

7. ARTS, CULTURE AND HISTORY



VISION

Our future should be inspired by the rich and important history with abundant art and cultural opportunities.

Across the country, communities have come to recognize the many ways in which arts and culture are intricately interwoven into the fabric of a community. Arts and culture have the power to inspire and connect people and cultures. Music, dance, theatre, and the visual arts entertain and engage us aesthetically; public festivals and celebrations of local history give participants a sense of community and a unique cultural identity; and public art can transform city's gateways, corridors, and neighborhoods alike. Beyond quality of life benefits, arts and culture amenities contribute a positive economic impact by increasing tourism and revenue, driving community development, attracting new businesses and a skilled, educated workforce, and propelling urban renewal.

Bloomington-Normal has a variety of arts and culture attractions for residents and tourists to experience. There are over 25 annual events and festivals, 20 performance groups and venues, 15 local organizations that support arts and culture, four colleges and universities, and dozens of historically significant sites. All of these amenities are made possible by the over 900 people working in artistic

occupations. In addition to making Bloomington-Normal a culturally rich community and contributing to the local economy, those people and the government agencies, nonprofits, and local businesses share their passion for the arts with thousands of local children each year through arts education and enrichment programs.

In terms of land use, this plan highlights certain areas of the City as particularly appropriate for arts and culture planning. The foremost of these is Downtown. Much of the artistic and cultural activity that occurs in Bloomington happens in the Downtown area. Dozens of galleries and studios, public art work, performing arts venues, and historic sites are clustered in Downtown, and events such as First Fridays, the Farmers Market and Artists' Alley make it a regular destination for those interested in the Bloomington-Normal cultural scene. This density of cultural activity represents an opportunity for the City to promote arts and culture by establishing Downtown as the City's official cultural district. A planned district centered on the Bloomington Center for the Performing Arts (BCPA), the adjacent Lincoln Park, and the Mc-

Lean County Arts Center (MCAC) never came to fruition; however, the concept still has potential, and Downtown's existing arts and culture assets make it a natural fit for that designation. A well-supported cultural district with boundaries stretching across the entire Downtown area could serve as a powerful marketing tool and a geographic framework for future arts and culture initiatives. Given appropriate zoning and financial incentives, the City could attract new artists and cultural organizations, strengthening the district further.

Immediately south of Front Street in Downtown, a collection of unused and underutilized industrial buildings, generally referred to as the "Warehouse District," presents a different sort of opportunity for the City. A once-thriving district that has largely fallen into neglect (though a few small businesses are still located there), the Warehouse District is one of the areas identified for targeted redevelopment. Other post-industrial cities have had success in repurposing former industrial buildings as galleries, studios, and live-work spaces. Bloomington could revitalize its Warehouse District in the same way by using relaxed zoning regulations

and tax incentives to open up the area to artists. Similar pockets of ex-industrial space exist elsewhere throughout the City. The area surrounding Morrissey Drive south of Oakland Avenue is one example, and that area has already seen some adaptive reuse by artists.

Apart from land use, one of the City's main challenges in arts and culture planning is to promote the amenities it already has. One of the City's key deficits in this area is the absence of a central online clearinghouse for information about arts and culture in the community. Information about major attractions and events can be found scattered across several websites and brochures, but visitors and even residents may find it difficult to find dates, times, and descriptions of all of the City's arts and culture attractions without digging. The creation of a comprehensive arts and culture website, complete with a single calendar showing all arts and culture events and a comprehensive inventory of galleries, studios, venues, events, and organizations, would make it easier for consumers to discover everything the City has to offer. Such a resource would be of great benefit to the City and the local artists, businesses, and nonprof-



BCPA



McLean County Arts Center



GLT Summer concert

GUIDING THEMES

- The Bloomington area will value, support and fully integrate the arts, in all their diversity, into the fabric of civic life.
- The community will honor its past and provide a perspective for the future by preserving historic buildings, neighborhoods and other links to the City's early years.
- Bloomington will foster community interaction and reinforce a sense of place through positive, welcoming and unique public spaces.

EXISTING CONDITIONS - KEY FINDINGS

- Downtown Bloomington is the cultural center of the community. Many artists live and work here, and there is a higher concentration of performing arts venues, galleries, and works of public art Downtown than anywhere else in the Bloomington-Normal community.
- Bloomington-Normal is home to dozens of annual, one-time, and seasonal festivals, fairs, and other events, giving residents and visitors a plethora of year-round opportunities for entertainment and involvement. The weekly Farmers' Market and the summer Illinois Shakespeare Festival are two particularly popular events, with the Farmers' Market drawing an estimated 85,000 attendees and the Shakespeare Festival drawing over 12,000.
- Bloomington-Normal has a vibrant community of artists. Over 900 people—roughly 1% of the workforce—are employed in the arts, with many more amateur and student artists making valuable contributions. This compares favorably to other Central Illinois cities and even larger metropolitan areas such as Chicago.
- Despite Bloomington-Normal's many arts and culture amenities, there is no central online clearinghouse for arts and culture information. As a result, it can be difficult for residents and tourists to discover everything the community has to offer.

its who produce arts and culture in the community.

