

**Five  
Year  
Plan  
Goals  
:  
2002-  
2006**

**Broward  
County  
Public  
Art  
and Design**

June 13, 2001

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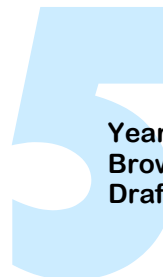
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## DATE OF PLAN

Adopted on June 13, 2001  
By the Public Art and Design Committee

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## Introduction to the Five Year Plan

### INTRODUCTION

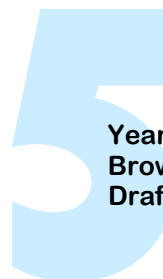
In 1995, Broward County amended its public art ordinance and published "Design Broward." The amended ordinance focused the Public Art and Design (PAD) program on design enhancements of Broward County facilities. In the last six years, artists have improved building lobbies, plazas, benches, streetscapes, sidewalks, escalator spaces and storm water retention areas. The art projects are at various facilities such as parks, streets, libraries, airports, seaports, community centers, parking garages, arenas and shelters.

With these successful experiences, the PAD Committee and the Broward Cultural Affairs Council (BCAC) decided to look toward the next five years. During 2001, the PAD Committee and staff formed a subcommittee, consulted with artist advisors and developed these goals.

In the fall of 2000, PAD prepared a needs assessment that summarized all policy goals and any existing unimplemented, but recommended art projects. Cultural Affairs staff prepared other reports on future capital projects in all agencies and discussion papers on issues such as education programs and conservation.

In the winter of 2001, three teams of artists advised the PAD Committee regarding possible future directions of the program. Helen and Newton Harrison of Del Mar, California and Joseph Davoli of Davie, Florida examined the environment through the parks and waterways of Broward County. Susan Snyder and Steven Izenour of Philadelphia, Pennsylvania proposed projects for roads throughout the county and specific works for the Ft. Lauderdale / Hollywood International Airport. Roberto Behar and Rosario Marquardt of Miami Beach, Florida developed ideas for Port Everglades. Each team visited Broward County, interviewed key individuals, gave public lectures and prepared written recommendations.

On the following pages, the PAD Committee and BCAC present its recommended goals for the next five years. With the County Administrator's concurrence, essential elements and goals of the Five Year Plan will be incorporated into the future Public Art and Design Annual Plans and Capital Improvement Programs for consideration and appropriation by the Broward County Board of County Commissioners



## GOAL 1

Broward County has experienced explosive growth during the last 50 years. In the very near future, the non-Everglades part of the county will be 100% developed. Redevelopment will be the only option for continued growth. As a result, both today's limited natural areas and under-developed urban zones are endangered. These areas contain important qualities of life for all Broward citizens. The preservation of these qualities and places saves the history of Broward for future generations.

Many governments and groups of people have acknowledged this situation and are taking actions. The first and second strategic goals of the Broward County Board of Commissioners speak to environmental protection and urban renewal. Late in 2000, the citizens of Broward voted overwhelmingly to expand the parks system and to preserve natural areas. A greenway system has been proposed to link much of the natural environment before all the right-of-ways are given over to other uses. The Federal and State governments have announced a multi-billion dollar program to rejuvenate the Everglades and stabilize water management for the future. The State is spending millions of dollars to ecologically restore the North Fork of the New River. Our beaches require tons of sand to be maintained as an enjoyable place for citizens and tourists.

In older urban areas, existing structures are threatened with demolition and replacement with buildings of higher density of uses. These buildings and places contain the majority of the County's history. The Broward Historical Commission has just started a program to map and physically mark this history across Broward. The FAU School of Architecture and the City of Fort Lauderdale have been convening

workshops and charettes to help shape the future internal change of the City. The City of Hollywood has set up a new CRA for the beach to lead its efforts for the public good.

