



Community Development Department
Peachtree Corners City Hall
310 Technology Parkway
Peachtree Corners, GA 30092



City of Peachtree Corners Public Art Initiative

October, 2018



Introduction

A Public Art Initiative creates a stimulating cultural environment that attracts people in and around a community, increasing the number of visitors and enhancing resident participation. By locating firms, artists and cultural facilities together, a multiplier effect can occur, generating economic capital and good will.

– City Council Resolution

Peachtree Corners has built its success as a “live, work and play” community, with technology-based office parks and residential neighborhoods situated in a green landscape along the Chattahoochee River. As it matures, the City is laying the groundwork for a stronger arts and culture component – particularly public art – to be part of this mix. This Vision Map brings into focus opportunities for locating public art in the city and themes that artists might consider.

Peachtree Corners reached an important turning point in 2011, when citizens voted to incorporate and become Gwinnett County’s largest city. A key outcome of this was to give the City closer control over its future, particularly land-use decisions as it approached a built-out status and began to see the need to meet future needs through redevelopment.

Since then, the City has put important building blocks in place — a comprehensive plan, an Innovation Hub master plan, an economic development plan, Holcomb Bridge Road Corridor Redevelopment Plan, and other studies of how to maintain the competitiveness of its technology hub and reinvest in commercial corridors, and an arts and culture master plan. It has catalyzed the creating of a new Town Center, an incubator for homegrown innovative businesses, and a multi-use trail network.

The City created an Arts Council in 2016, and a year after that completed its arts and culture master plan, which set out the key priorities of building an arts center and encouraging more public art. In June, 2018, City Council passed a resolution

establishing a Public Art Initiative. The resolution requires developers to meet with the Peachtree Corners Arts Council to discuss possibilities for public art on their property. Developers would also be asked to voluntarily set aside one percent of their project costs for public art, either by including public art on their site or contributing money to a public art fund administered by the City.

This Public Art Initiative and Vision Map is intended to help City officials, developers and the community at large visualize and implement the City’s public art future. It outlines a vision for public art, offers an inventory of opportunities for public art throughout the city, and provides background on the types of projects that should be encouraged and prioritized. It is illustrated with examples of public artworks from around the country that reflect the types of projects public art that might be appropriate here.

Peachtree Corners’ vision for public art is rooted in the City’s essential qualities – its economic edge in innovation and technology, its location in a lush landscape along a river, its commitment to family and community. It is inspired by the city’s desire to evolve into an increasingly interconnected, collaborative place to live and work, and to encourage development patterns that are more mixed-use and walkable. Looking forward, public art can be one of the most visible and distinctive features that make the city innovative and remarkable.

What is Public Art?

Public art is one of several approaches to placemaking. It is a dynamic field, with new approaches and ideas emerging every day. Peachtree Corners' unique approach to public art will be driven by its vision, values, community assets and opportunities in public and private investment.



Public Art

For the purpose of achieving Peachtree Corners' goals for its Public Art Initiative, there are several key aspects of "what makes public art":

- Public art is located in a place that is generally accessible to or visible to the public, without having to pay.
- Public art is site-specific, created through a process that considers the visual and social context of the place where it is located, or it is acquired with a specific location in mind.
- Public art is created by a professional artist, which means someone who has a track record of exhibitions or commissioned visual or public art, or a degree in fine arts. Under this definition, other creative professionals are not considered artists, unless they otherwise meet these criteria.

Creative Placemaking

Creative placemaking is a process that establishes authentic partnerships among artists, planners, community development practitioners and people in a community to integrate arts into revitalization strategies. Projects can range from short-term initiatives that take less than a year to long-term, multi-year initiatives. They can involve public art, urban design, tactical urbanism approaches and more.

Design Enhancements

Design enhancements include features such as architectural features, landscape elements, wayfinding, entry monuments, water features and lighting that are created by design professionals. These can be very strong components of a placemaking program and should be strongly encouraged, but are typically not considered public art unless they are created by artists who are commissioned through a public art process.

WHAT IS NOT PUBLIC ART?

The following should not be considered public art:

- Design features that are decorative, ornamental or functional elements of the architecture or landscape design, unless created by an artist.
- Design features that are mass-produced, unless created by an artist as a limited edition.
- Design features that involve commercial expression related to the business or development where the artwork is located, or that otherwise would be considered a sign under the city code.
- Creative placemaking projects that are not lead by an artist.

PEACHTREE CORNERS' PUBLIC ART PROCESS

1. As part of the formal planning and approval process of any private and public development within the city of Peachtree Corners, the Public Art Initiative engages developers/owners to collaborate with the Arts Council at meetings to discuss plans for incorporating art into projects.
2. It is the goal of the PAI that the proposed art plan be submitted to the city's Community Development Department in conjunction with the project application. Eligible construction and development projects include construction or renovation of commercial, industrial, residential, office professional, and mixed-use sites.
3. All developers are strongly encouraged to voluntarily include in their private construction projects original public art with an approximate value of 1 percent of the total project cost, including construction and land. This 1 percent of project cost figure includes, the actual art acquisition cost, art consultant fees, professional artist fees, costs for design and, or fabrication of art, delivery and installation charges, and signage such as acknowledgement plaques. The artwork should be a fixed asset on the property and be maintained by the property owner.
4. As an alternative, a contribution of equal value may be given to the public art fund that is administered by the city. These funds will be used for the acquisition or commission of art on city-owned sites or for other art-related purposes, including but not limited to, art educational programs, shows and special events.
5. Most public art will fit into one of the following categories: architectural metals, architectural ceramics, mosaics and wall reliefs, architectural glass, murals and trompe l'oeil, functional art and sculpture.
6. All art projects must be approved by the Arts Council, or subcommittee thereof consisting of a majority. Artists are generally recognized by critics and peers as a professional artist of serious intent and ability who realize income through commissioned artwork or the placement of artwork at public institutions and who have had training in the arts or equivalent experience.

