



PUBLIC ART BLUEPRINT FOR DOWNTOWN FARMINGTON

FINAL PROJECT SUMMARY DOWNTOWN DEVELOPMENT AUTHORITY CITY OF FARMINGTON, MICHIGAN April 2017

The City of Farmington Downtown Development Authority (DDA) is leading an effort to set strategic priorities for incorporating public art installations and experiences in the downtown district to further economic prosperity and the vibrancy of the downtown while strengthening community cohesion and connectivity. The Farmington DDA desires to engage the community in sharing perspectives, ideas and input for development of this public art blueprint as well as in future efforts to implement specific public art projects. Two community stakeholder meetings were held in November 2016 and January 2017 to define project goals and priorities. An online community survey engaged 131 individuals in sharing input for this public art initiative – over 98% said they favored an increase in downtown public art. A community forum on March 8, 2017 solicited further community input on project priorities and opportunities.

This project has been led by the City of Farmington's DDA in collaboration with consultant partners Creative Many Michigan and Beckett Raeder, Inc. with technical assistance funding and facilitation support from Main Street Oakland County and the National Main Street Center.

PUBLIC ART BLUEPRINT STEERING COMMITTEE

A Public Art Blueprint Steering Committee was formed by the Farmington DDA to guide and support the project and efforts to actively engage the Farmington community in project planning and implementation, while also generating community ownership and excitement for the Public Art Blueprint. The Steering Committee members were highly engaged throughout the planning process, establishing important community leadership and champions needed to advance the Public Art Blueprint, and included key community constituencies including:

- City of Farmington City Council
- City of Farmington DDA
- City of Farmington DDA Design Committee
- City of Farmington Economic and Community Development
- City of Farmington Historic District Commission
- City of Farmington Planning Commission
- City of Farmington Hills Cultural Arts Division
- Farmington Area Arts Commission
- Farmington Community Arts Council
- Farmington Community Library
- Farmington Public Schools
- Greater Farmington Area Chamber of Commerce
- KickstART Farmington
- Artists, Creative Practitioners, Designers, Makers and Creative Businesses

PUBLIC ART BLUEPRINT GOALS

Supported by a presentation on the benefits of public art and leading models, as well as a tour of the downtown district to generate project ideas, the Public Art Blueprint Steering Committee defined the following goals for designing and embracing a Public Art Blueprint for Downtown Farmington:

- Define a Downtown Public Art Plan integrating public art within the public realm.
- Attract residents, visitors and customers downtown and generate economy activity.
- Cultivate a vibrant and creative downtown attracting talent, business, residents and visitors.
- Actively engage artists/creatives and the community.
- Serve as a model for public art initiatives in other Main Street communities and downtowns.

GOALS FOR PUBLIC ART IN FARMINGTON

Community stakeholders also worked interactively to define goals for the presence and integration of public art and creative experiences in Downtown Farmington and the broader community:

- Enhance the visual impact of gateways into the downtown district – make downtown entries and wayfinding visually appealing, creative, colorful – memorable.
- Enhance the pedestrian experience and entice people to walk through downtown with the integration of artistic/creative elements along sidewalks, pathways, parking areas and underutilized spaces.
- Cultivate small group space(s) for people to gather, reflect, connect, experience, share and make art, performances, design and creativity.
- Share knowledge, ideas, critical thinking and dialogue, especially as related to Farmington history/cultures, through public art.
- Promote environmental resources, sustainability and awareness of green practices through public art and program design/implementation.
- Cultivate a vibrant, creative, fun and surprising environment in the downtown – “hip factor” -- to attract talent, youth and visitors.
- Reflect and celebrate the cultural diversity of the greater Farmington community, fostering a sense of inclusiveness, belonging and pride.

DEFINING PUBLIC ART BLUEPRINT PROJECT PRIORITIES

Working in small groups and in plenary, the Public Art Blueprint Steering Committee defined the following primary and secondary project priorities, working from the broader list of possible projects generated at the November 2016 meeting (see Attachment A). There was consensus that the prioritization of projects may change as community interests, funding opportunities, property owner commitments or other factors emerge and influence opportunities to strategically advance the Public Art Blueprint.

