

Art for All

FORT WAYNE PUBLIC ART MASTER PLAN





A MESSAGE FROM MAYOR TOM HENRY

With hundreds of neighborhoods, a burgeoning arts scene, a growing world-class downtown and riverfront, and a vibrant multicultural community, Fort Wayne is truly a remarkable city. In 2018, my administration, in cooperation with the Fort Wayne City Council and Arts United of Greater Fort Wayne, worked together to form the Fort Wayne Public Art Commission, a collection of stakeholders representative of Fort Wayne's great cultural and educational institutions who work to bring creativity to life.

Public art helps create interesting and vibrant spaces, the kind of places that people want to live and visit, as well as invest in. Serving as visible evidence of our culture, public art has a unique role of telling our story to residents and visitors of the community while communicating that we value quality of life, creativity, culture, and diversity. Public art can express our values, enhance our environment, bridge diverse communities and transform neighborhoods. As Fort Wayne continues to grow, public art will play an even larger role in creating a welcoming environment, building social cohesion across the city and establishing Fort Wayne as the cultural hub of northeast Indiana.

The Art For All Public Art Master Plan serves as a first step toward the long-term investments in arts and culture. The success of this plan is measured not by the total number of projects, but the inspiration that public art and artistic programming provides the residents and businesses in Fort Wayne. I encourage you to read and embrace this plan and be a part of our efforts to make Fort Wayne a vibrant community for all.

A handwritten signature in black ink that reads "Thomas P. Henry". The signature is fluid and cursive, with a large initial "T" and "H".

Mayor Tom Henry



A SHARED MESSAGE FROM:

SUSAN MENDENHALL, PRESIDENT OF ARTS UNITED OF GREATER FORT WAYNE

NANCY STEWART, CHAIR OF THE FORT WAYNE PUBLIC ART COMMISSION

Should our community's collection of public art aim to impress people, or to inspire them?

This question is an excerpt from feedback shared by several hundred community members, local artists, elected and appointed leaders, and business owners over the last twenty-four months.



When Mayor Henry asked Arts United to develop a selection process for a public sculpture in 2017, we got to work. A blue-ribbon task force was gathered. Together, we studied public art programs in cities large and small throughout the United States, engaged community members in shaping our concepts, and shared a proposal to establish the first-ever Fort Wayne Public Art Commission with the members of Fort Wayne City Council.

The idea was overwhelmingly popular – not because our community lacks murals or sculptures – but because of Fort Wayne's momentum. Our city is claiming its place as a national destination and inclusively dynamic place where people of diverse generations, nationalities, cultures, interests, abilities, and lifestyles choose to live, work, and play.

In August 2018, the Public Art Commission was born as a public-private partnership between the City of Fort Wayne and Arts United. Immediately, the newly-sworn-in Commissioners rolled up their sleeves to establish a Public Art Master Plan, made possible with funding from the Fort Wayne Chamber Foundation and the Fort Wayne Redevelopment Commission.

We sought even more community input. We learned that our community doesn't want "window dressing." Our community hungers for expression. We determined that our collection of public artworks should tell the stories of the people of Fort Wayne's past, present, and future to the world.

And what an inspirational collection of stories we will tell. We're just getting started. Join us!

A handwritten signature in black ink that reads "Susan Mendenhall".

Susan Mendenhall, President

A handwritten signature in black ink that reads "Nancy Stewart".

Nancy Stewart, Chair



YOU'RE A WORK
OF ART

HeART of the City temporary art installation, Fort Wayne

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ACKNOWLEDGMENTS

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THE FUTURE IS BRIGHT FOR PUBLIC ART IN FORT WAYNE



VISION

DEVELOPMENT OF A FORT WAYNE WHERE PUBLIC ART AND CREATIVE EXPRESSION ARE AT THE CENTER OF A VIBRANT AND PROSPEROUS COMMUNITY.

PURPOSE OF THE FORT WAYNE PUBLIC ART PROGRAM

THE PRIMARY PURPOSE OF THE FORT WAYNE PUBLIC ART PROGRAM IS TO ENLIVEN AND ENHANCE THE CITY THROUGH THE PROMOTION AND INTEGRATION OF ARTWORKS INTO THE PUBLIC REALM AND ASSIST WITH CITY-LED BEAUTIFICATION EFFORTS.

THE SECONDARY PURPOSE OF THE PROGRAM IS TO SERVE IN AN ADVISORY ROLE TO PRIVATE PROPERTY OWNERS WHO WISH TO INTEGRATE ARTWORKS IN THE DEVELOPMENT OR IMPROVEMENT OF PUBLICLY-ACCESSIBLE PRIVATE PROPERTY.

Program Goals

- GOAL 1:** ENHANCE THE VISUAL ENVIRONMENT OF PUBLIC SPACES FOR RESIDENTS AND VISITORS THROUGH A COMMITMENT TO PUBLIC ART.
- GOAL 2:** STRENGTHEN THE POSITIVE REPUTATION, BRAND, AND STATURE OF THE CITY OF FORT WAYNE AND ITS NEIGHBORHOODS.
- GOAL 3:** PROMOTE AND SUPPORT THE ECONOMIC DEVELOPMENT AND VITALITY OF THE COMMUNITY IN A GEOGRAPHICALLY EQUITABLE WAY THROUGH AN INVESTMENT IN THE PUBLIC REALM.
- GOAL 4:** PROMOTE DISTINCTIVE AND DIVERSE ARTWORK THAT COMMUNICATES THE COMMUNITY'S SENSE OF SPIRIT, IDENTITY AND PRIDE.
- GOAL 5:** IMPROVE ACCESS TO PUBLIC ART FOR ALL CITIZENS OF THE CITY AND ADVANCE THE UNDERSTANDING OF ITS CIVIC ROLE.
- GOAL 6:** CREATE OPPORTUNITIES FOR INCLUSION, EDUCATION, ENGAGEMENT AND CIVIC DIALOGUE AMONG DIVERSE CITIZENS OF THE CITY.
- GOAL 7:** COMMEMORATE THE CITY'S COLLECTIVE MEMORY AND HISTORY.
- GOAL 8:** CELEBRATE THE COMMUNITY'S CULTURAL AND ETHNIC DIVERSITY.
- GOAL 9:** USE PUBLIC ART AS AN OPPORTUNITY TO PROMOTE COLLABORATION WITH AND SUPPORT PROGRAMS FOR TOURISM, CULTURAL EXCHANGE AND GOODWILL.
- GOAL 10:** ADVOCATE FOR ARTISTS AND THE IMPORTANT ROLE THE ARTS PLAY IN OUR COMMUNITY.

THE SUCCESS OF THE PROGRAM
WILL BE BUILT ON
ART BY INTENTION
COLLABORATION
WITH PARTNERS
COMMUNITY DESIRED LOCATIONS
AND MEASURING
INVESTMENT IMPACTS

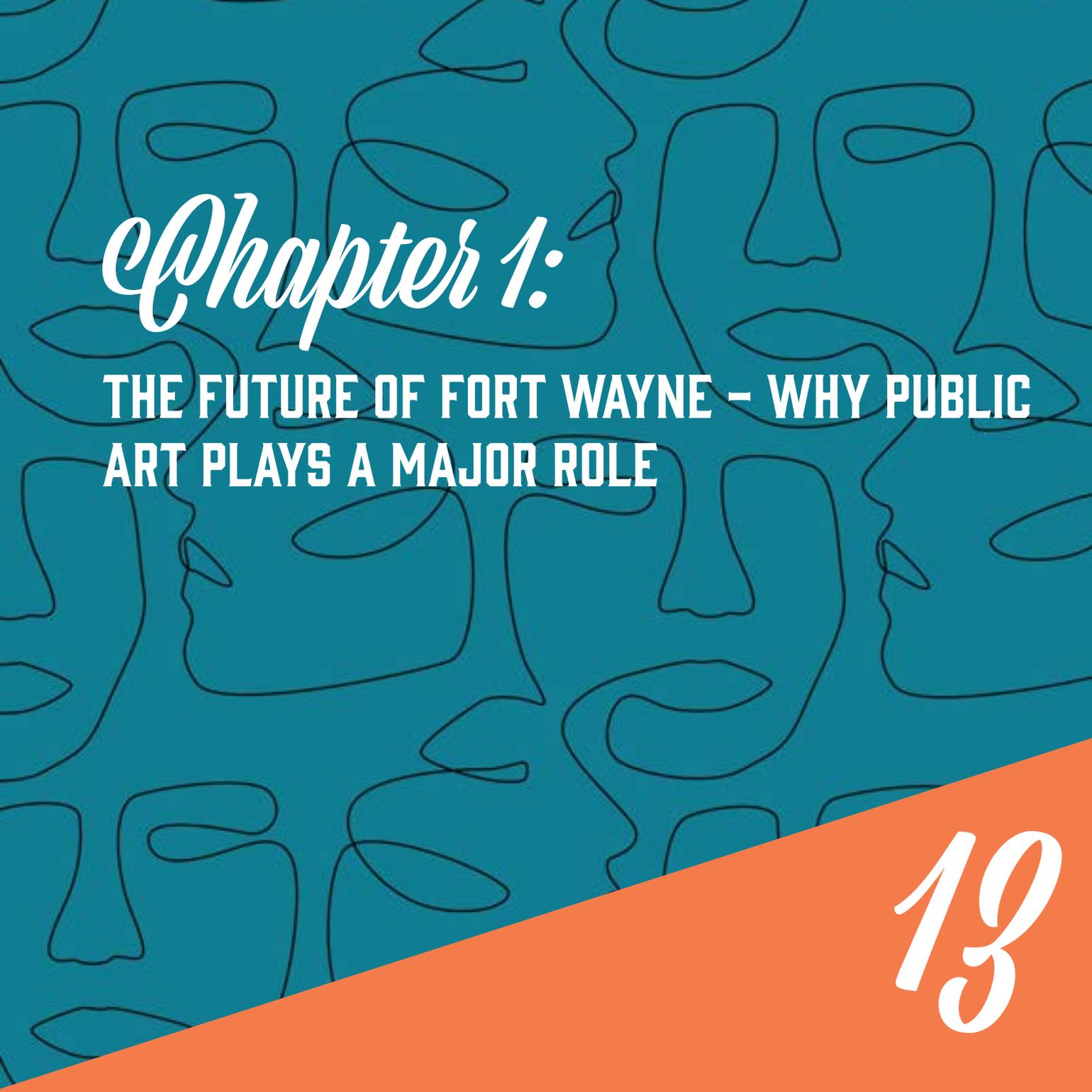
Art for All

FORT WAYNE PUBLIC ART MASTER PLAN

- 1. IS A PLAN FOR ACTION**
- 2. IDENTIFIES OUR DISTINCT COMMUNITY CHARACTER**
- 3. CONCEPTUALIZES OUR FUTURE PUBLIC ART**



Blue Birds Mural, Art This Way, Fort Wayne

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Chapter 1:

**THE FUTURE OF FORT WAYNE – WHY PUBLIC
ART PLAYS A MAJOR ROLE**

13



Guitar Experiment, Fort Wayne

INTRODUCTION

Art in public places provides meaning to our public spaces, reflects the history of a city, adds uniqueness to neighborhoods, and humanizes the built environment. Public art provides the intersection between our past, present, and future, and also has the power to transform a city because neighborhoods gain social, economic, and cultural value through public art.

ECONOMIC VALUE:

Enhancing the identity and character of Fort Wayne through public art directly supports cultural tourism and economic development strategies, which can attract and retain residents.

SOCIAL VALUE:

When people see themselves reflected in their civic spaces, they have a sense of attachment that allows them to feel ownership and respect.

CULTURAL VALUE:

Public art has the power to create uniqueness through the reflection of the local history and culture, which gives communities a sense of place and identity. Public art provides a visual mechanism for understanding other cultures and perspectives, creating social cohesion and encouraging civic engagement. Through the reinforcement of culture, public art acts as a catalyst for unity and social engagement.



Open Streets 2019, Fort Wayne

ABOUT FORT WAYNE'S PUBLIC ART PROGRAM: A STORY OF EVOLUTION AND PLANNED SUCCESS

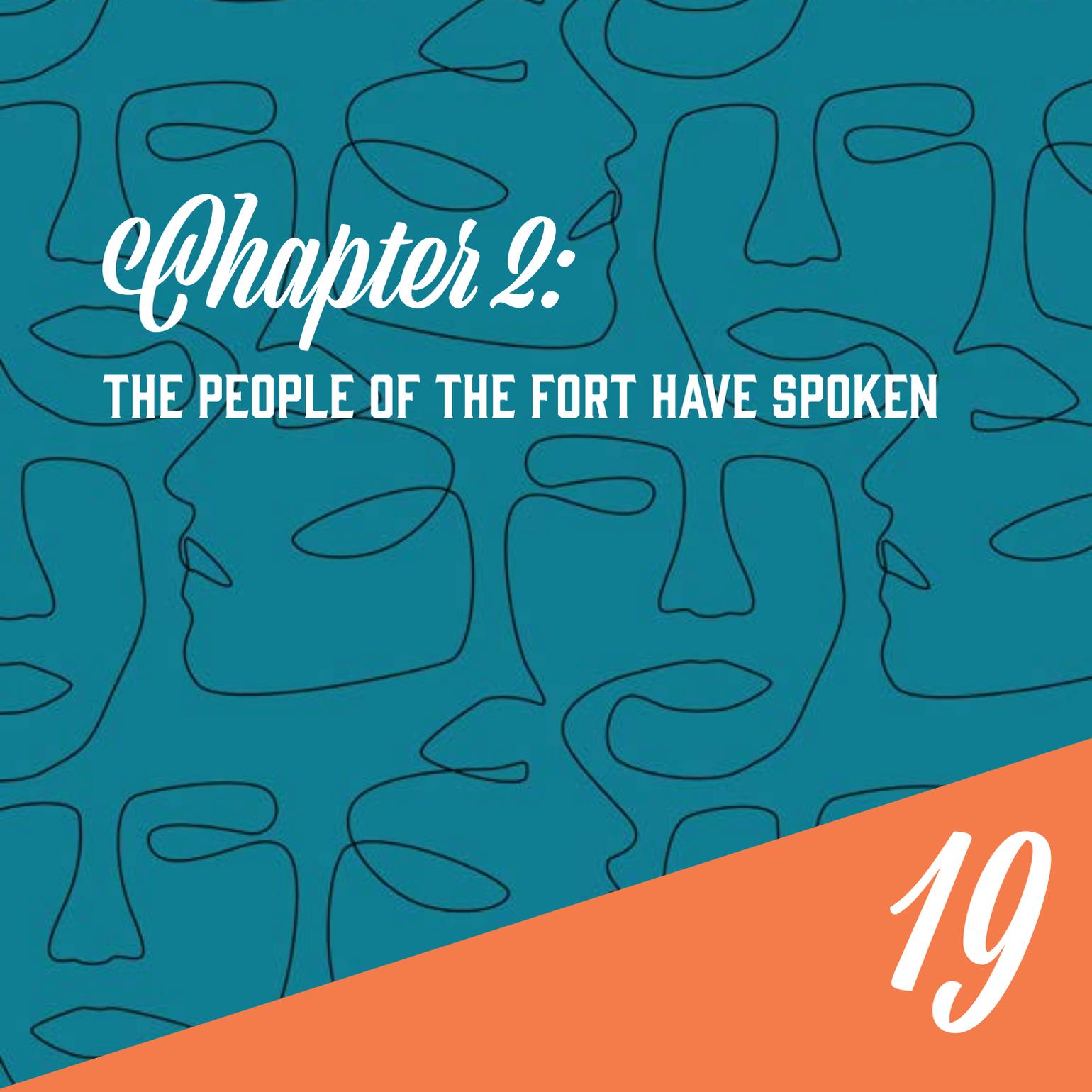
On March 28, 2018, Mayor Thomas C. Henry and the Fort Wayne City Council established the Fort Wayne Public Art Program. For many years, citizens worked tirelessly to pursue the formation of a program that would improve the quality of life for all residents through an investment in public art. The program is primarily funded through private philanthropy and the Public Art Giveback Program, a funding instrument providing contributions from certain City-supported eligible redevelopment projects. The Public Art program is overseen by a 13-member volunteer Public Art Commission made up of various community members.

