

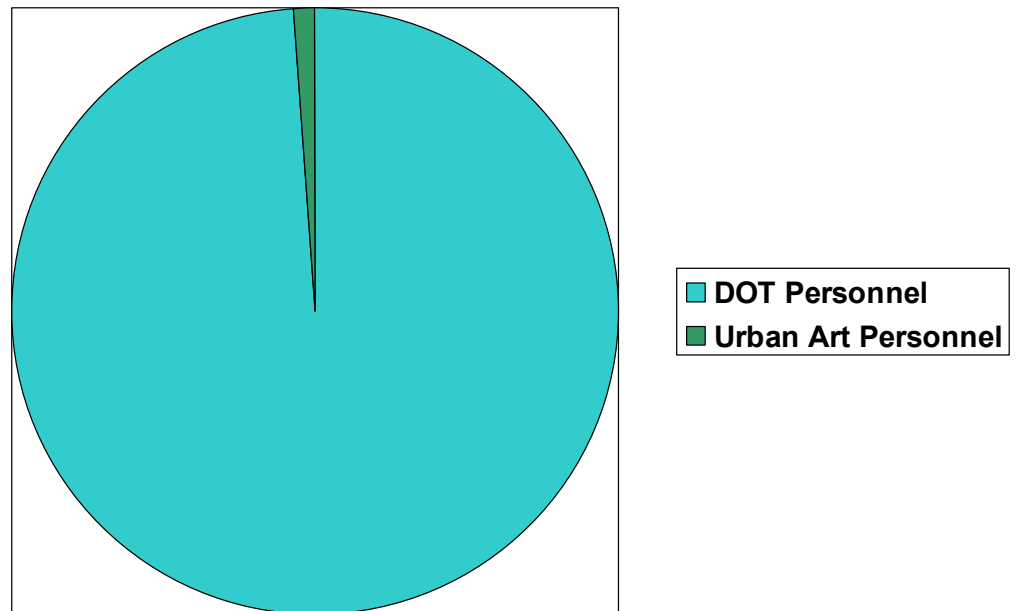


Artscapes for Urban Design:

Embedding Art into the Streetscape

NYC DOT Maintains...

- 19,000 lane miles of roadway
- 789 bridge structures
- 6 tunnels
- 11,900 traffic signals
- 300,000 streetlights
- Staten Island Ferry fleet





“More transportation choices and more reliable travel—and streets that serve as public places in and of themselves—will not only improve our commutes and environment. They also represent a new frontier in efforts to improve the quality of life in New York City.”

Commissioner Janette Sadik-Khan
NYC Department of Transportation

Create Attractive Corridors



Activate Public Spaces



Enliven Plazas



Green the Streetscape



Proposal Process



Contact Information

| | | |
|-----------------------|--------|-----------|
| Organization Name: | | |
| Executive Director: | | |
| Contact Name & Title: | | |
| Address: | | |
| City: | State: | Zip Code: |
| Website: | Phone: | Email: |

Organizational Background

Briefly describe your organization's mission and any relevant programming.

Site Selection

List site (address & borough). If a proposed site, describe the reasons for site selection (refer to Site Selection Tips available for download at www.nyc.gov/urbanart):

Project Description

Briefly describe the proposed project for the NYCDOT site, and if relevant, include specifics on community involvement during design, fabrication and/or installation phase:

www.nyc.gov/urbanart

Barrier Beautification

Application Form

CONTACT INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone Number: _____

BACKGROUND INFORMATION

Artist Bio Briefly describe your past work experience in solo/group exhibitions in 150 words or less:

** Attach an abbreviated curriculum vitae **

Design Description Briefly describe your design and its creative intentions in 150 words or less:

** Insert proposed artwork into Conceptual Design Format **

Past Leadership Experience (Briefly describe one team and/or community-based project that best represents your leadership skills in 150 words or less):

