

# Placemaking & Public Art

Jennifer Stephany – Creative Downtown Appleton Inc.



SCULPTURE VALLEY



# Placemaking

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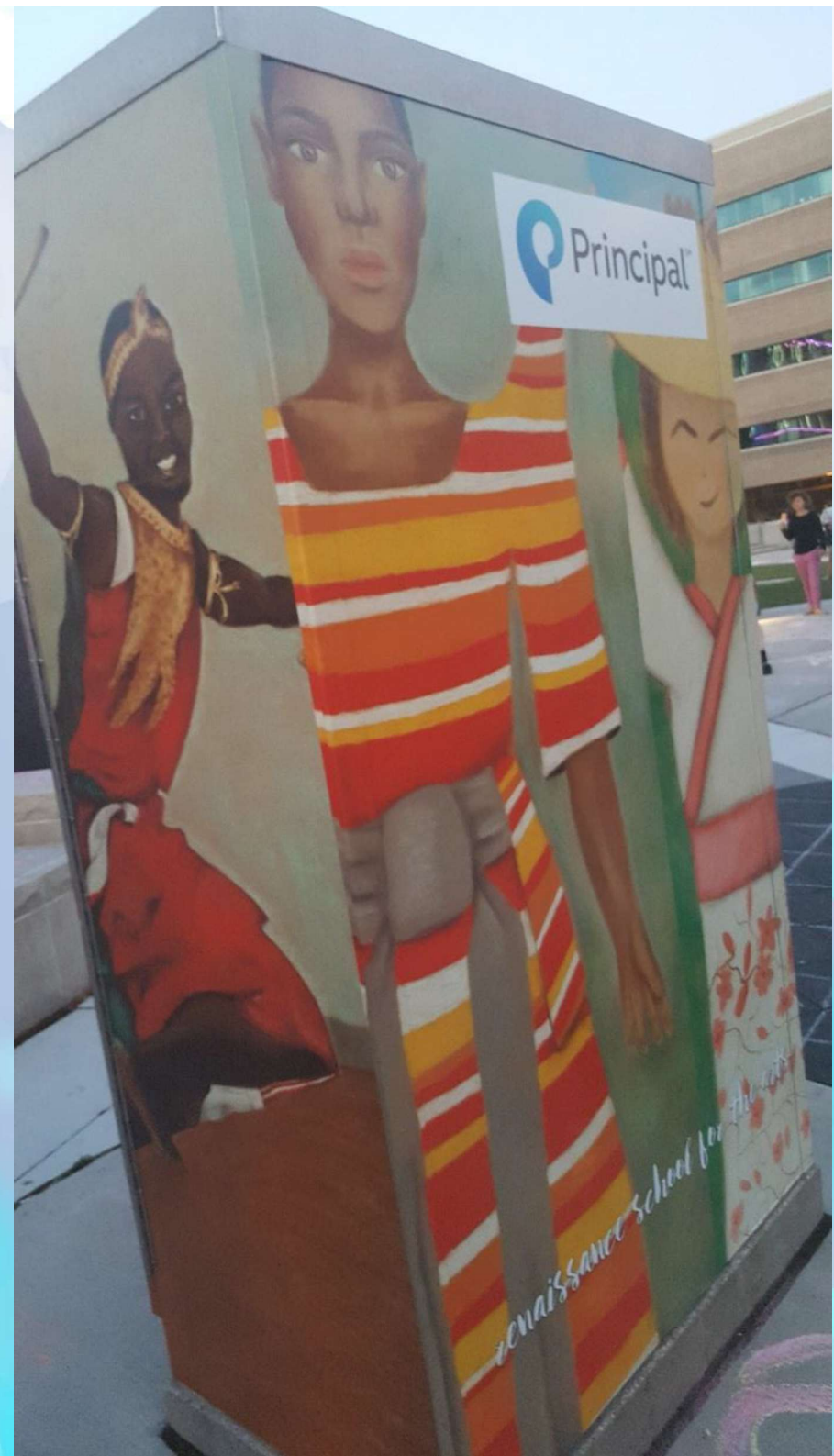
Lighter Quicker Cheaper example: bright colored plastic chairs can transform a space into a welcoming place!



