

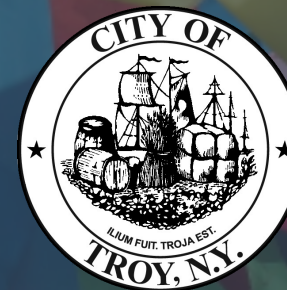
TROY MASTER PLAN FOR PUBLIC ART

The Arts Center of the Capital Region and the City of Troy, New York

FEBRUARY 2018



The Arts Center
of the Capital Region



Play developed by
Judie Gilmore & Todd Bressi

CITY OF
TROY, NY



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TROY MASTER PLAN FOR PUBLIC ART

INTRODUCTION



“

Activate public spaces in ALL neighborhoods – not just downtown.

- SURVEY RESPONDENT

”

The City of Troy sits at an exciting time in its history. There has been a resurgence of people and businesses interested in locating to the city due to its rich cultural and architectural offerings, strong educational institutions, and developing technology and innovation sectors. Troy’s historic, walkable downtown is one of its greatest assets and has become an important regional destination. New vitality downtown has sparked optimism about the city’s future. With its rich cultural heritage, walkable neighborhoods, diversity of uses, location along the Hudson River, and thriving arts and restaurant scenes, Troy is poised to set the standard for sustainable living in New York’s Capital Region.

How residents and visitors experience public spaces is becoming increasingly important for cities to consider in their planning and development, and Troy is no exception. Visual arts can be a key component to the success of attracting

new residents, tourism, and local businesses. The Troy Master Plan for Public Art is based on a need to better understand the role art can play in Troy’s public spaces and to find opportunities to include art in discussions of place, neighborhood, and city identity.

Key questions we sought to answer during this process included how does public art relate to this place, how can it impact communities, and how can its administration be set up in a way that visual arts become part of the ecosystem of the city? This plan does not provide a list of sites for public art. Instead, it is a flexible set of objectives that can serve as a framework and plan for continued growth of public art throughout Troy.

Judie Gilmore & Todd Bressi, Project Directors



TROY MASTER PLAN FOR PUBLIC ART

HISTORY & CONTEXT

In 2015 the City of Troy concluded an eighteen-month community planning process that resulted in a new Comprehensive Plan for the City of Troy, *Realize Troy*. This was the first comprehensive planning process undertaken in the city since 1962. *Realize Troy* recognized Troy's rich and diverse cultural offerings and recommended that the city should better leverage these assets through increased marketing, the creation of a visitors center, and better collaboration with the Troy Cultural Alliance to promote arts events and organizations. It recommended implementing these strategies towards the goal of making Troy *the* cultural hub of the Capital Region. The plan did not go as far as to recommend a public art program specifically, but many of its placemaking recommendations would fall within a public art program.

Public art is not new in Troy. The volunteer-run Troy Alley Action has created dozens of murals and creative crosswalks throughout the city, many historical statues are sited in parks and on college campuses, war memorials dot the riverfront, Freedom Square provides a community gathering space with a mosaic stage in North Central, and thirty temporary Uncle Sam statues bedecked by local artists popped up around town in 2013. Unique events like the annual Enchanted City Steampunk Festival and the Troy Victorian Stroll, and the monthly Troy Night Out, have become regional destinations.

In 2016 Troy was one host of an ambitious public art project that brought national attention to the Capital Region. By winning a \$1 million competitive grant from Bloomberg Philanthropies' Public Art Challenge Initiative, a project entitled *Breathing Lights* illuminated the windows in hundreds of vacant buildings in Albany, Schenectady, and Troy. Working with community and civic partners, it facilitated eight months of programming and events, including youth media projects, community arts presentations, exhibitions, and public art talks.

Beyond public art, Troy is also host to the Arts Center of the Capital Region, founded in 1963. Within 36,000 square feet of studio space, four contemporary art galleries and a 100-seat black box theater, the Arts Center annually serves over 40,000 people with a mission to engage the regional community in the arts.

TROY MASTER PLAN FOR PUBLIC ART

HISTORY & CONTEXT, CONT.

“

What drew me to Troy was a network of individuals that saw the potential for it to be a diverse, creative, and sustainable city.

- SURVEY RESPONDENT

”



In 2000 the Arts Center moved to its current location, six contiguous buildings on River Street, at the heart of Downtown Troy. The Arts Center is also a partner of the New York State Council on the Arts (NYSCA), distributing \$90,000 a year in decentralization grants for artists who work in the Capital Region. With a dynamic new director, over the past two years the Arts Center has seen increased membership and attendance and an elevated regional profile as a leading arts organization.