Vision, Mission, Goals



Peachtree Corners' comprehensive plan sets out a broad vision for the community's future and five goals that focus on key elements of that vision. These provide the context for Peachtree Corners' vision for public art.

VISION

Our community vision is to advance Peachtree Corners as a premier city by:

1. Offering a high quality of life for residents,
2. Providing a competitive environment for businesses,
3. Creating a strong sense of community for all, and
4. Accommodating the best opportunities to live, work, learn, play, and stay.

GOALS

Pursing these goals will help decision-makers, stakeholders and residents achieve success:

1. Build and strengthen a unified and family-friendly multicultural community.
2. Maintain a high-quality natural and cultural environment.
3. Integrate transportation and accessibility into development decisions.
4. Enable redevelopment and capture high-quality new development, increasing job growth and associated tax revenues.
5. Emerge as the most desirable and advantageous community in the Atlanta region.
6. Support educational and healthy living opportunities for residents and employees.

PUBLIC ART VISION

Peachtree Corners' public art resolution sets out the following vision for public art:

Artwork viewable by the public enhances aesthetics and complements scenic, natural, and landscape features in built environments, providing psychological and physiological advantages to citizens and visitors.

PUBLIC ART MISSION

Peachtree Corners' public art resolution sets out the following mission for public art:

It is the purpose of this Public Art Initiative (PAI) to encourage and facilitate the creation and placement of art in public spaces owned by the city of Peachtree Corners and within private developments — residential, commercial and industrial.

Public Art and City Development

Public art can be aligned with the City's goals for public places, development and community life. The concepts below, which are general goals outlined in the comprehensive plan, can also be a guide to priorities for public art in Peachtree Corners, whether it is created by the City or by private developers.

UNIFY AND CONNECT

Introduce elements that unify and connect the Peachtree Corners community, including built projects like green infrastructure, bike loops, greenways and arts and culture facilities; and programs like recreational activities and outdoor entertainment.

GREEN THE CITY

Take advantage of the unique environmental feature and recreational asset of the Chattahoochee River. Explore opportunities to utilize existing park space to take full advantage of the river. Coordinate with property owners and the county on access to realize planned greenway projects.

IMPROVE ACCESS

Provide a transportation network that is accessible to users of all modes of transportation, including drivers, pedestrians, and cyclists. Create attractive streetscapes that improve the experience for all.

REDEVELOP RETAIL

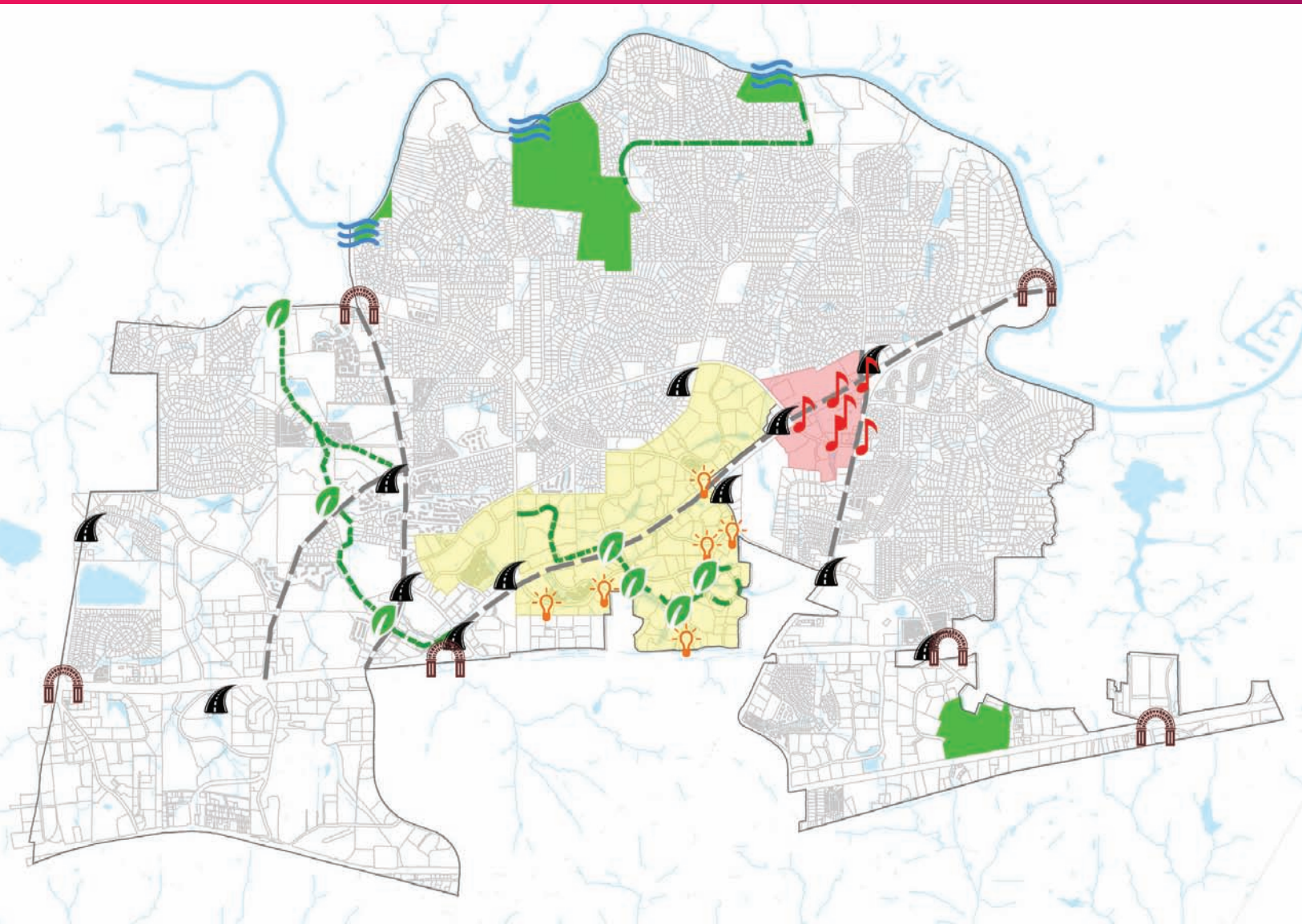
Identify and prioritize retail redevelopment opportunities at key intersections to create walkable, livable centers at varying scales.