The establishment of the program is a result of years of thoughtful work by residents and civic leaders. The intention of this plan is to carry forward the collaborative spirit and creative vision that led to the creation of the program into the future with thoughtful planning and policy implementation.

The careful planning in this document will help ensure all future art reflects the spirit of Fort Wayne and continues to strengthen Fort Wayne's reputation as a great place to live, work, and visit.



Public engagement at Mount Vernon Park, Fort Wayne

The background of the page is a teal color with a repeating pattern of white line-art faces. The faces are stylized and appear to be in profile or three-quarter view, looking in various directions. They are arranged in a grid-like fashion, overlapping slightly.

Chapter 2:

THE PEOPLE OF THE FORT HAVE SPOKEN

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COMMUNITY OUTREACH

Throughout the master planning process, over 2,000 citizens engaged in various activities, creating a robust foundation upon which the plan was built. To kick off the master plan, over 65 stakeholders were interviewed individually or in small groups. The following was asked of each individual or group:

1. Introduce yourself, the organization you represent, your last experience with art, and three words to describe Fort Wayne.
2. What is your vision for public art in Fort Wayne?
3. Where do you believe investment in public art should be focused and why (both in specific locations and general locations)?

Because of the range in types of stakeholders, the answers varied and provided a well-rounded foundation on which to build the plan. Shared sentiments of excitement were expressed throughout the interview process, as clear expectations for a prosperous and creative future was shared by all. Many participants expressed the desire to experience public art throughout the city in neighborhoods in addition to downtown

and realized the value of the investment in public art to generate community pride and continue revitalization efforts throughout Fort Wayne.

Building upon the input of the stakeholders, four focus groups were held throughout the city. Two artist focus groups were held in partnership with Wunderkammer and Artlink. Over 40 artists participated in these discussions and shared similar sentiments to the stakeholder group. Artists also expressed uncertainty about the funding of visual art through the ordinance and would prefer a broader funding stream for all arts and culture. In addition, significant interest for private projects by artists emerged during the process, as many wanted to ensure that the process is simple and straightforward. Strong sentiments also existed for providing opportunities for all experience levels of public artists.

In consideration for the rich immigrant population in Fort Wayne, Catholic Charities partnered with the City of Fort Wayne to host focus groups with employees of the organization, all of whom were immigrants hailing from places as diverse as Burma/Myanmar, Russia, Columbia, Peru and more. A prevailing theme of this conversation was significant interest in the opportunity to use public art to engage newly arriving residents, to show the diversity of Fort Wayne in the public realm, and to create a welcoming feeling by giving opportunities for the new American community of Fort Wayne to be represented artistically and visually.

In addition to hosting focus groups with Catholic Charities and with the local artist community, the City partnered with Turnstone, an organization dedicated to providing a comprehensive continuum of supportive services addressing the unique needs of people with disabilities and their families. Turnstone brought together a group of young people dedicated to the increased livability of Fort Wayne. During the focus group, universal design rose to the utmost importance in considering placement of public art throughout the city. Providing multiple opportunities for persons with various abilities to experience public art installations was also of interest.

In addition to stakeholder meetings and small group gatherings, an inclusive and engaging

program was developed for the public. The public kickoff to the Public Art Master Plan - Pecha Kucha for Public Art - was held March 26, 2019. Local artists gave rousing presentations of 20 slides for 20 seconds that flanked a keynote by Marc Pally, an artist and curator from Los Angeles. The turnout for this Public Art Master Plan kickoff, held at Arts United, was estimated at 200 attendees, boasting standing room only. The excitement for the future of public art in Fort Wayne was clear.

PRESENTERS INCLUDED:

Réna Bradley

Adrian Curry

Sayaka Ganz

Alexandra Hall

Jim Merz

Marc Pally

Tim Parsley

Five neighborhood meetings were held the week of May 13, 2019, building upon the extensive work completed during the stakeholder interview phase, which included nearly 70 individual interviews. All five meetings, titled Public Art Popsicle Pop-Up on a Parklet, were structured the same, and took place in five different areas of the city.

At each neighborhood Public Art Popsicle Pop-Up on a Parklet meeting, hotdogs and popsicles were served to attendees, and a public art piece was created culminating in a display of all the pieces

at the downtown meeting. The neighborhood meetings took place at Mount Vernon Park, Oakdale, North Highlands, North Anthony and Downtown. Each meeting boasted a partnership with local artist Paco Reyes and a local DJ (pictured below). The meeting, held at Bridge of Grace, included a partnership with the Fort Wayne Police and Fire Departments and the local PBS station. Street Art was created on plastic at Bridge of Grace, while a mural was painted during the meeting at Wunderkammer. Activities for children included sidewalk chalk and temporary tattoos

High school students were also engaged in their

regularly scheduled classes at Northside High School (3 classes) and Wayne New Tech High School (3 classes). Energy and excitement for the opportunities for youth involvement were evident.

In addition to in-person meetings, the public also had the opportunity to engage online through surveys and a custom-built map tool. By using the map tool, the public could indicate where they would like to see more public art. The results are shown on page 53. Overall, 857 surveys were completed for the public art master plan and thousands of website visits were recorded to use and view the online map.



Paco Reyes at public engagement event, Fort Wayne

Throughout the engagement process, numerous themes emerged:



PUBLIC ART IN FORT WAYNE IS FOR ALL WHO WISH TO EXPERIENCE AND ENJOY IT.

PUBLIC ART IN FORT WAYNE CAN STIMULATE ECONOMIC ACTIVITY.

INVESTMENT IN PUBLIC ART SHOULD BE INCLUSIVE OF ALL CULTURES AND ABILITIES IN FORT WAYNE AND SHOULD SERVE AS AN OPPORTUNITY OF EXPRESSION FOR ALL.

PUBLIC ART IN FORT WAYNE SHOULD ENHANCE COMMUNITY CHARACTER AND SOLIDIFY ATTACHMENT TO PLACE.

THE PEOPLE OF FORT WAYNE BELIEVE PUBLIC ART IS INTEGRAL TO TRANSFORMING THE CITY'S CHARACTER AND QUALITY OF LIFE FOR ITS RESIDENTS.

PUBLIC ART IN FORT WAYNE SHOULD BE INTEGRATED INTO MANY ELEMENTS OF CIVIC LIFE, INCLUDING BUT NOT LIMITED TO: PARKS, SCHOOLS, INFRASTRUCTURE PROJECTS, TRANSPORTATION PROJECTS, PUBLIC WORKS PROJECTS, AND PRIVATE DEVELOPMENT. STRATEGIC INTEGRATION OF PUBLIC ART INTO THE BUILT ENVIRONMENT OF THE CITY WILL CONTINUE TO INCREASE THE VITALITY OF FORT WAYNE.

PUBLIC ART IS A KEY INVESTMENT IN ATTRACTING AND RETAINING RESIDENTS, AS THE INVESTMENT WILL RAISE THE PROFILE OF THE CITY IN INDIANA AND THROUGHOUT THE MIDWEST.

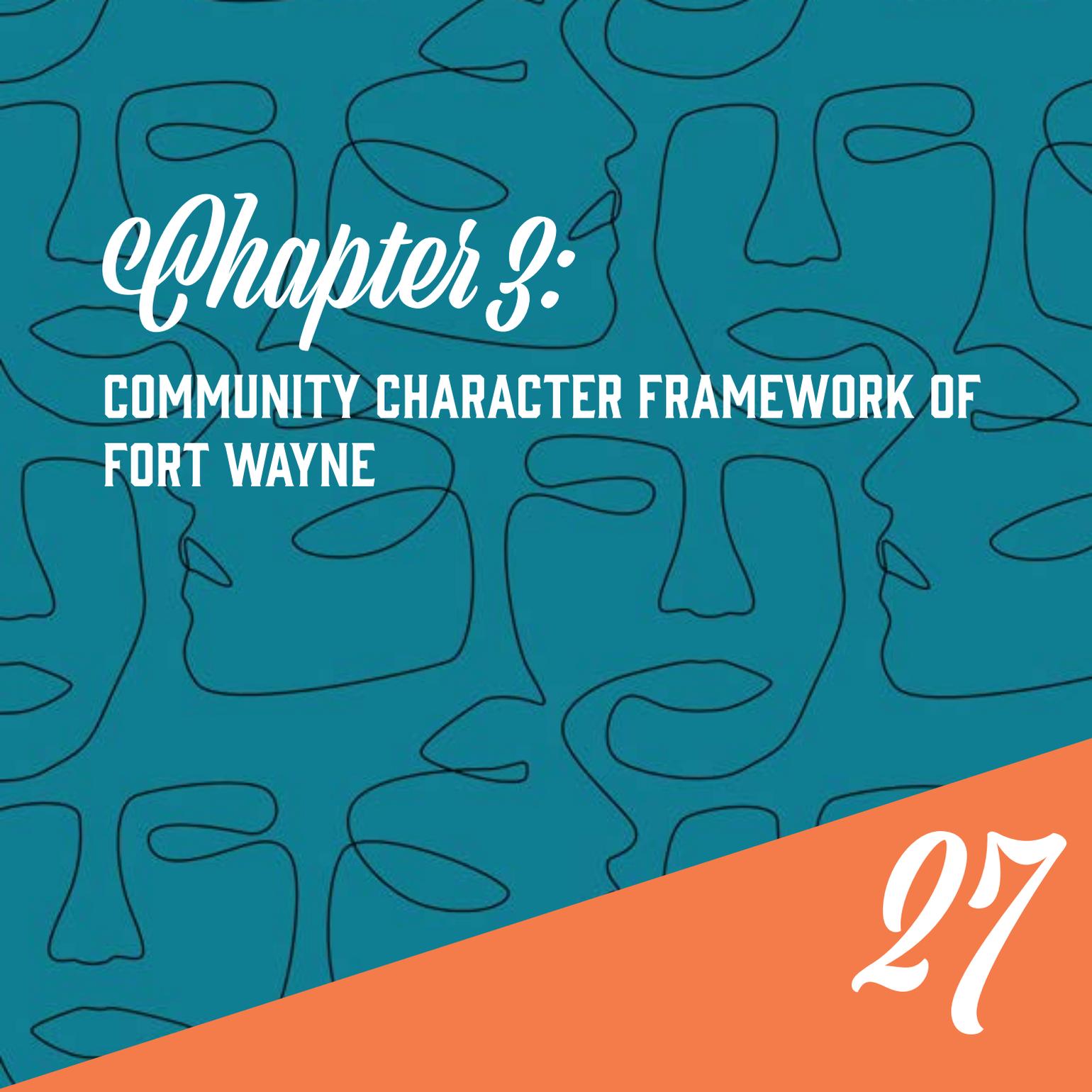
PUBLIC ART IN FORT WAYNE WILL CREATE VIBRANT, BEAUTIFUL PUBLIC SPACES THROUGHOUT THE CITY IN WHICH ALL PEOPLE CAN GATHER.

FORT WAYNE RESIDENTS DESIRE MORE CREATIVITY IN THEIR CITY THROUGH AN INVESTMENT IN PUBLIC ART.

PUBLIC ART PROVIDES AN OPPORTUNITY TO BOTH HIGHLIGHT THE PAST WHILE CELEBRATING THE FUTURE.

Three Rivers Festival, Fort Wayne



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Chapter 3:

COMMUNITY CHARACTER FRAMEWORK OF FORT WAYNE



BACKGROUND

This framework lays the foundation for the vision of the present and future community character of the City of Fort Wayne. By understanding what characteristics make up the basis of our identity, we can ensure that the projects and initiatives laid out in this plan are uniquely ours and that they will stand the test of time.

Fort Wayne is a unique city of over 500 neighborhoods, and collectively, each of their identities make up the mosaic of the collective identity that is Fort Wayne.

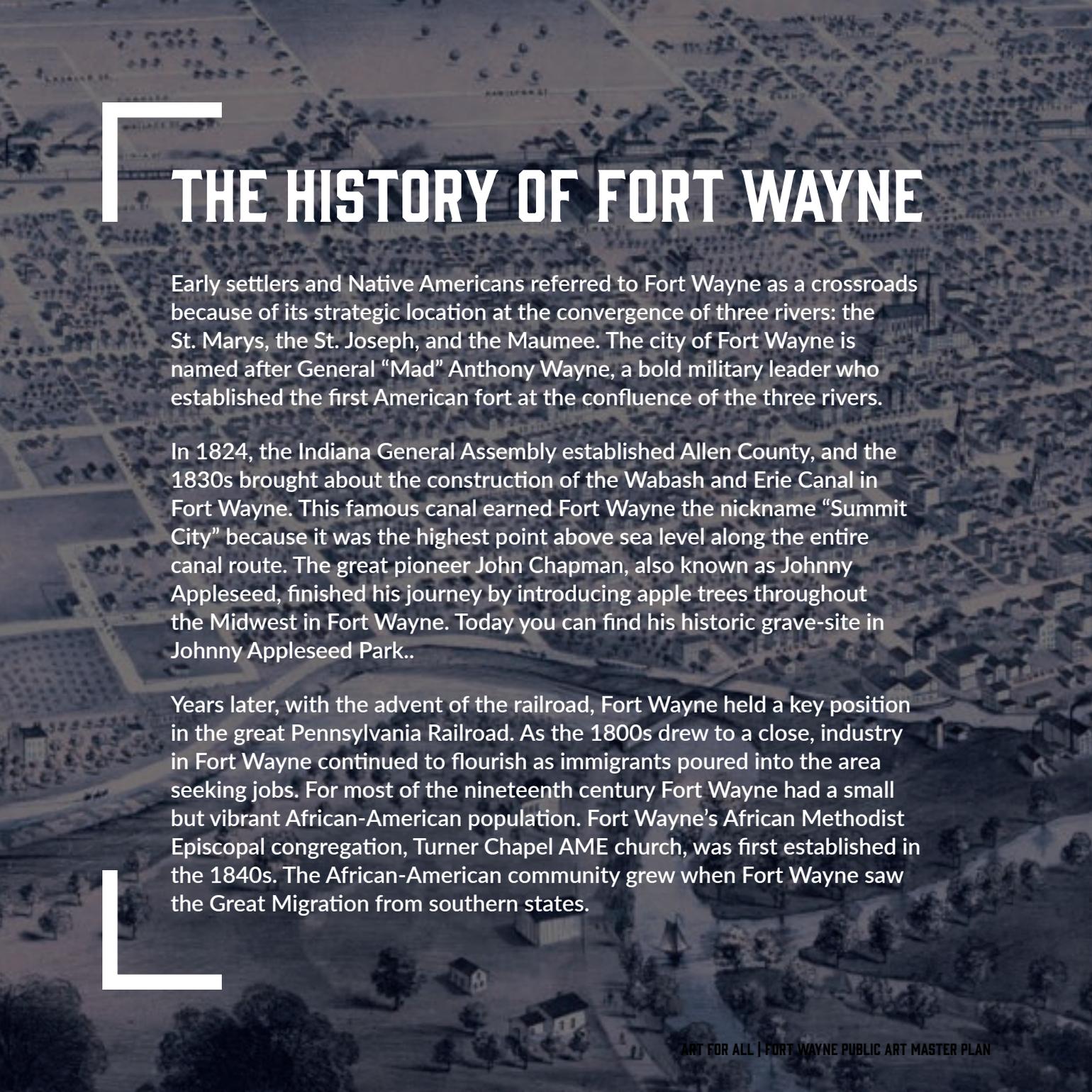
The following framework is intended to provide inspiration and creative considerations for public

art that is locally-based and meaningful in a way that resonates with residents.