There are smaller, less ambitious, but no less important things that the City can do to support its arts and culture community. Increased support for public art programs, arts tourism initiatives, and simply increasing awareness among the public and local officials about the City's vibrant cultural assets would all help better integrate arts and culture into the fabric of civic life.

The goals and objectives outlined in this chapter will provide additional guidance in resolving the aforementioned matters. In recognition of the great importance of arts and culture in shaping our community, this comprehensive plan is the first in the City's history to treat arts and culture as a key consideration in land use and future policy. Transitioning from plan to action will not be without its challenges. Members of the Arts and Culture working group that helped develop these goals and objectives have identified several roadblocks that have prevented the City's past arts and culture initiatives from achieving success:

- Political will: Past initiatives have rarely made it past the initial planning stage, possibly reflecting a lack of commitment to arts and culture issues among the city's leadership.
- Political Opposition: Arts and culture expenditures are often mistaken as "nice to haves" and fall victim to the "wants" vs. "needs" discussions.
- Funding: Grant opportunities in this area are limited and very competitive.
- Awareness: The economic impacts of Arts and Cultural scene are not fully understood by many, including the City staff and policy makers.
- Codes and regulations: Many codes and regulations unduly, and often unintentionally, restrict artists from plying their trade. For example, zoning regulations make it difficult for live-work arrangements. Developers and city leaders rarely think to incorporate arts in the development proposals.

None of these problems are insurmountable, however. Ongoing dialogue among the City, artists and cultural organizations, and the public will increase awareness of the

benefits of supporting and promoting arts and culture. Over the 20-year period covered by this plan, Bloomington has every chance to capitalize on its arts and culture assets and make arts and culture an even greater contributor to this community's high quality of life.

ACH-1. Create a unique identity for the Bloomington area arts and cultural scene.

ACH-1.1 Designate and promote Downtown Bloomington as the arts, culture and entertainment district locally and regionally.

METRICS

- Official “Cultural District”
- # of studios/galleries and artists in Downtown ↑
- # of public art/murals in Downtown ↑

ACH-1.1a Officially designate Downtown Bloomington as a local cultural district. *BCPA, short*

ACH-1.1b Identify and remove zoning and other regulatory barriers within Downtown. Encourage and support arts-related uses such as galleries, studios, artists housing etc. This can be achieved through Arts overlay zoning or amending the B-3 Central Business District zoning to be more conducive to Art related uses. *BCPA, short*

ACH-1.1c Promote art-related activities in the Warehouse District. *BCPA, short-medium*

ACH-1.1d Promote the cultural district with adequate signage at the Downtown gateways and in other high-traffic areas of town. *DBA, short*

ACH-1.1e Increase visual arts in the public sphere Downtown. *Bloomington Center for the Public Arts, ongoing*

ACH-1.1f Continue to enhance the Downtown Mural project efforts. *DBA, short*

PARTNER AGENCIES

City Departments (Community Development, Public Works, BCPA), DBA and its Mural Committee, CVB, AART, Chamber; EDC, MCMH

Cultural districts are defined as well recognized, labeled areas of a city in which a high concentration of cultural facilities and programs serve as the main anchor of attraction. They help strengthen local economies, create an enhanced sense of place, and deepen local cultural capacity. Cultural districts often include designated spaces for artists who are interested in locating in a district. These spaces may include gallery spaces, exhibit spaces, and artist live/work spaces.

States like Iowa and Indiana have cultural district enabling legislation that is associated with state funding. Illinois does not. However, municipalities can create their own local cultural districts.



Many communities in Iowa, including Ames, use a cultural district as a tool to preserve and enhance arts and culture in their respective communities. Main street cultural district promotes the City's historic and Cultural Downtown.



Broad Ripple Village cultural district in Indianapolis, Indiana: This district boasts unique art galleries, sidewalk cafes, fabulous restaurants, public art, graffiti murals, and beautiful greenways and parks.

Arts overlay districts are a type of geographic zoning tool created to preserve and enhance the character of arts-related uses, in a defined area, to benefit the area and the entire city. These districts protect existing arts-related uses, and provide incentives for the creation of new ones, including artists' housing, artists' studios, theaters, galleries, and crafts stores.

Support for arts within such districts include financial incentives for conversion of underutilized space in existing buildings for “Arts- Related Uses”, granting density bonuses for creation of “Arts Related Uses, giving parking relief for continued or new reuse of those building for “Arts Related Uses”. Typically these districts impose design guidelines to assure that new projects reinforce the walkable character of the designated area. Rockford, Illinois and Seattle, Washington are two communities that have implemented these zones successfully.



1. Oakland at East Street. East side of City Works building, across from the YMCA. The Main Street side of the building is another possibility.