REIMAGINE TECH PARK





Implement cutting edge technological infrastructure in Tech Park and throughout the City, including fiber and Wi-Fi. Strategically market key office development opportunities such as Governors Lake Parkway. Explore new modern office types, and use developer incentives to catalyze redevelopment. Identify and prioritize retail redevelopment opportunities at key intersections to create walkable, livable centers at varying scales.



Public Art Opportunity Zones



-  Entertainment District / Town Center
-  Innovation Hub
-  Greenways / Multi-Use Trails
-  The Chattahoochee

-  City Gateways
-  Corridors
-  Innovation Hub
-  Entertainment District

-  Parks
-  Art Corridors
-  Greenways

Places for Public Art

The Peachtree Corners Public Art Initiative and Vision Map outlines opportunities for public art in the context of the City's vision for the future, its most important features, and its patterns of public investment and private development.

The Vision Map provides a map of where the City should focus on cultivating public art opportunities, themes that can inspire how artists approach projects in the city, and an illustrated guide for how public art can fit into the City's built environment and landscape.

PUBLIC ART OPPORTUNITY ZONES

The Vision Map discusses six key priority areas for public art. These include both specific locations and types of locations that should be kept in mind as public art location:

Town Center / Entertainment Zone: The city's newly-developed mixed-use entertainment and retail-oriented area — including a town green and botanical garden — being developed through a public-private partnership. The Town Center, the Forum and adjacent properties have been incorporated into an Entertainment District.

Innovation Hub: Technology Park and adjacent areas that are the focus of the research and technology industry.

Greenways and Multi-Use Trails: Trail networks being built by the City, County and private developers.

The Chattahoochee: Places where people can access the river that forms the northern boundary of the city and is a signature natural feature of northern Georgia.

City Gateways: Six places indicated in the City's comprehensive plan as locations for features that mark gateways into the city.

Corridors: Locations along major roadways the city, including key intersections and nodes of activity, that are likely areas for development or redevelopment of office and retail uses.

PUBLIC ART THEMES

The Vision Map also identifies public art themes that should be associated with each Opportunity Zone and provides sample illustrations. These themes should not necessarily be considered literal guides for art project. Rather, they can help understand the city's essential qualities and serve as a starting point for the artist's own research and engagement processes. Followed consistently, these themes will help give legibility and continuity to different areas of the city.

PUBLIC ART TYPES

Finally, the Vision Map describes several basic types of public art that should be considered in Peachtree Corners and provides sample illustrations. As public art is a diverse and evolving field, this section is meant to stimulate creative thinking, particularly on the part of developers, about how public art can be incorporated into projects.



Town Center / Entertainment Zone

In our Livable Centers Initiative study, we asked our citizens what they would like to see on this centrally-located piece of property. An overwhelmingly majority said what the city needed was a place where they could come together as a community. — Mayor Mike Mason

Peachtree Corners' enhanced central business district will be the economic heart of the city. The area will include civic, cultural and social gathering places, easily accessed by nearby residents and networked with the Innovation Hub and beyond through the broader greenway system. Much of the area was recently designated an Entertainment District.

The central business district will be anchored by a new Town Center, focused on retail and entertainment activities, emerging along Peachtree Parkway between Peachtree Corners Circle and Medlock Bridge Road. Its mix of retail uses, offices, mixed-use, institutional properties and open spaces will give Peachtree Corners residents a vibrant, dynamic, livable and walkable civic, business and entertainment core.

Several public art and placemaking projects are already planned for the Town Center. These include a town green with a stage, an interactive fountain and a children's play area; torchers that serves as gateways; a monument to the veterans of Peachtree Corners, including seven sculptures donated by sculptor Chad Fisher; a holiday-tree plaza that will include a children's art feature; a botanically-inspired screen that will be mounted to one side of the new parking deck; and a sculptural landscape feature along a greenway behind a cinema.

OPPORTUNITIES FOR PUBLIC ART

Pedestrian Bridge

This will not only provide a connection between Town Center and the Forum, but also be a "remarkable space" in and of itself and create a gateway along the City's main corridor.

Roundabout

- A roundabout will manage traffic at Peachtree Corners Circle and Medlock Bridge Road

Botanical Garden

- A Botanical Garden that connect the town green to the pedestrian bridge

Peachtree Corners Circle

- There are several properties along this street, behind the Town Center, that are likely to see new development.

THEMES FOR PUBLIC ART

Public art in this area should focus on the theme of Entertainment.





Innovation Hub

The PTC Innovation Hub will become a place of Natural Innovation.