Whether it's a City-funded project, a new public art installation commissioned by the city, someone donating artwork to the City, a developer who wants to invest in Fort Wayne, or residents that want to do something creative, the following framework becomes a family of components that speak to the identity and core of what Fort Wayne is and what the city aspires to be.

Allow this character framework to serve as inspiration to your creative process, as these results came from thousands of Fort Wayne voices.

*Photos opposite, clockwise from top right:
Chalk Walk, Promenade Park Opening, Plein Air
artist, Sculpture With A Purpose, Fort Wayne*



THE HISTORY OF FORT WAYNE

Early settlers and Native Americans referred to Fort Wayne as a crossroads because of its strategic location at the convergence of three rivers: the St. Marys, the St. Joseph, and the Maumee. The city of Fort Wayne is named after General “Mad” Anthony Wayne, a bold military leader who established the first American fort at the confluence of the three rivers.

In 1824, the Indiana General Assembly established Allen County, and the 1830s brought about the construction of the Wabash and Erie Canal in Fort Wayne. This famous canal earned Fort Wayne the nickname “Summit City” because it was the highest point above sea level along the entire canal route. The great pioneer John Chapman, also known as Johnny Appleseed, finished his journey by introducing apple trees throughout the Midwest in Fort Wayne. Today you can find his historic grave-site in Johnny Appleseed Park..

Years later, with the advent of the railroad, Fort Wayne held a key position in the great Pennsylvania Railroad. As the 1800s drew to a close, industry in Fort Wayne continued to flourish as immigrants poured into the area seeking jobs. For most of the nineteenth century Fort Wayne had a small but vibrant African-American population. Fort Wayne’s African Methodist Episcopal congregation, Turner Chapel AME church, was first established in the 1840s. The African-American community grew when Fort Wayne saw the Great Migration from southern states.



As the 1900s rolled in, Fort Wayne continued to flourish. Even during the Great Depression Fort Wayne continued its economic boom. Lincoln National Life Insurance Company, Farnsworth Television, Zollner Piston, Central Soya, Rea Magnet Wire, General Electric, International Harvester, and the Holsum Bakery all called Fort Wayne home. Notable Fort Wayne landmarks like the Embassy Theatre, the Scottish Rite Auditorium, and the Lincoln Tower (the tallest building in Indiana at the time of construction) were built during these boom years. A rich history of baseball and basketball is also a point of pride for the city. The first lighted baseball game involving a professional team ever recorded took place in Fort Wayne and is also said to be the birthplace of the National Basketball Association (NBA).

Today, growth continues as the city draws new groups of residents from places like Myanmar (Burma), Latin America, and beyond. Fort Wayne is not only the hub of three rivers, it is also a regional metropolitan area and the second largest city in Indiana. It is the seat of Allen County, the largest land-area county in Indiana. Fort Wayne continues to progress as corporations and individuals live, thrive and expand together. In fact, during the 1980s and 1990s, Fort Wayne received accolades such as All-American City and Most Livable City.

-Adapted from Visit Fort Wayne and various other sources

Components of Our Nature

**TRAILS
BOTANICAL GARDENS
PARKS
WATERSHED
RIVERFRONT**



Lakeside Park, Fort Wayne

Our Nature

Fort Wayne boasts over 2,805 acres of parkland, amounting to 87 public parks and nearly 180 miles of trails. In Fort Wayne, our parks are a source of pride and an anchor to our health and well-being. Public art can be used to enhance Fort Wayne's natural beauty and encourage more of our residents to spend time in natural areas.

Made in Fort Wayne:

GASOLINE PUMP (1885)

REFRIGERATOR (1913)

TELEVISION (1927)

BREATHALYZER (1954)

FIRST VIDEO GAME CONSOLE (1972)



Hamilton Women, Headwaters Park, Fort Wayne

Our Makers

Fort Wayne has always been forward-thinking. We are known as a city of makers and entrepreneurs, from the presence of the Wabash and Erie Canal early in our history, to the ingenuity leading to the creation of modern-day medicine to the manufacturing of televisions. We've been creating history in our city that impacts the world. Creation isn't just in our past, but in our present and future, as evidenced by the sweet sound of music, universities, innovators, artists, and the vibrant colors that line our alleyways.

Our Creatives, Past & Present

**BRUCE NAUMAN
BARBARA BRADLEY BAEKGAARD
PATRICIA R. MILLER
PHILO FARNSWORTH
HAMILTON WOMEN
SYLVANEUS FREELOVE BOWSER
ADDIE GULDIN**

Our Industry, Past & Present

**INTERNATIONAL HARVESTER
LINCOLN BANK
WABASH AND ERIE CANAL
VERA BRADLEY
STEEL DYNAMICS
SWEETWATER SOUND**

THREE RIVERS

Fort Wayne's three rivers, the St. Marys, the St. Joseph, and the Maumee, have and will be the foundation for the city's thriving economy and strong connection to the land. Fort Wayne sits on what is known as the St. Lawrence Continental Divide, which separates the Great Lakes Basin from the Gulf of Mexico watershed. This divide is unique, as not all rivers or tributaries flow in the same direction. Although the land around Fort Wayne is fairly flat, the city is perched on a small ridge that resulted from receding glaciers which covered the area during the Ice Age.

The St. Joseph River begins in Hillsdale County, Michigan. It flows southeast into Ohio where it turns and flows southwest to Fort Wayne. The St. Marys River begins near Celina, Ohio. It flows northwest into Fort Wayne where it meets the St. Joseph River near Headwaters Park. The two rivers combine to form the Maumee River. It flows in a northeasterly direction and ends in Toledo where it flows into Lake Erie. The Maumee River is the largest tributary to the Great Lakes.

You can leisurely explore our rivers via boat tours, from airboats, party barges and canal boat tours to kayaks, canoes or paddleboards. If you prefer to be above the river looking down from Summit City, there are over 180 miles of trails for hiking, biking, and walking. Exploration can be rural or urban, as the opportunities for adventure along the water are endless!



Dragon Boat Races, Fort Wayne

Components of Our Pulse

**DOWNTOWN REVITALIZATION
OUR SMALL BUSINESS IS BIG
MOMENTUM
FESTIVALS**

**FESTIVALS AND BLOCK PARTIES
COLLABORATION IS IN OUR BLOOD
APPROACHABLE
HUMBLE HOOSIERS**



Our Pulse

Our people are what create our pulse, giving our city life and vitality. The surge in interest we've seen in our downtown area is attributed to the small business owner who knows your order before you walk in the door, to our humble nature despite our pride of where we're headed, to our inclusive co-created spaces. Our pulse is steady, growing louder with each passing day, and is beckoning people in.

*“If you are willing to give an inch,
this city will take you a mile” - Engagement Participant*

Components of Our Pastimes

**COURTHOUSE GREEN
TINCAPS GAMES
FORT WAYNE FESTIVALS
SCIENCE CENTRAL
KAYAKING**

**FARMERS MARKETS
FORT WAYNE KOMETS
FORT WAYNE CHILDREN'S ZOO
BOTANICAL CONSERVATORY
MAD ANTS BASKETBALL**



Christmas on Broadway, Fort Wayne

Our Pastimes

In Fort Wayne, we all want to be a part of something larger than ourselves. We want to connect with our neighbors and friends, to have meaning and purpose. Because of this desire, we linger on public lawns, enjoy a hotdog under the bright lights at Parkview Field, celebrate our cultural diversity, and connect with the water that is the blood of our city where our paddles meet the rivers.

CITY DESIGN

For a city of our size, our built environment is impressive and a sight to see. Influenced by the City Beautiful Movement and centered on a Park and Boulevard Plan from 1912 implemented by renowned landscape architect George Kessler, our city is a network of pathways and boulevards. This built system was listed on the National Register of Historic Places and consists of 11 public parks, four parkways, and 10 boulevards, covering 1,883 acres.

Our boulevards, trail system, and architecture is world-class. We have two national historic landmarks: The first is the Allen County Courthouse with its beautiful beaux-arts architecture style structure which includes four large-scale murals by Charles Holloway and its high copper-clad domed rotunda topped by a 14ft statue entitled Lady Liberty. The second is the Richardville House, one of only three treaty houses built east of the Mississippi River.

Other notable architecture includes the Lincoln Bank Tower, Fort Wayne's first high-rise and Indiana's tallest building from 1930 to 1962, and the Arts United Center designed by Louis Kahn. Our neighborhoods also boast a variety of historic architecture, creating distinctive neighborhoods throughout the city.



Porch Off Calhoun, Fort Wayne

Components of Our Family Feel

**HIGH QUALITY EDUCATION
FESTIVAL SEASON
SMILING FACES
A SLICE OF LIFE**

**PET PARADISE
A REFUGE
ICE SKATING AT HEADWATERS**



Children's play area at Promenade Park, Fort Wayne

Our Family Feel

In our city, the energy of youth meets the passion of family and friends. You come as you are and you can be who you want to be. Here, you relax knowing all is well and tomorrow will hold the magic of a new day. We feel safe and comfortable in the knowledge that this is a great place for kids, elders and everyone in between.

Higher Education Institutions:

**INDIANA UNIVERSITY FORT WAYNE
PURDUE UNIVERSITY FORT WAYNE
IVY TECH COMMUNITY COLLEGE OF INDIANA
UNIVERSITY OF SAINT FRANCIS
INDIANA TECH**

Components of Our City

**NEIGHBORHOODS
ENTREPRENEURS
INVENTIONS
POSSIBILITIES**

**RIVERS
PROMISE
CHURCHES**



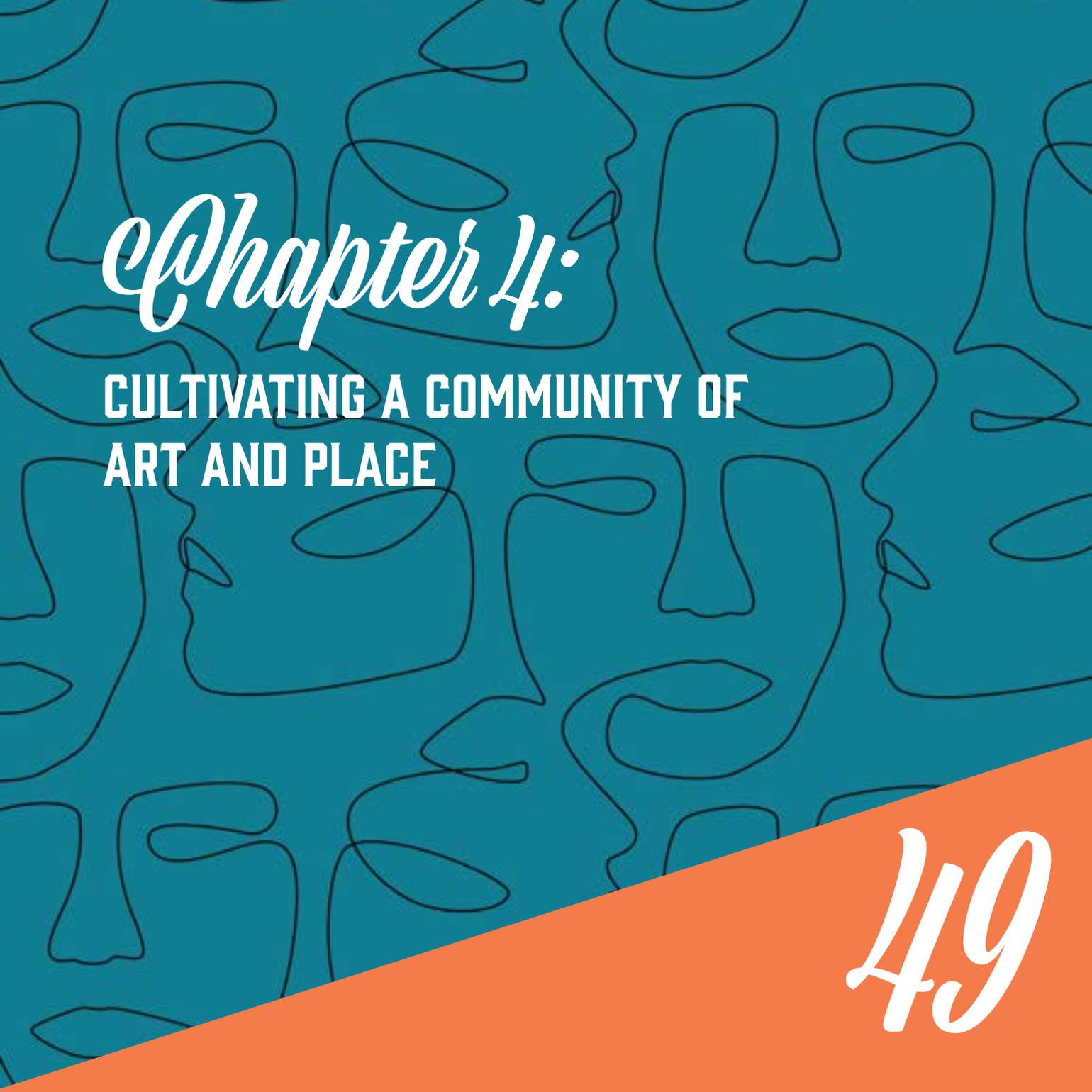
Sunrise over Fort Wayne

Our City of...