2. Oakland on Railroad, across from Mission Mart



3. Bloomington Public Library - Tower mural



4. Corner of East and Albert, across from library. Wall around Beck's parking lot, good for a children's mural



6. Lincoln Garage on East Street



7. Clark and Barlow Building, East Street

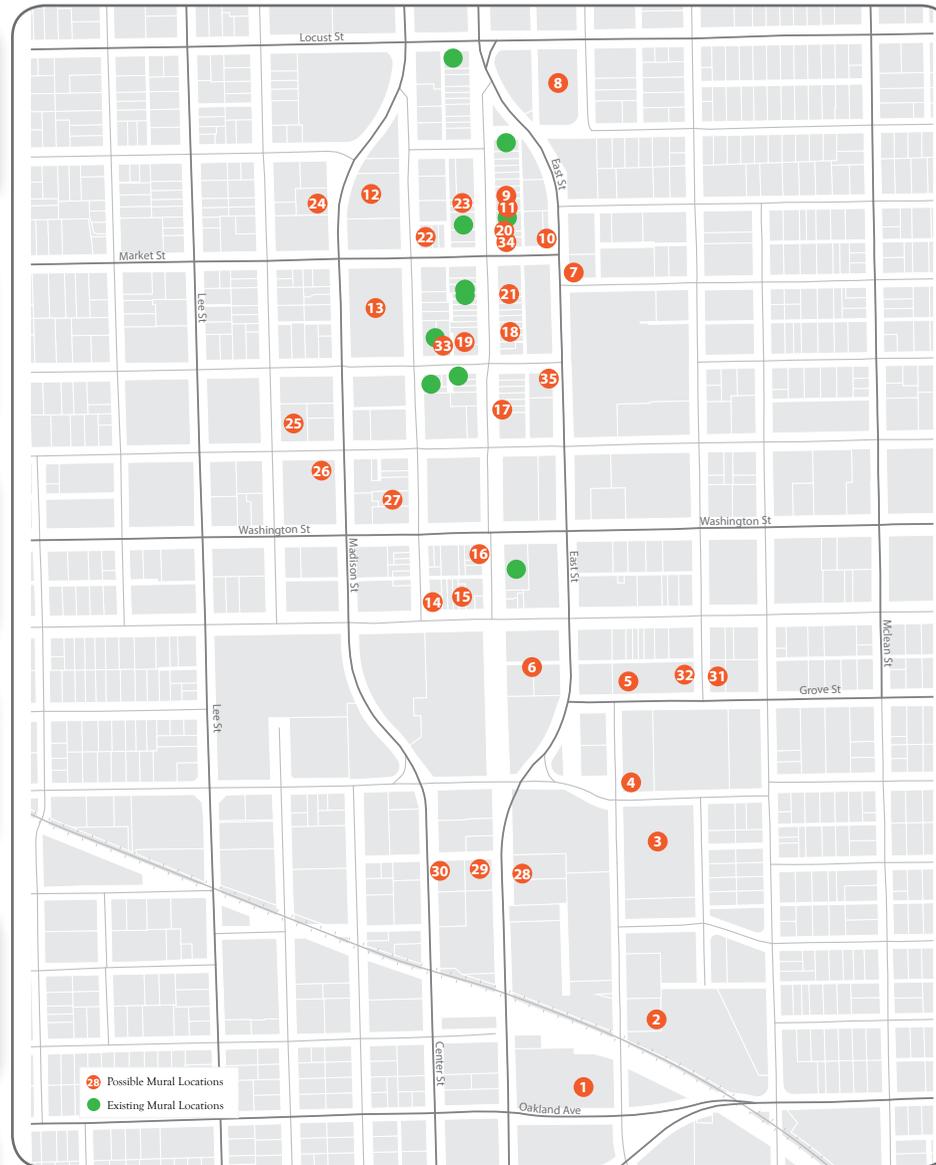


Figure 7-1. Summary of the Downtown Mural Committee's Report
 Sites in green are existing mural locations and those in orange are potential future sites contingent upon permissions. These sites were identified for the purpose of enhancing the visual appeal and interest in and around Downtown. For more information visit www.downtownbloomington.org



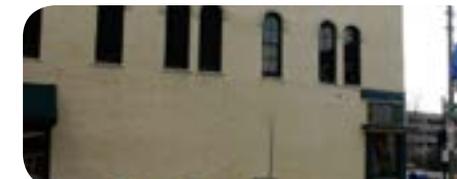
8. Back of BCPA



12. Bases of tower, 520 N. Center



13. East side Market Street Garage, Center Street



14. Center and Front, Johnson Law Group



15. Main Street, behind Elroys in parking lot



17. 309 N. Main. Top of building with peeling paint



21. Main and Market Streets, north side of Manna's Building



24. Madison Street, north side of Diesel Dicks



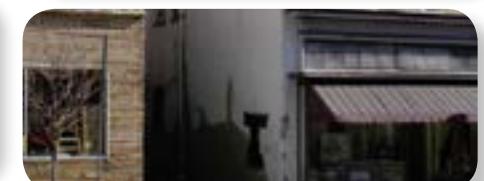
26. Pantagraph wall, Madison Street. Welcome to Downtown sign!



