



Art of Doraville

Public Art Master Plan



Doraville Art Master Plan

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Executive Summary

Cities gain tremendous value from public art. It reflects the existing creativity of the local population, and promotes uniqueness and an increased sense of place within our community. People tend to want to move to places that are memorable, and support of the arts is one of the key ways to achieve this goal. By engaging in public art as a tool for growth and sustainability, communities can thrive economically.

The overarching goal of the Doraville Public Art Master Plan is to increase the availability, accessibility, and quality of public art throughout the City of Doraville. Doraville is seeking works of public art that reflect the spirit of the city of Doraville, its residents, and the current themes the city has chosen to focus on. These are themes that should act to inspire, engage, and motivate the artists working within the city of Doraville. This Master Plan creates the framework for public art goals, implementation strategies, priority locations, and the process of selecting, maintaining, and funding art.

Korean Drum Dancers at the 150 Fall Fabulous Art Festival in Doraville, GA

Chapter 1

The *What* & *Why* of Public Art

Public Art is here defined as a work created by a visual artist for display in a public space or visible from a public space. Acceptable forms of Public Art include, but are not limited to, all forms of limited edition or one-of-a-kind original creations of visual art, unique artistic features or enhancements to public property, wall murals and mosaics of differing sizes, natural art work, temporary or tactical art, and varying types of sculptures. Public art includes any work of art purchased with public funds, or that exists in the public realm. Whether it's on private or public property, if it can be seen from public spaces, like sidewalks, streets, courtyards, parks, even parking lots, it's public art. Public art can be created in any medium, whether it's sculpture, murals, or fountains. Even artfully created benches, bus stops and other utilities can be public art. Temporary or tactical art is by definition not disqualified as Public Art and will be considered and approved of by the Art Commission.

[A Visual Artist is someone who is either compensated financially for producing art, is licensed to teach art, has exhibited, presented, performed or published a work of art, has

formal training or education in the art field, or has received awards or recognition for their artistic abilities.]

While there has been much debate as to what is not art, for our purposes, Public Art should not include business logos or advertising, product placement for advertising, mass produced items, commercial reproductions, decorative, ornamental or functional elements not created by the Artist, electrical, water, or mechanical services, unkempt or unsightly installations, exhibitions, performances or educational activities, issues with security or publicity, or art used as signage or directional elements. Public Art must be approved by the Art Commission.

“

Doraville Art is so pleased and excited to contribute the first piece of public art installed within Doraville city limits. This will be the first of many projects to reflect our community's unique makeup and energy.

- DArt President Sarah Marks



Dora at English Oak Park in Doraville, GA

What is Tactical Public Art?

Tactical public art supports a "short-term action for long-term benefit" approach to community improvement using low-cost material interventions that inform long-term investment. It is used by many groups to make immediate artistic improvements in public spaces, in order to begin the transformation of a space without the need for extensive planning or large, upfront material costs.

Why Public Art?

Cities gain tremendous value from public art. It reflects the existing creativity of the local population, and promotes uniqueness and an increased sense of place within our community. People tend to want to move to places that are memorable, and support of the arts is one of the key ways to achieve this goal. By engaging in public art as a tool for growth and sustainability, communities can thrive economically.

The overarching goal of the Doraville Public Art Master Plan is to increase the availability, accessibility, and quality of public art throughout the City of Doraville. This plan contains policy recommendations and actionable items to grow and strengthen public art in Doraville over the next ten years. This plan will be used as a decision-making tool for City staff and the Doraville Art Commission to set priorities, determine funding, and select sites for future public art projects.



Assembly in Doraville, GA

Inspirational Murals



Chamblee-Dunwoody Road in Chamblee, Georgia by Amir Totem.



Wylie Street in Atlanta, Georgia by Erin Enright and Alea Hurst (above).



Tactical Art



Examples of tactical urbanism projects as seen on the Atlanta Beltline in Atlanta, GA. Above left is art by Rabbit Atl and above right is art by Tiny Doors ATL.

Sculptures and Installations



Installation and sculpture projects from Chattanooga, Tennessee. Above left is Umbrella Alley in the West Village and above right is Resurgence by Albert Paley and photographed by vantes_eye. These images show how experiences can be created and history celebrated through art.

Our Mission

To support public art that celebrates Doraville's diversity, vitality, and community with the key addition of transformation to beautify, unify, and enrich the multicultural community of Doraville.