** Insert photos of past work into Artist Past Work Slides **

Barrier Beautification 2011-2012

1 of 1

Selection Process

Advisory Committee 2012–2013

Charlotte Cohen, Regional Fine Arts Manager

General Services Administration, Public Building Services

Heng-Gil Han, Curator Visual Arts

Jamaica Center for Arts and Learning

Tamara Greenfield, Executive Director

Fourth Arts Block

Rocio Aranda-Alvarado, Curator

El Museo del Barrio

Sara Reisman, Director of Percent for Art Program

NYC Department of Cultural Affairs



The following checklist will be used by the Art Advisory Committee when reviewing applications:

Public Safety

- Proposal does not present any public safety hazards.

Artistic Merit

- Proposed artwork is of high quality.
- Artist's past work and resume demonstrates proficiency in the proposed medium.
- Artist has an exhibition history or experience within the public and/or private realm.
- (pARTners only)
Artist has participated in team and/or community-based art projects.

Site Suitability

- Artwork is suitable for the site based on size, scale, and form.
- Proposal considers the variety of audiences at the site.
- (pARTners only)
Proposal considers the social, historical, architectural, geographical and/or cultural context of the site.
- Proposal demonstrates community involvement during design, fabrication, and/or installation.

Organizational Capacity

- Organization has experience planning public programs and/or public art projects.
- Organization agrees to monitor and maintain the artwork.
- Organization has secured funding to meet budget.

Artwork Durability

- Artwork will be made of durable materials to withstand outdoor weather conditions.
- Artwork is carefully planned ensuring sound fabrication & installation.

Legal Review

ARTWORK INSTALLATION AGREEMENT

THIS AGREEMENT, dated as of Insert Date is between The City of New York (the "City") acting by and through the New York City Department of Transportation (the "Commissioner" and "NYCDOT" respectively), having a principal place of business at 55 Water Street, New York, New York 10041, and Insert Organization Name (the "Entity"), a New York not-for-profit corporation, having an office at fill in address.

RECITALS

WHEREAS, The City is the owner of Insert Site Type and Exact Address in the Borough of Insert Borough Name (the "Site") and more particularly shown in the attached Exhibit 1;

WHEREAS, NYCDOT and the Entity desire to create visual interest and enliven the appearance of the Site;

WHEREAS, the Entity is sponsoring an artist (the "Artist") to design, fabricate and install a temporary public artwork entitled, Insert Title of artwork (the "Artwork") intended to create visual interest and enliven the appearance of the Site as reflected in the final design in the attached Exhibit 2;

WHEREAS, the Artwork was reviewed and approved by the NYCDOT Urban Art Program Advisory Committee (the "Committee") and the appropriate NYCDOT Operating Division(s) (the "Division");

WHEREAS, at the request of the Entity, NYCDOT will permit the production of said Artwork at the Site as described herein;

ARTWORK INSTALLATION AGREEMENT

NOW THEREFORE, in consideration of the mutual covenants herein, the parties agree as follows:

SECTION 1: APPROVAL

1.1. NYCDOT hereby gives approval to the Entity, acting through the Artist, to install the Artwork at the Site, subject to the terms herein.

SECTION 2: NYCDOT'S RIGHTS AND RESPONSIBILITIES

- 2.1. NYCDOT shall have the right to review and approve final designs of the Artwork.
- 2.2. NYCDOT shall have the right to oversee the installation and removal of the Artwork.
- 2.3. NYCDOT shall have the right to remove the Artwork at any time. NYCDOT shall provide reasonable notice of such removal to the Entity where practicable.

