



12.0

## Public Art Opportunities



## PUBLIC ART OPPORTUNITIES

Public art is a conduit for the cultural expression of a people or place, a temporary or enduring symbol of its time and context. The integration of public art with the streetscape is an opportunity to meld public art with the daily experience of traversing the Downtown District. The guidelines below are intended to begin the discussion of how art can be integrated with the streetscape such that the street continues to maintain a consistent visual language.

The Streetscape Master Plan proposes installation of public art in several venues: as unique, site specific installations; integrated with walking surfaces and streetscape elements; or as district-wide temporal installations that establish a widespread visual marker throughout Downtown. The Master Plan emphasizes the maintenance of a strong visual identity for Downtown, therefore, works integrated with the streetscape should support the larger vision for the streetscape design in terms of materials and lighting.

- **art in public open spaces**  
The placement of art within the proposed nano parks and existing plazas represent opportunities to create individual, site specific works that are offset from the street. These may include, but are not limited to, sculptural works, lighting installations, interactive play areas or water features that help to establish a unique identity for each for the parks.
- **art as walking surfaces**  
The walking surfaces throughout Downtown present opportunities for integration with public art, from paving designs to surface installations.
- **art integrated with streetscape elements**  
The integration of art with functional streetscape elements such as information kiosks and site furnishings can enhance the visual identity of Chapel Hill by incorporating consistent artistic elements across areas of Downtown.
- **temporal art installations**  
Public art that is integrated into the streetscape may include temporary installations such as banners or special lighting to signal events, holidays, or changing of the seasons. These works will have a transformative effect on the Downtown, bringing new color or visual texture to the street and establishing identifying markers for the Downtown District.



Proposed nano parks and existing plaza spaces represent key opportunities for placement of public art. These works may be site-specific installations that help to establish a unique identity for each park. These may include sculptural works, unique lighting, creative play spaces or small water features that are expressive of the urban context and serve as landmarks for the Downtown District. For more information regarding site selection and design characteristics of nano parks, refer to [Section 8.0: Nano Parks](#).

The 140 West Development will include a public plaza, as well as a sculptural installation at its center. Future private developments, such as the planned Greenbridge Development, may present opportunities for additional public space that can also offer sites for public art installations.

## TEMPORAL ART INSTALLATIONS

District-wide art installations of a temporary nature can be used to define the Downtown District from surrounding streets while signalling new events, exhibitions or performances, holiday seasons, or other temporal changes that are important to the identity of Downtown. These works should be consistently applied throughout downtown to form a unifying element in the streetscape. Below are examples of streetscape banners or decorations that have a transformative effect on urban streets.



Edinburgh, Scotland



Carcassonne, France



Liverpool, England



Carnaby Street, London, England



Carnaby Street, London, England



Street Festival in Spain



Ronda, Andalucia, Spain



Regent Street, London, England



Vienna, Austria



Nagoya, Japan



*Exhale* by Mikyoung Kim - Sculptural Installation and Plaza Design



## PRECEDENTS: PUBLIC ART INSTALLATIONS

Art installations in public spaces should enliven places from day to night and bring lasting and sustainable value to the public landscape. The proposed artwork for the 140 West Franklin Street development will serve as a striking visual landmark while providing an interactive space that supports the community. A series of fog-emitting, stainless steel sculptures shape spaces of varying scale within the plaza. These spaces support a variety of programs, from casual seating and social gatherings to weekend outdoor markets.

Future artwork installed in nano parks, plazas and other public spaces within Downtown Chapel Hill should carry the same objective of community interaction and visual connectivity. Below are examples of public artworks that encourage public interaction and have an enduring relationship with communities. These works support a range of responses from visitors, from curiosity and delight to contemplation. A consideration for how artwork appears from day to night, as well as how it responds to its environmental context, is particularly important in identifying potential artwork that will have an enduring presence within Downtown.



*Cloud Gate* by Anish Kapoor - Chicago, Illinois



*Diana, Princess of Wales Memorial Fountain* by Kathryn Gustafson - London, England



*Grand Canal Square* by Martha Schwartz - Dublin, Ireland



*Barcode Luminescence* by Mikyoung Kim - New Jersey