# Traffic Control Boxes

## Lessons learned

- Great partners: schools, local photographers, graphic designer, sign company, City
- Use vinyl wraps instead of painting direct on the box
- Repair or replacement is much easier to manage.
- Graffiti has not been an issue since the art was added.

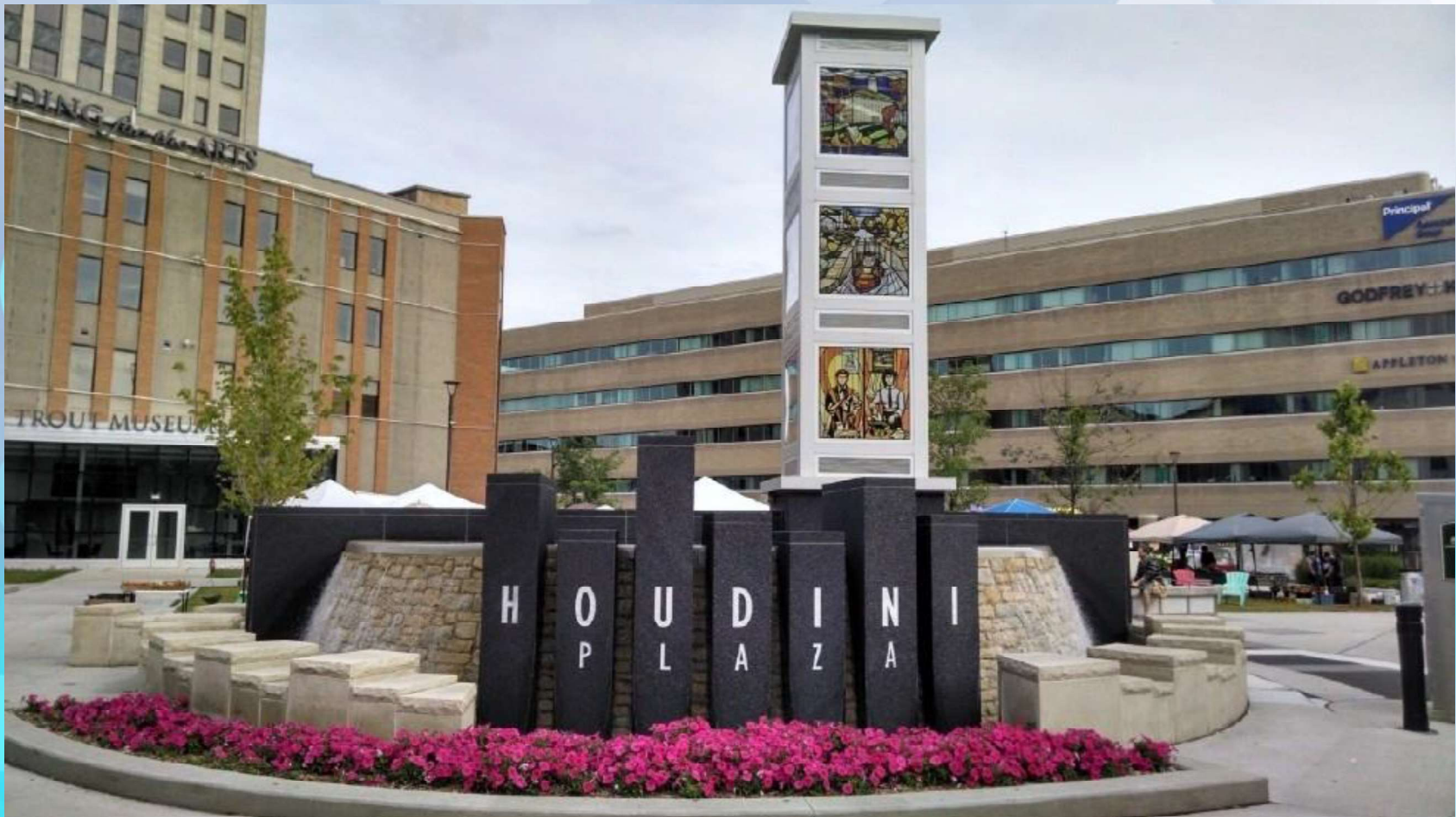




# Houdini Fountain

## Lessons learned

- Create a center piece for photo opportunities
- Flexible use! There is a small stage on the back!
- The water feature and flowers add interest and soft scape
- The fountain lights further enhance the Plaza





# Houdini Tower

Lessons learned:

- Host a photo contest for amateur photographers.
- Pick a theme or category.
- Create space for interchangeable art.





# Yarn Bomb

Lessons learned:

- Work with a local yarn store and group
- Preapprove with City Departments
- Plan to remove within 3 or 4 weeks.



**Pet Friendly**  
Crowd fund for:

- Waste station
- Leash hooks
- Water dish stations





# Art on the Town – Chalk on the Town

Lessons learned:

- Prize dollars are critical
- Photograph each piece that night!
- Use quality chalk





# Musical Instruments

Lessons learned:

- Work with City to identify best locations
