?

The Gateway Arch	113	No Stores	7	Clean	2
Empty spaces/streets	69	The Courthouse	7	Central Library	2
Sports/baseball	41	Used for events	7	Poorly planned	2
Empty at night/ on weekends	38	Positive personal memories	7	Sculpture City	1
Architecture	34	Walkable	7	Yuppies	1
Untapped potential	30	Union Station	6	Eads Bridge	1
City Garden	24	Diverse	6	Conventions	1
Business	24	Home	6	Laclede's Landing	1
Crime	23	Inaccessible	6	Dated	1
Needs help	20	Nightlife	5	Protests	1
Improving	19	Sky scrapers	5	Music	1
River/Riverfront	16	Concrete	4		
Disconnected	5	Tourists	4		
Parking (lack of, ugly parking garages)	15	Beautiful	3		
Urban energy/bustle	15	Restaurants	3		
Traffic	13	Park/green spaces	3		
History	12	Not sure/don't visit	3		
City Museum	11	Plight of the homeless	3		
Center of region	11	Scary/unfriendly	3		
Washington Ave.	10	No tourists	3		
Dirty/dilapidated	10	Prejudiced	3		
Gateway Mall	9	Kiener Plaza	2		
Big/confusing	8	Paint Louis Mural wall	2		
Boring/lack of destinations	8	Outpriced	2		
		Old and new combined	2		
		White flight	2		

10. Please mark the following statements about Downtown as either mostly “true” or mostly “false” in your opinion.

	Strongly Disagree	Disagree	Agree	Strongly Agree	I don't know
Downtown is place where you can experience art and culture.	5%	22%	59%	11%	3%
I generally feel safe walking around Downtown.	8%	27%	53%	10%	3%
When I have out-of-town guests visiting I like to bring them Downtown.	7%	27%	44%	20%	2%
When I am Downtown and have time, I like to walk around/stroll and explore.	5%	28%	41%	23%	3%
When I am Downtown for an event I typically come early or stay late for other leisure activities (go for a walk, shop, visit a restaurant or bar, visit a museum or gallery, etc.).	8%	47%	33%	10%	2%
It is interesting to walk around and explore in Downtown.	4%	24%	46%	23%	4%
Downtown has great public art.	3%	24%	53%	13%	8%
Downtown is a place of creativity and possibility.	4%	22%	46%	21%	7%
Downtown is the civic heart of the region.	10%	34%	30%	18%	8%
I feel welcome Downtown.	6%	24%	51%	13%	7%
Downtown belongs to everyone.	5%	13%	40%	38%	4%

11. How often do you typically visit Downtown for leisure activities (restaurants, bars, sports, concerts, museums, shopping, movies, festivals or events)?

Value	Percent
Most days	7.1%
2 - 3 times per week	4.4%
Weekly	13.4%
Monthly	35.1%
Occasionally for special events	35.5%
Maybe once a year	4.0%
Never	0.5%

**12. Which best applies to you?
Please check all that apply.**

Value	Percent
I work in Downtown	25.9%
I live Downtown	7.0%
I own/operate a business Downtown	2.9%
I own property in Downtown	2.4%
I am a student	4.8%
I visit Downtown for business	27.8%
I visit Downtown for entertainment	71.7%
None of the above	8.2%

**13. What is your age?
(optional)**

Value	Percent
18 - 24	6.3%
25 - 34	20.9%
35 - 44	18.4%
45 - 54	18.4%
55 - 64	22.7%
65 or older	13.3%

APPENDIX F

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