27. Back of Osco's seen from Madison and Washington



29. Main Street across from the Eagles



33. Monroe Street, in alley on side of Monroe Building

ACH-2. Increase the visibility of the Bloomington arts and cultural scene.

ACH-2.1 Increase marketing efforts within and outside the region.

METRICS

- 1-stop shop arts & culture website
- # of people participating in arts-related activities ↑
- # of arts and cultural festivals ↑

PARTNER AGENCIES

AART, BCPA, DBA, Uptown, Town of Normal, CVB, MCRPC, MCMH, Local art organizations and studios, Local media

ACH-2.1a Establish a regional arts council to represent and advertise all of the organizations and artistic people in all arts fields. MCAC, *short*

ACH-2.1b Establish a full-time marketing position to develop a state-wide and national advertising campaign to encourage art tourism in BN area cultural districts. MCAC, *short-medium*

ACH-2.1c Create an arts and culture website as a resource for information about community organizations and businesses related to arts and culture. MCAC; *short*

ACH-2.1d Develop a common Arts and Culture online calendar for listings of arts and culture events, with links to further information. MCAC; *short*

ACH-2.1e Advertise using signs and billboards to inform residents and visitors of local arts and culture organizations, businesses and events, and educational opportunities, along with website addresses for additional information. DBA; *short*

ACH 2.1f Encourage and support arts, cultural and heritage festivals to expand cultural tourism. MCAC; *short-medium*

An artist relocation program encourages the re-location of artists to a particular neighborhood or geography within a community. Regulations and incentives are geared toward making the “district” appealing for artists to use as studio and gallery space while also providing affordable housing.

Within municipal government, zoning and development regulations can prove to be a barrier in establishing artist live-work spaces. Due to these regulations, older structures may be excluded and unavailable to use, limiting opportunities for affordable housing. Regulations often also restrict or require an excessive approval process, which then discourages new forms of arts and culture space within a community. However, regulations can assist in distinguishing specific locations for artists establishing creative zoning clusters in the community. Initial zoning and development regulations also prevent underground art hubs, reducing conflicts and maintain a thriving artisan community. The key to establishing zoning and development regulations that permit live-work spaces within the community is to recognize and work to eliminate these roadblocks to creativity.



Paducah, Kentucky, a small community that shares a border with the southern tip of Illinois, is a national model for this program. In 2000, the City-together with Paducah Bank-embarked on an innovative program that over the next ten years would infuse its struggling Lower Town neighborhood with almost seventy artists. The project was seen as high risk at the time. The City advertised nationally for artists

to relocate to Paducah and purchase and renovate historic structures with favorable financing and incentives—for example, loans have been approved at up to 300% of the appraised property value to help fund renovations. In return, artists would have to fund much of the renovation from their own pockets following the City’s historic preservation and other design guidelines. Yet it was the combined investment of the City, the public sector, and the artists themselves—not to mention low real estate costs—that have made this program a resounding success. The City designated the Lower Town area (where the properties are located) a historic district and it enforces design guidelines to maintain the neighborhood character throughout the rehabilitation.

Since 1999, 70 artists have rehabilitated 80 properties and constructed 20 new buildings in the neighborhood, resulting in a 10-1 return on investment for the city. Paducah created specific zoning for the Lower Town neighborhood to allow live/work spaces where artists could both live and run galleries, arts studios, restaurants, and other mixed uses.

ACH-2.2 Increase community awareness.

METRICS

- # of art enhancement activities in the community ↑
- # of adults and kids getting art enrichment education ↑
- # and type of art-related tours ↑

PARTNER AGENCIES

BCPA, AART, MCAC, School districts, Community arts organizations, DBA, Wellness Coalition, Health Department, Media

ACH-2.2a Increase awareness and availability of art education offerings for the public in art education, lectures, and hand-on projects. MCAC; *short*

ACH-2.2b Encourage and support coordinated school district/City arts programs in the community centers, museums, libraries and schools. MCAC; *short*

ACH-2.2c Create and promote walking, biking and bus tours of arts and cultural attractions. The walking and biking tours can be coordinated along with the health and wellness activities. BCPA; *short*

ACH-2.2d Collaborate with area agencies to cross-promote arts and culture. MCAC; *ongoing*

ACH-2.2e Educate the City staff, boards, commissions and councils on the availability and importance of arts, culture and history in the community. This can be done by scheduling tours for the City officials as well as making the art tour part of the City staff onboarding process. BCPA; *short*