INSERT ARTWORK NAME



Department of Transportation

JANETTE SADIN-ROJAN, Commissioner

GENERAL ART INSTALLATION RELEASE

Legal Name (the "Permittee"), in consideration for the permission granted by the City of New York (the "City") and the New York City Department of Transportation ("DOT") to enter upon its property and/or premises to install a type of artwork, namely Insert Title (the "Artwork"), on the following site: Insert Address in the Borough of Insert Borough (the "Site") hereby agrees to the following:

1. To enter upon the aforementioned Site at its own risk;
2. To install the Artwork between the following dates: Start Date to End Date between the hours of Start Time to End Time (the "Installation Period");
3. To cause no disruption of pedestrian, cyclist or vehicular flow or commercial/residential activity during the Installation Period;
4. That all fees and expenses related to the Artwork are the Permittee's sole responsibility;
5. To safely and appropriately install the Artwork and to restore the City-owned property to its original state upon completion of the Installation Period;
6. To install the Artwork in accordance with the agreed upon final design and the specifications outlined in the technical report reviewed and approved by DOT;
7. To monitor and maintain the Artwork between the following dates: Start Date to End Date (the "Display Period");
8. To provide signage indicating that the Artwork is a joint effort by DOT, the City, the Permittee and any other appropriate parties. Signage shall be appropriately and clearly displayed during the entire Display Period in an agreed upon location. Prior to the Display Period, DOT shall approve such signage;
9. DOT shall retain the exclusive right to remove the Artwork at any time;
10. The Permittee shall at all times during the Installation Period and Display Period maintain, at its sole cost and expense Commercial General Liability Insurance with limits of not less than one million dollars (\$1,000,000) combined single limit per occurrence, and two million dollars (\$2,000,000) aggregate, and naming the City and DOT as additional insureds. Prior to the Installation Period, the Permittee shall deliver to DOT, at 55 Water Street, 9th Floor, New York, NY 10041, certificates of insurance (or certified copies of same) from an insurer authorized to do business in the State of New York. Said policy shall provide that no cancellation, termination, or alteration shall be made without forty (40) days advance written notice to DOT;
11. To assume full responsibility for any and all injuries, including death or damages both personal or to property resulting from its negligence or the negligence of its presence or the presence of any agents, representatives, servants, employees, volunteers or independent contractors during the agreed upon time and for the agreed upon purpose;
12. To indemnify and to hold harmless the City and DOT, its officers, agents, servants, representatives or employees from any and all liability for any injuries, including death or damages both personal or to property, resulting from any negligence, presence or the presence of negligence of any agents, representatives, servants, employees, volunteers or independent contractors during the agreed upon time and for the agreed upon purpose; and
13. To forever release and discharge the City and DOT, its officers, agents, servants, representatives or employees from any and all claims, demands, rights of action or causes of action, present or future, whether same be known or unknown, anticipated or unanticipated in relation to damage to property and personal injury, resulting from the use of said vehicle and attributable to the negligence of itself by me, my agents, representatives, servants, employees, volunteers or independent contractors during the agreed upon time and for the agreed upon purpose.

I hereby voluntarily sign this instrument with no promise or representation made by the City and DOT, its officers, agents, servants, representatives or employees other than the consideration stated herein.