Asian Square in Doraville, GA



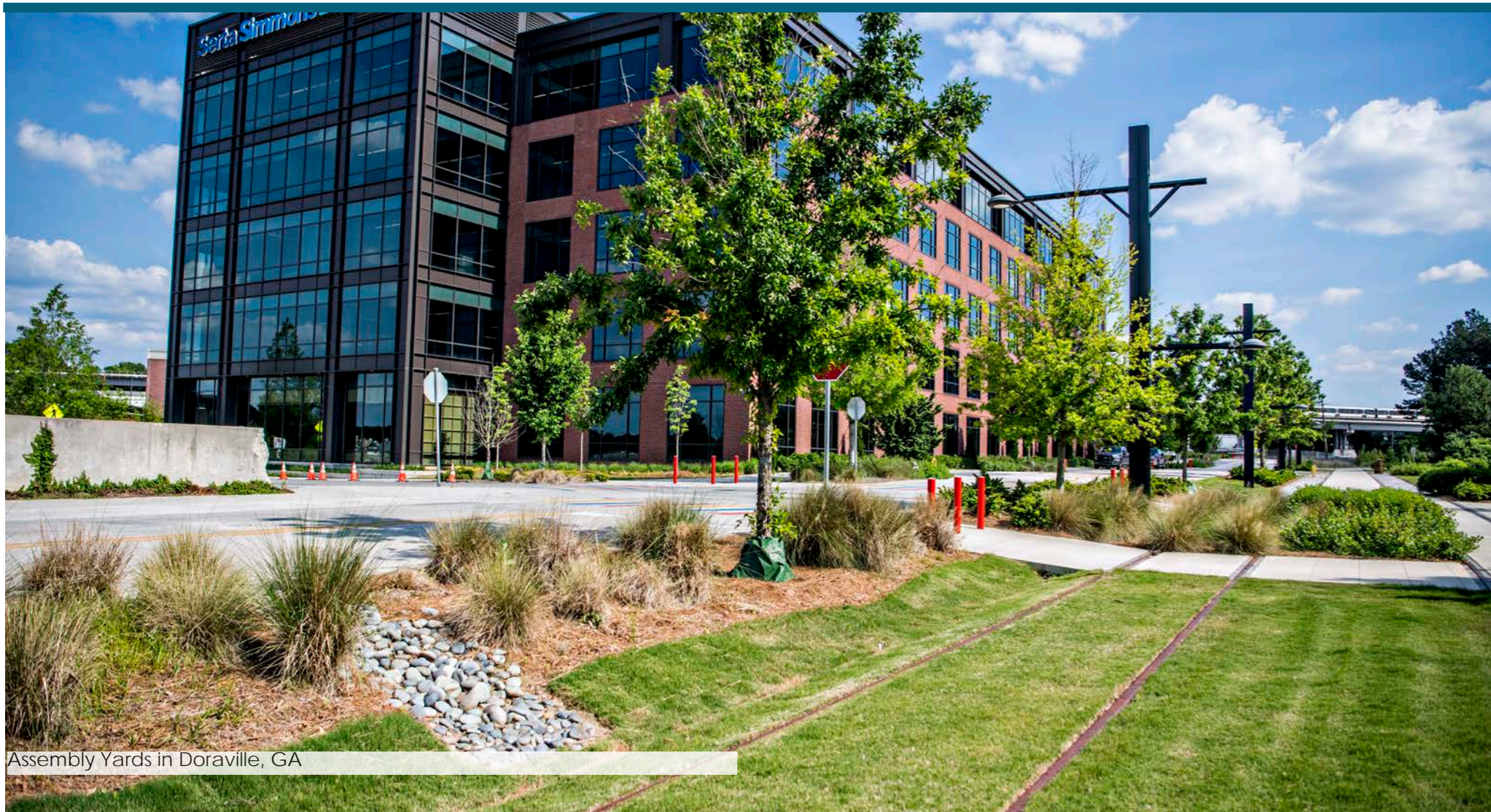
Northwoods Unity Garden in Doraville, GA

Our Vision

The Doraville Art Commission seek to promote diversity, vitality, community, and transformation through creative displays of public art that champions local talent.

Chapter 2

Goals & Implementation Strategies



1. Commission public artworks that respond to themes of diversity, vitality, community, and transformation.
 - a. Compare proposed art to the approved definitions of these themes.
 - b. Create measurable ways of evaluating subjective art.
2. Expand the local and broader community's awareness of and access to public art.
 - a. Make public art a visible and celebrated part of Doraville by prioritizing locations for art that have high visibility.
3. Prioritize and support local artists.
 - a. Work the DArt to recruit local artists.
 - b. Commission projects open to local artists only.