We are a bunch of small parts that make up the whole. We are a city of over 500 neighborhoods, each playing host to different cultures, people, experiences, natural landscapes, and contributions. While we are a collection of our histories melded to one, we are mostly a city of possibility with a bright future on our horizon.



Cultural display at Promenade Park, Fort Wayne

The background features a repeating pattern of stylized human faces. The faces are rendered in white outlines against a teal background. The faces are shown in profile, facing right, and are arranged in a grid-like pattern. The teal background is partially obscured by a diagonal orange band in the bottom right corner.

Chapter 4:

CULTIVATING A COMMUNITY OF ART AND PLACE

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ART BY INTENTION

Advancing accessibility to Fort Wayne's public art installations for people with all abilities.

Just as Fort Wayne has looked to public art for its economic benefits, the public engagement process demonstrated additional desires to create public art with specific intentions. When staff and the commission are conceptualizing ideas, as well as when artists are creating works for the City of Fort Wayne, they should use the following ideas as a guide.

STRATEGIES FOR EXPANDING ACCESS

ART FOR PEOPLE WITH ALL ABILITIES

With a majority of public art in Fort Wayne likely to be visual in nature, ensuring there are opportunities for every sense to be engaged is a key goal. By creating a variety of ways to experience public art, such as audio installations to accompany murals, those who are unable to experience certain senses are still able to enjoy public art in Fort Wayne. In addition, funding opportunities exist to ensure universal design for people of all abilities.

A DIGITALLY VIEWABLE COLLECTION

For those with mobility issues, accessing public art at various venues may not be possible. By creating a digitally viewable collection of all public art in Fort Wayne, the city can ensure that artworks are viewable, even for those that cannot experience them in the physical realm.

CREATING SENSORY-FRIENDLY EXPERIENCES

For some, excessive stimuli may create a situation where experiential art is overwhelming for potential viewers. Specific installations can be created that ensure no excess stimuli are present. Installations or art pieces that do not include bright lights, loud sounds, or other stimuli can be marketed as sensory-friendly experiences.

STRATEGIES FOR ENRICHING SOCIAL CONNECTIONS

INCLUSIVE & REPRESENTATIVE

Fort Wayne is a community rich in diversity and vitality. From its Native American past, to the recent growth of the refugee and immigrant populations, there are natural opportunities to tell the story of the many threads that make up the fabric of Fort Wayne.

ENRICHING LIVES THROUGH EDUCATIONAL EXPERIENCES

Public art has the power to educate. Whether artwork is created with an expressed educational intent or materials are created alongside the artwork, opportunities exist for impacting people of all ages and abilities.

BRINGING PEOPLE TOGETHER THROUGH THE ARTS

Creating community has been at the core of much of the recent planning work in Fort Wayne. Public art is another essential tool to help achieve the goal of a richer, more connected community. No matter if by creating a physical space to gather or by starting conversations, artwork can bring residents of Fort Wayne together.

ART BY LOCATION

Fort Wayne is a city full of opportunities for public art. Below, several location types are presented as ideal candidates for future public art implementation. These types were determined through input from stakeholders, the public, and national best practices.

ALONG THE WATER

The opportunity to infuse waterfront spaces with creativity and art can help accentuate a sense of place in the many parks of Fort Wayne. Art along the rivers and water features of the city can inspire health and activity. Inspiration can also be found in natural adornments such as in flora, fauna, and geography.

AT MAJOR GATEWAYS

As a city on the rise, Fort Wayne can use public art at city entry points to define its image to residents and visitors as recommended by the Front Door Fort Wayne Plan. These “gateways” could feature specially-designed landmark elements located at key entrances throughout the city. Most importantly, gateway features should be unique and art-centric in design, visible to both motorists and pedestrians, and emblematic of the city they introduce.

Community Desired Locations

ON THE FOLLOWING PAGE IS A HEAT MAP SHOWING LOCATIONS THAT RESPONDENTS INDICATED THEY DESIRED TO SEE PUBLIC ART DURING THE COMMUNITY ENGAGEMENT PROCESS BOTH ONLINE AND IN PERSON.

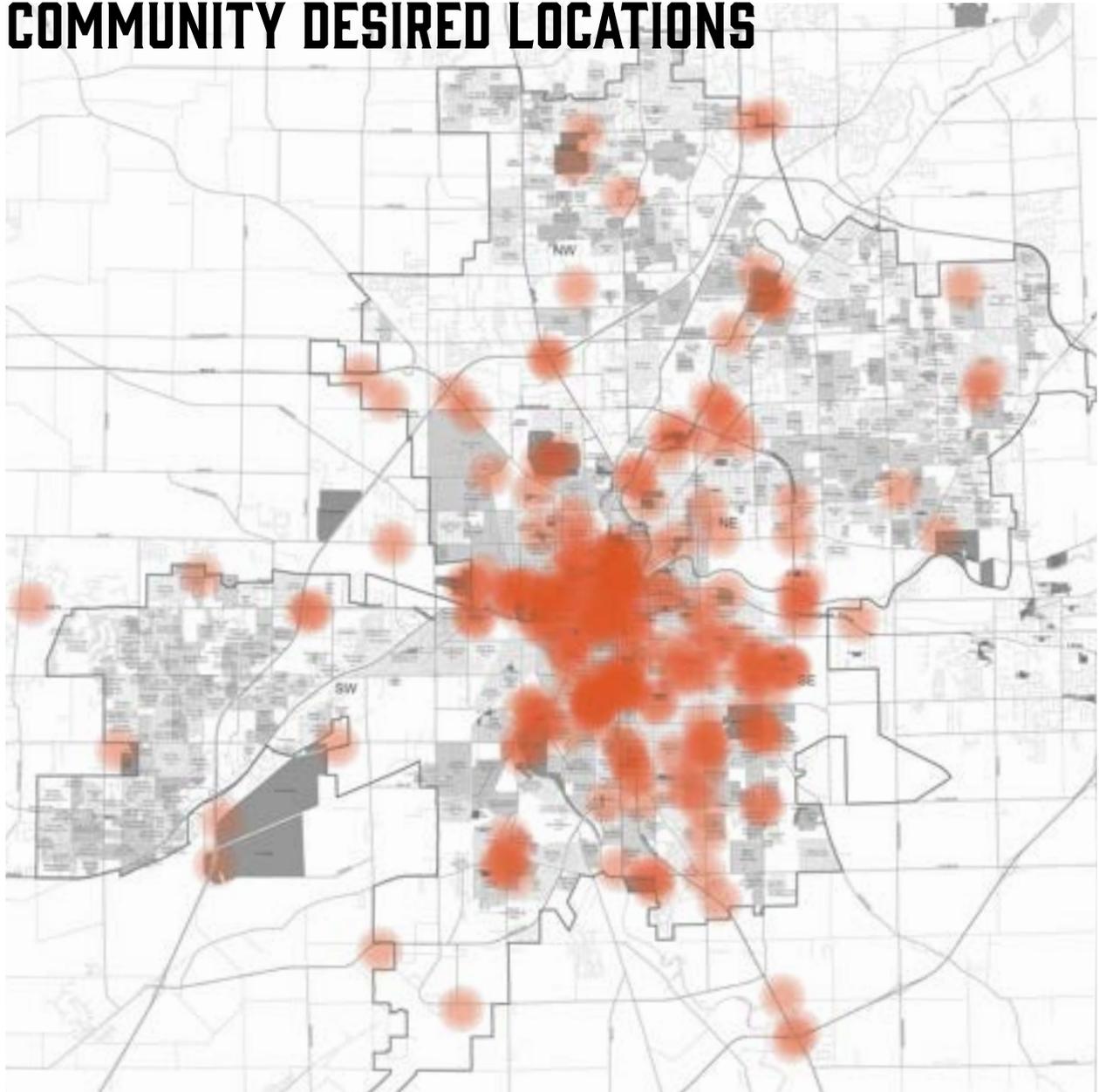
Major Gateways Include:

- STATE ROUTE 930 & COLISEUM BOULEVARD
- LAFAYETTE STREET, SOUTH CLINTON STREET, & US 27
- COLDWATER ROAD & NORTH CLINTON STREET
- GOSHEN & SHERMAN ROUNDABOUT
- RAILROAD BRIDGES
- INTERSTATE 69 & COLDWATER ROAD
- INTERSTATE 69 & JEFFERSON BOULEVARD
- INTERSTATE 69 & LIMA ROAD
- INTERSTATE 69 & ILLINOIS ROAD
- INTERSTATE 69 & GOSHEN ROAD
- INTERSTATE 469 & MAYSVILLE ROAD
- INTERSTATE 469 & MAPLECREST
- AIRPORT EXPRESSWAY & BLUFFTON
- AIRPORT EXPRESSWAY & FAIRFIELD
- AIRPORT EXPRESSWAY & CALHOUN
- AIRPORT EXPRESSWAY & LAFAYETTE

Additional Community Desired Areas Include

- DOWNTOWN FORT WAYNE
- WEST CENTRAL
- WAYNE DALE
- BLOOMINGDALE
- PACKARD AREA
- HESSEN CASSEL & WAYNE TRACE
- ANTHONY & RUDISILL BOULEVARDS
- NEIGHBORHOOD PARKS

COMMUNITY DESIRED LOCATIONS



AT CITY BUILDINGS & COMMUNITY FACILITIES

The City of Fort Wayne along with Fort Wayne Community Schools and other local governmental bodies have a large amount of facilities and space that is ever-changing and expanding. These locations present a great opportunity to introduce public art and creativity to spaces that are regularly visited by residents and visitors.

INTEGRATED INTO THE TRAIL NETWORK

The trail network in Fort Wayne is robust and expanding to include all parts of the city and beyond. Initial investments in public art along the trail network can draw users and enliven the existing network. As the trail network is expanded in the future, art should be integrated at the time of trail development. The existing and future large-scale network provides ample opportunity for the inclusion of public art.

Examples of City Facilities

**LIBRARIES
POLICE AND FIRE STATIONS
RECREATION CENTERS
SENIOR CENTERS
SCHOOLS
CITIZEN'S SQUARE
EDWIN J. ROUSSEAU CENTRE
PUBLIC WORKS
PUBLIC UTILITIES**



Children on bike trail, Fort Wayne

NEIGHBORHOOD ENTRANCES

Fort Wayne is a City of Neighborhoods, with many areas that are urban in character. These areas are often older, have storied histories, and defined boundaries. Public art can be used to manifest the neighborhood boundaries in the built environment and let visitors and residents know when they enter a new, unique area. Outside the center city neighborhoods, subdivisions utilize monument signage to signify their community entrances and are often surrounded by masonry walls on the exterior. Both of these physical traits provide opportunities for integrating art into developments. Through an investment in neighborhood entrances, all neighborhoods can share their own neighborhood identity and show pride in being part of Fort Wayne.

THROUGHOUT THE DOWNTOWN

Downtown Fort Wayne is thriving with local restaurants and new experiences, providing ample opportunities for public art investment. A dense central business district provides opportunities for prominent placement as well as those that are hidden, guaranteeing an array of spaces into which we can integrate art.

Grand Wayne Convention Center

FROM THE GRAND WAYNE CONVENTION CENTER MASTER PLAN:

IT IS CRITICAL TO RECOGNIZE THAT CONVENTION CENTERS OPERATE IN A HIGHLY COMPETITIVE ENVIRONMENT, AND THAT OVERALL DESTINATION APPEAL, ALONG WITH THE SIZE AND QUALITY OF CONVENTION SPACE, IS NORMALLY A COMMON DENOMINATOR WITH SUCCESSFUL PROJECTS.

A MONUMENTAL ART PIECE THAT IS SUCCESSFUL AS AN ATTRACTION TRANSCENDS TRADITIONAL PUBLIC ART AND CREATES A BRANDING FOCUS POINT FOR A DESTINATION. MANY MARKETS AROUND THE WORLD HAVE SUCCESSFULLY CREATED THESE TYPES OF PIECES, MUCH LIKE THE SPOONBRIDGE AND CHERRY IN MINNEAPOLIS OR THE BIG BLUE BEAR OUTSIDE THE CONVENTION CENTER IN DENVER. THESE PIECES CAN BE IMPORTANT FOCAL POINTS FOR THE VISITORS AND RESIDENTS, AND CAN CREATE SIGNIFICANT SOCIAL MEDIA OPPORTUNITIES FOR DESTINATION MARKETING.

WE RECOMMEND THAT THE DEVELOPMENT OF ONE OR MORE PIECES THAT INCORPORATE THE FOLLOWING ELEMENTS AS A PRIMARY GOAL FOR THE ARTS UNITED PUBLIC ART MASTER PLAN EFFORT:

1. A LOCATION THAT ALLOWS FOR EVENTS AND ACTIVITIES SUCH AS LIVE MUSIC AND COMMUNITY GATHERINGS IN AN ADJACENT SPACE
2. A KINETIC AND/OR SOUND COMPONENT THAT CREATES A POINT IN TIME EACH DAY FOR A VISITOR EXPERIENCE.
3. A CLOSE TIE TO UNIQUE AND AUTHENTIC INDUSTRY IN THE AREA
4. AN INTERNATIONAL COMPETITION TO SELECT THE ARTIST AND CONCEPT

*SEE A PROPOSED CONCEPTUAL PROJECT ON PAGE 105

ART BY TYPOLOGY

Several types of art are mentioned throughout this document as ideal mediums for public art in Fort Wayne. They are described in detail below.

MURALS

Murals have been some of the most successful and beloved pieces of public art installed in Fort Wayne to date. There are many projects throughout Downtown that were commissioned by Art This Way, an Alley Activation Project operated by the Downtown Improvement District. The success of these murals is evidenced by the amount of people taking selfies with the artworks as well as posting images of them on social media.

While curating permanent works of art as part of the city's collection is important, ephemeral works such as murals allow for the exposure of many artists over a short period of time rather than a few artists over a long period of time. Semi-permanence also allows for integration of other mediums not typically included in mural installation, such as photography.



'Breathe' at Midtowne Crossing, Fort Wayne

SCULPTURE

Whether contemporary, irreverent, traditional or something more, sculptures are often the highlights and focal points of civic art. Sculptures may have the express purpose of celebrating civic pride or inversely may become culturally defining showpieces for the city.

Sculptures can take on many shapes and sizes and often fit well when created in or alongside gateways, parks, urban gathering spaces, and city centers. Because communities can celebrate and enhance their civic identity, they may be especially appropriate for a growing city like Fort Wayne.

FUNCTIONAL ART

Fort Wayne is a city that has focused on improving the infrastructure to facilitate added use by residents. Due to the ongoing addition and expansion of infrastructure in the city, there is a unique opportunity to implement designs in place of otherwise ordinary pieces of infrastructure. Integrating unique 'Fort Wayne' designs into infrastructure may be an affordable and efficient way to create a major visual impact.

Some possible options for functional art installations include bike racks, benches, signal boxes, medians, subdivision walls, transit stops, storm drains, manholes, installations within parking garages, highway detail, highway gateway signage, monument signage, sidewalk treatments and more.