Troy enjoys a regional reputation of being hip and “arty” with a section of its weekly farmers market dedicated to local arts vendors, frequent craft markets offered at diverse venues, a number of artisanal businesses and restaurants (more popping up each month), the region’s first coworking space for creative companies, Troy Innovation Garage, and the region’s largest

makerspace, the Tech Valley Center of Gravity. Events at the Troy Savings Bank Music Hall, EMPAC (Experimental Media and Performing Arts Center at Rensselaer Polytechnic Institute), and the Theater Institute at The Sage Colleges bring an engaged regional audience of art consumers to Troy. Beyond downtown, Collar Works, a gallery focusing on emerging and underrepresented artists, and the Sanctuary for Independent Media, whose mission is to use art and participatory action to promote social justice and freedom of creative expression, anchor arts activities in North Central Troy. And the Hudson Valley Community College’s Teaching Gallery and The Post Contemporary provide venues for visual arts exhibitions in South Troy. In addition to these cultural institutions, there is a large number of professional artists with residences and studios in Troy.



TROY MASTER PLAN FOR PUBLIC ART

HISTORY & CONTEXT, CONT.

Hosted by the Downtown Troy BID (Business Improvement District), Troy's monthly arts and cultural "hop," Troy Night Out, regularly draws thousands of people to Troy to enjoy numerous arts events, music venues, fine restaurants, and local boutiques. Troy Night Out is one of the region's only non-performance based arts events that gets residents from other Capital Region cities to repeatedly cross the Hudson and Mohawk rivers to consume art. The Troy Cultural Alliance and its website, TroyCulture.org, has been successful in connecting Troy's cultural organizations and promoting Troy as a regional cultural destination. The Alliance and its members see themselves as a catalyst for the continuing revitalization of Troy.

Despite these impressive cultural offerings, Troy is without a city department designated for arts and culture. Instead, cultural affairs responsibilities have rested in the Mayor's office. Currently, the City of Troy facilitates public art as isolated improvement projects. Existing activities and projects have taken place in a variety of ways by diverse individuals and organizations. Many of them seek and receive support from the city: introductions, red tape cutting, and support from operations, fire, and police departments for example, but the City has not been able to financially support the majority of these initiatives.

It is within this context that the Arts Center decided to jumpstart a formal conversation about public art in the Capital Region by approaching NYSCA to support a public art planning process for Troy. Beyond Troy, the Arts Center hoped Troy's planning process could serve as a replicable model for the creation of public art plans in other Capital Region cities.



TROY MASTER PLAN FOR PUBLIC ART PLANNING PROCESS

In December 2016 the Arts Center of the Capital Region received a New York State Council on the Arts, Regional Economic Development Council grant to support the creation of a Troy Master Plan for Public Art. In January 2017, the Arts Center contracted with public art consultants Judie Gilmore and Todd Bressi to examine the city's past, present, and future needs in public art and develop the plan. Over the course of ten months, Gilmore and Bressi conducted site visits and researched the city's history, geography, cultural community, and political structures. In partnership with the Arts Center, they created the Troy Public Art Plan Advisory Committee to guide their research and connect them with the local arts, cultural, business, and nonprofit communities.

This plan was created through site visits, stakeholder interviews, a focus group with local artists and arts administrators, and meetings with the Troy Public Art Plan Advisory Committee, comprised of representatives from the City of Troy and nine local organizations. More than 200 people participated in an online public art survey.

Managed by Gilmore and Bressi, the Arts Center also issued a call for ideas called "Explore Troy Awards," and received more than 100 concepts for public art projects and sites. A temporary action research project, Troy Summer Square, was created to generate momentum, build audience, generate ideas, experiment with different art forms in public space, and engage residents and visitors in Troy around the plan. (See page 9 for details.) Gilmore and Bressi selected ten Explore Troy Awards to present during Troy Summer Square, and the Arts Center paid \$9,000 to twelve local artists to execute their ideas in this new, temporary public space. Over 1,000 individuals viewed or participated in Troy Summer Square events, including more than 300 at its public art plan open house during Troy Night Out in July 2017.

Ultimately, these activities ensured that local artists, arts administrators, civic and community leaders, business owners, historians, educators, developers, residents, visitors, and young people all took part in the formation of this plan. Review meetings with Arts Center staff and the Advisory Committee guided the ongoing work of the consultants.

TROY MASTER PLAN FOR PUBLIC ART

ADVISORY COMMITTEE MEMBERS



PATRICK DOYLE
Troy Boys & Girls Club



**CHERYL KENNEDY &
MONICA KURZEJESKI**
City of Troy



BARBARA NELSON
TAP, Inc. and
Troy Alley Action

DAN CULLEN
Workforce Development
Institute



KATIE HAMMOND
Downtown Troy BID



KATE MANLEY
Rensselaer County
Regional Chamber of
Commerce



CHRIS NOLAN
Rensselaer Polytechnic
Institute



ELIZABETH REISS
Arts Center of the Capital
Region and
Troy Cultural Alliance



The Arts Center
of the Capital Region



TROY MASTER PLAN FOR PUBLIC ART

TROY SUMMER SQUARE



“Public art should engage people in participatory art creation to develop ownership of public spaces and to reclaim blighted areas.”

- SURVEY RESPONDENT

Over three weeks in the summer of 2017, Troy Summer Square “popped up” on a temporarily closed block of Broadway Street, in front of Monument Square in Downtown Troy. Troy Summer Square was a flexible, integrated public environment in which a painted street, festive flags, chairs, tables, planters, and constant programming activated the space. During its three week run, Troy Summer Square presented diverse programming with local cultural partners, hosted fun public engagement events, and showcased twelve “Explore Troy Awards,” opportunities available for Troy artists to engage the public and space.