- Avoid areas with residential density
- Buy quality piece that withstand the weather





# Murals





# Murals

## Lessons learned:

- Form relationships with the local artists – invite them to meetings, functions and public planning processes.
- Permitting should be separate from the sign code if required.
- Allow for corporate recognition, even if in the public right of way. Public private partnerships are critical!
- Establish a maintenance agreement and fund for each piece. We just started to do this.
- Work the artist to find the right space!
- Murals create photo opportunities: grads, weddings...
- They don't last forever...





*be the change*



# Pocket Park

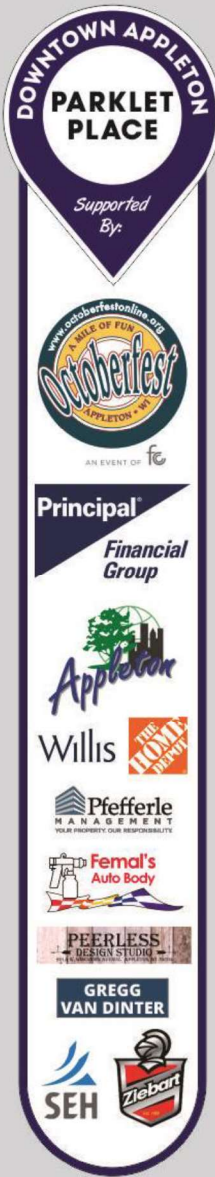




## Pocket parks:

- PPS.org: The Power of Ten and Lighter Quicker Cheaper
- Flexible seating, Public art, Lighting, flowers
- Partner with a 501c3 to assist with private contributions and grant funding
- Make it programmable – we added a stage
- Feature art in unexpected places
- Public paint projects lower your cost

Activate  
underused  
Spaces!!





# Future Projects

- Parklets: take over parking stalls with public seating areas. Parklet policy process