LIGHT INSTALLATIONS

Contemporary artists have begun to use lighting in creative and interesting ways in order to manipulate the built environment with limited physical impacts. Light installations may be used on existing buildings, in park spaces on substantial landscape features, or as part of a larger installation of sculpture. They may be especially useful and impactful when used in infrastructure projects.

MULTIMEDIA

Multimedia installations may combine many art types in ways that expand the imagination. Video, lighting, sculpture, murals, and more can be combined to make multimedia installations some of the most interesting around. Multimedia installations are especially useful for temporary or pop-up installations.

SITE-SPECIFIC

Site-specific art is created to enhance and celebrate its surroundings in which an artist considers the site first before anything else. Site-specific art uses the surroundings to enrich the experience of the place itself. It can help to tell the story of the location or simply exist to elevate the site.

POP-UP & TEMPORARY ART

Art can be long-lasting, or it can be something experienced for a short stint. Though temporary art isn't long-lived, it can have a lasting impact on a community by creating a sense of surprise and joy in unexpected places. Some ideal locations for temporary installations include construction sites, sidewalks, alleyways, parks, and temporarily empty spaces and storefronts.

Temporary art can be done inexpensively and easily, and it can be a small pop of color for a huge "WOW" factor. In whatever form, its short lifespan gives energy to the space and drives excitement among the community. Temporary art invites collaboration, be it with local schools or community groups, and creates opportunity for the artwork to evolve with the city and residents over time.

COMMUNITY PARTICIPATORY ART

Participatory art is more focused on the creation of an art piece than any of the typologies listed in this chapter. Specifically, a piece is made by the community to enhance and celebrate its process and participants. Collaborative art pieces use people to enrich the experience and heighten the feeling of pride and ownership. Community art can be as small as the Ke-Ki-On-Ga piece created during the public Art Popsicle Pop-Ups on a Parklet, or as large as the murals seen around Fort Wayne.

STREET ART

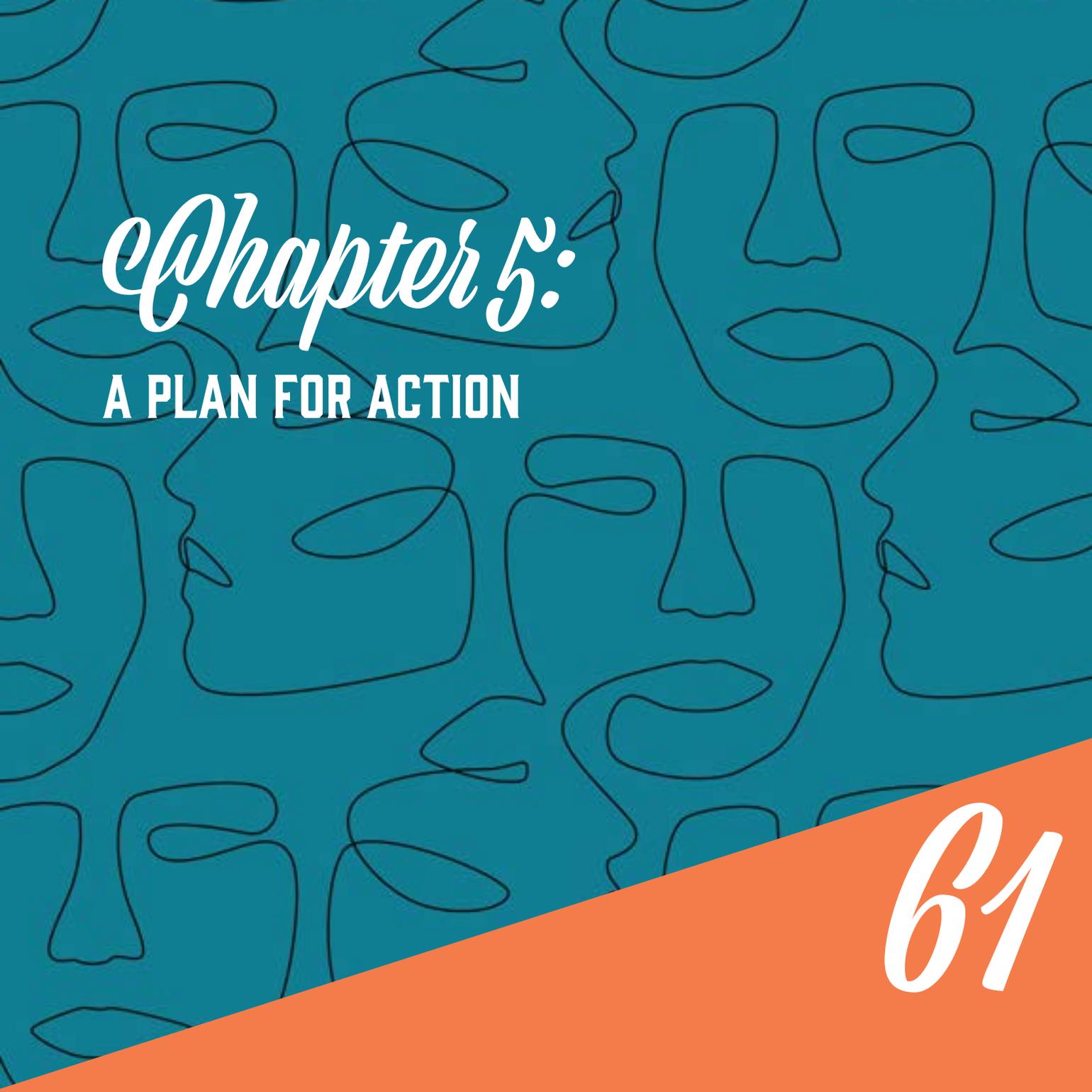
Street Art is a form of public art that is usually independent or spontaneous and in urban settings on urban elements. These surfaces include the non-primary facade in alleyways, retaining walls, underpasses, and streets. Many street artists work to portray positivity and celebrate beauty through this unsanctioned street art. Street art can express community pride and promotes inclusion of all types of artists, both emerging and well-established. Types of street art may include spray paint, sculpture, wheat pasted images, stencil art and stickers.



Oops Panda, Art This Way, Fort Wayne



Chalk Walk, Fort Wayne

The background of the page is a teal color with a repeating pattern of white line-art faces. The faces are stylized and appear to be in profile or three-quarter view, looking in various directions. They are arranged in a grid-like pattern, overlapping slightly.

Chapter 5:

A PLAN FOR ACTION

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Program Goals

- GOAL 1:** ENHANCE THE VISUAL ENVIRONMENT OF PUBLIC SPACES FOR RESIDENTS AND VISITORS THROUGH A COMMITMENT TO PUBLIC ART.
- GOAL 2:** STRENGTHEN THE POSITIVE REPUTATION, BRAND, AND STATURE OF THE CITY OF FORT WAYNE AND ITS NEIGHBORHOODS.
- GOAL 3:** PROMOTE AND SUPPORT THE ECONOMIC DEVELOPMENT AND VITALITY OF THE COMMUNITY IN A GEOGRAPHICALLY EQUITABLE WAY THROUGH AN INVESTMENT IN THE PUBLIC REALM.
- GOAL 4:** PROMOTE DISTINCTIVE AND DIVERSE ARTWORK THAT COMMUNICATES THE COMMUNITY'S SENSE OF SPIRIT, IDENTITY AND PRIDE.
- GOAL 5:** IMPROVE ACCESS TO PUBLIC ART FOR ALL CITIZENS OF THE CITY AND ADVANCE THE UNDERSTANDING OF ITS CIVIC ROLE.

GOAL 6: CREATE OPPORTUNITIES FOR INCLUSION, EDUCATION, ENGAGEMENT AND CIVIC DIALOGUE AMONG DIVERSE CITIZENS OF THE CITY.

GOAL 7: COMMEMORATE THE CITY'S COLLECTIVE MEMORY AND HISTORY.

GOAL 8: CELEBRATE THE COMMUNITY'S CULTURAL AND ETHNIC DIVERSITY.

GOAL 9: USE PUBLIC ART AS AN OPPORTUNITY TO PROMOTE COLLABORATION WITH AND SUPPORT PROGRAMS FOR TOURISM, CULTURAL EXCHANGE AND GOODWILL.

GOAL 10: ADVOCATE FOR ARTISTS AND THE IMPORTANT ROLE THE ARTS PLAY IN OUR COMMUNITY.

BACKGROUND

The following strategies are derived from extensive community engagement and national best practices in public art planning. Goals and strategies are broken down into short-, medium-, and long-term tiers. Collectively, the plan for action is ambitious and will require public and private partnerships and a vision for medium- to long-term sustainable staffing.

The Fort Wayne Public Art program funding sunsets on March 20, 2022. Close monitoring of goals and strategies should occur so accurate reporting for reassessment of public art resources is possible. The following goals and implementation strategies should be carefully considered and implemented.



IMPLEMENTATION STRATEGIES

| Short-Term Strategies (1-3 years) FY 2020-2022 | | |
|--|--|------------------|
| | Strategy | Associated Goals |
| 1 | <p>Audit ongoing city projects to determine if public art projects can be integrated. This audit should include the community development division, the parks department, and public works.</p> <p>a. If projects are occurring at the neighborhood level, prioritize public art at neighborhood gateways, in street-scape projects, and in parks.</p> | 1, 2, 3, 4, 5 |
| 2 | <p>Build on Fort Wayne's strong partnerships between the city, local non-profits, and local foundations to establish and strengthen relationships and establish the city's role as a funder and steward of public art in Fort Wayne. This understanding should focus on the city's role as manager of city-led projects, project review processes, and maintenance and conservation of new public art pieces.</p> | 2, 9 |
| 3 | <p>Complete an inventory of all public art pieces in the Fort Wayne Public Art Collection. Details must include:</p> <p>a. Type of public art b. Specific location c. Materials used d. Artist e. Current and projected maintenance needs</p> | 2, 5 |
| 4 | <p>Adopt policies such as the Fort Wayne Public Art Maintenance Policy, the Fort Wayne Public Art Donation Policy, the Fort Wayne Collection Management Policy, and the Fort Wayne Mural Guidelines. (Draft policies can be found in Appendix A on p. 121)</p> | 1, 2, 3, 4, 5 |

Short-Term Strategies (1-3 years) FY 2020-2022

| | Strategy | Associated Goals |
|---|--|-------------------------|
| 5 | <p>Utilize Public Art funds to leverage and provide matching monies for grant opportunities from local, state, and national organizations. Target grants for strategic placemaking endeavors or programmatic actions such as:</p> <ul style="list-style-type: none"> a. Programming that supports cultural diversity in the arts; b. Programs for reaching under-served communities; c. Projects that integrate arts and culture into community revitalization work such as land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies; d. Projects that utilize the arts to support the creative needs of non-arts sectors; e. Projects that explore the intersection of artistic creativity and creativity in non-arts sectors; f. Educational opportunities for public artists; g. Projects that use the arts and the creative process to address complex issues such as climate change; and h. Programming that celebrates heritage or history of a specific place. | 2, 4, 5, 6, 7, 8, 9, 10 |
| 6 | <p>Create a platform for a Fort Wayne Public Artist Database. This database should have an opportunity for artists to list their names, medium of art, contact information, if they are interested in working with neighborhoods, and links to a portfolio for past works. Artists must understand the list as self-nominating, and placement on the list is not an endorsement. This list is also public and will be available to any who request the information.</p> <p>*Additional information can be found under Program 2 on page 110</p> | 10 |

Short-Term Strategies (1-3 years) FY 2020-2022

| | Strategy | Associated Goals |
|---|---|------------------|
| 7 | <p>Develop a five-year work plan for the public art program that details future city-funded projects, partnerships between the city and private sector, and maintenance and conservation plans. This five-year plan should be divided into fiscal years in order to provide a plan for the Public Art Commission’s annual work plan.</p> | 1, 6 |
| 8 | <p>Partner with Visit Fort Wayne to promote Fort Wayne as a public art destination.</p> <p>a. Collaborate with Visit Fort Wayne to develop public art map brochures both online and offline that visitors can use when visiting the city.</p> | 2, 9 |
| 9 | <p>Develop an unveiling process that is duplicated each time a public artwork is installed. This process should include:</p> <p>a. Artist Talk: Selected artists should present their artistic process and design choices in an open and free event format.</p> <p>b. Unveiling event: Host a short event at the installation of a new piece. Elected officials, the selection committee, neighbors, and community members should all be invited to the unveiling.</p> | 2, 10 |

Medium-Term Strategies (4-6 years) FY 2023-2026

| | Strategy | Associated Goals |
|---|---|------------------|
| 1 | Revise the five-year work plan annually to identify and include funding sources for new project initiatives, changes in scope to projects, and to include potential new funding for projects. | 1, 6 |
| 2 | Consider the selection of a Fort Wayne High School student to sit on the Fort Wayne Public Art Commission as a voting member. This student should be appointed for two years in their junior year and should provide guidance on engaging high school students in the program. | 5, 6 |
| 3 | Develop an interactive online map for city-owned public artworks that is housed on the city's website. | 2, 9 |
| 4 | Prepare assessment of program efficiency for presentation to City Council as the program sunsets in March of 2022. Close reporting of investment and impact should be made and reported to ensure a future commitment to public art from elected officials. | 1, 2 |

Medium-Term Strategies (4-6 years) FY 2023-2026

| | Strategy | Associated Goals |
|---|--|------------------|
| 5 | <p>Expand the database of artworks in the city collection and coordinate conservation and maintenance plans of existing artworks with the proper city departments. The maintenance plan should address specific roles and responsibilities of each department and create unique treatment of each piece as its own facility. Tasks, deadlines, necessary tools, parts, inventory, frequency of maintenance, and costs should be recorded and integrated into each department’s general maintenance plan.</p> | 1, 2, 3, 5 |
| 6 | <p>Explore additional funding mechanisms for public art that could include:</p> <ul style="list-style-type: none"> a. Capital Improvement Project (CIP) funding policy that dedicates 2% of the city’s overall above-ground CIP budget for public art; <ul style="list-style-type: none"> i. Create guidelines for CIP public art projects that define all eligible funding sources and instructions regarding the 2% set aside for public art. (See sample language from CIP Funding Ordinance in Appendix on p. 202.) b. Community Development Block Grant Funding (CDBG); c. Non-Profit funding; and d. Federal and State Funding. | 1 |

Long-Term Strategies (6+ years) FY 2027-2031

| | Strategy | Associated Goals |
|---|--|------------------|
| 1 | <p>Review and update the Public Art Master Plan. The Public Art Master Plan should be updated every five to 10 years to respond to strengths, opportunities, weaknesses and challenges as the program grows. City staff can complete a review of the plan internally under advisement from the Public Art Commission every five years, and at minimum should complete an update every 10 years with an external partner.</p> | 1, 2, 3, 5, 7, 9 |
| 2 | <p>Complete A Fort Wayne Cultural Plan. There is strong community support for broader forms of art offerings and expression other than public art. Many opinions expressed in the Public Art Master Plan engagement efforts pointed to a desire to assess all cultural facilities and programs and how they could be enhanced to provide a broad vision and access for all to arts and culture in the City of Fort Wayne.</p> | 8 |
| 3 | <p>Explore additional funding mechanisms for larger public art installations. Examples include the incorporation of public art strategy into new bond measures or additional hotel/motel tax.</p> | 1 |

KEY PARTNERS FOR COLLABORATION

The stated strategies for the Public Art Master Plan are ambitious and could be completed with partners from the community.