Goals of Troy Summer Square:

- To hear from local residents.** Planners wanted to creatively engage Troy’s residents and visitors about public art, public space, and Troy’s assets and to get input from as many people as possible for Troy’s public art plan.
- To show off local artists.** Through Explore Troy Awards, Troy Summer Square showcased Troy’s incredible creative talent through diverse art projects.
- To discuss national trends.** Planners used the space to educate people about innovative public art in other cities, how public art can play a role in Troy’s current development, and to continue building demand for more public art.
- To connect people.** Troy Summer Square provided a public space for local organizations to reach new and diverse audiences and for businesses to experiment with new ideas.
- To display Troy’s unique spirit.** Tapping into themes related to Troy’s current renaissance, Troy Summer Square showcased the individuals and organizations in charge of creating the buzz.

TROY SUMMER SQUARE

SCHEDULE

WEEK ONE

WED 7/19 @ 6-8pm **KICK OFF EVENT.** History of Monument Sq., monument walking tour + live storytelling w/artist Gerry Fuhrmann.

THUR 7/20 @ 7:30-9:30pm **Open Air: Dessert + Dialogue, Public Art & the River.** Discussion presented by Collar Works.

FRI 7/21 @ 5-8pm **The Borders Project: Shelter Me.** Explore Artist Jackie Weaver's hand-made tents and talk about boundaries.

SAT 7/22 @ 5-7pm **Good Vibes + Dancing.** Local DJ's spin good times for all.

WEEK TWO

WED 7/26 @ 5-7pm **Monumentally Radical Tie-Dye Party.** Collaborate w/artist Sarah Haze to create a HUGE tie-dye painting.

THUR 7/27 @ 5pm **Happy Hopscotch.** Help artist Angela Cuzzo chalk it up; **7pm** **Traveling Improvisation** w/artist Jack Magai.

FRI 7/28 @ 6-8pm **TROY NIGHT OUT.** Top 10 Ideas for Public Art in Troy with art planners Todd Bressi & Judie Gilmore.

SAT 7/29 @ 5:30pm **Summer Cabaret** w/Troy Civic Theater; **7:30pm** **Poetic Vibe** w/poet D. COLIN, including Collective Poems.

WEEK THREE

WED 8/2 @ 5:30-7:30pm **Pop-up Beer Garden + ACE Spark Freelancers Networking Event.** Local beer + networking.

THUR 8/3 @ 5-7pm **Interactive Painting & Good Vibes + Dancing.** Join artist Carol Barre to paint a scene from Troy.

FRI 8/4 @ 6-8pm **Everyday Experts.** Artist Melissa Sarris gathers local experts to share their odd and incredible skills.

SAT 8/5 @ 5:00-7:00pm **"Troy"nglwood BYOPicnic + Music** with Troy Empowerment Women's Choir + Tsoloi Drummers.

OUTCOMES

14 EVENTS | 1,000+ ATTENDEES & PARTICIPANTS | \$9,000 PAID TO LOCAL ARTISTS

12 artist ideas funded from Explore Troy Awards:

- 1 live storyteller
- 3 visual artists
- 4 musicians
- 2 dance groups
- 1 poet
- 1 social practice artist

9 organizational partnerships:

- Rensselaer County Historical Society
- Collar Works
- Troy Farmers Market
- Chill Smith Collective
- Troy Boys & Girls Club
- Downtown Troy BID
- Upstate Alliance for the Creative Economy
- Radial Diamond Kinetics School
- Troy Civic Theatre

4 local sponsors:

- MVP Health Care
- The News Apartments
- The Robert and Naomi Ingalls Fund and the Tom Phelan Memorial Fund, both of the Community Foundation for the Greater Capital Region

TROY MASTER PLAN FOR PUBLIC ART

VISION

The vision that emerged is that public art in Troy will be a visual expression of Troy's values.

Public art in Troy will demonstrate high aesthetic expectations, represent different media, be relevant to its site, and engaging to its audience.

Public art will help inform a strong civic narrative and give residents and visitors a reason to be optimistic about Troy's future. It will activate communities' imaginations and contribute to the development of new ideas and partnerships. It will include young people and local artists and help connect them to the levers of political power.

Public art in Troy will not be seen as a simple amenity. Instead, it will be viewed as a vital platform for innovative experimentation and curious exploration that becomes a part of Troy's creative and civic ecosystem – tapping into and uplifting the perception that Troy is *the* creative city in the Capital Region.

The following pages include the goals, strategies, and focus initiatives recommended in support of this vision in Troy.



TROY MASTER PLAN FOR PUBLIC ART

GOALS & STRATEGIES



GOAL 1

Make surroundings more interesting and beautiful

1. Integrate art into everyday places, in all parts of the city, to make them more desirable and to amplify neighborhood character.
2. Encourage private developers and nonprofits implementing capital construction projects to commission or purchase art for their projects.
3. Explore the feasibility for an ordinance requiring public art in private development.
4. Develop *quality* artworks and experiences rather than stretching limited resources to produce a high volume of projects that are not memorable.
5. Continue Explore Troy Awards, updating goals with strategic partners and opportunities each year.