Located in the scenic environment of Peachtree Corners, the Innovation Hub will become a new energetic, mixed-use urban destination bringing together technology, inspiration, business, talent and capital in the pursuit of creativity, connectivity and collaboration. — Innovation Hub Master Plan

Peachtree Corners' modern era traces its roots to the development of Technology Park Atlanta, a campus for high technology industries. Constructed in the late 1960s, this office-park style campus, nestled in the woodlands, was the first phase of the broader master-planned community that evolved into Peachtree Corners.

Today, the City is focusing on how to maintain the robustness of its tech industry. The City's vision is to become an Innovation Hub that recognizes the importance of creating a fertile ecosystem of inspiration and collaboration. Diversity and interconnectedness are key principles: It is looking to promote a variety of business spaces, from co-working to headquarters to manufacturing; and to develop a walkable, mixed-use environment where people can live near where they work and easily collaborate.

So far, the City's major investment has been an incubator

space, Prototype Prime. It is also planning and building a series of multiuse trails that will connect workplaces and residential areas within Technology Park to each other, to Town Center and to a broader network of greenways and open spaces. And it is encouraging the evolution of single-use office campuses and retail centers into mixed-use developments.

The City's Innovation Hub master plan calls for "wild cards," public amenities that attract new talent and investment to the area. Public art can be a highly visible part of the mix – artwork that builds on the theme of innovation, collaboration and connectivity can set the tone for the Innovation Hub in a highly visible way.

OPPORTUNITIES FOR PUBLIC ART

Technology Park

New development and redevelopment in Technology Park should be encouraged to incorporate public art that is reflective of the spirit of the Innovation Hub. Public art should be visible and engaging to the public.

City Hall

The recently completed City Hall sits square in the middle of the Innovation Hub. Inside, it is outfit with cutting-edge meeting and presentation technology. City Hall should be the location for an iconic artwork that captures the spirit of Natural Innovation, particularly networking and interaction. This could be a permanent artwork or a bi-annual commission, awarded as a prize.

Technology Park Lake

The City is completing a casual walking path around this lake, which connects business to residential areas. The path could be a location for temporary artworks, potentially a temporary sculpture exhibition, or environmental, light- or sound-based projects that could be experienced by people walking along the path.

Technology Park Drive

Technology Park Drive is the area's spine. The open spaces and medians along the roadway could be locations for temporary installations that could be enjoyed by people driving through the area. City Hall and intersections with multi-use trails could be key locations for public art.

Peachtree Corners Parkway and Spalding Drive

This intersection is an entry point into the Technology Hub area.

THEMES FOR PUBLIC ART

Public art in this area should focus on the theme of Innovation.





Greenways / Multi-Use Trails

Greenways and multi-use trails are an important component of Peachtree Corners' future. They will link the City's open space and parks, such as the Chattahoochee River and county parks; give people access to green corridors throughout the city; and provide options for connecting housing to jobs and the Town Center.

The greenway network is being expanded through City, County and private initiatives:

- Gwinnett County's long-range greenway plan will connect to the Chattahoochee River and along Crooked Creek.
- The City is working on a Greenways and multi-use trails network that will connect the Innovation Hub and Town Center, including a pedestrian bridge over Peachtree Parkway connecting Town Center to the Forum.
- Developers will be required to connect to the greenway trail system where they can.



OPPORTUNITIES FOR PUBLIC ART

Town Center / Forum Multi-Use Trail Bridge

- This will connect Town Center to the Forum and will provide an opportunity to showcase artwork.

Hubs / Trailheads

- The City's concept plan for multi-use trails in the central area show nine potential locations for hubs and trailheads. Public art can help signal the presence of the trail or provide an amenity for trail users.

Trail Paths

- Trail paths can be treated with surface murals or other graphics that can be experienced by trail users.

Multi-Use Trail Crossings

The multi-use trail will occasionally cross key arterial roads.

These are locations where special design and infrastructure will be necessary, and are opportunities for artworks that mark where greenways cross roads. Depending on the way the crossing is designed, artworks could focus on greenway users or vehicles passing by.

Potential locations include:

- Technology Parkway and Technology Parkway South
- Crooked Creek and Peachtree Corners Circle Drive
- Crooked Creek and Peachtree Parkway. This could involve a bridge over or a tunnel under the roadway.

THEMES FOR PUBLIC ART

Public art in this area should focus on the theme of Green City. It can also support the educational and health benefits of public art, as described in the City's cultural plan.



The Chattahoochee

The Chattahoochee River is one of the community's most important assets, but it remains underused. Public access is limited and difficult to find. Yet where connections exist, such as at Jones Bridge Park and Holcomb Bridge Park, the river beckons people to come in for fishing, swimming and boating, or for hopping along a series of rocks to find a sunny place for sunbathing.

Over time, public access to and space along the river will improve. Simpsonwood Park, newly added to the County's park system, will provide add two new river overlooks. In the long run, the County hopes to build a greenway along the river, and the City hopes to encourage developers to provide public access when they build along the river.

OPPORTUNITIES FOR PUBLIC ART

Public art can be oriented towards family activity and celebrate the power of the natural environment, but it also must tread lightly. As park facilities are added or upgraded, sensitive integrated artworks could be considered. Temporary artworks could be staged at river viewing platforms, in pavilions or on meadows.

- Jones Bridge Park
- Holcomb Bridge Park
- Simpsonwood Park

THEMES FOR PUBLIC ART

Public art in this area should focus on the theme of Community and Family Oriented.



City Gateways

Peachtree Corners 2033 recognizes gateway features as a key strategy for providing a sense of arrival to the city, establishing a distinct sense of place and strengthening community identity. The plan indicates six locations that require special beautification efforts, and the City has explored designs for a standard gateway feature. The plan also recommends that other locations with high traffic volumes should also feature public art; these are identified in the “corridors” section of this plan.