ARTS UNITED

Founded in 1955, Arts United of Greater Fort Wayne exists to bring collective focus and support to the creative sector of Northeast Indiana. Arts United believes elevating Northeast Indiana's quality of life is one of the greatest imperatives for our community. The arts equip Northeast Indiana to cultivate, attract and retain the talented workforce needed to elevate the prosperity of every citizen.

DOWNTOWN IMPROVEMENT DISTRICT

The Downtown Improvement District's mission is to enhance the image of downtown Fort Wayne for the social and economic benefits of the community by providing special events to promote the downtown Fort Wayne area; providing enhanced beautification, cleaning and security to complement the downtown's wide range of services; and working cooperatively with local government to augment municipal services.

FORT WAYNE TRAILS

Fort Wayne Trails, Inc. is a 501(c)(3) non-profit organization that acts as a community partner and advocate with municipal partners in the development of a connected, multipurpose system of trails in Allen County, Indiana.

CITILINK

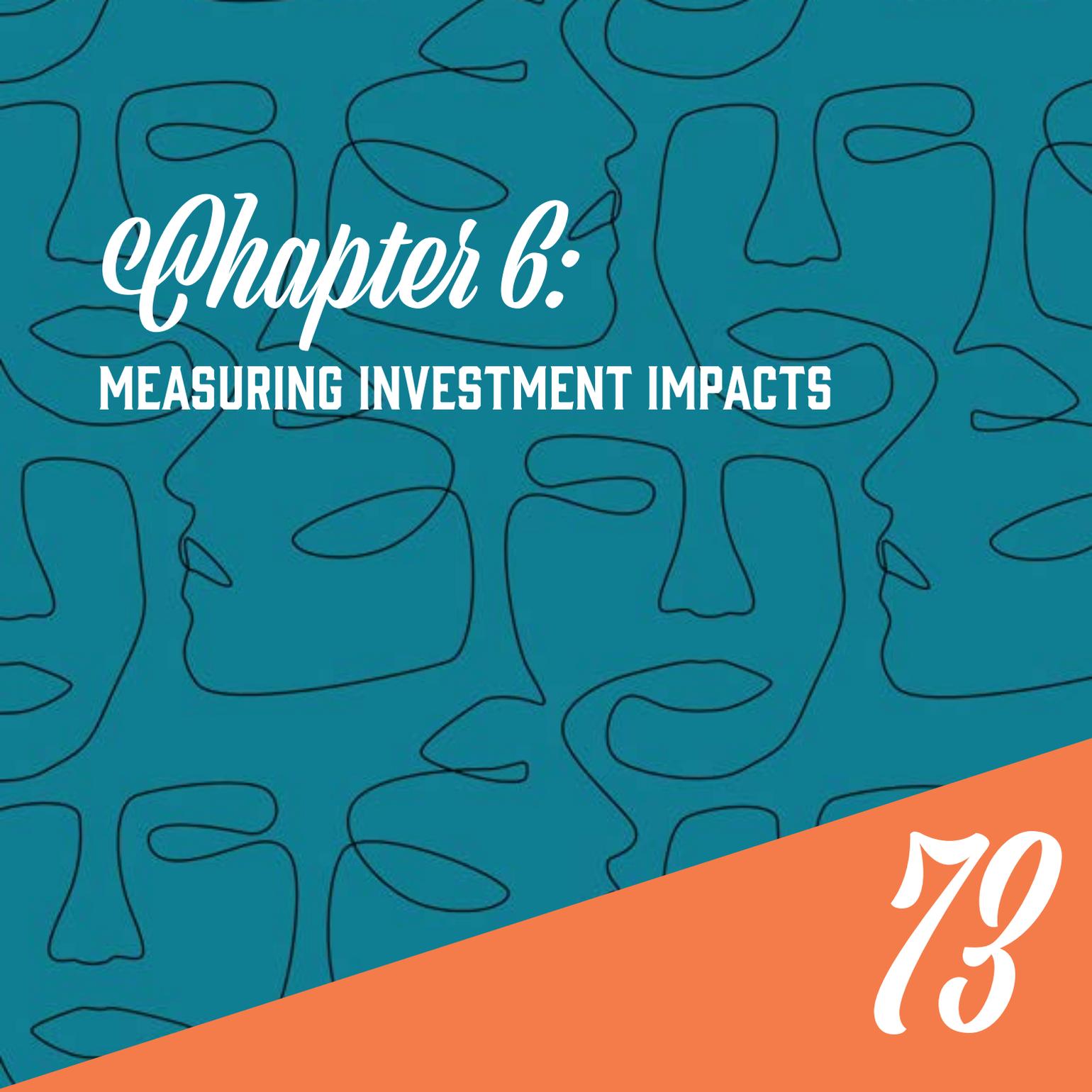
CitiLink is Fort Wayne's public transportation provider. Bus stations, transit stops, and even the busses themselves provide opportunities for site-specific, functional and popup temporary art installations.

OTHER CITY BOARDS AND COMMISSIONS

The City of Fort Wayne has many volunteer commissions that serve as advisors to staff and the City Council on specific subjects. This commission structure cements the relationship between the public and the city and creates a strong community presence within city government. Strategic partnerships with other commissions could benefit the public art program. Other commissions to collaborate with could include the Historic Preservation Commission, Fort Wayne Board of Park Commissioners, and the Redevelopment Commission.



Artist Tim Parsley paints a mural at The Landing, Fort Wayne

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Chapter 6:

MEASURING INVESTMENT IMPACTS

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WHEEL OF QUALITY OF LIFE IN FORT WAYNE

The benefit of investments in public art are multidimensional and cannot and should not be measured in dollars alone. Fort Wayne has an opportunity to be a leader at the forefront of using data to measure public art investments by focusing on quality of life and attachment to place. There are many opportunities for the city to use existing data sets, community outreach and newly-created datasets to measure the impact of investments. All the proposed measures can help to demonstrate direct and indirect impacts of public art investments on the health of the city, the lives of residents, and on the economy.

The proposed measures of investment impacts should be looked at as an overall toolkit. The proposed measures, or signals, are key indicators of the success of the public art investments. Not every potential signal is applicable or useful for every public art investment. Upon the development of each public art project, staff, assisted by the Commission, should propose and select measures for public art investment impacts.

Using data and measuring impacts, we seek to:

- 1. UNDERSTAND IN A QUANTIFIABLE OR QUALITATIVE WAY HOW PUBLIC ART INVESTMENTS IMPACT THE CITY, RESIDENTS, AND THE ECONOMY.**
- 2. SHOW HOW THE CITY'S INVESTMENTS IN PUBLIC ART IMPACT THE OVERALL QUALITY OF LIFE, ATTACHMENT TO PLACE, AND THE ECONOMY.**
- 3. INCREASE SUPPORT FOR FUTURE PUBLIC ART INVESTMENTS IN AND BY THE CITY OF FORT WAYNE.**



INDICATOR SIGNALS

The following section is broken down into eight signals, each of which has the potential to be a key indicator of the success of the public art investments made by the City of Fort Wayne. Each signal is tied to one or more of the goals of the Public Art Program (listed on pages 62 - 63) and is applicable to that specific signal to demonstrate why the signal is a useful measure for the impact of the public art investment. In addition, each signal has several proposed data measures. However, as more opportunities for collecting data arise or become available, additional measurement tools may be used.

Signals:

1. HEALTH AND QUALITY OF LIFE
2. INDIVIDUAL AND COMMUNITY HAPPINESS
3. EQUITY & INCLUSION INCREASE SUPPORT FOR FUTURE PUBLIC ART INVESTMENTS IN AND BY THE CITY OF FORT WAYNE.
4. JOBS AND THE CREATIVE ECONOMY
5. SENSE OF PLACE AND NEIGHBORHOOD PRIDE
6. COMMUNITY IDENTITY AND TOURISM
7. ATTRACTION AND RETENTION OF TALENT
8. INCREASED POPULATION AND RETENTION OF TALENT



Downtown Alley, Fort Wayne

SIGNAL: HEALTH AND QUALITY OF LIFE

Creating a lively art-filled community has the potential to encourage and incentive active residents, improving health and wellbeing. Beyond physical health, overall community health and quality of life can improve as well. Understanding the impact of public art investments on health and the quality of life could allow for targeted investments to help with overall community efforts.

APPLICABLE GOALS

1, 3, 4, 5, 8



Chalk Walk, Fort Wayne

METRICS OF INVESTMENT IMPACT

Quantitative

- Cycling and pedestrian counts
- Neighborhood-specific crime rates
 - “Reducing Interpersonal Violence. Young people at the 1971 Hoe Avenue peace meeting in the Bronx decided that instead of continuing to fight each other as gang members, they would create art—dance, graffiti, and fashion—that served as the foundation for what would later become known as hip-hop. In recent years, the Center for Court Innovation used public theatre in Crown Heights, Brooklyn to act out scenes that mimicked interpersonal violence in order to start a conversation around the ways that community members could stop violence within their own community.” Exploring the Ways Arts and Culture Interact with Public Safety, ArtPlace America, 2015
- Voter participation rates

Qualitative

- Neighborhood safety surveys
- Individual health surveys
 - Partnership with the local health department can create a health map to show what health conditions exist in a selected neighborhood before public art installation. Strategic consideration surrounding desired outcomes as it relates to specific diseases found in that neighborhood should be researched and determined before an investment in public art is made so the desired outcome is strongly considered in both the placement and the artist’s intention of the work. The health survey will need to be completed at regular intervals after the investment is made, as positive change will only be visible in the data over time.
- Female and family site visitorship
 - Women typically feel less safe than men in public spaces due to perceived safety threats, and therefore more female visitorship demonstrates higher levels of perceived safety and comfort. Knight Foundation, Reinventing the Civic Commons, 2019

SIGNAL: INDIVIDUAL AND COMMUNITY HAPPINESS

Art sparks creativity, ingenuity, reflection, and ultimately joy. Few public projects provide such a clear opportunity to impact happiness on both the community as a whole and on the individual level. Better yet, few communities have extensively measured happiness providing a clear opportunity to the City of Fort Wayne to be a leader in utilizing this metric as an indicator for a return on investment.

APPLICABLE GOALS:

1, 2, 4, 5, 6, 8, 9

METRICS OF INVESTMENT IMPACT

Quantitative

- Code violations
- Crime rates

Qualitative

- Social media mining
 - Social media is a unique tool that is often not fully realized when monitoring the value of an investment in public artwork by municipalities. Social media platforms provide opportunities for users to check in to locations, take and post selfies with artwork, mention the artist and title in both their post and hashtags, utilize filters only available when in close proximity to the piece of public art, live stream videos, and contribute to the general branding of a place through a photograph with a hashtag celebrating the city or neighborhood where the piece is located. Each social platform maintains data on each of the above listed items, archiving them for later use. In addition to the above ways to measure the level of social interaction, these posts also contain demographic data about the poster, time of day the posts are made, how many people are viewing the posts and if it is on a mobile device or desktop. All of this data is useful in measuring the value of the investment in public art
- Individual surveys

SIGNAL: EQUITY & INCLUSION

Fort Wayne is a vibrant, diverse community that is always looking to ensure that its population is engaged and included. Public art provides one more opportunity to place inclusivity as one of the foundational elements of Fort Wayne.

APPLICABLE GOALS:

3, 5, 6, 8, 9, 10

METRICS OF INVESTMENT IMPACT

Quantitative

- Investment dollars targeted toward low income neighborhoods
- Percent of artwork commissioned to minority artists

Qualitative

- Time spent with neighbors
- Subject matter of artwork

SIGNAL: JOBS AND THE CREATIVE ECONOMY

The creative economy in Greater Fort Wayne is an important economic driver. Small businesses lead the way in this sector. The region comprises 12% of the state's creative economy and includes over 18,000 jobs. Recent employment gains in the sector have been driven by self-employment and independent artists.*

APPLICABLE GOALS:

3, 9, 10

METRICS OF INVESTMENT IMPACT

Quantitative

- Baseline of creative jobs
- Growth of creative sector over time
- Indiana Arts Commission Creative Economy Report

Qualitative

- Artist perception survey



Middle Waves Music Festival, Fort Wayne

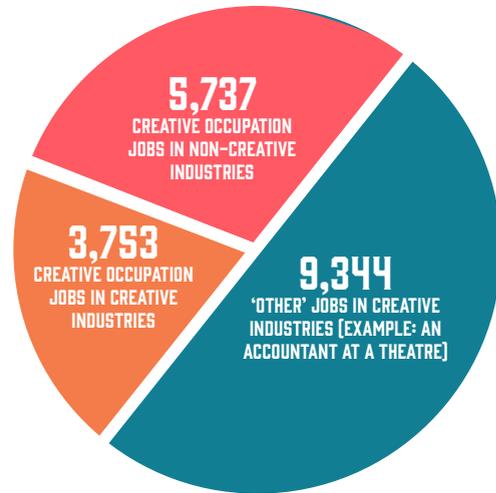
CASE STUDY: THE GREATER FORT WAYNE CREATIVE ECONOMY

REGION:

LAGRANGE, STEUBEN, NOBLE, DEKALB, WHITLEY, ALLEN,
MIAMI, WABASH, HUNTINGTON, WELLS, AND ADAMS COUNTIES



Total Region Population: 726,256
% of State Population: 11%
% of Statewide Creative Economy
Jobs: 12%



REGION THREE'S CREATIVE INDUSTRY

- Even though Region 3 experienced a decline in Creative Industry employment from 2010 to 2015, the decline was not as high as the rest of the state. The decline in Creative Industry jobs was driven by a decline in payroll positions in the Creative Industries. The decline was offset by an Increase in self-employed jobs in the Creative Industries.
- Wired telecommunications carriers had the highest employment in 2015, supported by payroll jobs. Commercial printing saw high employment numbers as well due to payroll employment. Independent artists experienced high employment numbers due to self-employment growth.
- Though commercial printing had high employment numbers, the industry experienced a double-digit decline in employment compared to book printing, which experienced a double-digit increase in employment in the payroll sector.
- The largest growth in Creative Industry employment was among artists in both the payroll and self-employment sectors. Industrial design services, those involved in planning and designing residential structures, experienced the most growth overall.
- The largest declines were among publishers in the payroll and self-employment sectors.
- The highest Creative Industry wages in Region 3 were among wired telecommunications carriers. Driven by self-employment wages in the industry.
- Even though photography was among the top three Creative Industry jobs, these employees earned the least across sectors. Employees at fine arts schools were also among the least paid.

*All data and graphics from 2016 Creative Economy Report by the Indiana Arts Commission

SIGNAL: SENSE OF PLACE AND NEIGHBORHOOD PRIDE

Fort Wayne has made strong commitments to enhancing vibrancy at a Downtown and neighborhood-wide level. Likewise, many investments have been made to create public spaces that are attractive and exciting meeting places in the city. Public art can enhance such places around the city and in each neighborhood.