TROY MASTER PLAN FOR PUBLIC ART

GOALS & STRATEGIES

GOAL 2

Create longstanding symbols and gateways throughout Troy



1. Working with existing mural partners, formalize a Troy mural program and market and publicize its guidelines and recommendations.
2. Complete a large mural on the side/back of the Arts Center that creates a downtown arts plaza.
3. Establish and host an annual light festival.
4. Light the Green Island Bridge.
5. Continue Troy Summer Square each year in Monument Square. Work towards making it a permanent public space for public arts programming.
6. Encourage innovative projects and public arts activities that make Troy a unique public art destination.

TROY MASTER PLAN FOR PUBLIC ART

GOALS & STRATEGIES



GOAL 3

Activate unsightly or underutilized public spaces, including the Hudson River

1. Expand the concept of public art to include spontaneous arts experiences in non-traditional settings.
2. Generate a neighborhood idea bank for community identification of unsightly or underutilized spaces in every neighborhood that could be sites for permanent and temporary public art projects and programming.
3. Host a community meal on the Hudson River, spreading programming and sites to every neighborhood along the river.
4. Create a long-term River + Art strategy to connect people to, and along, the river.

TROY MASTER PLAN FOR PUBLIC ART

GOALS & STRATEGIES

GOAL 4

Ensure equitable access to public art opportunities



1. Provide opportunities for community members and local artists to participate in the public art process, from artist selection through stewardship.
2. Ensure diversity, equity, and inclusion in the planning and production of all public art in Troy.
3. Develop projects that connect diverse communities and residents through issue-based, city-wide conversations that affect a wide variety of individuals.
4. Develop resources to keep local artists informed of opportunities and help them develop skills to compete for public art projects.
5. Build on the engagement fostered by Troy Summer Square and this plan to create an effective framework for local artists and communities to collaborate on public art projects and programming.
6. Create and publicize a process for local artists or organizations to initiate projects throughout Troy.

TROY MASTER PLAN FOR PUBLIC ART

GOALS & STRATEGIES



GOAL 5

Strengthen Troy's public art ecosystem and build a sustainable public art program

1. Establish Arts Center as the leading resource for public art practice in the Capital Region. Expand its mission and programs to include:

- Awareness of public art, placemaking, and beautification best practices and methods throughout the region.
- Support and production of public art in Troy and across the region.

- Development of a guest Public Art Curatorship at the Arts Center to help implement components of this plan.
- Identification of an administrator to work with the City of Troy to manage the permanent collection and marketing of existing public art.

2. Create and fundraise across sectors for a Troy Public Art Fund that provides grants for the production of public art in Troy.

TROY MASTER PLAN FOR PUBLIC ART

GOALS & STRATEGIES

GOAL 6

Elevate the profile and visibility of Troy and its creative community



1. Celebrate local artists' and organizations' public art successes locally, regionally, and nationally.
2. Develop a marketing campaign, using print and social media, that informs residents and visitors about public art and experiences in Troy.
3. Create a Troy Public Art Guide page on the Troy Cultural Alliance's website that locates and provides information about Troy's existing and upcoming public art. Eventually, the public art program can create its own site.
4. Create a supportive infrastructure for artists to do their best work in Troy.
5. Support and encourage local attractions like the Farmers Market, Victorian Stroll, etc. to enhance their offerings by adding temporary public art installations or arts programming.
6. Create a system to archive, manage, and market Troy's permanent collection of public art.

FOCUS INITIATIVE 1

MAKE MORE MURALS



FOCUS INITIATIVE 1

MAKE MORE MURALS

Troy features a small number of murals compared to other cities, but the murals that are here are well-known and well-liked, according to our survey. Moreover, when people at Troy Summer Square were asked what kind of new public artworks they would like to see, murals were one of the top choices.

Troy's strongly intact traditional urban form provides many opportunities for adding murals to the cityscape. In addition to the many walls available in Troy's neighborhoods, the rear walls of buildings on River Street, which face the riverfront park, provide a unique opportunity for signature, gateway statements.

Murals are a type of public art that provide easy access for a variety of artists and for public participation. Mural making can also tap into Troy's reviving letterpress traditions.

RESOURCES: Mural guides have been published by Albus Cavus, Chicago Public Art Group, and the American Institute for Mural Creation.

