

# Community-Based Public Art

Enhance Meaning In Our Civic Spaces, Add Uniqueness to Our  
Communities and Humanize the Built Environment

May 5, 2021



ENVIRONMENTAL  
FINANCE CENTER



# Presenters

## **Rhonda Dallas**

CEO and Chief Curator, LEED Green Associate  
Prince George's Arts and Humanities Council



# Agenda

- Why is Community-Based Public Art Important?
- Taking Action/Getting Started/Getting It Done
- Submission Requirements
- Community Spotlight
- Resources and Tools



# Why is Community-Based Public Art Important?

By engaging public art strategies as a tool for growth and sustainability, municipalities can thrive environmentally and economically while celebrating the contributions that the arts and diversity bring to vibrant neighborhoods and communities.



# Benefits of Community- Based Public Art

- Public Art projects offer municipalities a way to participate in the planning, design, and creation of communal space within neighborhoods.
- Public art projects act as a catalyst to promote a strong sense of community and active civic participation around important social issues such as environmental stewardship.
- Public art activates innovation, a LEED neighborhood design credit.





PGAHC Environmental Public Art Project  
Wind Vane Of The Helianthus Anemone, Artist: ArtWorks Now



THE HIGHLINE  
NEW YORK, NY





Cloud House  
Springfield, MO  
Artist: Matthew Mazzotta





FORECAST  
Saint Louis Park, MN  
Artist: Lisa Elias



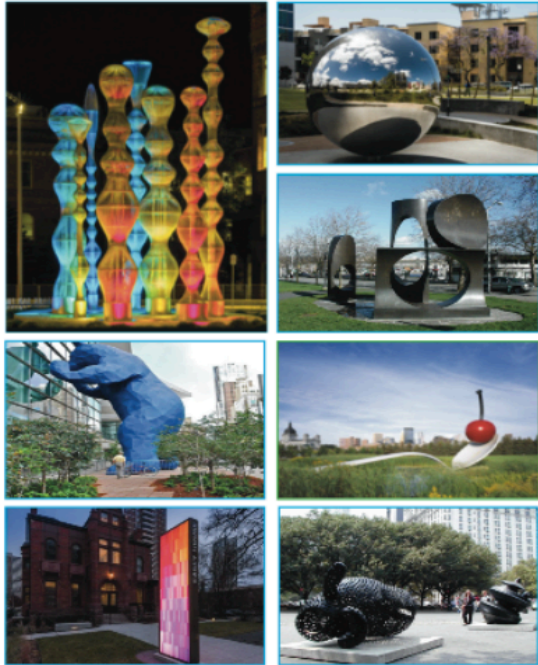
# Taking Action/Getting Started/Getting It Done

1. Convene a working group.
2. Decide what locations you would like to cover.
3. Compile the insights of stakeholders.
4. Determine what priorities could be helped by public art.
5. Establish procedures for how artists will be engaged and art installed.
6. Identify partners.
7. Determine funding sources and project budgets including maintenance.
8. Hire contractors for installation.
9. Promote and advertise public art projects.



MALL AT PRINCE GEORGE'S PUBLIC ART STRATEGY

Focal Art Pieces



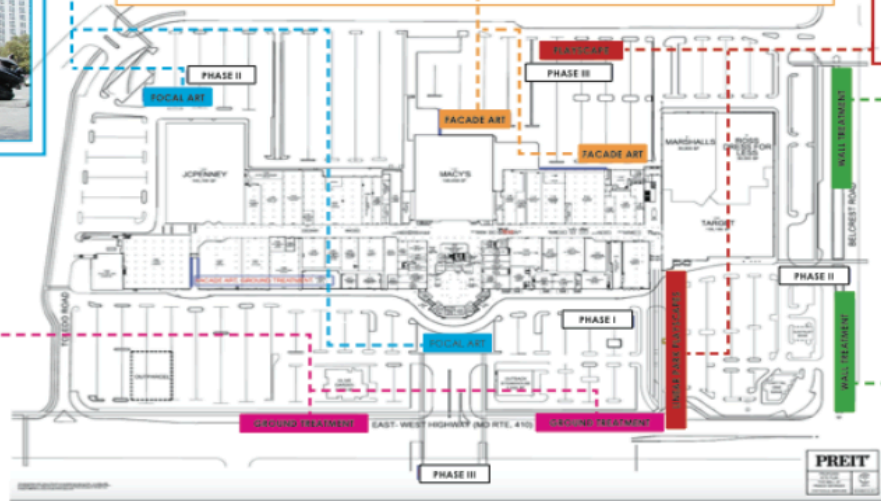
Building Facade Art



Linear Parks and Playscapes



Ground Plane Treatment Art



Brick Wall Enhancement Art



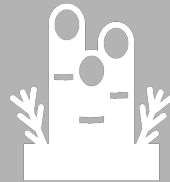
PUBLIC ART  
PROJECT  
VISION BOARD



# Submission Requirements



In order to earn points, your submission must meet the following standards:



The Public Art has been installed or actively maintained and promoted in the past year.



# Submission Requirements

- Clearly demonstrate how the municipality is actively supporting the public art project:
  - Designate a budget or on-going funding
  - Apply for grant funding
  - Commission an artist/artist team to design and install art
  - Provide tools for volunteers involved in installation
  - Facilitate outreach and promote the public art
  - Public programming



# Community Spotlight

## PGAHC Public Art Bus Shelter Pilot

### Municipalities:

- City of Bowie
- Town of Capitol Heights
- City of District Heights
- Town of Fairmount Heights
- City of Seat Pleasant
- City of Glenarden





## PUBLIC ART OPPORTUNITY REQUEST FOR QUALIFICATIONS

### Prince George's County Public Art Bus Shelter Pilot

#### GENERAL INFORMATION

For this public art opportunity, an art piece in the form of a bus shelter will be created that represents stories, culture, and architectural elements distinct to each individual municipality.

This public art project will consist of multiple sustainable features, that will highlight civic interaction, collaborative partnerships, and the improvement of the quality of life. These bus shelters are designed to activate neighborhood advancements and to serve as aesthetically pleasing landmarks for years to come.

Artists or artist teams must be able to plan, design, and construct the bus shelter with weather resistant, non-hazardous, and easily cleanable materials. Interested artists or artist teams are allowed to submit an application for 1-2 of the six municipalities within this bus shelter public art opportunity.

**Anticipated Schedule** • Timelines Subject to Change

**MARCH 26 @ 5PM** • Submission of Qualifications

**APRIL 5** • Interviews with Selected Finalists

**APRIL 16** • Award of Contract

**AUGUST - OCTOBER** • Installations

For questions and all inquires contact Rhonda Dallas at: [publicart@pgahc.org](mailto:publicart@pgahc.org)



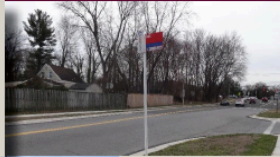
#### DESIGN VALUES

CREATIVE PLACEMAKING

##### CITY OF BOWIE

Create or enhance a bus shelter at the designated bus stop area that reflects youth and education.

The shelter should be inclusive of multi-generations.



##### CITY OF SEAT PLEASANT

Create or enhance a bus shelter at the designated bus stop area that reflects a smart city.

The shelter should be inclusive of technology features.

##### CITY OF DISTRICT HEIGHTS

Create or enhance a bus shelter at the designated bus stop area that represents unity among youth, working professionals, and senior citizens.

The shelter should express community engagement (i.e., pets, bike riding, exercising, sports, children playing).

Incorporation of the city seal and colors (blue and gold).



##### TOWN OF CAPITOL HEIGHTS

Theme is open to artist interpretation.

##### TOWN OF FAIRMONT HEIGHTS

The shelter should be designed based on the history of the Town.

This is inclusive of Mayor Doswell Brooks' service to the town and the use of the Town's historic colors navy blue and canary yellow.



##### CITY OF GLENARDEN

Create a contemporary design with graceful curves that protects riders from the weather.

Provide adequate seating w/ playful interaction with waiting passengers, children, etc.

Provide historical information on the City of Glenarden and business/passenger collaboration in images on a digital or static message board.

Provide a charging station and lighting from solar panels.

## PUBLIC ART OPPORTUNITY CONTINUED

#### ROLE OF ARTIST(S)

- Convey and enhance rider experience while beautifying the community.
- Set a high bar of excellence for future public art projects planned for Prince George's County.
- Capture and engage Prince George's County's historic and modern significance to the Washington, DC region.
- Make a significant statement that emphasizes the stories, culture, architectural elements distinct to each individual municipality in Prince George's County, Maryland.