APPLICABLE GOALS:

1, 2, 4, 7, 8, 9

SIGNAL: COMMUNITY IDENTITY AND TOURISM

Cultural Tourism is a large and growing sector of the economy. Visitors and conventioners are drawn to communities that have distinct and interesting environments in which to experience arts and culture. By creating these types of environments, Fort Wayne has the ability to create experiences that draw people and generate revenue.

METRICS OF INVESTMENT IMPACT

Quantitative

- Increased visitorship to events

Qualitative

- Neighborhood name mentions
- Geotagged photos
 - Geotagged photos are user-generated content attached to a specific place within any social media channel.

APPLICABLE GOALS:

1, 2, 3, 4, 7, 8, 9

METRICS OF INVESTMENT IMPACT

Quantitative

- Hotel Bed Tax Revenue

Qualitative

- Social Media mentions
- Neighborhood identification surveys

SIGNAL:

ATTRACTION AND RETENTION OF TALENT

Much of today's mobile workforce makes location decisions not on job opportunities but on quality of life. By creating areas with a sense of place, Fort Wayne has the opportunity to be a destination of choice for those looking for locations with a high quality of life.

APPLICABLE GOALS:

1, 2, 4, 5, 6, 7, 8, 9

METRICS OF INVESTMENT IMPACT

Quantitative

- Population Increase

Qualitative

- Social Media mentions

SIGNAL:

INCREASED POPULATION AND RETENTION OF TALENT

An overarching goal of increased investment in public art is an increase in overall tax revenue for the city achieved through a population increase and a retention of talent. By measuring various tax revenues and baseline numbers of the population and retention of talent, the impact of investments in public art could be measured.

APPLICABLE GOALS:

3

METRICS OF INVESTMENT IMPACT

Quantitative

- Increased Property Value / Property Tax Revenue
- Increased Sales Tax Revenue from Retail and Services
- Increased Income Tax Revenue
- Increased Building Permits



Helmholtz, Freimann Square, Fort Wayne

Chapter 7:

**CREATING ART FOR ALL: CONCEPTUAL
PROJECTS AND PROGRAMS**

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CREATIVE PLACEMAKING

Creative placemaking within this master plan is a process that places arts at the center of shaping the character and vitality of neighborhoods, cities, towns, and regions. It is an innovative approach to advancing objectives of livability and equity. Creative placemaking occurs when people from throughout the community come together to deliberately integrate art and culture into community revitalization work, placing arts at the table with land use, transportation, economic development, education, housing, infrastructure, and public safety strategies.

The following conceptual projects and programs are born from community feedback on BIG ideas for public art. **THESE PROJECTS AND PROGRAMS ARE PROPOSED AS INSPIRATION, CONCEPTUAL IN NATURE, AND ARE NOT BOUND FOR INSTALLATION UPON ADOPTION OF THE MASTER PLAN.** While conceptual projects are tied to specific locations, conceptual programs are not. Each of these ideas are meant to create place where there is no known identity or attachment, or to keep place and support the community identity that exists within the spaces where a strong identity already exists.

The Public Art Master Plan has identified nine potential projects that could be installed throughout the city. The specifics of each project are explored on the following pages. The projects are tied to specific locations and may be recurring or phased in their commission. Concept implementation should not be restricted to the following projects or locations and should be regularly altered and updated as time progresses, priorities change and new possibilities arise. The following projects are not ranked by priority and should be strategically selected as opportunities and funding present themselves.

Photos Opposite

Top right: Public Art Activity

Top left: Embassy Theater Rooftop

Bottom: Buskerfest



PROJECT 1:

OPEN WALLS: FORT WAYNE

PROJECT CONCEPT

Open Walls is an international concept designed to give street artists a legal opportunity to create murals in the public realm. These networks of walls are open to the public to paint and are often a draw to the cities in which they appear. Open Walls: Fort Wayne could identify walls throughout the city that are owned by the city that could be opened for street art. Engaging with this underground artist community will create opportunity for emerging and accomplished street artists to work alongside one another and to celebrate each other's work. An annual festival could also be curated to celebrate the creative opportunity Open Walls: Fort Wayne creates. In many cities with open walls, international artists are drawn to visit and create a piece for the city.

WHY THIS IS IMPORTANT

Street artists are often overlooked as part of the public artist community and do not have the opportunity to showcase their talents legally. Providing this opportunity to street artists creates an inclusive artist community that provides opportunities for all, rather than a few.

SPECIAL CONSIDERATIONS

Special Considerations include location and activity, which will be present with this conceptual project. It is anticipated that activity on the wall will take place throughout the day, including late evenings. Therefore, selecting a location that is least disruptive to residential areas is critical.

INSPIRATION

- Open Walls Sacramento
- Open Walls Baltimore
- St. Louis Graffiti Wall (Paint Louis Annual Festival)



PROJECT 2:

ARTS AND CULTURE CORRIDOR FORT WAYNE

PROJECT CONCEPT

The Arts and Culture Corridor provides an opportunity for meaningful representation of community values. Residents and users are able to cherish both the history and programming. Destination sites within the corridor should generate excitement, interest, draw visitors to the neighborhood and keep local residents engaged with trail ownership, upkeep, and maintenance.

An Arts and Culture Corridor could be developed along Rudisill Boulevard from Foster Park and the RiverGreenway to McMillen Park. Rudisill Boulevard provides ample business activity, community interests, and new market opportunities. Many clusters of vacant property surround the corridor and could become community gardens, sculpture parks, or pocket parks, all providing opportunities for engagement. Bookended by two significant parks, the corridor provides an opportunity like no other in the city. The development of this corridor would connect residents to community assets and should have different character traits in locations adjacent to single-family homes than in commercial areas such as Calhoun, Clinton, and Lafayette. The corridor near higher density areas should feature more programming with a focus on attracting visitors for

recreational uses.

WHY THIS IS IMPORTANT

Providing opportunities for all types of public art consumers is a priority of the Fort Wayne Public Art Program. The Arts and Culture Corridor concept will provide users with an opportunity to experience public art while walking through their neighborhood or by biking between Foster and McMillen Parks.

SPECIAL CONSIDERATIONS

Special considerations include Right of Way ownership, neighborhood character, long term use of the available properties for usage, cultural and historic significance of certain corridors, and maintenance and care of the corridor and all of its elements. Particular attention should be given to the Rudisill Boulevard Cultural Landscape Report and the Fort Wayne Park and Boulevard System Historic District as this was designed by George Kessler. In addition, consistent intersection treatments should be considered in the design phase for a fluid experience at each crossing along the corridor.

INSPIRATION

- Indianapolis Cultural Trail
- Johnny Cash Trail, Folsom, California



PROJECT 3: FACES OF THE FORT

PROJECT CONCEPT

Faces of the Fort is a project that shares faces of the community through large-scale murals. This project seeks to elevate civil rights and social justice stories as well as new Americans who have moved to Fort Wayne. The purpose of elevating these community members is to showcase their stories and ideas for a more equitable future for all residents. Once artists are selected for the commissions, community conversations could be held to develop the stories the murals will tell. These murals should be installed throughout the city, and residents of the neighborhoods in which they will appear could have an opportunity to comment on the design concepts.

The murals should vary in size; some can be small, but many should be substantial in order to be seen from a distance. Once the murals are installed, marketing collateral could be developed to encourage tours of the murals both by bike, car, and on foot. In marketing collateral, the stories of those depicted in the murals should be presented, as should each artist's artistic process.

WHY THIS IS IMPORTANT

This conceptual project is important in aiding the community in celebrating their uniqueness through unifying murals and exposing and honoring stories of different backgrounds of fellow residents.

SPECIAL CONSIDERATIONS

In order to complete a mural project of this scale, coordination and collaboration with private property owners will need to be at the forefront. Identifying 20 or so locations that vary in scale and geographic location are of the utmost importance. Consideration should be made to ensure selected artists have both participated in community dialogue similar to the requested scope as well as had a commission to complete large-scale works such as these. Consideration could be made for a cultural exchange, so people depicted in the murals appear in neighborhoods they don't live in. This will provide opportunities for stories from different cultures to transcend neighborhood boundaries.

INSPIRATION

- Off the Wall, Atlanta, Georgia



PROJECT 4: TOPOGRAPHIC LIGHT

PROJECT CONCEPT

In Fort Wayne the incredible stock of architecture throughout downtown acts as its mountains and create interesting vistas for residents and visitors alike. Buildings like the Allen County Courthouse, the Lincoln Bank Tower, and Louis Kahn's Arts United Center are all iconic and should be celebrated in a spectacular way. Lights provide interesting opportunities to showcase buildings at night. Topographic Light could illuminate all architectural treasures throughout the city using different colors and programming elements, providing interesting opportunities for activity downtown during evening hours. Other elements that could be lit include bridges, underpasses, and smaller architectural elements on less than significant buildings.

WHY THIS IS IMPORTANT

Artist-designed light installation offers a unique opportunity to showcase often overlooked public art types, such as architecture. This type of installation calls specific attention to the architectural elements that create the built

environment. In addition, light also provides energy and interest at night, generating activity in an underutilized portion of the day. Lights can be programmed for special events or times of year. The community has already shown strong support for this through the installation of the Martin Luther King Jr. Bridge and Skyline Tower.

SPECIAL CONSIDERATIONS

Topographic Light Installations will be a major collaboration with private property owners and the City. Special care should be made to include as many buildings as possible and the planning should begin at least a year in advance. Advanced planning will provide ample time for planning the programming of the light installation, but will also allow for additional potential collaboration with major donors for the project.

INSPIRATION

- Martin Luther King Bridge, Fort Wayne, Indiana
- Rainbow Viaducts, Birmingham, Alabama



PROJECT 5: NEIGHBORHOOD GATEWAYS AND GATHERING SPACES

PROJECT CONCEPT

Fort Wayne is a city of neighborhoods, all with unique identities waiting to be shared. At the gateways and gathering spaces of Fort Wayne's neighborhoods should be opportunities to share who lives there and what that neighborhood vibe is like. When someone enters the neighborhood, they should know they are entering into a place with a distinct identity and unique stories. These gateways and pieces in gathering spaces could be murals, small kinetic sculptures, or signs created by artists.

WHY THIS IS IMPORTANT

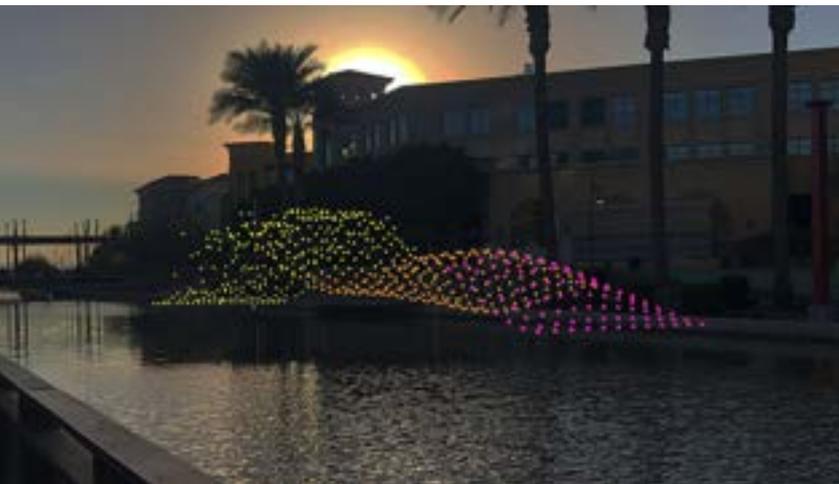
Neighborhood identity in Fort Wayne is strong. Providing opportunities for neighbors to work together to determine what type of art piece reflects them and welcomes people to their homes is a great opportunity to solidify pride and unity. These gateways, once installed, will act as beacons for residents and will be an icon representing home.

SPECIAL CONSIDERATIONS

In an effort to provide every neighborhood with an equal opportunity, funds could be contributed on a rolling basis with a set amount annually. A grant could be available with a neighborhood match requirement. This requirement would provide incentives for the neighborhood to get involved with fundraising, planning for the art, and selecting an artist for the work.

INSPIRATION

- Neighborhood Gateway Program, Tacoma, Washington
- Winston-Salem Neighborhood Public Art Program, Winston-Salem, North Carolina



PROJECT 6: RIVERFRONT PUBLIC ART TRAIL

PROJECT CONCEPT

Riverfront Fort Wayne provides a unique opportunity to create public art experiences along the newly-designed riverfront. These public art installations could highlight the people of northeast Indiana and those who have gathered here for centuries, should accentuate the natural wonder, and encourage people to spend time together while being active along the riverfront. Public art commissions could include large-scale sculptures, murals along the river, or interactive pieces for active play.

WHY THIS IS IMPORTANT

Riverfront Fort Wayne is a once-in-a-generation project that will drive reinvestment downtown and will provide recreational opportunities for generations to come. Public art is a major component for creating interesting spaces, and the riverfront provides ample opportunity to create a series of interesting spaces along the river.

SPECIAL CONSIDERATIONS

All public art installations along the river should be universally designed, accessible to all, and provide an opportunity to learn about the ecosystem within the river system of Fort Wayne. Local funding partners should be considered to augment the city's investment.

INSPIRATION

- Connect | Disconnect, Louisville, Kentucky
- Riverfront Public Art, Nashville, Tennessee



PROJECT 7: DISCOVERY WALK

PROJECT CONCEPT

Discovery Walk is a unique project that will create an opportunity for families to enjoy exploring downtown while searching for small- and medium-sized icons. Each icon will share something special about Fort Wayne and will act as a storytelling opportunity. These icons could be animals found throughout the Fort Wayne region, including water animals, and could be seen performing different actions in each location. For instance, a duck could be swinging a bat under a light to represent the first lighted baseball game in history taking place in Fort Wayne.

Each icon (for example, animals) should have a multisensory experience and with a simple scan of a QR code, a story could be shared from the icon's perspective on why the action being depicted is important in Fort Wayne.

WHY THIS IS IMPORTANT

Discovery Walk is an important investment in creating family-friendly, multi-sensory experiences for the people and visitors of Fort Wayne. This investment would invite families to spend time walking around downtown and enjoying all of the amenities downtown offers, including the new riverfront.

SPECIAL CONSIDERATIONS

An app or mobile responsive website could be created to host the stories corresponding to each icon. Special consideration should be given to the voices depicted on the audio recordings and should reflect the community. Multiple opportunities for partnerships for this project exist, including the library system, Fort Wayne Schools, and local philanthropists.

INSPIRATION

- Mice on Main, Greenville, South Carolina
- Storybook Capital of the World, Abilene, Texas



PROJECT 8:

GRAND WAYNE MONUMENTAL SCULPTURE

PROJECT CONCEPT

According to the Grand Wayne Center Study completed in 2018, “A monumental art piece that is successful as an attraction transcends traditional public art and creates a branding focal point for a destination.” Cities throughout the world have used large-scale public art installations to attract visitors and increase tourism in their cities. Fort Wayne could do the same through the investment in a large-scale piece at the Grand Wayne Center.