Primary Project Priorities

- Kid-Oriented Art / Art Park (Story Book Walk, Sidewalk Chalk, etc.)
- Murals (CVS, Village Mall, The Vines, Bakery etc.)
- Performance Space
- Sidewalk Imprints (poetry, literary quotes, etc.)
- Lighting
- Gateway Treatments

Secondary Project Priorities

- Art Web Application (to help visitors explore/promote public art in the downtown)
- Fountain/Water Feature
- Selfie Spot
- Creative “Wraps” (to enhance utility boxes, bike racks, etc.)
- Garden Art

COMMUNITY FORUM PARTICIPATION AND INPUT

As noted previously, the Farmington DDA and the Public Art Blueprint Steering Committee hosted a community forum on March 8, 2017 and invited interested community members to attend to learn about the project and share input and recommendations on the proposed Public Art Blueprint and project priorities. Once again, the Steering Committee was highly engaged as individual members helped to share information and solicit input from the 25+ participants that attended the forum. The forum was valuable in generating increased visibility, interest and excitement about the possibilities of the Public Art Blueprint in Farmington. A summary of the recommendations and comments shared by community participants is provided in Attachment B.

PUBLIC ART BLUEPRINT BROCHURE

As a final deliverable for this project, consultant partners Creative Many Michigan and Beckett Raeder, Inc. will design a promotional tri-fold brochure that can be used by the Farmington DDA and its community partners in promoting the Public Art Blueprint and generating support and investment for specific projects. The brochure will include the following information:

- Overall Design – must reinforce DDA brand and style guide while presenting a creative, colorful, playful and fun look and feel across content, format, images and layout.
- Cover Panel – project title and logo mark
- Inside Left Panel – will share “About Project” information including overview of project goals, phases and process, steering committee, types of community stakeholder groups engaged and other background information.
- Inside Right Panel – summarize goals for public art in Downtown Farmington
- Reverse Panel – will provide brief summary and visual depiction of all project priorities without differentiation of primary and secondary priorities.

- Back Panel – will provide brief “About the Partners” information and logos – City of Farmington DDA, Oakland County Main Street, Creative Many Michigan and Beckett Raeder, Inc. General contact information for the City of Farmington DDA to be included to transcend timing and specific individuals/positions.
- Final deliverables to include a print-ready digital proof, PDF file for web download and JPG images of both sides of tri-fold brochure.
- Target project completion date by May 15, 2017.

ATTACHMENT A

PUBLIC ART BLUEPRINT FOR DOWNTOWN FARMINGTON STEERING COMMITTEE POSSIBLE PROJECT CONCEPTS November 30, 2016

The following projects were compiled by the Public Art Blueprint Steering Committee during its meetings held in November 2016 and January 2017. Committee members defined the primary and secondary project priorities from this broader list of possible project concepts.

Gateway

Significant art on Grand River Avenue at entries
Arches of light or flags at entry points
Canopy lighting

Pedestrian

Sidewalk imprint/art/design – i.e. poetry
Crosswalk design elements
Artistic banners on pedestrian/streetlight poles

Murals

Building murals – Village Mall, CVS, Bakery, The Vines
“Hello” in different languages
Storybook walls
Digital projections on buildings, signs, library wall
Frosted light panels (retail window wall on south side of Grand River, Cottage Inn)
Green wall or herb wall

Installations – Permanent and Temporary

Mice sculptures – Warner Dairy/Cheese Lady reference
Fountain or waterfall element
Ice rink art elements
Ice sculptures
Sculpture(s) placed along sidewalks/pathways
Downtown storefront art displays/exhibits
Artist alley pop-up spaces – near Farmer’s Market/other
“Canvas Completions” – artists create works for exhibition (Pontiac, MI model)
Library wall/window/pond opportunities

Performance/Interactive

Interactive art in Memorial Park
Performance space/plaza near Mason Hall
Kid's Art Park – climbable, touchable
Musical swing set
Puppet Theater
Movable piano(s)
Writers Garden
Outdoor performance area/gathering space at Memorial Park/Farmington Road
Buskers/street performers

Streetscape Furniture/Elements

Decorative/artistic elements for bike racks
Decorative/artistic elements for seating/benches
Furniture branded for Riley Park
Music or sound system
Creative wraps for electrical/utility boxes/panels, concrete planters at Chase

Lighting

Alleyway lighting – i.e. Fresh Thyme Market, Firestone, etc.
Grand River Avenue lighting enhancements
Enhanced holiday lighting
Light projection art

Building/Architectural

Architectural Details on Buildings

Events

ArtPrize ALA Farmington – exhibition/competition
Bike tour

Outreach/Engagement

Selfie Spot and Hashtag “campaign”
Farmington public art “app”

ATTACHMENT B

PUBLIC ART BLUEPRINT FOR DOWNTOWN FARMINGTON RECOMMENDATIONS AND COMMENTS - COMMUNITY ENGAGEMENT FORUM March 8, 2017

The following comments and recommendations were generated by community members attending the Community Engagement Forum held on Wednesday, March 8, 2017 at Focal Point Studio in Downtown Farmington. Input is presented as stated by participants and organized in random order without any assignment of priority.