BUDGET	FUNDING & STAFFING	TIMING	PRECEDENTS
Mural budgets vary widely, depending on their size and height, the artist fee, wall preparation and paint choices. Mural costs can range from \$12 per square foot for small, simple projects to more than \$20 per square foot for large, tall murals that require swing stages.	<ul style="list-style-type: none"> Troy Public Art Fund Corporate sponsorships Community development and/or neighborhood improvement grants Youth development grants Project management by curator or consultant, funded by inclusion of this line as up to 25% of project budget 	Mural projects are relatively easy to mobilize. Troy should begin work on a gateway mural on the back of the Art Center, with completion within a year of the approval of this plan, and should invite proposals for small mural projects as part of the next Explore Troy Awards. After further experience with mural projects, determine parameters of a fuller mural program.	<p>Cities across the country are creating mural programs, using a variety of strategies. In upstate New York, mural initiatives are underway in Buffalo/Erie County, Rochester and Syracuse.</p> <p>Rochester Wall Therapy www.wall-therapy.com</p> <p>Albright-Knox Gallery www.AlbrightKnox.org/community/ak-public-art</p>

SUPPORTS MASTER PLAN GOALS & STRATEGIES:

•Goal 1/Strategy 1 – Integrate art into everyday places, in all parts of the city, to make them more desirable and to amplify neighborhood character.

•Goal 2/Strategy 1 – Formalize a Troy mural program and market and publicize its guidelines and recommendations.

•Goal 2/Strategy 2 – Complete a large mural on the side/back of the Arts Center that creates a downtown arts plaza.

•Goal 4/Strategy 1 – Provide opportunities for community members and local artists to participate in the public art process, from artist selection through stewardship.

FOCUS INITIATIVE 2

CREATE A NEIGHBORHOOD IDEA BANK



FOCUS INITIATIVE 2

CREATE A NEIGHBORHOOD IDEA BANK

Troy's neighborhoods should be involved in the process of identifying opportunities for public art. Residents, business owners, and institutions know about community needs, opportunities, and resources in ways that arts professionals and outside artists don't.

For Troy, it will be important to generate ideas for public art that come from the grassroots. Artists and curators can then consider these ideas when they are making proposals for initiatives such as a River + Art strategy.

The crowdsourced ideas could also be turned into a visual exhibition that could be displayed at the Arts Center and travel elsewhere in the city, making the public art process more visible and transparent.

BUDGET	FUNDING & STAFFING	TIMING	PRECEDENTS
The process of developing an idea bank could involve hosting community meetings in each section of Troy (Downtown, North Central, South, Eastside and Lansingburgh) and documenting input. A realistic budget for planning and facilitation would be \$2,500; an exhibition would be \$5,000.	<ul style="list-style-type: none"> City Planning Dept. Troy Public Art Fund Corporate sponsorships Community development and/or neighborhood improvement grants Project management by Arts Center curator, Guest Public Art curator, or consultant 	This would be a good step for kicking off the plan implementation in 2018.	<p>Lancaster, PA is building its idea bank through a "Public Art Civic Engagement" process, led by artists. https://cityoflancasterpa.submittable.com/submit/105770/pace-public-art-civic-engagement</p> <p>In Philadelphia's "Neighborhood Time Exchange" artists are given studios and funds in exchange for donating time and talents to community projects identified through an open process and community meetings. www.neighborhoodtime.exchange/</p>

SUPPORTS MASTER PLAN GOALS & STRATEGIES:

•Goal 3/Strategy 2 – Generate neighborhood idea bank for community identification of unsightly or underutilized spaces in every neighborhood that could be sites for public art projects and programming.

•Goal 4/Strategy 1 – Provide opportunities for community members and artists to participate in the process, from artist selection to stewardship.

•Goal 4/Strategy 2 – Ensure diversity, equity, and inclusion in the planning and production of all public art in Troy.

•Goal 4/Strategy 5 – Build on engagement fostered by Troy Summer Square and this plan to create a framework for local artists and communities to collaborate on public art projects and programming.

FOCUS INITIATIVE 3

CONTINUE EXPLORE TROY AWARDS

ARTS CENTER
**TROY
PUBLIC
ART** SUMMER
SQUARE

GET READY! Troy Summer Square, a pop-up pedestrian plaza at Broadway and River Streets, is coming 7/19 to 8/5.

Visit ArtsCenterOnline.org/troy-summer-square for details.

WHAT'S YOUR IDEA?

Write It Down →

ARTS CENTER
**TROY
PUBLIC
ART** SUMMER
SQUARE

EXPLORE TROY AWARDS

Seeking **IDEAS** from Troy's artists, creatives and innovative residents to help us Explore Troy and engage its unique people and places.

Online or on this card tell us your idea — big or small — for a public art project OR program in Troy. You may submit multiple ideas. Winning ideas will be funded and projects presented in Troy THIS summer.

YOUR IDEA HERE

☐ I DO NOT want the Arts Center to share my idea publicly.

DETAILS. Deadline: 7/1/17. Find out more and submit online: Artscenteronline.org/troy-summer-square. Or drop card at Arts Center front desk. For info. contact judiegilmore@gmail.com

Email address OR phone: _____

This program funded by NYSCA as part of the Capital REOC Program.

FOCUS INITIATIVE 3

CONTINUE EXPLORE TROY AWARDS

Explore Troy Awards were created in 2017 as part of Troy Summer Square. Local artists were invited to submit their own proposals for public art projects that would activate the temporary public space and downtown overall. More than 100 proposals were received, and twelve projects were commissioned for presentation during the three weeks of Troy Summer Square.