Date: _____

Signature: _____

ACKNOWLEDGMENT

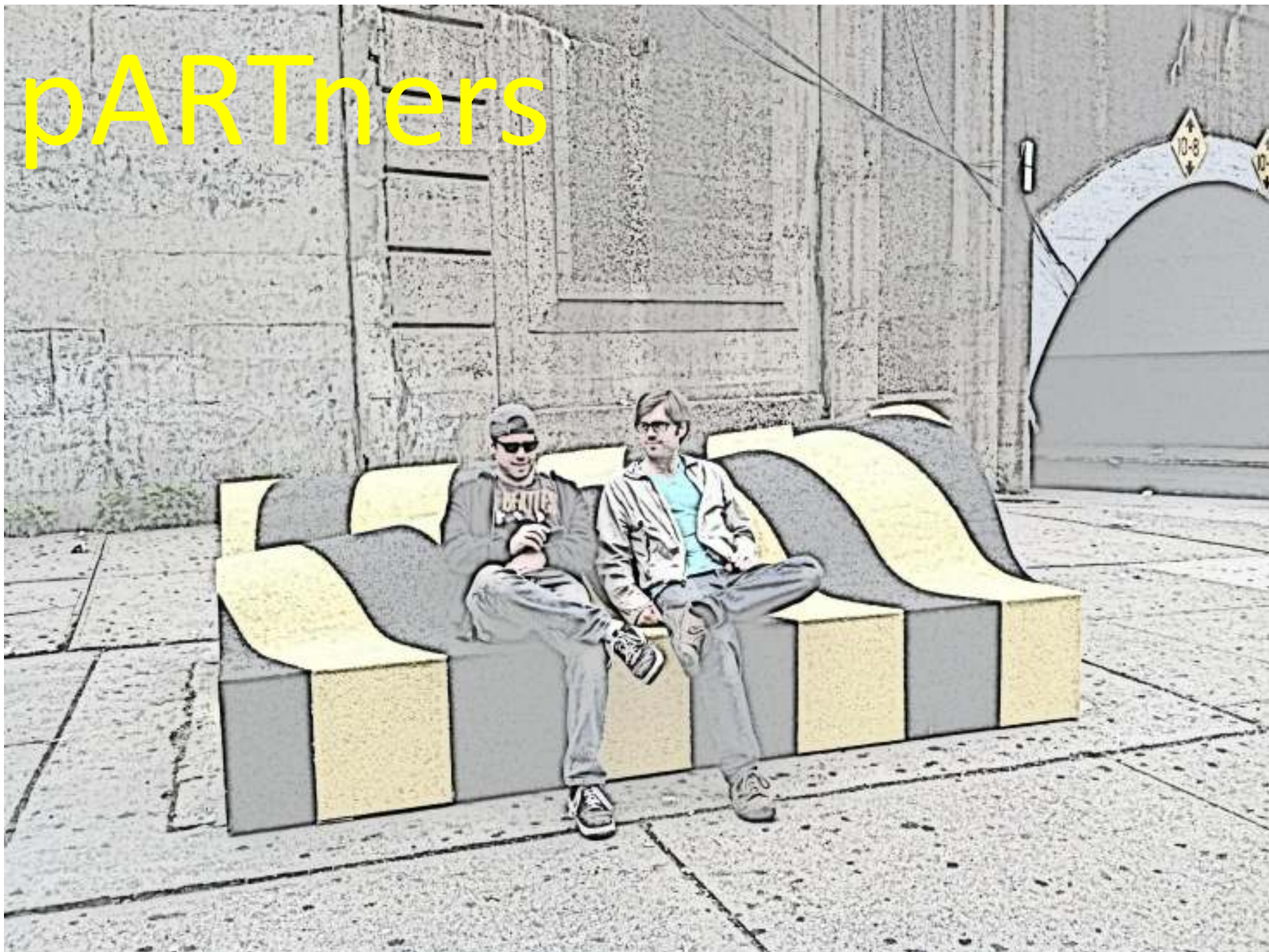
(State of New York)

County of _____

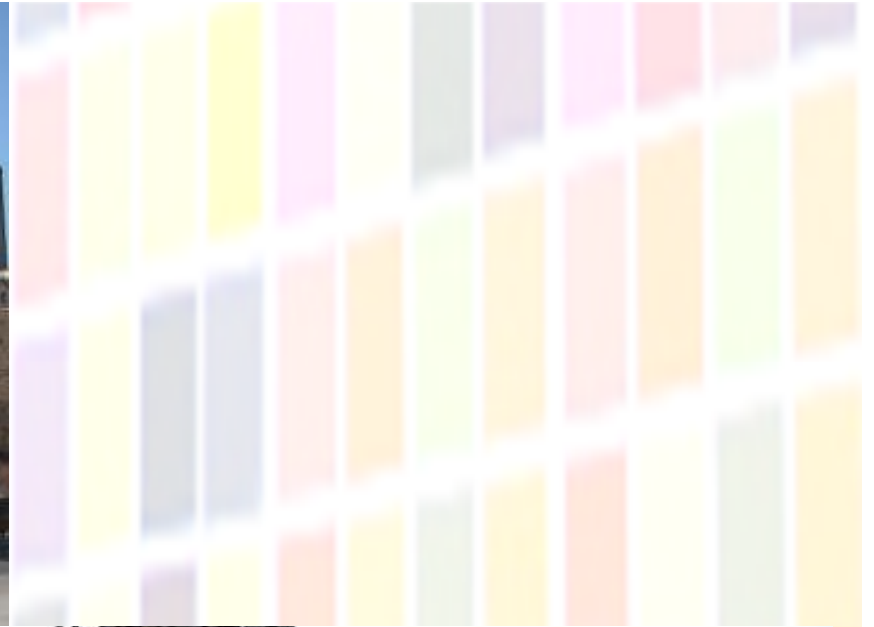
On this day of _____, 20____, before me personally came to me known and known to me to be the person who executed the foregoing instrument, who being by me duly sworn did depose and say that he/she is the person described in and who executed the foregoing instrument.

