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**CHAPEL HILL PUBLIC ARTS COMMISSION**

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**ATTACHMENT 9**

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**MEMO**

To Mayor and Town Council

From Jeff Cohen Chair of the Chapel Hill Public Arts Commission JC by gll

Re Town of Chapel Hill Bicycle and Pedestrian Action Plan

Date September 17, 2004

Thank you for providing the Public Arts Commission with the opportunity to review and comment on the development of the Town of Chapel Hill Bicycle and Pedestrian Action Plan.

The Public Arts Commission has carefully considered these recommendations and, in its role as an advisor to the Town Council on art-related matters as well as administrator to increase public access to the arts and promote understanding and awareness of public art, we are pleased to offer the following recommendations.

Public art and an artistic approach should be included in the development of bicycle and pedestrian improvements where possible, including paving, bicycle racks, way-finding signs, bicycle and pedestrian maps, and any other improvements where a change of materials or design turns an everyday object into something artistic, and does not increase the cost.

The Public Arts Commission encourages the formal integration of public art in the fabric of the built environment, extending traditional expectations of "decoration" in order to define town spaces, as well as aesthetic interpretations of how common and shared space may be used. We can assist the Bicycle and Pedestrian Advisory Board in the process of bringing an artist into this process, whether through creating a Public Art Review Committee, or some other means to identify approaches for the successful integration of both temporary and permanent artworks.

The Chapel Hill Public Arts Commission recommends that, as a community, we strive to make our environment as engaging and beautiful as possible.