## EXAMPLES OF ART PROJECTS

In the next five years, the Public Art and Design program sees an urgency to join these initiatives and assist them through the skills of talented artists and designers. This contribution will not only be art objects, but also inventive creations to lead the Broward citizen to better appreciate these valuable places and resources. Examples of projects includes:

- Boardwalks and interpretative trails through the natural preserves. (1)
- Towers or platforms to view the natural or urban lands. (1)
- Icons to mark historic events and places.
- Restoration of habitats. (1)
- Large art projects made of the materials and infrastructure of the landscape, roadway edges and bike paths to enhance environments and set the standard for quality
- Video and digital artworks displayed at the airport, seaport and on the Internet to explain and interpret the resources for our visitors and tourists (1,2,3)

## NEW METHODS

In order to find the best methods to achieve this goal, the Public Art and Design program will institute new ways to envision and acquire the best art projects for the appropriate environment. Examples include:

- International design competitions would discover new artistic ideas and design solutions and present

- visions for the future.
- Invitational design competitions would bring a small group of artists the county to find special projects and places. The artists would propose sites with art proposals. Only the best would be built.
- "Think tanks" with artists, neighbors and scientists would be held over several months to seek unique solutions to special circumstances like the North Fork of the New River or Everglades Levy.
- "Platforms" or "spaces" for temporary artworks would be designed and build. These "platforms" could be video walls, billboards and internet websites

#### OVERALL PRIORITIES

#### GOAL 2

The Broward County Public Art and Design program is the sole program of its type in Broward County. Public art projects are sponsored by the State of Florida Art in State Buildings Program and by specific purchases by city commissions for particular places. The DDA in Fort Lauderdale sponsors a program of temporary outdoor sculptures on display. Neighborhood associations occasionally raise funds for a new public artwork and some developers use art as a development amenity. If Broward County is to be better served by the aesthetic enhancements and works of talented artists and designers, other agencies must get involved.

When looking across the United States at other counties, frequently multiple governments and agencies have public art programs. Cities, hospital districts, school districts and transit agencies are common sponsors of public art on a regular basis. In some cities, neighborhood granting programs exists in which art is a legal

As the County chooses among potential new art projects, two priorities shall be considered.

1. Projects that have a urgency to act now, either due to (a.) the potential loss of a resource or (b.) the existence of a positive political momentum that brings many agencies and people together around an idea.
2. Projects that truly engage the resident and visitor with those places that exemplify the unique qualities of Broward County.

expenditure. The multiple public art programs of metropolitan areas such as Seattle/King County, Portland/Multnomah County and Chicago/Cook County contribute substantially to their civic reputation and quality of life.

#### ENCOURAGE NEW PUBLIC ART PROGRAMS

The Public Art and Design program plans to collaborate with private and non-profit organizations and various governments in hopes of encouraging new programs throughout the county. One PAD initiative to foster collaboration is via an annual "call for collaboration" among these groups. The PAD Committee could set aside funds that would be used to sponsor art projects with other organizations either with or without matching funds. The organizations would be responsible for all management, but the PAD would assist in project development, artist selection and contracting. Examples include:

- Artworks and artist residencies in Hospitals

- Art kiosks with cultural institutions
- Design competitions for community visioning
- Artworks with new city facilities sponsored by the Parks Bond program.

ON-GOING CALL FOR COLLABORATION:  
BROWARD COUNTY AGENCIES

In the six years since the Broward County Board of County Commissioners substantially amended the Public Art and Design ordinance, many artworks have been integrated into the architectural design of buildings and places. As a result, several agencies have come to understand the ability of the PAD Program to contribute to the quality of their facilities and their mission and goals.

At a minimum through the required PAD Annual Plan, the PAD Committee will seek collaborations with other agencies. The committee will ask agencies to examine their programs, facilities and objectives for possible collaborations. The PAD staff will present possibilities to the agency through individual annual meetings with appropriate division directors, outreach coordinators, community relations specialists, facility managers and construction managers. Through the 2002 strategic goals of the Commission and a variety of agency conversations, the PAD Committee has become interested in collaboration regarding the following new initiatives and projects.