Explore Troy Awards were successful at all of their goals — to generate momentum, connect new audiences to public art, offer fresh ideas, provide local artists with an inspiration to try out new ideas, and engage residents and visitors with the public art master plan process. The format of the program, micro-grants organized around a basic prompt or theme, is resilient and could be applied again to Troy Summer Square or to some other place or topic of interest in the city (such as the riverfront).

Explore Troy Awards should be an annual activity, continuing with the same goals that motivated the pilot project and exploring new sites and partnerships.

BUDGET	FUNDING & STAFFING	TIMING	PRECEDENTS
<p>Last year’s budget was \$9,000, with curatorial and project management fees paid for separately. A minimum budget of \$15,000 would be necessary to fund the same level of effort in future years.</p>	<ul style="list-style-type: none"> • City of Troy • Troy Public Art Fund • Corporate sponsorships • Public art/city planning grants • Project management by Arts Center curator, Guest Public Art curator, or consultant 	<p>Explore Troy Awards should be an annual event, organized in conjunction with Troy Summer Square, with other citywide events, or in response to other city initiatives or priorities. The awards should operate on a six-month cycle from issuance of request for proposals (RFP) to presentation of the projects.</p>	<p>Explore Troy Awards, Troy, NY, 2017</p> <p>Neighborhood Yes Fund, Philadelphia www.muralarts.org/blog/becoming-neighbors-saying-yes-reflecting-neighborhood-yes-fund/</p> <p>Santa Rosa, CA Downtown Connect www.srcity.org/760/Downtown-Connect</p>

SUPPORTS MASTER PLAN GOALS & STRATEGIES:

- Goal 1/Strategy 1 – Integrate art into everyday places, in all parts of the city, to make them more desirable and to amplify neighborhood character.
 - Goal 1/Strategy 5 – Continue Explore Troy Awards, updating goals with strategic partners and opportunities.
 - Goal 2/Strategy 6 – Encourage innovative projects and public arts activities that make Troy a unique public art destination.
- Goal 3/Strategy 1 – Expand the idea of public art to include spontaneous arts experiences in non-traditional settings.
 - Goal 4/Strategy 6 – Create and publicize a process for local artists or organizations to initiate public projects throughout Troy.
 - Goal 6/Strategy 4 – Create a supportive infrastructure for artists to do their best work in Troy.

FOCUS INITIATIVE 4

HOST A COMMUNITY MEAL ON THE HUDSON RIVER



FOCUS INITIATIVE 4

HOST A COMMUNITY MEAL ON THE HUDSON RIVER

In Troy, as in many cities these days, food issues are at the forefront of people’s minds. Food issues are intimately connected to public health, economic justice, the creative economy, cultural traditions and, ultimately, a sense of place. Food issues also cut across cultural, economic, and geographic backgrounds — from access to healthy food choices to celebrating community and cultural traditions with food events like Chowder Fest, Pig Out, and the weekly Troy Farmers Market.

There are numerous artists who have developed their practices around exploring food issues. Artists have collected food stories to explore commonalities and differences between food traditions, created blessings with dance and spoken word, and organized meals that explore how sharing a meal can be a social activity.

BUDGET	FUNDING & STAFFING	TIMING	PRECEDENTS
<p>There are many variables to consider when estimating a budget for this kind of event. How many attendees, volunteers, donated or discounted goods and services, etc. will all affect a budget. <i>The Meal</i> in Philadelphia served 900 for a cost of \$200,000 with significant programming attached.</p>	<ul style="list-style-type: none"> • City of Troy • Troy Public Art Fund • Corporate sponsorships • Public art/city planning grants • Project management by Arts Center curator, Guest Public Art curator, or consultant 	<p>Time required for planning, partnership and project development, audience building, and marketing could take up to six months. The process could begin anytime with the project taking place in summer or fall.</p>	<p><i>Create, The Community Meal</i> by artist Seitu Jones was presented by Public Art St. Paul in 2014. www.publicartstpaul.org/project/create/#about_the_project</p> <p><i>70x7 The Meal</i> by Studio Orta was presented by Mural Arts Philadelphia in 2013. www.muralarts.org/artworks/70-x-7-the-meal-act-xxxiv</p>

SUPPORTS MASTER PLAN GOALS & STRATEGIES:

- Goal 2/Strategy 5 –Encourage innovative projects and public arts activities that make Troy a unique public art destination.
 - Goal 3/Strategy 3 – Host a community meal on the Hudson River, spreading programming and sites to every neighborhood along the river.
- Goal 4/Strategy 3 – Develop projects that connect diverse communities and residents through issue-based, city-wide conversations that affect a wide variety of individuals.
 - Goal 4 – Ensure equitable access to public art opportunities.

FOCUS INITIATIVE 5

LIGHT THE GREEN ISLAND BRIDGE



FOCUS INITIATIVE 5

LIGHT THE GREEN ISLAND BRIDGE

The Green Island Bridge is one of Troy’s most iconic built structures. It is a highly visible gateway to the city from the west, and its solid structure is a reminder of the two bridges that preceded it before collapsing into the river. Troy institutions such as RPI and its Lighting Research Center would be obvious partners.