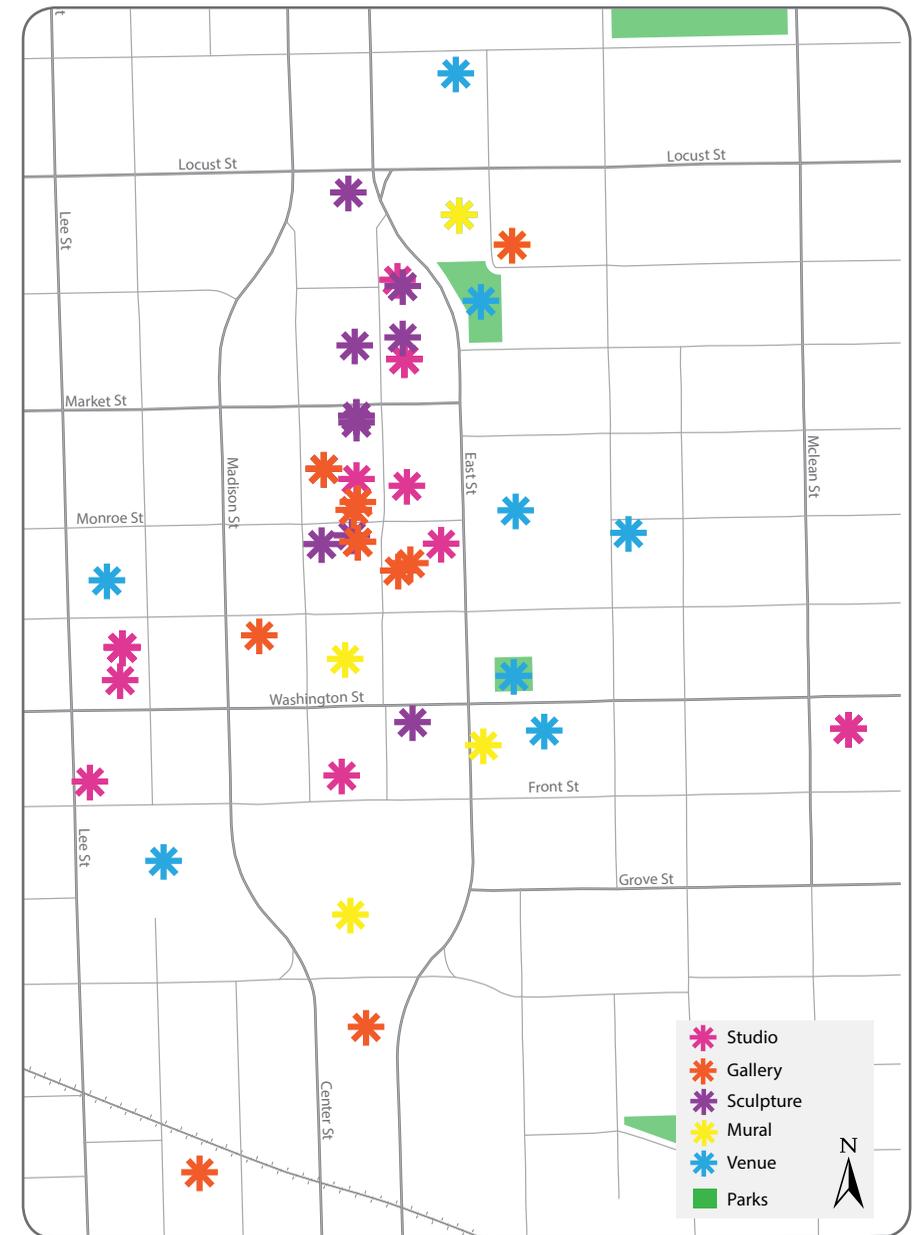


Figure 7.2. Cultural Amenities In Downtown Bloomington

ACH-3. Support and promote arts and culture in the community.

ACH-3.1 Coordinate with public and private agencies to provide funding for the arts.

ACH-3.1a Identify and maintain a database of art-related grants.
MCAC, IWU ARC

ACH-3.2 Advocate at local, state and federal levels for continued support of arts in the community.

METRICS

- Up-to-date art database
- \$ local and non-local art funding ↑

ACH-3.2a Advocate for arts funding during the Bloomington-Normal Economic Development Council's One Voice trip.
Bloomington Center for the Performing Arts; short term

ACH-3.2b Advocate for arts funding at the state level. *Bloomington Center for the Performing Arts; ongoing*

ACH-3.2c Encourage local philanthropic efforts and planned giving for the promotion of the arts in the community. *Bloomington Center for the Performing Arts; ongoing*

PARTNER AGENCIES

AART, BCPA, DBA/Uptown, CVB, IPCF, MCAC, Shirk Family Foundation, EDC, Town of Normal

MAJOR NATIONAL FUNDING SOURCES

ART PLACE AMERICA is a ten-year collaboration, formed in 2013, that exists to position art and culture as a core sector of comprehensive community planning and development in order to help strengthen the social, physical, and economic fabric of communities.