- Parks Bond: Especially Natural Preserves (1)
- Vista View Park (Formerly the Davie Landfill Redevelopment) (1)
- Unincorporated Areas Improvement Programs (2)
- Transit Hub Development (4)

GOAL 3

Finding both the right artist and right situation for art projects is an extremely difficult task for the PAD Committee. Many differing interests and opinions about art or

design and its role in the physical environment will be expressed and even demanded during the planning and creative process. However, when the project is completed, what matters are (1.) positive memories in the minds of citizens

regarding personal interaction with the artist or designer during the creative process and (2.) the high quality of the artwork or design located in the right place.

The PAD Committee's first challenge is to attract the finest artists and designers to the PAD projects in Broward. In addition to finding them through extensive outreach, the most successful programs scope the art projects in detail before the search begins. This is especially important when attracting talented artists with little public art experience.

#### ARTISTIC OPPORTUNITIES

Beyond outreach, a program can significantly enhance the efforts of artists and designers by envisioning exciting opportunities in challenging situations. These challenges usually combine unique attributes of the cultural context, the scale of the work, the community of participants and the public dialogue in the arts media. It is the goal of the PAD Committee to create these special opportunities or permit artists, designers and other visionaries to find them in Broward. Priority situations include:

- Large scale projects: waterways, landscape, roadways, ports, Internet
- Projects that conceptually link multiple places and institution
- Collaboration with other creative people and organizations in South Florida. For example: marine biologists, Everglades ecologists, IGFA, Museum of Discovery and Science, Young at Art, ethnic community activists and historical commission.
- Sites for art projects discovered by artists
- Image making for institutions or communities: i.e. Parks Entrance Gates
- Artist think tank around a particular

- project: i.e. North Fork of New River Projects for very talented local and international artists that have limited public art experience

#### PRIORITY ARTWORKS TYPES

PAD Committee will understand the abilities and interests of living artists and designers when shaping the projects. Of all the existing directions of contemporary art, PAD Committee is interested in pursuing the following:

- New media, especially hi-tech
- Landscape, earthworks or ecological artworks
- Temporary artworks, especially performance, preserved through photography or digital media
- Design arts include building, landscape, graphics and furniture
- Artist residencies
- Reproducible artworks
- Functional artworks

#### CONSENSUS ON PROJECT OBJECTIVES

The quality of these projects can be hampered through unclear project objectives. PAD Committee will place a value on understanding a potential project before selection. PAD program will reach consensus with partners on multiple project attributes, including the artistic freedom and support for the artist. Major issues to be resolved before artist or designer selection include:

- Architectural and construction management support for integrated artworks
- Expected lifetime of artwork

#### GOAL 4

After more than 26 years of operation, the Public Art and Design Program has established an excellent national reputation. In almost every book or comprehensive survey of public art, Broward will be an important component of the discussion. Broward is part of Seattle Art Commission course book on Public Art. Americans for Arts selected Broward as one of only three programs to be featured in their national publication in 2000.

But strangely in Broward itself, the PAD program is not as well known. In other metropolitan areas, outdoor sculptures or beautiful tiled interiors of public spaces are frequently part of a community's identity. As every survey shows across the United States and in Broward, arts activities are a growing part of the lives of residents and a reason to select a new home or a travel destination.

Broward's most popular sculptures are from the Broward PAD Program. Martha Schwartz's "Flying Saucer Grove" at the National Car Rental Center, Kent Ullberg's jumping sailfish at the Convention Center and Duane Hanson's very realistic man

- Type and quality of community interaction by the artist or designer
- Purpose and goals for artwork

#### MASTER PLANNING

As method to reach consensus among the PAD Committee and its partners and to envision exciting opportunities for contemporary artists, artist planners could be hired to master plan for a specific place, for an agency or for systems spanning the entire county. The master planners could have the responsibility to structure the plan and to recommend possible artists to the PAD Committee.

called "Vendor" at the Ft. Lauderdale / Hollywood International Airport are frequently mentioned by the public or utilized in advertisements for Broward. William King's "Unitas," at the County Public Safety Complex, is annually recognized as the Broward's favorite sculpture.