- Artists have often been inspired by the possibility of lighting iconic structures like this bridge. Three general approaches are to:
- Make temporary projections on the surfaces of the bridge; projections can be still images, still texts or dynamic like videos or projection managers, or custom projection mapping projects. One challenge is that the cross-structures over the roadway would have to be used for projections, as there is no outboard platform that could be used to project onto the sides of the towers.
 - Create architectural lighting on the bridge towers, with LED piping to outline edges and color washes to fill in edges. Such lighting could be programmable.
 - Light the spaces in between the towers, or between the bridge and the surface of the river, with projected light or reflection.

BUDGET	FUNDING & STAFFING	TIMING	PRECEDENTS
<p>A projection project could cost from \$25,000 for a simple short-term video or still projection, to \$100,000 for a basic projection/-mapping project. Architectural-style lighting would cost \$1 million minimum. Lighting the spaces between towers would cost \$500,000 minimum.</p>	<ul style="list-style-type: none">• City of Troy• Troy Public Art Fund• Corporate sponsorships• Public art, tourism or economic development grants• Project management by general contractor or consultant	<p>This is an opportunity that is currently unrelated to any capital improvements. It could occur at any time.</p> <p>For example, a temporary projection could be created as part of a light festival. A permanent installation could be planned for the bridge’s 30th anniversary in 2021.</p>	<p><i>Stamford Luminata</i>, Sandy Garnett, Joy Wulke and others, Stamford Train Station, 2013</p> <p><i>Dreaming in Color</i>, Leni Schwendinger, McCaw Hall, Seattle Center, 2005</p> <p><i>Matrix VI</i>, Erwin Redl, 2002 Whitney Biennial</p>

SUPPORTS MASTER PLAN GOALS & STRATEGIES:

- Goal 1/Strategy 4 – Develop *quality* artworks and experiences rather than stretching limited resources to produce a high volume of projects that are not memorable.
- Goal 2/Strategy 6 – Encourage innovative projects and public arts activities that make Troy a unique public art destination.
- Goal 3/Strategy 4 – Create a long-term River + Art strategy to connect people to, and along, the river.
- Goal 6 – Elevate profile and visibility of Troy and its creative community.

FOCUS INITIATIVE 6

CREATE MURAL ON BACK/SIDE OF THE ARTS CENTER



FOCUS INITIATIVE 6

CREATE MURAL ON BACK/SIDE OF THE ARTS CENTER

The back and north side of the Arts Center of the Capital Region's building occupies one of the most visible locations in Troy, facing the Hudson River, Riverfront Park, and a busy parking area. It is a prime location for a signature, gateway mural that melds the urban design, community engagement, and artistic visions for public art in Troy.

Installing a mural on this wall would be relatively straightforward. One approach would be to paint directly on the wall. This would require a lift and several weeks of painting. Another approach would be to install a frame on part of the wall (taking care not to cover windows) and installing a mural that is printed on vinyl. A frame and printed mural would cover less area, but it would cost less and could be changed easily. A painted mural has a superior visual quality and provides more artists with more work.

BUDGET	FUNDING & STAFFING	TIMING	PRECEDENTS
The paintable area of the back of the Arts Center is approximately 5,000 square feet. A painted mural of this size would cost in the range of \$20 per square foot (\$100,000). A frame with a printed mural would cost in the range of \$12 per square of foot, or \$60,000.	<ul style="list-style-type: none"> City of Troy Troy Public Art Fund Corporate sponsorships Public art/city planning grants Project management by experienced muralist or consultant, funded by inclusion of this line as up to 25% of project budget 	The time required to select an artist, design a mural, and install a large mural could be about six months. The process could begin anytime, with painting and installation to occur in spring, summer, or fall.	<p><i>Mural of Unusual Size</i>, Hagerstown, MD www.hagerstownculturaltrail.com/mural-of-unusual-size</p> <p><i>psychylustro</i>, Philadelphia www.muralarts.org/artworks/psychylustro</p> <p><i>Parkway Daydreams</i>, Philadelphia www.muralarts.org/artworks/parkway-daydreams</p>

SUPPORTS MASTER PLAN GOALS & STRATEGIES:

- Goal 1/Strategy 4 – Develop *quality* artworks and experiences rather than stretching limited resources to produce a high volume of projects that are not memorable.
- Goal 2 – Create longstanding symbols and gateways throughout Troy

- Goal 5/Strategy 1 – Establish Arts Center as the leading resource for public art practice in the Capital Region.
- Goal 2/Strategy 6 – Encourage innovative projects and public arts activities that make Troy a unique public art destination.

FOCUS INITIATIVE 7

CREATE ANNUAL LIGHT FESTIVAL



FOCUS INITIATIVE 7

CREATE ANNUAL LIGHT FESTIVAL

Light festivals are very popular in cities across the United States right now. During Troy Summer Square, participants ranked a light festival in Troy as one of their favorite public art ideas.

