





ArtPlace Grant Opportunity

ARTPLACE

[Introductory Video](#)

ARTPLACE

Creative Placemaking  Vibrancy 
Quality of place so powerful that it changes the trajectory of the community and ultimately results in increases in per capita income and improved economic integration.

ARTPLACE

Evaluation Criteria

- Is art, art making or artists at the heart of the initiative?
- Is it likely that the initiative will result in increased vibrancy?
- Is the initiative integrated into a broader set of strategies to increase vibrancy?
- Is the leadership and organizational capacity present to complete the initiative successfully?
- Can the initiative demonstrate new understanding in the field?



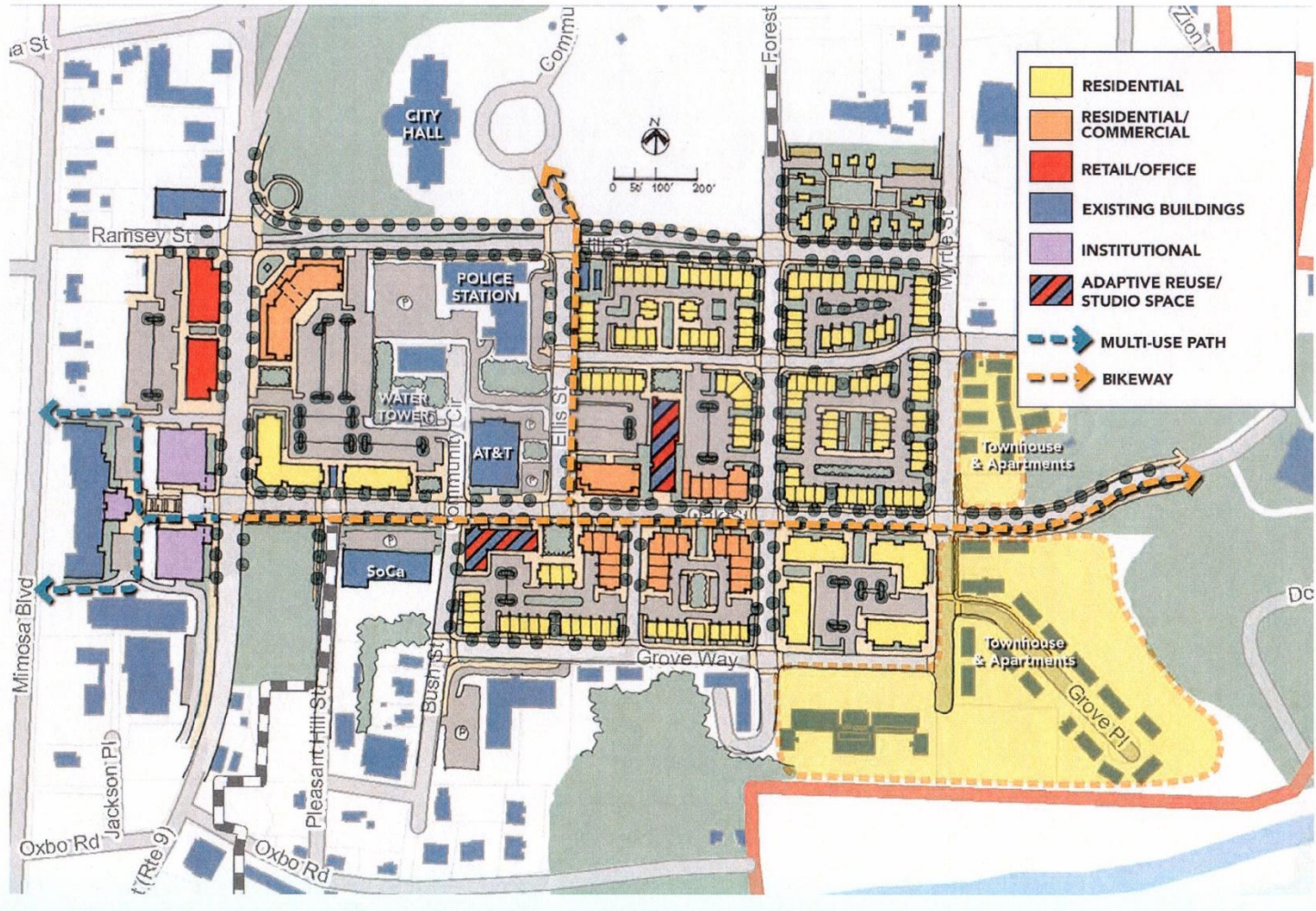
Project Concept Development & Process

- Receipt of invitation to submit Letter of Intent – September 20, 2011
- Rough concept formulated around public art and the Groveway Arts Village
- Concept reviewed and refined by:
 - Alice Wakefield, Community Development Director
 - Alex Paulson & Leslie Carruth (member of Groveway Stakeholders committee)
 - Ralph Mills, Groveway Village property owner
 - Roswell Artists Advisory Group
 - Debra Fritts, Ceramics Artist
 - George Long, Metal Artist
 - Sandra Milton, Ceramics Artist and Painter
 - Sharon Moskowitz, CAB member & Groveway Stakeholders member
 - Kathy LeNoir, CAB member
 - David & Joann Carlton, Artists
 - A J Argentina, Ceramics Artist
 - Lisa Tuttle, Fulton County Arts Council Public Art Program Manager & Artist
 - Cultural Arts Board
- Letter of Intent to Apply due 11/15/11 (permission to submit by noon 11/16)
- Notice of invitation to submit full application – January 2, 2012
- Deadline for submission of full proposal – February 24, 2012
- Successful applicants notified – May 31, 2012
- Project Period – Begin between June 1, 2012 and December 31, 2012 and be one year in length

ART WAVE

Groves Community

Fig. 12.4.000 Arts Village Concept Map





Grovelay Arts Village

- **Older mixed use** area in the heart of Roswell's historic center.
- **In need of revitalization** but is adjacent to higher profile areas.
- Has a significant place in the both the manufacturing **and African American history** of Roswell.
- City has already **invested in improved street design** on Oak Street, a district gateway.
- Area has been the subject of at least one **professional planning study** and one **design charrette**.