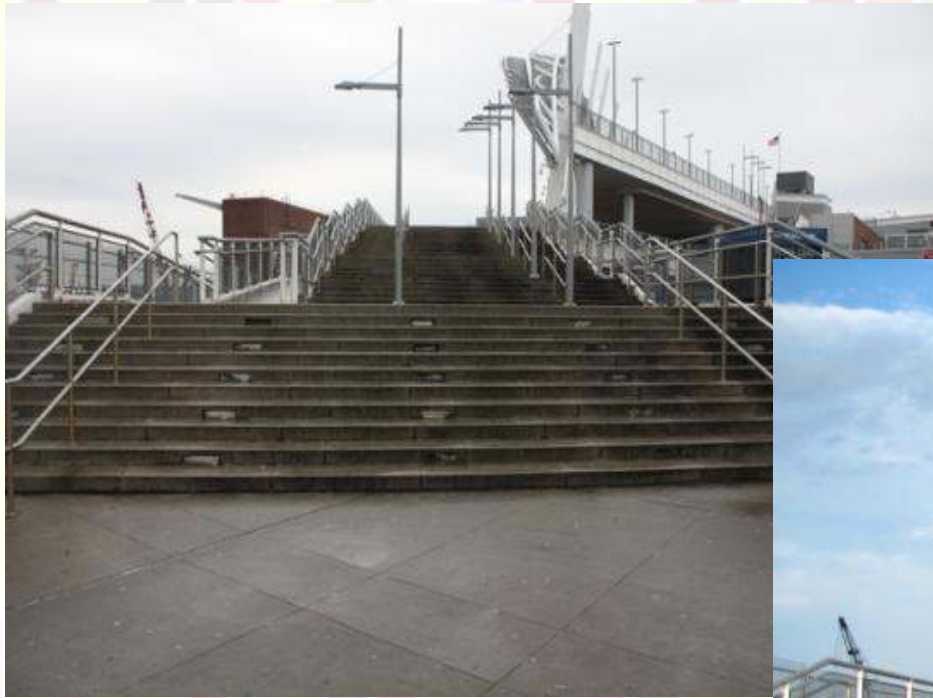
NOTARY PUBLIC

pARTners









Arterventions









Barrier Beautification



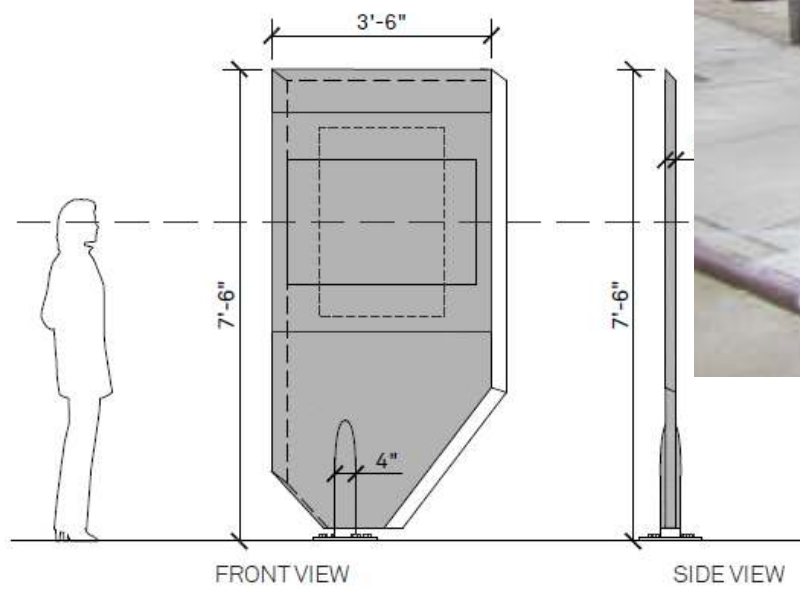






Special Projects





Curbside Haiku

New York City Department of Transportation
in collaboration with artist John Morse
Autumn 2011

Over two hundred of these signs will be placed on light poles and at public parking lots around the City. They will engage distracted pedestrians, cyclists and drivers making them more sensitive to their whereabouts and encouraging them to share the street.

Artist John Morse wrote the haikus and designed the accompanying signs. Morse has exhibited collages, installations, watercolors and poems in galleries across the US. Now, he has brought his unique blend of imagery and poetry to the streets of New York City.

ABOUT THIS MAP

The numbered areas are hubs where a combination of cultural institutions and high schools met with high crash statistics. These hubs are outlined throughout the map by borough. The bulk of the signs are placed in these areas.

The smaller dots show the city's Children's Museums where we have placed a small number of signs.



HUBS

1. Bronx Zoo/New York Botanic Garden
2. Grand Concourse/Bronx Museum
3. The Bronx Hub
4. Studio Museum/Central Harlem
5. Municipal Arts Society/Museum of Art and Design
6. MoMA/International Center of Photography
7. Flushing
8. PS 1
9. Jamaica
10. Downtown Brooklyn
11. Brooklyn Museum/Brooklyn Botanical Garden
12. St. George

CHILDREN'S MUSEUMS

- A. Children's Museum of Manhattan
- B. Children's Museum of the Arts
- C. Brooklyn Children's Museum
- D. Staten Island Children's Museum





After 5 years...