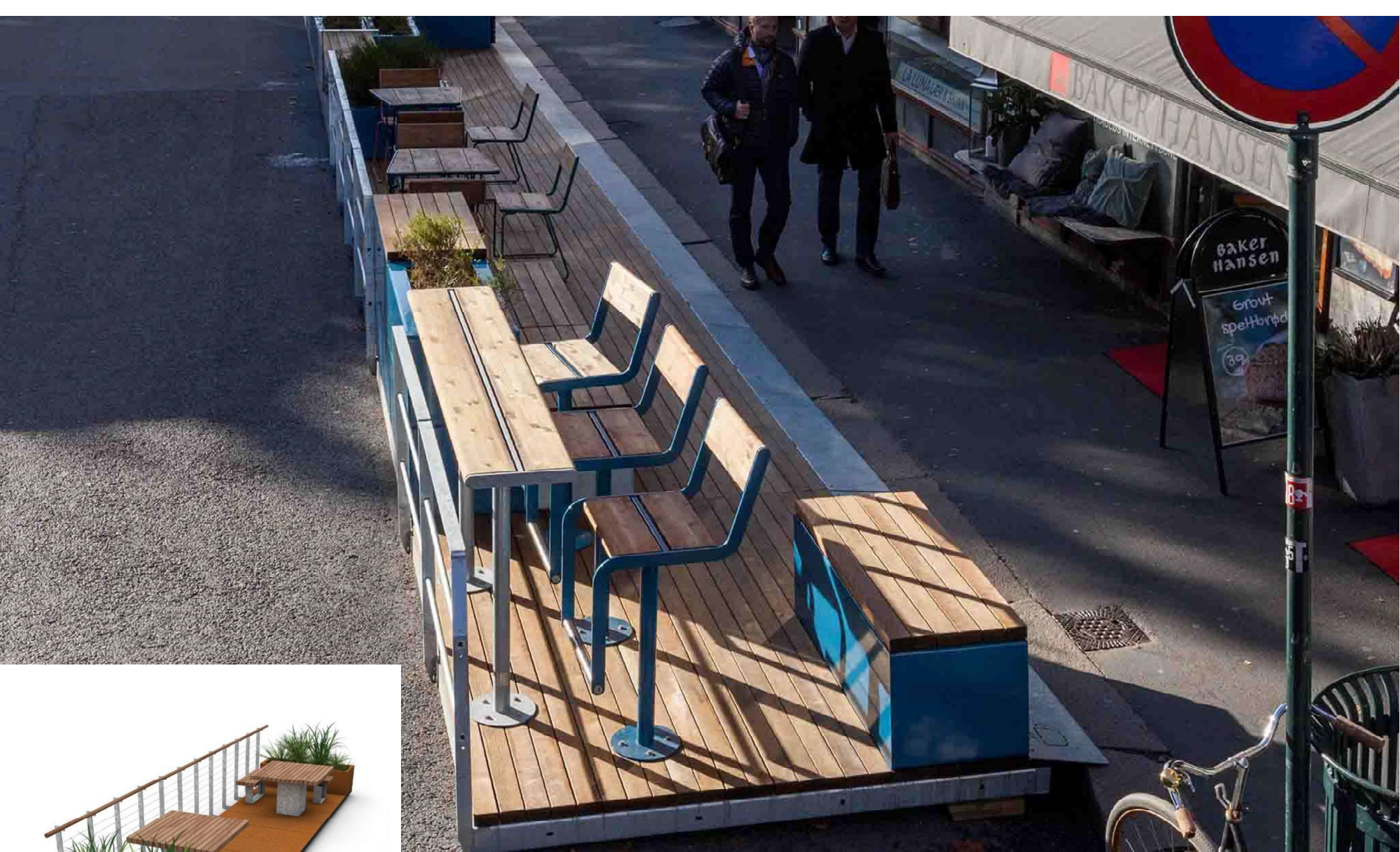


**PUBLIC PARKLET**  
ALL SEATING IS OPEN TO THE PUBLIC



For more information, please visit  
[www.sanfrancisco.gov](http://www.sanfrancisco.gov)







# Future Projects

- Parklets alternative to parking stall – use the stamped concrete area for a narrow, unique public seating area







- Sculpture rental is growing in popularity.
- 2 year rental brings high quality and variety
- OtoCast for an interactive tour guide of the Acre of Art.  
A great platform to create an affordable online tour.
- Public art stimulates discussion and thought, contributing to the education and appreciation of our environment and our diverse community.



