Creating and Implementing a Master Plan for Placemaking

Find the people:
Main Street, Design Committee
Consultant vs Subcommittee
Variety of backgrounds and ages

Inventory your public art:
Private and public installations?
Sculptures, murals, historical markers, architecture, unique features, etc

Get curious about city/county history:
Utilize your local museum/historian
Meet at different locations

Research, research, research:
Review master plans
Some of our favorites: Indiana, Colorado, Oregon, and Minnesota

Design your project scope:
Types of projects and geographic region(s)
Wabash example: “Public Art Master Plan” Community Prep, Downtown, Gateways, Parks/Waterfront/Trails

Write your plan:
• What is public art and why is it important
• What makes your city a great place for public art
• How do you fund public art
• Include your inventory
• Include your project scope

Implementation:
• When you have money, execute projects. While you are finding money, create new project concepts.
• RFP/Request for Proposal vs Self-Project Management
• Wide array of project budgets
• Wabash examples: “2017 Featured Projects”
• The dirty word: Maintenance

Resources:
https://www.americansforthearts.org/by-program/networks-and-councils/public-art-network
https://wabashvalleyartspaces.com/
https://forecastpublicart.org/resources/
https://www.wabashmarketplace.org/projects.html
• Public Art Master Plan
• 2017 Featured Projects

Scribble your notes here:

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