List of Partner Organizations

Arts Organizations

Architecture for Humanity
Bronx Museum of the Arts
Brooklyn Arts Council
Center for Architecture
Council on the Arts and Humanities for Staten Island
Groundswell Community Mural Project
Hester Street Collaborative
International Studio and Curatorial Program
New York Foundation for the Arts
Public Art Fund
Queens Council on the Arts

Not-for-Profit Organizations

Brooklyn Greenway Initiative
LaGuardia Corner Gardens
Liveable Streets Education
New York Cares
YM & YWHA of Washington Heights and Inwood
Recycle-a-Bicycle
Transportation Alternatives

Business Improvement Districts

Dumbo Business Improvement District
Fashion Center Business Improvement District
Fordham Road Business Improvement District
Hudson Square Connection
Times Square Alliance
34th Street Partnership

PUBLIC OPINION *on* PUBLIC ART

Evaluating the way people experience art in the public realm of New York City



In 2008, the NYC Department of Transportation (NYCDOT) established a temporary art program to enliven NYC streets with site-responsive installations throughout the five boroughs. Three years later, NYCDOT is conducting a study to thoroughly assess the program. **TAKE THE SURVEY, HELP PUBLIC ART THRIVE.** *thank you!*

Survey #: _____
Interviewer: _____
Site: _____
Date: _____
Time: _____



1 Why are you passing by this site?

- ☐ a. Live in neighborhood ☐ b. Work in neighborhood ☐ c. Visiting local business ☐ d. Recreation/leisure ☐ e. Heard about artwork

2 What is your impression of this artwork and its effect on the surrounding neighborhood?

- ☐ a. Very positive ☐ b. Positive ☐ c. Neutral/no effect ☐ d. Negative ☐ e. Very negative