WHY THIS IS IMPORTANT

Monumental sculptures are important focal points for visitors and residents and can create significant social media opportunities for destination marketing. These social media moments generate interest throughout networks and create a synonymous brand with the public art installation.

SPECIAL CONSIDERATIONS

Considerations should be made to select a location in which other events could be held, such as community gatherings around the piece or nearby area.

INSPIRATION

- Lawrence Argent, I See What You Mean
- Claes Oldenburg, Coosje van Bruggen, Spoonbridge and Cherry



PROJECT 9: FORT WAYNE GATEWAYS

PROJECT CONCEPT

The Front Door Fort Wayne, a plan adopted by the city, outlines opportunities for monumental gateways throughout the city. The plan identifies and prioritizes important gateways to the city and downtown area and seeks to promote a positive image to both residents and visitors. The plan outlines specific locations and opportunities for types of gateways, including along corridors, on Interstate 69 and 469, at interchanges, throughout downtown, and gateways from the airport.

WHY THIS IS IMPORTANT

Enhancing and maintaining our city's gateways and commercial corridors is important for promoting Fort Wayne as a strong and viable economic engine for the region and is integral to economic development.

SPECIAL CONSIDERATIONS

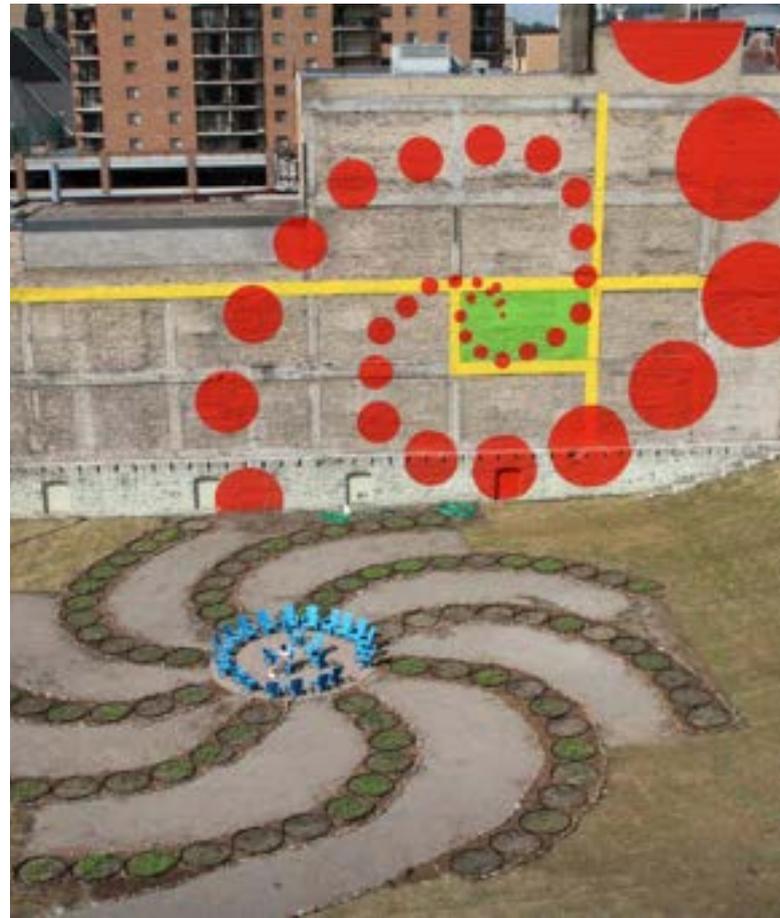
Special considerations include working with different ownership entities to place artworks in the right of way as well as working with the state transportation office to meet their safety requirements.

INSPIRATION

- Peoria, AZ, Jeff Zischke, Blooming Spire
- Arlington, VA, Donald Lipski, The Pike

CONCEPTUAL PROGRAMS

The Public Art Master Plan has identified seven potential programs that could be implemented throughout the city. The specifics of each program are explored on the following pages. The programs are not tied to specific locations and may take place in multiple locations at the same time. Concept implementation should not be restricted to the following programs and should be regularly altered and updated as time progresses, priorities change and new possibilities arise. The following programs are not ranked by priority and should be strategically selected as opportunities present themselves.



PROGRAM 1: ARTIST IN RESIDENCE PROGRAM

PROGRAM CONCEPT

An artist in residence program seeks the collaboration of an artist with the city staff for the duration of one year. The selected artist will be focused on incorporating an artistic vision and creative process in the early stages of city projects. This position could be a one-year, part-time position. The artist will work 20 hours per week with the City of Fort Wayne and supporting arts organizations with various city departments, non-profits, and neighborhoods. It is recommended that the selected artist be paid a part-time salary from to-be-determined resources, and be given a placemaking budget as well as a budget to engage the community. The structure of the residency program could be structured as follows:

- 1. Discovery:** The selected artist will discover the city through listening and learning to city staff, Fort Wayne residents, and community leaders. The selected artist will become familiar with upcoming city projects and community needs in this phase as identified by departments. The selected artist will identify which projects they are interested in working on within city government. The selected artist may select one or two projects to work on throughout their residency and will work closely with the department from which they select the project.

- 2. Community Listening and Test Projects:** The selected artist will get to know the people of Fort Wayne and the neighborhood(s) on which their project(s) focus. Small scale creative projects will be explored with members of the public.
- 3. Project Planning:** The selected artist will develop a proposal for a large-scale project with community buy-in.
- 4. Project Implementation:** The selected artist will implement their project(s).

WHY THIS IS IMPORTANT

Incorporating artists in the system of governance will allow city staff to think differently about their work and the neighborhoods in which they work, transforming the way the city shapes itself and responds to the needs of its residents.

SPECIAL CONSIDERATIONS

Special considerations include securing a healthy budget for both the artist and the project implementation budget and selecting a project or neighborhood in which the artist can work.

INSPIRATION

- St. Paul, Minnesota City Artist Program
- Austin, Texas Artist in Residence
- Boston AIR, Boston, Massachusetts

PROGRAM 2: LOCAL PUBLIC ARTIST DATABASE

PROGRAM CONCEPT

A list of qualified artists and their mediums could be kept in a database available to the public. This database should be offered to all developers as they meet with the city to discuss their private development projects. This list could be self-reporting and not endorsed by the city.

WHY THIS IS IMPORTANT

Local artists should receive information on calls for public art as well as be catalogued in a database for local public art consumers pursuing public artists for projects. This database will serve both purposes, allowing the city to easily communicate with the database about upcoming calls and to share artist information with interested parties. The Local Public Artist Database is not an endorsement of the city and should not be viewed as such.

SPECIAL CONSIDERATIONS

In order to ensure impartiality a statement should be added to the database that states that being named in the database is not an endorsement from the city, but merely an opportunity for local artists to be connected with local art consumers.

INSPIRATION

- CodaWorx
- The Greater Columbus Arts Council's Artist Directory

PROGRAM 3: PUBLIC ART | THE NUTS AND BOLTS

PROGRAM CONCEPT

Public Art | The Nuts and Bolts is a biannual program hosted throughout the city that could provide educational opportunities for local artists to learn about Fort Wayne Public Art Program opportunities and the broader field of public art. Topics could include the application process, how to position past artworks to new clients, how to create a maintenance plan, how to build a budget for a proposal, and strategies for the presentation of proposals.

WHY THIS IS IMPORTANT

Fort Wayne is home to a large community of talented artists who should be applying for public art projects with the city and elsewhere. This program will provide emerging artists an opportunity to learn about the program, the process for selection, and how to build winning proposals. This investment will encourage the local artist community to participate in the public art program.

SPECIAL CONSIDERATIONS

Special considerations include inviting public artists or arts administrators to facilitate the workshop for the City.



Alley Oop, Vancouver, Canada

PROGRAM 4: CREATIVE PASSAGEWAYS

PROGRAM CONCEPT

Every urban city is filled with overlooked spaces that go unnoticed and are underused. These spaces provide a unique opportunity to create interesting spaces in otherwise mundane places. Creative Passageways could focus on creating place in these overlooked areas through strategic investment. Public art interventions in these spaces could include murals, interactive installations, light installations on trusses, or sculptural elements. These overlooked spaces include underpasses, bridges, alleyways, and the rears of buildings.

WHY THIS IS IMPORTANT

The public realm is full of spaces that are unused and uninspiring. Traditionally, this has been out of necessity as the backends of buildings and undersides of highways are an afterthought of the larger functionality of the architectural element. Activating these spaces will improve the public realm's function and create place where the original creators saw no potential.

SPECIAL CONSIDERATIONS

Special considerations include understanding ownership of the overlooked space.

INSPIRATION

- Art This Way, Fort Wayne, Indiana
- Alleyway Treatments, Chattanooga, Tennessee

PROGRAM 5: TRAFFIC SIGNAL CABINET ART PROGRAM

PROGRAM CONCEPT

A continuation of a recently begun program, the purpose of the traffic signal cabinet art program is to enhance the Fort Wayne Public Art Program by placing artistic designs on traffic signal control cabinets (TSCs) owned and operated by the City of Fort Wayne. This program is intended to encourage local artists and artwork and to provide neighborhoods the ability to identify or brand their public spaces with beautification efforts. This program is also intended to help promote tourism in neighborhoods and establish conversation within the community through public art.

The process is neighborhood-driven, with the City of Fort Wayne Division of Public Works assisting neighborhoods or other citizen groups in formulating their program or artwork. The City of Fort Wayne's Division of Public Works (DPW) reserves, permits, and tracks the boxes used. The City of Fort Wayne also provides advice and support for designing and working with artists or associations, making sure cabinets are relevant to the surrounding area and of a high aesthetic and technical quality.

WHY THIS IS IMPORTANT

Traffic signal boxes are found throughout the city and provide an interesting and low-cost opportunity to place public art in neighborhoods. The application process is simple, providing access to any and all types of applicants and artists.

SPECIAL CONSIDERATIONS

Design Considerations

- Design shall allow full access to the cabinet. Vents, handles, locks, and hinges all must be free from obstructions.
- Consider that there are four sides to the TSC, and that the large side generally faces traffic.
- Each side may be its own creative concept, or it can all be a part of one larger design.
- Consider location: Are the locations heavy with vehicular or pedestrian traffic that will notice the artwork?
- Are there nearby businesses or historic places that could be incorporated into the design?
- Since these will be in public view, review will consider appropriateness with cultural backgrounds, religion, and politics. Nothing offensive.
- Non-distracting, original and should avoid overly dark colors for heat sensitivity.
- If applicable, designs should consult the public art master plan recommendations.
- Non-confusing with background and traffic control shapes, symbols or colors.

INSPIRATION

- San Luis Obispo, CA
- Griffin, GA Utility Box Program



Utility Box Program, Emeryville



TO DO, Brooklyn, NY

PROGRAM 6: VERSES FROM THE FORT

PROGRAM CONCEPT

The City of Fort Wayne could run a poetry contest for written word and song lyrics up to 200 words. Writers of every level are welcome to submit to the contest. Three jurors will be asked to review the submissions and will select three pieces per year. Written word and lyrics can be submitted in the native language of the author. Once the three selections are made, concrete stamps will be ordered and applied throughout the city when sidewalks are being re-poured where appropriate. Each year, the poems can be re-stamped up to 30 times each. Over time, these pieces will appear throughout the city in the most unexpected place, like the sidewalk!

WHY THIS IS IMPORTANT

Verses from the Fort will create an opportunity for non-public artists to participate in the public art program through a different medium than visual art- written word and song. Over time, the stamping of up to 90 pieces per year on Fort Wayne sidewalks will provide residents with surprise and whimsy in their day-to-day life. This program also integrates public works and the city's sidewalk program into opportunity for public art.

SPECIAL CONSIDERATIONS

Special consideration should be given to locations 'Verses from the Fort' are placed. Locations should be throughout the city in different neighborhoods and downtown so that there is ample opportunity for residents and visitors to stumble upon the sidewalk art in any corner of the city.

INSPIRATION

- Sidewalk Poetry, Cambridge, Massachusetts
- Sidewalk Poetry, Madison, Wisconsin

PROGRAM 7: CREATIVE CROSSWALKS FORT WAYNE

PROGRAM CONCEPT

Creative crosswalks use color, texture and pattern to enliven city streets as engaging and safe places for people. Creative crosswalks can be designed to reflect the special character of the neighborhood in which they are placed, mark a gateway, or to generate local pride and enhance the identity of a place. Using creative crosswalks instead of standard striped crosswalks can raise awareness of pedestrian safety.

This program is meant to be neighborhood-driven and put forth by the people of the neighborhoods. Neighborhoods can apply to receive a creative crosswalk through submitting a design that meets Fort Wayne Creative Crosswalk Standards. Once the city reviews the concept proposal, a price quote will be executed to the neighborhood. Neighborhoods are encouraged to raise funds to pay for the crosswalk, or apply for grants as available.

SPECIAL CONSIDERATIONS

Sample Design Considerations:

- The City Traffic Engineer must review and approve all proposed designs and locations .
- Creative Crosswalks cannot obscure or interfere with regulatory crosswalk markings needed for safety.

Creative Crosswalk design proposals should:

- Be colorful with simple patterns.
- Consider the design will be seen from all directions.
- Not include shapes such as octagons, triangles, or any text, logos, or colors that can be confused with standard traffic control devices or legends.
- Not create three-dimensional effects or other optical illusions.
- Not include commercial advertising or logos.
- Anticipate the need to create stencils for placement of the design.
- Only be installed where pavement is in good condition, allowing the materials to bond well.

INSPIRATION:

- Houston, TX
- Seattle, WA
- Atlanta, GA
- Kansas City, KS

CHAPTER 7 PHOTO CREDITS

All photos clockwise from the top left.

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1. Maren Conrad, *Wide Open Walls*, Sacramento, CA
2. Love Mural, *Seizer One*, Chico, CA
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2. *The High Trestle Trail Bridge*, Woodward, IA
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6. *Owen Dippie x Albert Diaz*, Brooklyn, NY

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1. *66 Summer Street*, Stamford, CT
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4. *Barrel Stack*, Louisville, Kentucky
5. *Ride Horse*, Grand Rapids, MI
6. *Canal Convergence*, Scottsdale, AZ

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2. *Cracking Art*, Miami, FL
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4. *Paparazzi Dogs & Rabbitgirl*, New York City, NY
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1. *Contemporary Balloon Dog*, New York City, NY
2. *I see what you mean*, Lawrence Argent, Denver, CO
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1. *Gold Coast Lights*, Brisbane, Australia
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4. *Council Bluffs Gateway*, Council Bluffs, IA
5. *Melbourne Gateway*, Melbourne, Australia

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1. *Minneapolis Artist-in-Resident*, Minneapolis, MN
2. *Mural by Minneapolis Artist-in-Resident*, Minneapolis, MN

Art for All

FORT WAYNE PUBLIC ART MASTER PLAN