ArtPlace focuses its work on creative placemaking, the set of practices in which art and culture work intentionally to help to transform a place. ArtPlace has four core areas of activity: it manages a national grants program that supports creative placemaking projects in communities of all sizes; it will extend this work by investing more deeply through multi-year investments in 5 communities; it seeks to understand, document, and disseminate successful creative placemaking practices through its research strategies; and it works to connect practitioners, organizations, and communities with one another.

ArtPlace is a collaboration among the Barr Foundation, Bloomberg Philanthropies, The Ford Foundation, The James Irvine Foundation, The John S. and James L. Knight Foundation, The Kresge Foundation, The McKnight Foundation, The Andrew W. Mellon Foundation, William Penn Foundation, The Rockefeller Foundation, Rasmuson Foundation, The Surdna Foundation, and two anonymous donors.

ArtPlace seeks advice and counsel from its close working relationships with the following federal agencies: the National Endowment for the Arts, the

US Departments of Housing and Urban Development, Health and Human Services, Agriculture, Education, and Transportation, along with leadership from the White House Office of Management and Budget and the Domestic Policy Council.

ArtPlace also partners with six major financial institutions: Bank of America, Citi, Deutsche Bank, Chase, MetLife, and Morgan Stanley. Rockefeller Philanthropy Advisors, Inc. (RPA) provides ArtPlace with financial, grants management, and administrative support.

Art Place offers two types of grants each year. The National program and the neighborhood based program. The latter is only offered to place-based NGO's. More information can be obtained from www.artplaceamerica.org

NATIONAL ENDOWMENT FOR THE ARTS

Through "Our Town" grants, subject to the availability of funding, the National Endowment for the Arts (NEA) will provide a limited number of grants for creative placemaking projects that contribute towards the livability of communities and help transform them into lively, beautiful, and resilient places with the arts at their core.

"Our Town" prioritizes partnerships between arts organizations and government, private, and nonprofit organizations to achieve livability goals for communities.

LOCAL ART FUNDING

- **Mirza/Illinois Prairie Community Foundation Arts and Culture Grants.** Winter-spring application time table; Grants available in the fields of art education and enrichment, and performing, visual and literary arts
- **Bloomington Center for the Performing Arts \$3,000** “BCPA Student Spotlight Series.” Engages 5,000 students and teachers pre-K through 12 with a live theatrical performance and residency programming that will compliment and expand in-classroom programs.
- **Brass Band of Central Illinois \$3,000** “Spring 2015 Concert.” Support to bring awareness and appreciation of the traditional British brass band style of instrumental music to the public.
- **Community Players Theatre \$1,720** “Of Mice and Men School Production.” Enables students from middle school and up to attend a live performance during the school day and to participate in a Q & A session with the actors.
- **Conexiones Latinas de McLean County \$4,142** “Ballet Folklorico de Central Illinois.” Supports a new program that will teach students traditional Mexican dance, history and geography and culminate with a public performance.
- **Heartland Theatre Company \$2,310** “The Glass Menagerie.” Provides an opportunity for area high school students to attend a special showing of the production with a talkback afterwards.
- **Illinois Shakespeare Festival \$2,500** “Modern Shakespeare for Modern Youth.” Students at the Regional Alternative School will adapt Shakespeare’s work into a contemporary and accessible form while earning academic credit.
- **Illinois State University (ISU) \$699** “Boys and Girls Club Friday Arts Experience.” Provides supplies for a program where ISU teacher candidates teach seven 90-minute open-ended arts lessons to Boys and Girls Club members.
- **ISU “2014 Concerts on the Quad.” \$3,250** Pays for artists’ fees for the groups L’Esprit Creole and Switchback to perform at two concerts in this popular series.
- **ISU “Saturday Creative Drama for Kids.” \$2,000** Program teaches approximately 200 children K-6 about the elements of drama and provides them with stronger social awareness, empathy, enhanced creativity and appreciation of theatre.
- **“ISU String Project.” \$2,000** Offers low-cost instruction on orchestral stringed instruments from ISU School of Music faculty and undergraduate and graduate students to children in McLean and Livingston Counties.
- **University Galleries at Illinois State University \$4,086** “All Around Art” Program provides free visual arts workshops to middle- and high school-aged students as well as age appropriate lessons for K-5.
- **Illinois Symphony Orchestra \$3,500** “Free Tickets for Low Income Students to ISO Concert.” Provides tickets and transportation for elementary school students to attend ISO’s “The Concert for Kids.”
- **Illinois Wesleyan University \$1,500** “Summer Music Program.” Provides intensive music camps for junior and senior high school students with instruction from professional musicians and includes free faculty and student concerts for the community.
- **McLean County Arts Center \$5,000** “ROVER: Mobile Arts Center.” A rural outreach program designed to encourage, promote, and practice visual arts for youth and adults who reside in McLean County.
- **Midwest Institute of Opera \$3,500** “MIOpportunities” Program seeks to enrich the community through high quality, accessible, free opera performances and hands-on activities.
- **Share the Music \$3,000** A musical instrument recycling program that rehabilitates and refurbishes musical instruments and provides them at low (or no) cost to financially qualified El-Hi students in music education.
- **Western Avenue Community Center \$1,134** “Summer Camp” Program brings six local artists to discuss their art which leads to workshops in which participants create a piece of art similar to the visiting artists

The following banks have provided grants for Arts and Culture in the past. State Farm Bank, PNC Bank, Bank of America, US Bank, JP Morgan Chase & Co, Citigroup, Wells Fargo & Co, First Third Bank



Performance at BCPA



Girl Scout Mural @ 102 W. Market St.