OPPORTUNITIES FOR PUBLIC ART

Gateway locations that can be reinforced with public art when the areas around them are developed:

- South Old Peachtree Road and Buford Highway
- Peachtree Industrial Boulevard and South Old Peachtree Road
- Holcomb Bridge Road and Spalding Drive
- Peachtree Industrial Boulevard and Winter’s Chapel Road

Gateway locations that are appropriate for signature artworks:

- Peachtree Parkway at Chattahoochee River
- Peachtree Parkway and Peachtree Industrial Boulevard

THEMES FOR PUBLIC ART

Public art in this area should draw on the theme of Welcoming.





Corridors

Peachtree Corners is organized along a variety of arterial corridors. Peachtree Parkway and Holcomb Bridge Road provide regional connections, and Spalding Drive, Peachtree Corners Circle and Technology Parkway connect different districts within the city.

Currently, these corridors are familiar but not memorable, pass-throughs on the way to somewhere else. Where they intersect, they create some of the city's most important reference points.

In the near term, these corridors could be places for creative temporary public art projects that interrupt, even for a short time, the familiar traffic-dominated perception of these places.

In the long run, permanent public artworks that are integrated into these new developments along the corridors will be an important part of the mix. Retail developments along these corridors generally have a relatively short lifespan. As outdated strip mall and big box shopping areas redevelop, the city will place a strong emphasis on the form and aesthetics of what replaces them.

PEACHTREE PARKWAY

Peachtree Parkway is the spine of Peachtree Corners' central business district. It has the character of a highway, with many travel lanes, a center median and deep setbacks between the roadway and developed properties.

The Parkway can be viewed as five districts, according to the city's Livable Communities Initiative Plan: A north and south town center, corridor redevelopment areas, a conservation gateway zone and a technology park/innovation hub zone. Each of these has a different character and suggests a different approach to permanent and temporary public art.

Corridor Redevelopment Zone / Key Intersections

The city's LCI plan notes that as "... outdated strip mall areas begin to redevelop, emphasis should be placed on the form and aesthetics of new developments." Redevelopments on the following key intersections should strongly be encouraged to follow the city's Public Art Initiative. Artworks at these locations should create a visible presence for passing motorists, and should improve public environments both aesthetically and functionally, such as through the use of outdoor seating areas. They should also respond to the themes recommended for the areas indicated:

- Medlock Bridge Road: Corridor and Town Center / Entertainment Zone
- Peachtree Corners Circle: Innovation Hub and Town Center / Entertainment Zone
- Technology Parkway: Corridor and Innovation Hub
- Holcomb Bridge Road: Corridor
- Spalding Drive: Corridor



Conservation Gateway Zone

The southern part of Peachtree Parkway passes through a band of natural land that consists of rolling topography, dense tree canopies and a water feature. Called a “conservation gateway” in the city’s LCI plan, it acts like a buffer between the north and south side of the CBD. Because of steep grades and limited development potential, it is not likely to be developed.

This area is already being discussed as the spine of a future network of pedestrian paths and trails, and a trail crossing would be built over or under Peachtree Parkway. Public art here, related to the multi-use trail network, could explore the theme of nature and the city.

HOLCOMB BRIDGE ROAD

Holcomb Bridge Road connects Peachtree Corners with Norcross to the south and Roswell to the north. The City’s comprehensive plan envisions that this will become a mixed-use corridor with stable businesses and a revitalized gateway into the city. The City is supporting various land assemblage and financing tools to provide incentives for redevelopment.

Higher intensity nodes of development are located at key intersections, including the intersections at Spalding Drive, Peachtree Corners Circle and Jimmy Carter Boulevard

(the intersection at Spalding Drive is also highlighted as a gateway). Public art should be a component of redevelopments around these intersections, particularly redevelopments assisted by the Downtown Development Authority.

- Holcomb Bridge Road / Spalding Drive node
- Holcomb Bridge Road / Jimmy Carter Boulevard node
- Holcomb Bridge Road / Peachtree Corners Circle node

OTHER CORRIDOR AREAS

These other corridor sites, which serve a variety of neighborhoods, will be opportunities for public art as development and redevelopment occur:

- Medlock Bridge Road / Spalding Drive
- Winters Chapel Road / Peeler Road
- Jones Bridge Road / Peachtree Corners Circle