4. Seek to create public art that creates a sense of place for Doraville.

- a. Collaborate with and encourage the City Departments, especially Public Works, Parks, and the Community Development Department, to incorporate art into functional pieces such as benches, sidewalks, etc. and prioritize art in planning.
- b. Develop community-based public art projects which could incorporate neighborhoods and local schools.
- c. Capitalize on Doraville's unique strengths including its multicultural businesses and residents.

5. Expand the collection of public art in Doraville.

- a. Make the application and approval process clear and convenient.
- b. Advertise and pursue the opportunity for public art in Doraville through nonprofits such as DArt, social media, and other local news outlets.

6. Improve gateways to the City of Doraville by incorporating public art.

- a. Prioritize, advertise, and incentivize these locations for public art.
- b. Coordinate with businesses near gateways to promote the installation of art.



Doraville MARTA Station in Doraville, GA

7. Align the goals and strategies for public art with other relevant City plans.

- a. Update the Livable Community Code to support murals and other means of public art as a facade treatment.
- b. Seek changes to the City of Doraville sign code to allow for murals.

8. Make decisions about public art projects efficiently, avoiding redundant and/or extra steps in process, and avoiding delays.

- a. Establish quantitative criteria to review subjective art.
- b. Ensure applications are complete before moving them forward for review.
- c. Work with applicants to answer any questions and update the process as needed to ensure clarity and efficiency.

9. Support artists by aiding community education and outreach on public art, and promoting fair compensation for artists.

- a. Regularly engage with local artists through Art Commission meetings and community events.
- b. Host celebrations when art is completed and revealed.
- c. Use DArt as a resource for education and outreach.

10. Seek diverse, reliable, and stable funding for public art through the City of Doraville.

- a. Pursue grants and donations from public and private sources for specific projects as they become available and are identified.
- b. Create an annual City budget line item to support public art.

Chapter 3

Criteria

Doraville is seeking works of public art that reflect the spirit of the city of Doraville, its residents, and the current themes the city has chosen to focus on. These are themes that should act to inspire, engage, and motivate the artists working within the city of Doraville.



Northwoods Unity Garden in Doraville, GA



Doraville Sesquicentennial Halloween Costume Contest



Braves Parade in Atlanta, GA

Doraville Celebrates...

Centered around the vast diversity found within the Doraville city limits, this includes diversity in cuisines, holidays, celebrations, and festivals. This includes diversity in the residents of Doraville, especially but not limited to racial diversity, ethnic diversity, socio-economic diversity, generational diversity, cultural diversity, geographical diversity, and a range of diverse abilities displayed by the residents and reflected by the public artworks.

This theme evokes art centered around the ancestry, growth, youth, development, transformation, and activity of the city of Doraville and its residents. Vitality also sparks images of the outdoors including art related to flowers, vines, trees, parks and other green spaces, as well as natural elements such as creeks, and streams. Doraville's Vitality is also represented in the city's industrial past, present and future as the city continues to transform and grow.

Diversity

Vitality

Transformation

This theme focuses on beautifying, unifying, and enriching Doraville's multicultural community as it fosters and nourishes its identity architecturally, economically, socially, culturally, and historically.



Autumn Park Playground Opening in Doraville, GA

Public Art in the city of Doraville may also highlight the characteristics shared by the Doraville community such as communal places, interests, practices and traditions, and communal actions, as well as the community's historical past.