David Davis Mansion



Sculpture in front of MCAC

ACH-4. Identify, conserve, and preserve the City’s heritage resources as a basis for retaining and enhancing strong community character and a sense of place.

ACH-4.1 Fully integrate considerations of historic and cultural resources as a major aspect of the City’s planning, permitting and development activities.

METRICS

- Up-to-date historic database
- # of people participating in the cultural heritage tours and activities ↑
- # of structures rehabilitated and restored ↑
- # of structures with historic designation ↑
- # of Route 66 visitors and tourists ↑
- # of attractions along Route 66 ↑
- # of attractions along the bike trails and routes ↑

ACH-4.1a Maintain and update a historic and cultural database and use that as a primary tool for protecting those resources. *MCMH; ongoing*

ACH-4.1b Use zoning, code enforcements and other regulatory tools to protect the City’s historic and cultural resources. *COB Community Development Department/Historic Preservation Commission; ongoing*

ACH-4.1c Protect and maintain publicly owned cultural resources. Such resources may include buildings, monuments, streets and trees. *City/Illinois Historic Preservation Agency; ongoing*

ACH-4.1d Pursue an active and comprehensive program to document and preserve historic buildings, structures, sites (including archaeological sites), objects, landscapes, and natural resources. *Historic Preservation Commission/MCMH; ongoing*

ACH-4.1e Continually update identification and designation of historical buildings that are eligible for local, state and national designation based on 50 year age guideline. *MCMH; ongoing*

ACH-4.1f Conduct educational programs to promote an understanding of the significance of the City’s cultural resources and criteria for historic designation. *Lead Agency: Historic Preservation Commission/MCMH; ongoing*

ACH-4.1g Maintain the Illinois Main Street designation. *DBA; ongoing*

ACH-4.2 Promote cultural heritage tourism.

ACH-4.2a Leverage the Route 66 tourism efforts to enhance the corridor and surrounding neighborhoods. *MCMH/CVB, ongoing*

ACH-4.2b Educate visitors and the public regarding local heritage tourism sites. *MCMH/CVB; ongoing*

ACH-4.2c Identify historic and cultural sites that can be linked to the trails and greenways. *MCMH; ongoing*

PARTNER AGENCIES

Old House Society, City of Bloomington, Town of Normal, McLean County, State of Illinois, National Trust, Illinois Historic Preservation Agency, MCMH, Neighborhood organizations, MCRPC, COB Community Development Department, BCPA, Local bike advocacy groups (Bike BloNo; Friends of the Constitution Trail), DBA, Uptown