There are several factors that make Troy a good place for a light art festival:

- Its interesting architecture, infrastructure, and natural landscape provide many opportunities for light artists to react to.
- Rensselaer Polytechnic University and its Lighting Research Center offer professionals, faculty, and a student base that can be drawn on to develop projects.
- Troy's local art, design, and creative community has potential resources to help develop projects.
- Troy Night Out, the Victorian Stroll, and Troy Summer Square provide an existing scheduling framework and audience.

BUDGET	FUNDING & STAFFING	TIMING	PRECEDENTS
A one-night lighting festival budget would be a minimum of \$25,000. Estimate at least \$5,000 per project. If you included a temporary project on the Green Island bridge, you would want to increase the budget by at least \$20,000 for that site.	<ul style="list-style-type: none"> • City Planning Dept. • Troy Public Art Fund • Corporate sponsorships • Community development and/or neighborhood improvement grants • Project management by Arts Center curator, Guest Public Art curator, or consultant 	It takes the better part of a year to identify, select, develop, and test concepts with local artists. Engaging with artists who have an national or international practice can take longer, in terms of getting on their schedule. The inaugural light festival could be presented in spring 2019.	Light festivals come in many formats. For example, Light City Baltimore is an initiative of the city's Office of Arts and Promotion, heavily supported by corporate sponsors as a driver of Baltimore's creative economy and tourism. More modest exhibitions like the annual LIT (Light+Innovation+Technology) festival in Huntsville, Alabama, last for one evening. In between, in terms of scale, Georgetown Glow features about 10 projects, lasts about a month and features regional artists. www.artshuntsville.org/lit-lightinnovationtechnology/ www.promotionandarts.org/events-festivals/light-city www.georgetownglowdc.com/

SUPPORTS MASTER PLAN GOALS & STRATEGIES:

• Goal 1/Strategy 4 – Develop *quality* artworks and experiences rather than stretching resources to produce a lot of projects that are not memorable.

• Goal 2/Strategy 6 – Encourage innovative projects and public arts activities that make Troy a unique public art destination.

• Goal 5 – Strengthen Troy's public art ecosystem

• Goal 6/Strategy 4 – Support and encourage local attractions like the Farmers Market, Victorian Stroll, etc. to enhance their offerings by adding temporary public art installations or arts programming.

• Goal 6 – Elevate profile and visibility of Troy and its creative community

• Goal 1/Strategy 5 – Continue Explore Troy Awards, updating goals with strategic partners and opportunities each year.

FOCUS INITIATIVE 8

ESTABLISH ARTS CENTER AS REGIONAL RESOURCE FOR PUBLIC ART



Photo: Paul Buckowski/Times Union

FOCUS INITIATIVE 8

ESTABLISH ARTS CENTER AS REGIONAL RESOURCE FOR PUBLIC ART

A public art program should be anchored in an organization with the professional expertise and capacity to provide responsible leadership and program management. Usually this occurs in a city or county arts and culture agency, or in a nonprofit arts institution (museum, art center, arts council).

In Troy, the organization that is currently best positioned to lead a public art initiative is the Arts Center of the Capital Region. Though its mission is now focused on offering classes, exhibitions, and programs that engage “anyone of any age who wants to explore their creativity,” it was founded as the Rensselaer County Council on the arts and still plays the role of a county arts council in regard to regranting New York State Council of the Arts funding.

BUDGET	FUNDING & STAFFING	TIMING	PRECEDENTS
Most of the goals in this plan would be funded through project-related funding. A reasonable budget for a year-long public art curatorship would be \$20,000, with additional implementation funds identified.	<ul style="list-style-type: none"> • City of Troy • Troy Public Art Fund • Corporate sponsorships • Public art/city planning grants • Project management by Arts Center curator, Guest Public Art curator, or consultant 	The implementation of this new mission area should occur in conjunction with implementation of the Arts Center’s strategic plan. While the Arts Center may have the capacity to provide fiscal and marketing infrastructure for public art initiatives, there should careful study of how a long-term program can be integrated into the Arts Center in regard to mission, program, staff, and capacity.	<p>In New York the best example of an independent art center creating a public art program is Buffalo’s Albright-Knox Gallery, www.albrightknox.org/community/ak-public-art</p> <p>There are many precedents of county arts councils, set up as independent nonprofits, that manage public art programs. Our consulting team has worked with such councils in Frederick, MD Montgomery County, MD and Huntsville, Alabama.</p>

SUPPORTS MASTER PLAN GOALS & STRATEGIES:

- Goal 5/Strategy 1 –Establish Arts Center as leading resource for public art practice in the Capital Region. Expand mission and programs to include:
 - Increase awareness of public art, placemaking, and beautification best practices and methods throughout the region.
 - Support and production of public art in Troy and across the region.

- Develop a guest Public Art Curatorship at the Arts Center to help implement components of this plan.
- Identify administrator at the Arts Center to work with the City of Troy to manage the permanent collection and marketing of public art.



TROY MASTER PLAN FOR PUBLIC ART

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ARTS CENTER

TROY
PUBLIC
ART SUMMER
SQUARE