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PUBLIC ART

Public Art

In addition to expressing a desire to improve the economic health and transportation performance of the corridor, participants in stakeholder meetings and public meetings expressed a desire to improve the visual appearance of the corridor. Public art can help to build the identity for each of the five communities along the corridor without blocking views from Manchester Road to particular shopping areas or buildings or impeding pedestrian activity along sidewalks and trails that line the corridor.

The Manchester Road Great Streets Master Plan recommends that the five communities work collaboratively with MoDOT to develop standards and strategies for public art along Manchester Road, including potentially within the right of way.

Based upon feedback from the public meetings and from stakeholder discussions, the consultant team determined the following overall goals for Manchester Road related to public art:

- Public art should strengthen the collective identity of the district, and of the individual communities, by inviting artists to create artworks for inclusion along the corridor that reflect the social, cultural, and spatial aspects of the area.
- Reinforce the Manchester Road district as a cultural destination in West County for dining, shopping, living, entertaining, and conducting business.
- Enhance and support efforts to “green” Manchester Road by commissioning artworks that reveal environmental aspects of the streetscape and of the communities.
- Create partnerships with local schools, arts organizations, and other entities in order to present high quality artworks and engage with artists.

Key Recommendations for Public Art

Permanent, Integrated Artwork - The communities should integrate works of art into the design of Manchester Road and other streets, including Main Streets and back streets, thereby helping to define the aesthetic quality of different parts of the Manchester Road corridor. Integrating planning for public art with redevelopment plans and initiatives to complete streetscape improvements will enhance the overall quality of design of the public spaces along the corridor and avoid the creation of a cluttered streetscape.

Green Street Public Art - The communities should consider enlisting an environmental artist to highlight the environmental features of the streetscape and the environmental assets along the corridor, including areas of woodland and picturesque creeks and streams. Design for town centers and other areas should integrate elements of public art with the design of rain gardens, detention facilities, and other sustainable stormwater strategies.

Permanent Sculptures - The communities should consider the installation of permanent public art sculptures at key locations along the corridor in the future, including town center areas, civic gathering places, and other nodes of community activity. These permanent sculptures may speak to the history of individual communities or reflect the vision for a particular town center. For example, the Manchester town center district may include public art emphasizing the history of the Manchester area stretching back to the 1800s.

Temporary Public Art Installations - In partnership with local arts and cultural organizations, the communities should pursue the regular display of temporary public art installations along the Manchester Road corridor. Temporary art projects or displays can reflect the dynamic nature of the corridor and in-

roduce new, exciting concepts to residents and visitors to the corridor area. Temporary displays should meet the following goals:

- Create artworks that raise the collective profile of Manchester Road as viewed by residents and outsiders.
- Build relationships with local galleries and cultural institutions by creating opportunities for the display of work in high traffic locations.
- Attract visitors to Manchester Road.

Examples of Prototypes of Public Art for Manchester Road Corridor

Public Fountain: An example of existing public art at Wildwood Town Center