Chapter 4 Locations

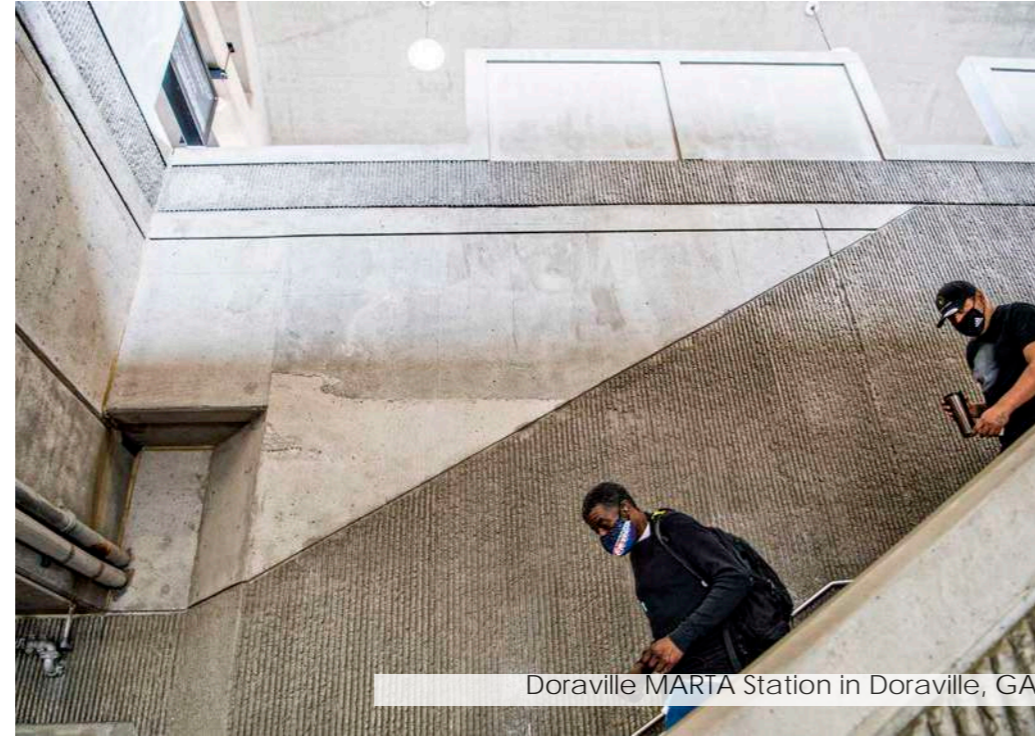


Carver Hills in Doraville, GA

The City of Doraville is ripe for public art in many different forms. Bridges and overpasses along New Peachtree Road, Buford Highway, and Winters Chapel. Additionally, space along public right of ways throughout the city could be used to adopt sculpture art and other non-traditional forms of art.

Among the many locations discussed by the commission, the following sites were narrowed down by the commission:

- New Peachtree Bridge (outside of the perimeter)
- Buildings along Buford Highway
- Halpern Park and other City park areas
- Sculptures on New Peachtree Road
- Home Depot
- Doraville MARTA Station
- The Oakcliff Bridge/Winters Chapel.



Tactical art can be applied toward the many bus shelters, phone poles, benches, and other nontraditional localities. This allows the City to beautify the built environment and further a sense of place for Doraville's character.

Chapter 5

The Process

The public art ordinance establishes a multi-pronged approach from start to finish.



The Process

1

Applicant applies via the Doraville Public Art Application which is available on the City website.



Art Commission Meeting at Doraville City Hall

2

The application is reviewed by the designated staff liaison to the Commission.

3

If the application meets certain criteria, the staff liaison will bring the application before the Doraville Art Commission.

4

The Commission reviews said application and ensures compliance with all regulations and legal agreements. Further, to avoid delays and indecision regarding the subjective evaluation of art, a grading system will be utilized to determine how well each piece meets the criteria of Diversity, Vitality, Community, and/or Transformation. This grading scale will be from one (1), does not meet the criteria, to five (5), exceeds the expectations of the criteria. Associated comments will be provided. Art that received high evaluations will get approved for the theme targeted.

5

If the Commission votes to approve a Public Art Installation, they shall forward the application the Mayor and Council, which shall review the proposed maintenance agreement and Public Art Easement and , upon recommendation by the City attorney, approve or deny these agreements on the basis of whether or not they serve the purpose for maintenance.



Art by Alexander Vasquez-Romen

6

Once the maintenance agreement and Public Art Easement is approved and recorded, the art must be installed within the period stated on the application.

Chapter 6

Roles & Responsibilities



Roll It Up in Doraville, GA

City Council

The City Council provides oversight of the public art program. The Council:

- Reviews and approves the Public Art Implementation Plan.
- Confirms appointments to the Public Art Commission.
- Approves annual budgets for public art.
- Approves concepts for artworks commissioned with City funds and/or proposed for City-owned property.
- Approves proposals for artworks on private property as meeting the definition of Public Art.
- Reviews and approves acquisitions, loans, donations and deaccessions upon referral by the Public Art Commission.
- Ensures artists are properly credited when art is displayed on City property.

Community Participation

Artists are being asked to create works responsive to a specific area's culture, history and residents, rather than proposing artworks that could be dropped into any park or neighborhood. Public art allows for varied participation, including public engagement in planning, selection, creation, installation, maintenance, and collective appreciation. Participatory public art better reflects neighborhood identity, culture, and history. The shared experience of creation and interaction with public art builds community cohesion. Participation amplifies the sense of ownership, discouraging graffiti, and vandalism while supporting beautification, safety, and economic development. At a time when public budgets are stretched thin, there is also a recognition that greater public participation increases voter support for public art programs and investments.

- Public art projects are commonly located on property owned or leased by the City, County, or State. Opportunities may arise when an appropriate easement or long-term agreement (commonly 5-year with automatic renewal) can be reached to locate public art on private property. In the case of new developments, the City may request (or require) space for public art with an appropriate easement.