#### ELIGIBILITY REQUIREMENTS

- Professional artist's, fabricators and design professionals are invited to apply as individuals or teams.
- Candidates must demonstrate collaborative, project team experience working with other artist and design professionals (engineers, architects, environmental and urban planners, or landscape architects) and direct experience with exterior design and installation.
- This opportunity is open to all artists. Local artists and fabricators are encouraged to apply.

#### PROJECT BUDGET \$30,000 PER BUS SHELTER

- Project budget includes artist design fee, materials, fabrication, installation, travel and any other project expenses.

#### SELECTION PROCESS & CRITERIA

- After the submission deadline, Prince George's County Arts and Humanities public art staff will convene a Project Advisory Committee composed of representatives of the municipality, artist/design professionals and project team members including the Department of Public Works & Transportation. The Project Advisory Committee will screen submissions and make the decision on final contract award.
- The Project Advisory Committee will use the following criteria to make their selection:
  1. Artistic merit as evidenced by submitted digital representation of past work samples
  2. Appropriateness of the artist's medium, style, and previous professional experience as they relate to the public goals and design values of this project
  3. Experience with projects of similar scale and scope, including a demonstrated ability to successfully collaborate with public agencies, engage in a successful public review process, work well with diverse community groups, and plan and carry out successful community engagement activities
  4. Artist's ability to successfully work within the project timeline and budget

- Upon approval, the selected artist or artist team will be issued a design contract. Prince George's Arts and Humanities Council serves as project lead overseeing contract issuance, deliverables, and overall project management.

#### DEADLINE MARCH 26, 2021 • 5PM

- Please submit the following to [publicart@pgahc.org](mailto:publicart@pgahc.org)
  1. Name and contact information including resident/primary studio address.
  2. Statement of interest which describes how you will address the project design values.
  3. Preliminary ideas for how you would approach the project and what uniquely bring to enhance overall vision.
  4. Resume/Artist Vitae outlining your professional accomplishments. (If submitting as a team, please identify team leader and include resumes for each team member.)
  5. Images of most recent work that represents your artistic process. (Please limit to 10 images per artist or team member)
  6. Three professional references that include name, affiliated organization (if appropriate), email address, and phone number.
- Artist or artist teams interested in submitting for more than one bus shelter must provide a Statement of Interest and Preliminary Ideas for each individual project. (Max. 2 Submissions)
- RFQ may also be posted on a national platform.

For questions and all inquiries please contact Rhonda Dallas at: [publicart@pgahc.org](mailto:publicart@pgahc.org)



# Bus Shelter Stops



**City of Bowie**  
Kenhill Dr. at Benjamin  
Tasker



**Town of Capitol Heights**  
Denise Dr. at Banister Way





# Bus Shelter Stops



**City of District Heights**  
Rochelle Ave. at Atwood



**Town of Fairmount Heights**  
Addison Rd. at Sheriff Rd.



# Bus Shelter Stops



**City of District Heights**  
Rochelle Ave. at Atwood



**Town of Fairmount Heights**  
Addison Rd. at Sheriff Rd.



# Bus Shelter Stops



**City of Seat Pleasant**  
Addison Rd. at Central Ave. (South)



**City of Glenarden**  
Ruby Lockhart Boulevard at  
Nordstrom



# Resources and Tools

- National Endowment for the Arts <https://www.arts.gov> ● Maryland State Arts Council Public Art Grants <https://www.msac.org/programs/public-art-programs>
- Prince George's Arts and Humanities Council Grants and Environmental Public Art Program <https://www.pgahc.org> ● Why Public Art Matters <https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/why-public-art-matters-2018>
- A Community Guide to Creating Public Art [https://cms.cityoftacoma.org/CEDD/TacomaCulture/arts/TA\\_PublicArt\\_CommunityGuide.pdf](https://cms.cityoftacoma.org/CEDD/TacomaCulture/arts/TA_PublicArt_CommunityGuide.pdf) ● Tips For Running an Art Call <https://www.callforentries.com/pages/tips-for-running-an-art-call.html>
- Each county in Maryland has an Arts Council dedicated to ensuring local access to the arts. County Arts Councils receive annual funding from the Maryland State Arts Council to carry out the work that best serves the needs of each distinctive community.



# Questions?

Rhonda Dallas

[rdallas@pgahc.org](mailto:rdallas@pgahc.org)

301-772-8943