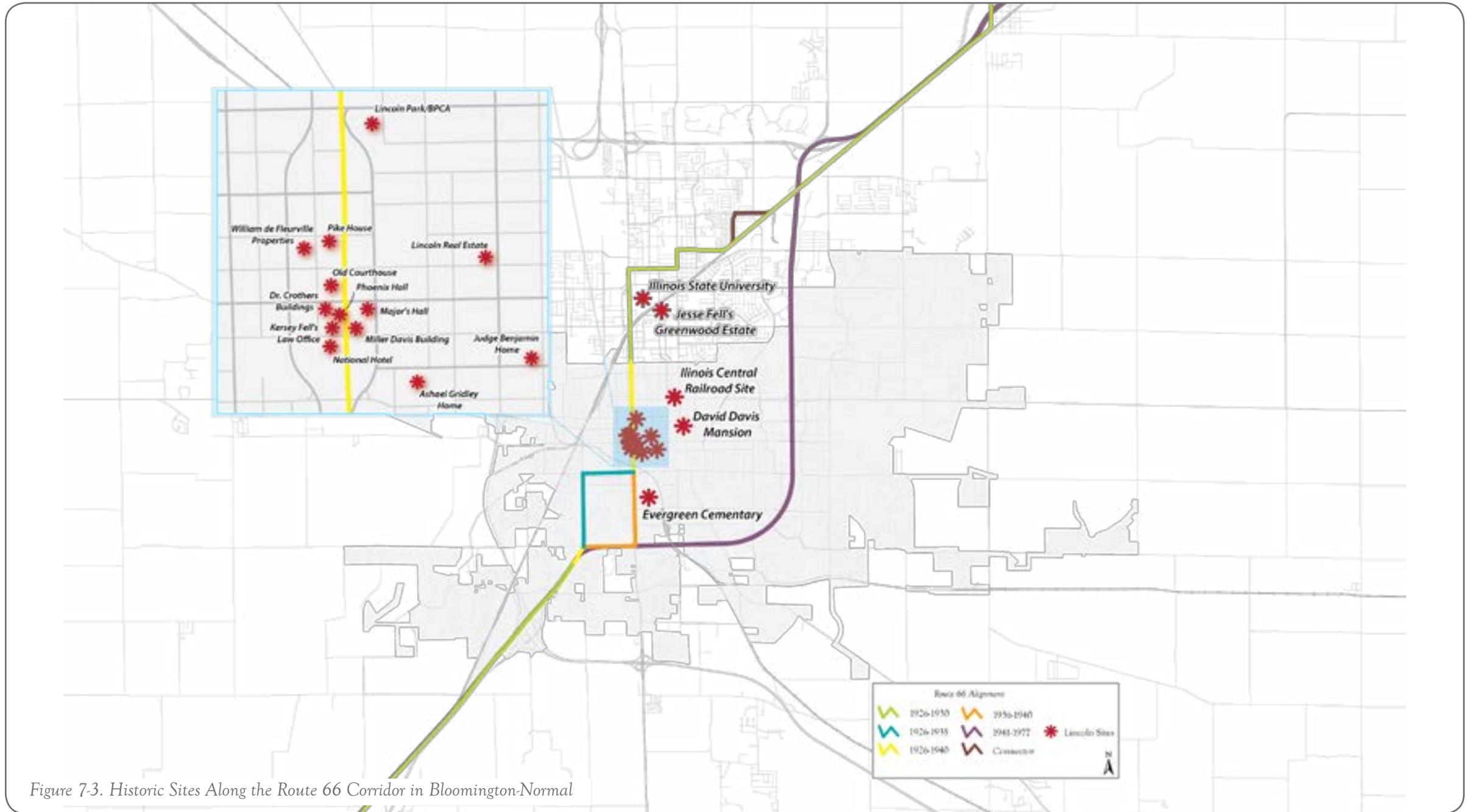


Figure 7-3. Historic Sites Along the Route 66 Corridor in Bloomington-Normal

ACH-5. Encourage the use of public art to enhance neighborhoods and public spaces and foster engagement throughout the community.

ACH-5.1 Utilize art in public places to enhance the image of the City.

METRICS

- Public Art Master Plan
- # of public art projects in general and parks in particular ↑

ACH-5.1a Prepare a master plan for existing and proposed art in public places. *BCPA; short-medium*

ACH-5.1b Identify and remove barriers to both visual and performance arts in the parks. *BCPA; short*

ACH-5.1c Maintain existing permanent public art in good condition. *BCPA; ongoing*

PARTNER AGENCIES

COB Community Development Dept., Community Facilities Dept., Downtown Bloomington Association, Neighborhood organizations, MCRPC

ACH-5.2 Use public art and cultural programs to help support neighborhood identity and foster neighborhood pride.

METRICS

- Database of sites and buildings suitable for public art/mural projects
- # of public art projects along the key corridors and entrances ↑
- # of interactive public art (particularly in regeneration and preservation neighborhoods) ↑

ACH-5.2a Continue to develop and support outreach programs that bring arts into every area of the community to increase participation in the arts and broaden the reach of arts and culture. *BCPA; ongoing*

ACH-5.2b Enhance the neighborhoods along the Route 66 corridor with public art and neighborhood-scaled commercial that complements the Route's history. *COB Community Development Dept.; short-medium*

ACH-5.2c Utilize public art as a tool to enhance the key corridors in the community (see Map Key Corridors and Entrances). *COB Public Works; short-medium*

ACH-5.2d Utilize public art to enhance the entrances into the City as well as Downtown (see Map Key Corridors and Entrances). *COB Public Works; short-medium*

ACH-5.2e Identify sites for installation of temporary or permanent art work that will help build connections between the Downtown and surrounding neighborhoods (ex: parking lots). *DBA; short*

ACH-5.2f Engage the neighbors where feasible, particularly at-risk youth, during any art installation. *BCPA; ongoing*

PARTNER AGENCIES

MCRPC, IDOT, EDC, Neighborhood organizations, Non profits - particularly the ones working with youth such as YMCA, Boys and Girls Club and Youth Build, Action Research Center

ACH-5.3 Temporary art installations

ACH-5.3a Identify potential areas for temporary art installation along the key corridors as well as in the regeneration and preservation areas. Install temporary art on a rotating basis to bring attention to those areas. *BCPA; short*

ACH-5.3b Identify potential areas for temporary art installation along the Constitution Trail and other walking/biking routes. *BCPA; short*

METRICS

- Database of sites and buildings suitable for temporary art installations
- # of temporary art installations ↑

PARTNER AGENCIES

IWU ARC, MCRPC, Local bike advocacy groups (Bike BloNo, Friends of Constitution Trail), Neighborhood organizations