3 How can the signage be improved, if at all? *Check all that apply.*

- ☐ Content
more information on artist and/or artwork ☐ Design
font type, size, color ☐ Sign placement
positioning near artwork ☐ No changes necessary

4 Would you revisit this site again to see the artwork?

- ☐ a. Highly likely ☐ b. Likely ☐ c. Not sure ☐ d. Unlikely ☐ e. Very unlikely

5 After viewing this artwork, would you do any of the following? *Check all that apply.*

- ☐ Post online using social media
(Facebook, Flickr, Twitter, etc.) ☐ Write to blog, news source
or elected official ☐ Tell a friend ☐ Other: _____ ☐ None of the above

6 In the future, which types of art would you like to see in your neighborhood? *Check all that apply.*

- ☐ Mural ☐ Sculpture ☐ Performances
(Dance, music, theater) ☐ Lighting design/projections ☐ Other: _____

7 In the future, which types of sites in your neighborhood would benefit from public art? *Check all that apply.*

- ☐ Sidewalk ☐ Median or triangle ☐ Fences ☐ Plazas ☐ Other: _____

8 Is this your first time hearing about the NYCDOT Urban Art Program?

- ☐ a. Yes ☐ b. No

9 After viewing this artwork, would you travel to a different site to see another NYCDOT art installation?

- ☐ a. Highly likely ☐ b. Likely ☐ c. Not sure ☐ d. Unlikely ☐ e. Very unlikely

10 In what capacity would you like to contribute to the NYCDOT Urban Art Program? *Check all that apply.*

- ☐ Artist ☐ Partner organization
(art, community, business improvement district) ☐ Donor/sponsor ☐ Volunteer ☐ Art enthusiast ☐ None of the above

Name: _____ E-mail/Website: _____ Organization Affiliation: _____
(only if applicable)

PUBLIC OPINION on PUBLIC ART

evaluation of temporary public art



NEW YORK CITY
DOT
Urban Art Program
URBAN DESIGN & ART UNIT

STUDY OBJECTIVES



DEMONSTRATE

role and impact of public art in NYC streetscape

EVALUATE

successes and areas of improvement of program

TRANSFORM

feedback and input into recommendations

EDUCATE

the public on the program and its purpose

GARNER SUPPORT

for the program and future temporary art projects

STREET INTERCEPT SURVEY SITES



ONLINE SURVEY RESULTS

80
TOTAL
ONLINE
SURVEYS



INTERCEPT
SURVEY
COMPARISON

67%
were visitors
(mainly NYC residents)
passing by the artwork
for business or recreation.

COMPARED
TO
26%

62%
knew about the Urban Art
Program prior to the survey.

COMPARED
TO
14%

34%
were interested in
applying to the program.

COMPARED
TO
17%

33%
self-identified as
art enthusiasts.

COMPARED
TO
21%

SUMMARY OF FINDINGS (Intercept Surveys)

| USERS | RESPONSE | ART | SHARE | KNOWLEDGE | PARTICIPATE |
|---|--|---|---|--|--|
| residents (37%), workers (13%), students (24%) and visitors (26%, of which three-quarters were NYC residents) | respondents had positive feedback to artwork and its impact (83%); many expressed interest in revisiting the artwork (60%) | sculptures, murals, lighting design and projections were popular; plazas (33%) and sidewalks (26%) were preferred sites | respondents would most likely tell a friend (52%), and therefore share information about art by word of mouth | the majority of respondents (86%) had never heard of the NYCDOT Urban Art Program prior to being interviewed | among those interested in participating, 39% identified as art enthusiasts and 31% as prospective volunteers |

NYC DOT Urban Art Program Links

Website: www.nyc.gov/urbanart

Facebook: www.facebook.com/NYCDOT

Flickr: www.flickr.com/photos/nycstreets/collections

Twitter: www.twitter.com/NYC_DOT