City Staff: Parks and Recreation

- Supports the Public Art Commission in fulfilling its role to advise on public art recommendations related to the Doraville Public Art Master Plan (citywide, individual facilities).
- Supports the implementation of public art projects related to parks and recreation areas.

City Staff: Public Works

- Supports the Public Art Commission in fulfilling its role to advise on public art recommendations related to parks and recreation master plans (citywide, individual facilities).
- Supports the implementation of public art projects related to public works facilities.

Private Developers

Private developers are encouraged to include public art as part of their projects through a variety of voluntary approaches. Their role related to public art is to:

- Meet with the Public Art Commission during the formulation of their project to discuss the potential of including public art in their projects.
- Support the implementation of the public art master plan by acquiring or commissioning an artwork for their property, contributing to a public art fund or providing an easement over land for the placement of public art.
- Provide locations for temporary art exhibitions.

Public Art Commission

The Public Art Commission is appointed by City Council to make recommendations to Council on certain public art matters. The Public Art Commission:

- Reviews and recommends amendments and updates to the Public Art Implementation Plan.
- Recommends proposals for artworks on private property as meeting the definition of Public Art.
- Recommends the acceptance of donations of public art for public property.
- Recommends the acceptance of commemorative artworks and memorials proposed for public property.
- Reviews and advises on public art recommendations in comprehensive plans, area plans, overlay districts and development conditions.

In addition, the Council may delegate to the Commission the following:

- To develop policies, procedures, and guidelines necessary to implement the Public Art Master Plan.
- To appoint Task Forces or Selection Committees to work on specific projects.
- To review and approve "Project Plans" for proposed artworks that are acquired or commissioned with City funds and/or proposed for City-owned property.
- To review and recommend the selection of artists and artist concepts for artworks commissioned with City funds and/or proposed for City-owned property.

In addition, the Public Art Commission makes recommendations to the Planning Commission on the following public art matters:

- Reviews and makes recommendations on public art recommendations in the comprehensive plans, area plans, overlay district, and development conditions.

Selection Panels / Task Forces

Selection panels or Task Forces may be established by the Public Art Commission to provide guidance in the development of public art projects. For smaller projects, the Public Art Commission may serve as the selection panel. The panel's responsibilities are to:

- Develop a "Project Plan" that outlines how the public art project will be organized.
- Select project artists and recommend them to the Public Art Commission for approval.
- Review project concepts based upon the goals outlined

Chapter 7

Maintenance



Georgia Cities Week Clean-up in Doraville, GA

In accordance with Sec. 29-5 of the Doraville Public Art Ordinance, the Art Commission is charged with the following responsibilities to be included in a public art application:

- Demonstration of property rights to install proposed public art, the proposed cost of installing the same, and demonstration of the existence of the funds for said installation.
- Proposed agreement between the property owner and the City of Doraville requiring the property owner to erect and maintain the Public Art Installation at the property owner's expense, for the life of the installation.
- A proposed and executed Public Art Easement which shall grant the City of Doraville an easement in the location of the Public Art and grant the City all authority to, in the City's discretion, maintain said installation, and claim ownership in said installation (private property only).



Rivers Alive Clean-up in Northwoods

Chapter 8

Funding

Funding Sources

The City of Doraville will invest in strategic relationships and partnerships that align with the community's mission to expand the footprint of community public art.

Practical Partnership Funding Opportunities

- Collaborate with various non-profit/profit organizations in our community such as We Love Buhi, Chamblee Doraville Community Improvement District, Assembly Community Improvement District, and the Center For Pan Asian Community Services, and DART.

Example 1: "New Orleans, LA: The Arts Council of New Orleans funds public-art projects through a joint partnership between public/private sectors in order to create a more stable funding basis. City of New Orleans, local and state governmental agencies, as well as other non-profit arts organizations, are funding sources for the public-art program."

Example 2: "San Diego, CA: The public art program in San Diego is a department of the San Diego Commission for Arts and Culture. Administrative costs are covered by a portion of the city's Transient Occupancy or Hotel/Motel Room Tax*, which helps to fund the operating and personnel expenses of nearly 90 arts and cultural organizations."

Reference article: [Click here](#)

- The City could look to add public art as a line item in the annual budget to ensure the City continues to commission art in the community.
- The City of Doraville could collaborate with DART to host various community events to celebrate the installation and promotion of public art through galas, social events, art exhibits, fundraising nights, etc. The purpose of these events will be to raise awareness of the art program in Doraville, in addition to providing an opportunity for members of the area to contribute through donations.



DART Board Members