General Comments

- Must engage professional artists/designers on public art approval committee
- Do not utilize contests to generate themes or project ideas
- Make arts decisions part of the planning process
- Extend Public Art Blueprint to winery – Botsford/Beaumont!
- Please consider a way to promote and include professional contemporary art and artists in future plans. Would be great to have art galleries and studios close by.
- Incorporation fairy doors and hobbit houses
- Do “peel and stick” fairy doors at odd spots and second story windows. We have a fairy festival!
- Stop saying we aren’t “Ann Arbor”
- ArtPrize style competition, exhibition
- Large scale sculpture
- Great ideas – hope some get beyond this stage
- Let’s do this!
- Kid’s art!
- Thanks 4 Opportunity!

Primary Project Priorities

Kid-Oriented Art / Art Park (Story Book Walk, Sidewalk Chalk, etc.)

- In favor of story book walk
- Love it!
- Vertical xylophone (6 ft. tall by 4 ft. wide)
- 2-dimensional wall of building cutouts for creative play
- Remember local mascots and history, cat-n-fiddle, 3 Muskatel’s
- Adults like art, too. (Just sayin’)
- Create small park across from Tubby’s

- A music playlist or YouTube for a walk

Murals

- History of Farmington murals yes!
- Pictures of historic downtown (photos or murals)
- Showing downtown developments from early to present time.
- Site specific and non-representational mural designs please (to create an inclusive community)
- Back wall of Civic
- Restaurant exposure
- Public school student artwork displays or murals
- “Hello” in different languages – Hindi! Hebrew! Arabic!
- Represent different cultures and ethnicities through mural designs
- Farmington Junction Winery mural!
- Ox, Cheese Mouse, Quaker, Trolley, Lone Ranger
- Photography
- Mural or “wrap” that looks like Michigan historic markers and explains city history (and let Brian write it!)

Performance Space

- Mobile performance stage like those in Oakland County parks
- Outdoor cafes, easy seating, food and entertainment
- Yes! In accordance with the Vision Plan

Sidewalk Imprints (poetry, literary quotes, etc.)

- Great idea!
- Use of metals?
- “Hidden” imprints with opportunity to hunt or search for them drawing people into downtown
- Animal prints
- Yes! Viral
- Everywhere!
- Yes! Sidewalk imprints! Ginko leaves and famous quotes.

Lighting

- Love! Use projectors/projections
- Festival lighting
- Twinkle lights in alleys and other connected pathways/areas
- Such as at the ice rink
- Twinkle lights by Fitness 19 and Fresh Thyme Market

Gateway Treatments

- Arches of light at key entry points
- Entry enhancement feature at the bridge on Grand River Avenue

Secondary Project Priorities

Art Web Application (to help visitors explore/promote public art in the downtown)

- Like!
- Yes!

Fountain/Water Feature

- This would be very attractive
- No – (comment not legible)
- Yes, per Vision Plan
- No thank you. We have the River Rouge!
- No – too old school

Selfie Spot

- Selfie spots – design multiple locations
- Like it!
- Civic – selfie spot
- Gaudy Tiger – selfie spot
- Could be incorporated with the Pokemon Go, virtual gyms for kids

Creative “Wraps” (to enhance utility boxes, bike racks, etc.)

- Yes please!
- Street art designed around the current infrastructure seems the most logical within the immediate and restrictive downtown space.
- Yes! East and inexpensive to implement

Garden Art

- Peace pole (2 mentions)
- Labyrinth
- Good idea. In Women’s Park and also in the park in front of Belacina’s.
- Sculptures (2 mentions)
- Giant chess set – able to move pieces/play
- Ceramic pitchers pouring water
- Large butterflies on wires/hanging, etc.
- Giant ladybugs, etc.