#### ACTIONS TOWARD BETTER RECOGNITION

To enhance the program's recognition by both residents and tourists, PAD Committee will include the project's potential contribution to its reputation when choosing and planning particular art projects. Steps taken will be as follows:

- Increase access to public art programs county-wide, especially in the northern edge and southwest.
- Increase the lifespan of art and access to art through printed materials and new media
- Locate artwork at prime, highly visible sites.
- Engage the arts-interested public at arts festivals or special events like Winterfest with creative, temporary art projects.
- Select a few very large-scale projects to engage citizens across

- the county.
- Enhance local and national interest by purchasing artworks and designs by famous artists.
- Scope projects that increase the participation of the visitor with the work of art.

#### LEGACY

In addition to the general enjoyment of the residents and tourists, the goal directs the PAD Committee to seek artworks that can become a valuable part of the legacy of the County. In other words, artworks that are a vital part of what a significant number of people associate with their feelings of pride and affection for Broward

## GOAL 5

All programs should seek new methods to enhance its management, especially its economic efficiency and effectiveness. The Commissioner's recognized this requirement in its fifth goal of 2001: "delivering core services as efficiently as possible." Economic efficiency could be defined as the amount and quality of art and design completed in Broward County for a particular budget. This is both an immediate issue and a long-term concern related to conservation of artwork.

## GOOD PRACTICES

In general, a few good practices can reduce the risk of inefficiency in public art programs.

- Well-defined projects.
- Memorandums of Understanding defining the responsibilities of each partner.
- Early and comprehensive review of artist proposals.
- Good, consistent communication between partners
- Detailed conservation review before the fabrication of artwork.

## INCREASE EFFICIENCY

New ways of organizing projects can increase efficiency.

- Multiple artists selected and educated at the same time
- Pre-qualified artist registry for quick artist selection.
- Design competitions.
- Designers, curators or community organizers select and scope art projects with specific artistic requirements.
- Visual and spatial master planning

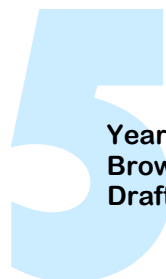
- for artworks on large sites or systems.
- Partnerships with not-for-profits, private developers and other governments to collaborate on the project scoping, selection and financing, but management by the PAD partner.
- Production of a single designed object for multiple sites: eg. park benches, metal gates, bus shelters, etc.
- Fabrication agreement with fabricators prior to artist selection: eg. bus wraps.
- Purchase agreements with special art programs such as the artist in residence at the Kohler factory in Wisconsin; educational programs at Art Institute, FAU or FIU; existing national competition for carnival costume.
- Display system for temporary works: video walls, billboard, pedestals, banner arms.



## **5. Increase program efficiency and effectiveness**

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### **Appendix**

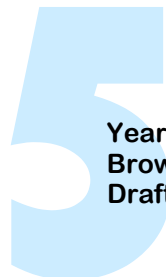




## Goals

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### Broward County's Six Strategic 2001 Goals



## Goals

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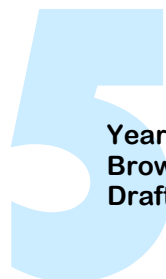
1. To continue efforts to protect the environment and develop a comprehensive environmental strategy.
2. To enhance countywide economic development efforts including urban redevelopment.
3. To unify our airport and seaport activities to attract business enterprises.
4. To review transit options with the goal of increasing mass transit ridership and reducing traffic congestion and air pollution.
5. To create a new organizational culture that focuses on delivering core services as efficiently as possible and creates e-government.
6. To develop innovative human services strategies for assisting children, elderly and low income families

## Broward Cultural Affairs Council 2001 Goals



## Goals

1. Advocate to obtain a county goal and recommend charter language: To utilize design excellence and other arts to enhance the quality of county facilities and lead the private sector by example.
2. Establish a design arts program enhancing municipal support of the arts and improving the quality of the built environment.
3. Official designation and promotion of the cultural district
4. Completion Phase II Artspace feasibility study for an artists live/work projects and cultural center at West Side School
5. Develop Arts Park
6. Develop artistic plan to commemorate Broward's historical identity partnership-Broward Historical Commission
7. Attract new resources by strengthening the role of the Cultural Foundation through a workplace giving feasibility study



## Goals

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### Acknowledgements

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