THEME FOR PUBLIC ART

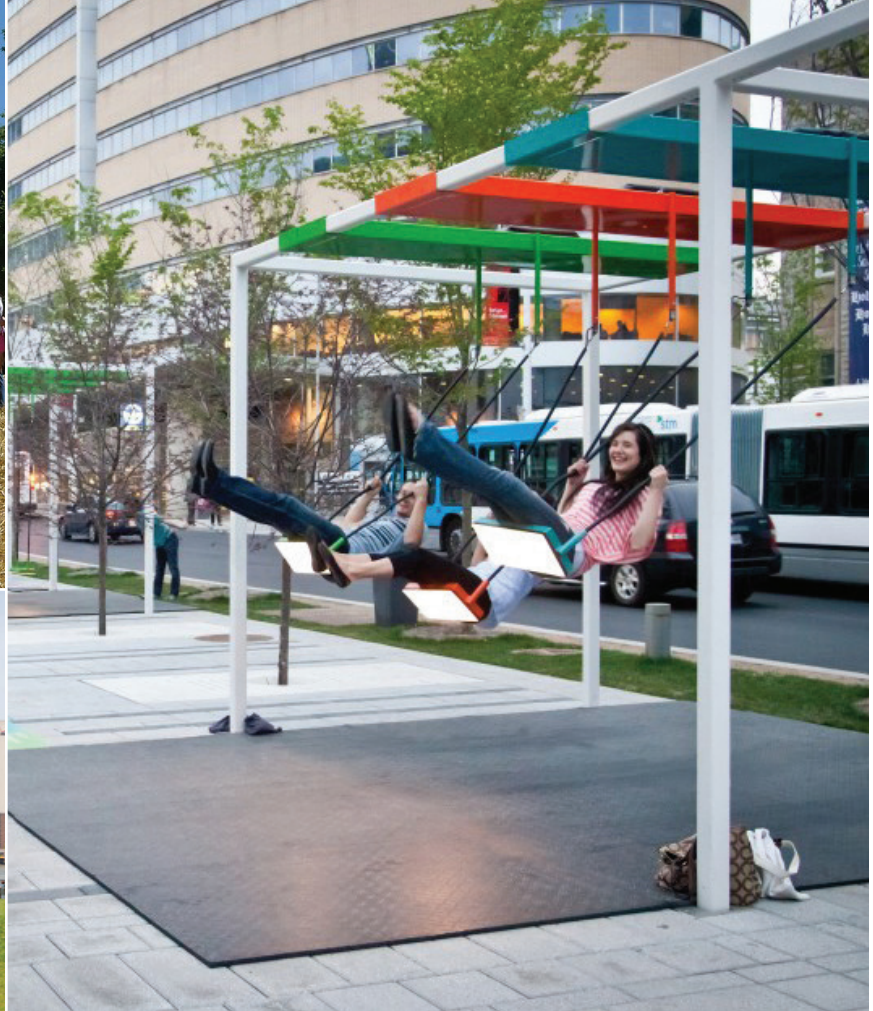
Retail developments along commercial corridors will serve a cross-section of the community. As such, public art in these locations should focus on the city’s cultural diversity.



Themes for Public Art



Artists should be challenged to learn about the community and develop artworks that speak to the community where it is located. Peachtree Corners encourages artists to start with the following themes in their own research about the community, and hopes to create artworks that are memorable visual expressions of these ideas. Each of these themes has particular resonance in specific areas of the city, as described in this section.



Entertainment

Peachtree Corners is expanding its reach as an entertainment destination. Its major business district destinations, the Forum and the Town Center, will include destination arts activities, entertainment venues, dining and open spaces. The creation of an Entertainment District will relax some of the rules about outdoor alcohol consumption. The City is studying the possibility of developing performing arts center.

The theme of entertainment can be reflected in public art that reflects arts and culture, especially interactive artworks that allow people to participate in creative activities. These can range from projects that range from the imagery of entertainment activities, to playful participatory projects such as playful, to light and sound art.



Innovative and Remarkable

Peachtree Corners strives to test new and innovative ideas and to be the best at what it does — to be remarkable.

This theme can be reflected in artworks that draw from the creativity and skills of Peachtree Corners' technology and innovation sector. These projects could involve new media (such as digital technology, light and data), new materials and fabrication methods, and visual references to research and technology.

In a certain sense, all public art in Peachtree Corners should be held up against that standard of "Innovative and Remarkable." However, this theme is most important to explore in areas related to technology and entrepreneurialism.



Green City

Peachtree Corners values its natural setting. Some of its most magical moments are places where nature and the city meet — parks where people can engage with the river; roadways that meander among the forest landscape, multi-use trails that run along creeks or lakes.

This theme can be reflected in artworks that explore natural processes or make of use natural materials. Artists could consider the interplay of light, wind and water; the annual cycles of plantings in forests, gardens and meadows; or areas related to stormwater management.

Artworks responding to the theme of nature and greenery are a priority along multi-use trails. They could also be appropriate in the parks along the Chattahoochee River, and in natural areas along Peachtree Parkway, Technology Lake and Technology Parkway



Community and Family-Oriented

Peachtree Corners has always been a place where community and family can take root and thrive.

This theme can be reflected in public art that engages people of all generations and relates to opportunities for gathering and play. As the City's cultural plan states, "By providing additional ways for residents to engage, the community benefits from the varying skill sets of members coming from varying professional backgrounds. This helps to mobilize the public to improve civic life and promote diversity."

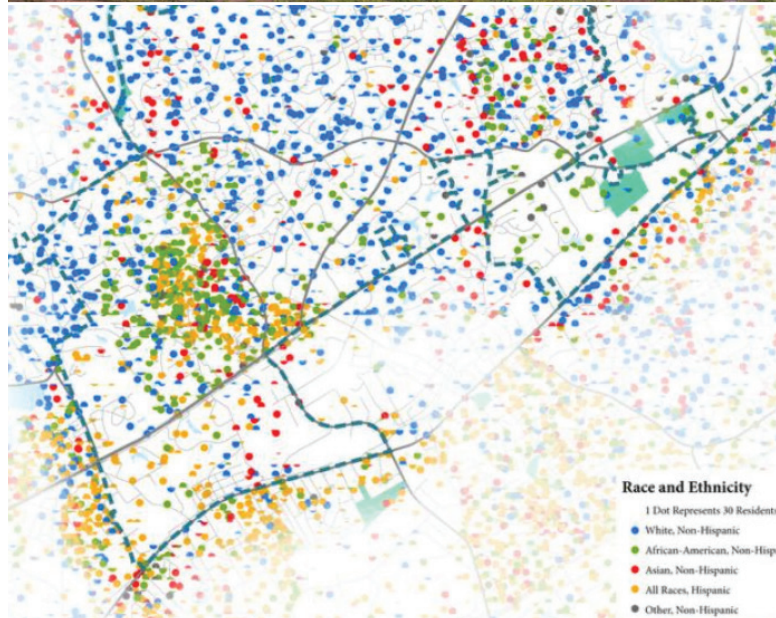
Community and family-oriented artworks are most appropriate in places important to daily life and to community life, and places where people can engage with public art directly. The priority area for this theme is the parks along the Chattahoochee. This theme could also be explored in retail developments along major corridors and Town Center.