- Key stakeholder, the Roswell Housing Authority, has already begun the process of **redeveloping the property owned by the Authority** and encouraging redevelopment among nearby property holders.
- Area's potential is recognized by the city, the city is **proactively pursuing changes in zoning** to increase redevelopment potential and encourage a vibrant community (including a requirement for public art!!).
- **Adjacent to a key transportation corridor**, GA Highway 9, which provides key transit access for residents and workers. It is the subject of a current professional study and initiative for significant potential highway improvements.
- **A growing arts environment is now within walking distance** – the nearby Canton Street district includes galleries and working studios and hosts many festivals that are a destination far & near. An ArtPlace grant can help to expand that nearby creative environment into the Grovelay area.
- City has an **ongoing citywide economic development study** and branding review, and has reestablished a development authority.
- Recently adopted **2030 Comprehensive Plan supports a new level of creativity** regarding areas requiring revitalization.
- The area is included in an **'Opportunity Zone Job Tax Credit Program'**.



Letter of Intent Statement

“ART WAVE: Creative Placemaking Overlay Project” will infuse contemporary public art into the historic, suburban city of Roswell, Georgia. The plan is to create a long-term public art plan for the entire downtown area and a year-long artist-led public art initiative in an African American/industrial neighborhood adjacent to City Hall known as the Groveway community. ART WAVE will be integrated into the planning and economic development initiatives that are currently underway in Roswell, and accomplished in partnership with the local arts community, the business community, the Fulton County Department of Arts and Culture and the Groveway Arts Village stakeholders.

Downtown Roswell, Georgia has a large historic district which encompasses retail and restaurant districts and several residential areas. The vast majority of Roswell’s galleries and arts events are located downtown as well. Traditionally, this historic district has such a strong antebellum historic homes “brand” that the contemporary arts are often overlooked or not fully incorporated into municipal planning and economic development efforts.



