

Public Art Advisory Board Creative Placemaking Award

Approved January 20, 2021 PAAB meeting

Statement:

The *PAAB Creative Placemaking Award* is a biennial awards program that seeks to increase public awareness of outstanding public art, and to recognize and encourage design excellence in the Private Development sector. Memorable public art contributes to a sense of place and exemplifies Creative Placemaking qualities that help define Cary by adding character and identity that makes it appealing to residents and visitors alike. Distinctive public art projects by private development will be recognized for their contributions to the betterment of Cary's community, environment, and quality of life.

Eligibility & Frequency:

Eligible Public Art projects must have been completed after 2000 for the initial round of awards, and biennially starting in 2021, commissioned by private developer or entity, reviewed by Public Art Advisory Board's Public Art Placement application process, and may fall into any number of residential or commercial categories:

New Construction

Renovations

Additions

Rehabilitation or Adaptive Re-use project

Open Space & Landscape Projects (Plaza/ Parks/Streetscapes/Green Infrastructure)

Sustainable Design

Eligibility: Artworks completed prior to 2021 would remain eligible for future awards but could not receive a second award.

Frequency: biennially (taking place every other year)

Selection Committee:

Public Art projects will be evaluated by a sub-committee of the Public Art Advisory Board in collaboration with Town Staff representing public art, urban design, architecture, and landscape architecture professionals. The sub-committee will decide how many awards will be distributed and make final recommendation to the PAAB for their approval.

Evaluation Criteria and Values:

PAAB Creative Placemaking Award recognizes and celebrates public art in private development that represent the best of Cary. These projects achieve excellence in accordance with the Town's design priorities, including *how does the Public Art affect People & Aesthetics*:

- **Artistic Merit** - Visual composition and aesthetically pleasing
- **Placemaking** - Successful Public Art contributes to a sense of place that defines Cary, giving the project character and identity that makes it appealing to residents and visitors
- **Accessibility** – Accessibility to all people regardless of their age or ability
(for example how does the site accommodate one’s access to view and appreciate the artwork with artwork signage, sidewalks, plaza, or in prominent view)
- **Site Context** - Consideration of site context, how the public art relates to design and space, the community, and/or tell the story of the site. Overall, how the public art balances a potential site issue or enhances the site. Adheres to Design Guidelines for public safety requirements and enhances other site amenities like landscape, architecture, or community furnishings
- **Craftsmanship** - High quality craftsmanship, creative use of durable materials and consideration of future maintenance

Schedule:

December/January	PAAB Subcommittee & Staff review completed public art projects
January/February	PAAB approves recommendation(s) of award(s)
March	Award(s) Announced
April	Recognition of Awardees at Council Meeting by Mayor, Council Liaison and PAAB Chair
TBD	A public ceremony where the Award(s) will be presented by PAAB Chair, and/or Mayor & Public Art Council Liaison at a civic or cultural event.

Award formats and recognitions:

What does it Look Like?

- Recognition at Town Council meeting –Mayor, PAAB Liaison, and PAAB Chair
- Perpetual plaque for Town Hall
- Award for Developer/Org (art trophy based on *A Sense of Place*, a glass map of Cary)
- Artwork site- sign for 1-year recognizing award designation
- Prominence on web site for 1-year, then designation on the project webpage
- Articles, interviews, PR for media outlets
- Award display of winners at Festivals Spring Daze and Lazy Daze at PAAB booth
- Award ceremony at Event (Chamber event or Cultural Event)

Submitted January 20, 2021 by PAAB Sub-committee: Jim Wallace, Chair; Scott Duncan, PAAB; John Reynolds, PAAB Vice Chair; Jen Blakeslee, PAAB; Debra Grannan, Planning Assistant Director; Justin Bucher, Planner Planning & Development Services; Denise Dickens, PRCR/Public Art Supervisor