Welcoming

Peachtree Corners would like to create a sense of arrival for people entering from the cities that surround it. This can be accomplished through gateway design elements, landscaping or public art — or some combination of these features.

Welcoming public art should capture an aspect of the city's spirit — innovative, remarkable and friendly. It should convey a sense of timelessness and stature, particularly through its material and scale. It should explore ideas that relate to aspiration, purpose and connection.



Culturally Diverse

Peachtree Corners is a remarkably diverse community, in terms of its cultural demographics. Public art should embrace the visions, values and traditions of all segments of the community.

This theme can be reflected in public art that draws from the inspiration, aspirations and traditions of Peachtree Corners' residents of all backgrounds.

The theme of culturally diverse is most applicable in places in the city where cultural diversity is reflected most strongly, as well as in the common gathering places that everybody in the city shares, such as retail redevelopments. It could also be considered in Town Center and parks along the Chattahoochee.



ZUCKERBERG SAN FRANCISCO GENERAL
HOSPITAL AND TRAUMA CENTER

Basic Approaches to Public Art

Public art comes in many approaches and styles. Peachtree Corners encourages developers to consider a variety of artworks that contribute to the architecture, landscape and overall placemaking.



Freestanding Sculpture

Freestanding works are created independently of the design and construction of the site where they are located, although they should be responsive to the site. Examples include indoor and outdoor sculptures, reliefs and artworks suspended over an atrium or lobby. The artwork site must be considered very carefully with regard to the overall site planning, and the artwork's style and scale should be responsive to its surroundings.

Commissioning or purchasing a freestanding sculpture is a straightforward option, especially when there are no practical opportunities for one of the integrated approaches described below.



Integrated Artwork

"Integrated artworks" are seamlessly incorporated into the design of building, landscape or urban space. Examples include artist-designed paving, a terrazzo floor, a feature wall treated with mosaics or other materials, reliefs embedded into masonry walls, sculptural features, glass interlayers or specialty glass for interior or exterior walls.

For an integrated artwork, an artist or art consultant is brought into the project early in the design process to maximize opportunities for the artist's work to be integrated into the project.



Functional Art (Building and Site Features)

“Functional art” means projects where artists are commissioned to create an element of a utilitarian element that would ordinarily be built to standard specifications or ordered from a catalogue. Examples include features such as ornamental masonry (planters, architectural features), metalwork (fences, railings, tree guards, light poles, bike racks), concrete work (plazas, sidewalks, stormwater inlets), seating (benches, seatwalls), shade structures and more.



Interactive Art

“Interactive art” means projects that engage viewers in a hands-on way, usually physical or digital. Examples include sculptural playground equipment and projects that respond directly to audience input. Interactive art often involves technology that is better suited for temporary installations.



Murals

“Murals” are two-dimensional artworks applied to or attached to walls, ceilings or other surfaces. Murals are generally painted, but also can be made of other materials, such as mosaics, tiles and panels or printed on materials ranging from vinyl to porcelain. Painted murals can have a lifespan of one to fifteen years, depending on how they are made, and murals in other materials can have a much longer duration.

Most projects have blank walls that are visible to the public and could be enhanced with an artwork. Murals are commonly painted on exterior walls of buildings, facing a street or parking lot. But they can also be installed on interior feature walls that face public spaces, concierge desks, grand staircases or elevator banks, as well as party walls, walls facing service areas, retaining walls, and exterior and interior walls in parking garages.



Temporary Art



Temporary artworks can play an important role in helping Peachtree Corners achieve its vision for public art. They can contribute to an ever-changing, creative feel that reinforces Peachtree Corners' identity as an innovative and remarkable place.

Temporary exhibitions can involve either artworks created especially for a site or artworks that are borrowed from artists, galleries or cultural organizations with a thought to their appropriateness for a site. Original creations can be risk-taking, embracing ideas that are still being developed, and inexpensive as they do not to meet the rigors of a permanent public artwork. They are a good way to draw on local and regional resources — from Wesleyan School student projects to collaborations that emerge from Prototype Prime to artists from the Atlanta region looking for fresh opportunities.

Temporary artworks would need to be pursued as an organized program. Following are some examples of approaches for Peachtree Corners.

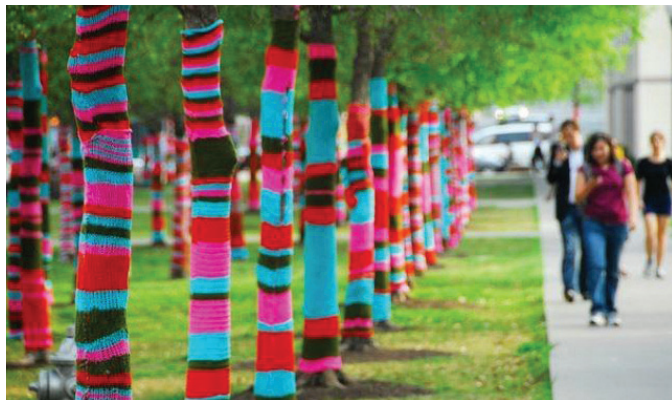
Create Pop-Up Artworks Along Major Corridors

There are a number of locations along Peachtree Corners' major roadways, such as Peachtree Parkway and Technology Drive, that could be accented with temporary art projects. The Arts Council should encourage proposals and the City should assist with permissions for selected projects



Create a Citywide Exhibition of Original Site-Specific Works by One Artist

Peachtree Corners has a variety of characteristics and locations that would intrigue artists. Peachtree Corners could distinguish itself by inviting one artist to create a series of artworks throughout the city, creating a sense of connectivity while exploring each site individually.