- This project would accomplish two major things for Roswell:
 - The creation of a **public arts master plan** with recommended steps for implementation including a specific recommended approach for how to incorporate contemporary public art into the historic district. After some research, there does not appear to be written policies integrating contemporary public art into historic districts currently available anywhere in the country. Several public art programs and communities expressed an interest in learning about such a policy once we develop it. We believe this will be a strong addition to the field.
 - **ART WAVE:** a year-long temporary artist-led public art initiative (a “demonstrator” project) focused upon the sub-district to be developed as Groveway Arts Village. This neighborhood has been the subject of multiple recent city planning and development initiatives and is currently a lower-income neighborhood in need of revitalization. An intense level of arts-related activity will take place over the grant period to include:
 - a water tower artists’ competition
 - a series of rotating temporary public arts installations, performances and events
 - the creation of an arts incubator space

We believe **ART WAVE** will kick-start the revitalization of this neighborhood, attract new visitors to Roswell, create a vital area for Roswell and Georgia artists to work in innovative ways, and thoroughly establish it as an “arts village”.

The overall initiative, **ART WAVE: Creative Placemaking Overlay Project** will establish the historic city of Roswell - in the short-term and in the long term - as a creative artmaking place, a historic Georgia city with a creative spirit.

ART WAVE

ART WAVE

CREATIVE PLACEMAKING OVERLAY PROJECT

Groveland Arts Village Demonstration Project

Temporary Public
Art Installations
Program

Water Tower Artist
Competition

Regular program of
arts events

Arts Incubator
Space

Downtown Roswell Public Art Master Plan

Historic District
Public Art Policy

Establish Public Art
Committee of
Cultural Arts Board

ART WAVE



ART WAVE



ART WAVE



ART WAVE





ART WAVE

INTERSECTIONS

LCI STUDY RECOMMENDATIONS

“A livable Town Square/Atlanta Street Corridor will be a vital center of heritage, culture, business, and neighborhood life. It will be pedestrian-friendly while safely accommodating regional commuters and other travelers who use the corridor. A **series of mixed-use village centers** along the corridor will be supported by new residents and attract visitors to enjoy historic sites, **the arts**, recreation, and unique restaurants and shopping.”

“**The Arts Village is conceived as an artist-friendly neighborhood**, with studios, live-work spaces, and moderately-priced rental and for-sale apartments and townhouses.”

“The Arts Village concept is intended to create a new **neighborhood with a cultural identity that is distinct** from, yet linked to the Historic Roswell theme of Canton Street and the historic core. It would be a **neighborhood with working artists** as well as others seeking a lively, affordable place to live.”

“**Make the water tower a landmark for the Arts Village by commissioning an artist** (through competition or otherwise) **to paint it.**”

GROVEWAY COMMUNITY HYBRID FORM-BASED CODE REGULATIONS

“**12.4.143 Public Art** : For the purposes of this section, “public art” shall mean the creation of an original work or service of an artist for a publicly accessible space which could be, but is not limited to, earthworks, mosaics, murals, and sculpture.

Each commercial, industrial, mixed-use project and parking structure over 25,000 square feet of gross floor area **shall incorporate in its design a public art component.**”

2030 IMAGINE ROSWELL COMMUNITY AGENDA

Barrington Roundabout

- Calm traffic
- **Public art for historic district gateway**

“**ED 5** – The City benefits from its Canton Street/Historic District treasure; additional ways to enhance and **expand the cultural life of the City** will be considered as part of an economic strategy for promoting tourists and visitors.”



ART WAVE

Budget:

• Water Tower Art Competition	40,000
• Two rounds of temporary installations	100,000
• Art Wave events	100,000
• Art Wave Incubator Space	75,000
– Studios	
– Gallery	
– Meeting area	
• Murals program	25,000
• Downtown Roswell Public Art Master Plan	75,000
• Project Administrator	<u>35,000</u>
	\$450,000