Install Temporary Artworks along Multi-Use Trails

Greenways and multi-use trails provide an opportunity for artworks that can be experienced at a pedestrian scale. Consider commissioning temporary works that tie into themes of nature and innovation, using a variety of media such as natural materials, fabric and sound, that reward people's exploration of the greenway system.



Include Public Art in the Peachtree Corners Festival

The annual Peachtree Corners Festival, an established and popular arts festival with artist exhibitions, music, food and family-friendly activities, draws wide audiences to the city. Consider presenting a temporary public art project in conjunction with the festival, and expanding to multiple projects in future years.

Award an Annual Prize for an Innovative Interactive Artwork

The city has invested in Prototype Prime, an incubator and co-working space that is meant to attract and retain talent, and to spawn a new generation of innovative products and businesses. In this spirit, the City should consider issuing an annual public art challenge to creative teams, seeking proposals for art projects that embrace new technologies. The project should be developed for a highly-visible site, such as City Hall or Town Center.





Definitions

ART CORRIDOR

A major thoroughfare in Peachtree Corridors where it is a high priority for new development or redevelopment to include public art.

ARTIST

Someone who is generally recognized by critics and peers as a professional of serious intent and ability who realizes income through commissioned artwork or the placement of artwork at public institutions and who has had training in the arts or equivalent experience.

FREESTANDING ART

An artwork that is created independently of the design and construction of the site where they are located, although they should be responsive to the site.

FUNCTIONAL ART

An artwork that serves as a utilitarian element that would ordinarily be built to standard specifications or ordered from a catalogue.

INTEGRATED ART

An artwork that is conceived as part of a design and seamlessly incorporated into the design of building, landscape or urban space.

INTERACTIVE ART

An artwork that engages viewers in a hands-on way, usually in a physical or digital formats.

MURAL

A two-dimensional artwork that is applied to or attached to walls, ceilings or other surfaces, most often painted.

PUBLIC ART

An artwork in any media that has been planned and executed with the intention of being sited or staged in the public domain, often outside and usually accessible to all. "Public art" often implies work characterized by site specificity, community involvement and collaboration.

TEMPORARY ART

Any type of artwork that is installed for a limited amount of time.

Captions

Cover:

Concept design for Peachtree Corners gateway marker.

Page 2

Creative crosswalk, Jeffersonville, IN

Page 4

Left to right:

Baile Oakes, *Legacy*, Escondido, CA

Mark Reigelman, *The Great Picnic*, Columbus, OH

Bikeway Belem, Lisbon, Portugal

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Top to bottom:

Peachtree Corners Arts Festival

Jones Bridge Park

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Top to bottom:

Robert Irwin, *Central Garden*, Getty Center, Los Angeles, CA

Stacy Levy, *Ridge and Valley*, State College, PA

Richard Duca, *Four Tree Guards and Four Bicycle Racks*, Boston, MA

Lisa Scherr, *Naga*, Arlington, VA

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Peachtree Corners Town Green (concept drawing)

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Top to bottom:

Christopher Weed, *Planting the Seeds*, Merriam Marketplace, Merriam, KS

Bruce Munro, *Field of Light*, Discovery Green, Houston, TX

Jeff Larramore, *Wave*, Virginia Beach, VA

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Jonathan Borofsky, *Human Structures*, Center for Maine Contemporary Art

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Top to bottom:

Pond & Company

Peachtree Corners City Hall

Prototype Prime

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Multi-use trail, Peachtree Corners

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Clockwise from top left:

Sculpture along Met Branch Trail, Washington, D.C.

Bill FitzGibbons and George Schroeder, *Current Drift*, Allen, TX

Julie Bargmann, D.I.R.T. Studio, Watermarks, Arlington, VA

Legacy Trail, Lexington, KY

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Jones Bridge Park

Josh Sarantitis and Beth Clevenstine, *Water Under the Bridge*, Philadelphia, PA

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Peachtree Industrial Boulevard, Peachtree Corners Parkway gateway

Nancy Holt, *Dark Star Park*, Rosslyn, VA

Barbara Grygutis, *Dawn's Silver Lining*, Salina, KS

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Chris Gardner, *Cupid's Garden*, Rosslyn, VA

Mags Harries, Lajos Heder, *Sunflowers: An Electric Garden*, Austin, TX

Lawrence Bilingsley, *Red Centre*, Sculpture by the Sea, Perth, Australia

Lawrence Argent, *Virere*, Denver, CO

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Peachtree Corners Parkway

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Peachtree Corners Arts Festival

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Shira Walinsky, *Southeast by Southeast*, Philadelphia, PA

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Top to bottom:

Daily Tous Les Jours, *Giant Sing Along*, Minneapolis, MN

Daily Tous Les Jours, *21 Balancoires*, Montreal

Jeppe Hein, *Modified Social Bench*, Brooklyn, NY

Light Design Engineering, *Lights in Alingsas*, Alingsas, Sweden

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Top to bottom:

RAW Design, *Prismatica*, Scottsdale, AZ

Ross Lovegrove, *Solar Trees*, Vienna

Jim Sanborn, *Alluvium*, North Bethesda, MD

Aki Ishida and Ivo Bukvic, *Cloud*, Ballston, VA

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Top to bottom:

Stacy Levy, *Cloudstones*, Seattle, WA

Cameron Hockenson, *Control Tower*, Montalvo Art Center, San Jose

Harry McDaniel, *Fiddleheads*, Asheville, NC

Mosaic Seatwall, West Philadelphia

Credits

CITY COUNCIL

Mike Mason, Mayor
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