

# A-1 | Establish the Crown City Artworks Project

## DRI Funding Request/Total Project Cost

\$200,000/\$200,000

## Project Description

This project will install public art [e.g. sculpture, murals, curated exhibits] at select locations throughout the DRI boundary to enhance the appeal and attractiveness of these spaces. It will also draw attention to art as an integral component of downtown revitalization. This project will include open wall spaces, small gardens, bump outs, corners, and side streets as potential locations upon which to create unique spaces throughout the area. Components of this project will be closely coordinated with DRI infrastructure improvements. The final selection of suitable locations for public art will be dependent on other revitalization projects in the area.

## Project Location/Address

Multiple locations throughout the DRI boundary area

## Sponsor

City of Cortland

## Strategies

- Invest in downtown destinations for residents, workers, and visitors, and to attract new businesses and residents;
- Create strong gateways, wayfinding and complete streets to strengthen connections between destinations and amenities and to make the downtown inviting and accessible to all;
- Create an identity that will appeal to current and future generations;
- Support and strengthen the local arts and culture community and attractions; and
- Foster cultural venues, public events, sports events and recreational opportunities.

## Public Support

There is strong public support for the arts in Cortland. Cortland Repertory Theatre's downtown facility, which required a major capital campaign, is a great example of this support. The performing arts are well represented in the City of Cortland, but the visual and fine arts are severely under-represented. By bringing the visual arts "out of the studio and into the open," Cortland can become a cultural hub for all art forms in Central New York.

## Project Ownership

City of Cortland is named as primary sponsor for the following reasons: the anticipation that art will be installed on public property, the city's capacity to administer funds, and the importance of integrating this project with other infrastructure improvements, for which the city is ultimately responsible.



**Mural on the side of the  
Dark Horse Tavern**

### Project Partners

Project partners include downtown businesses and property owners, SUNY Cortland, Tompkins Cortland Community College and the arts community, including the Cultural Council of Cortland County. The proposed project envisions the establishment of a selection committee that will include representation from the business and arts communities, as well as key city departments. This committee will guide project development and implementation, including the selection of appropriate locations for public art and specifics regarding previously mentioned “artist calls.”

### Capacity

Cortland has the resources to coordinate this project and all related physical improvements. The strategic partners listed above will add to this capacity.

### Project Budget

\$200,000 to be spent on procurement and installation of public art

### Funding Sources

No additional funding sources are committed at this time. If more funds become available, the scope of the project may increase.

### Feasibility and Cost Justification

Studies conducted elsewhere on the economic impact of public art confirm economic benefits with returns on investment above other urban revitalization activities. This project will contribute to an anticipated 5-10% increase to the value of properties proximate to infrastructure improvements, based on national averages.

### Regulatory Requirements

- Historic Review of installations within district boundaries;
- Building Permits required for any associated lighting;
- Right-of-way (ROW) to be secured by Law Dept. for any installations on private property;
- Police/Fire to review any public safety issues;
- NYSDOT work permit may be required for any art installations adjacent to NYS ROW.

### Timeframe for Implementation and Project Readiness

To be coordinated with phasing of other related infrastructure improvements. Total project timeframe will be approximately 7 – 14 months.

- Selection Committee (2-3 months);
- Priority Target locations identified & budgets developed (1-3 months);
- Initial Artist Call conducted (3 months);
- Design (1-2 months);
- Construction (1-3 months);
- Proposals from property owners [e.g. murals] will be accepted on an ongoing basis.

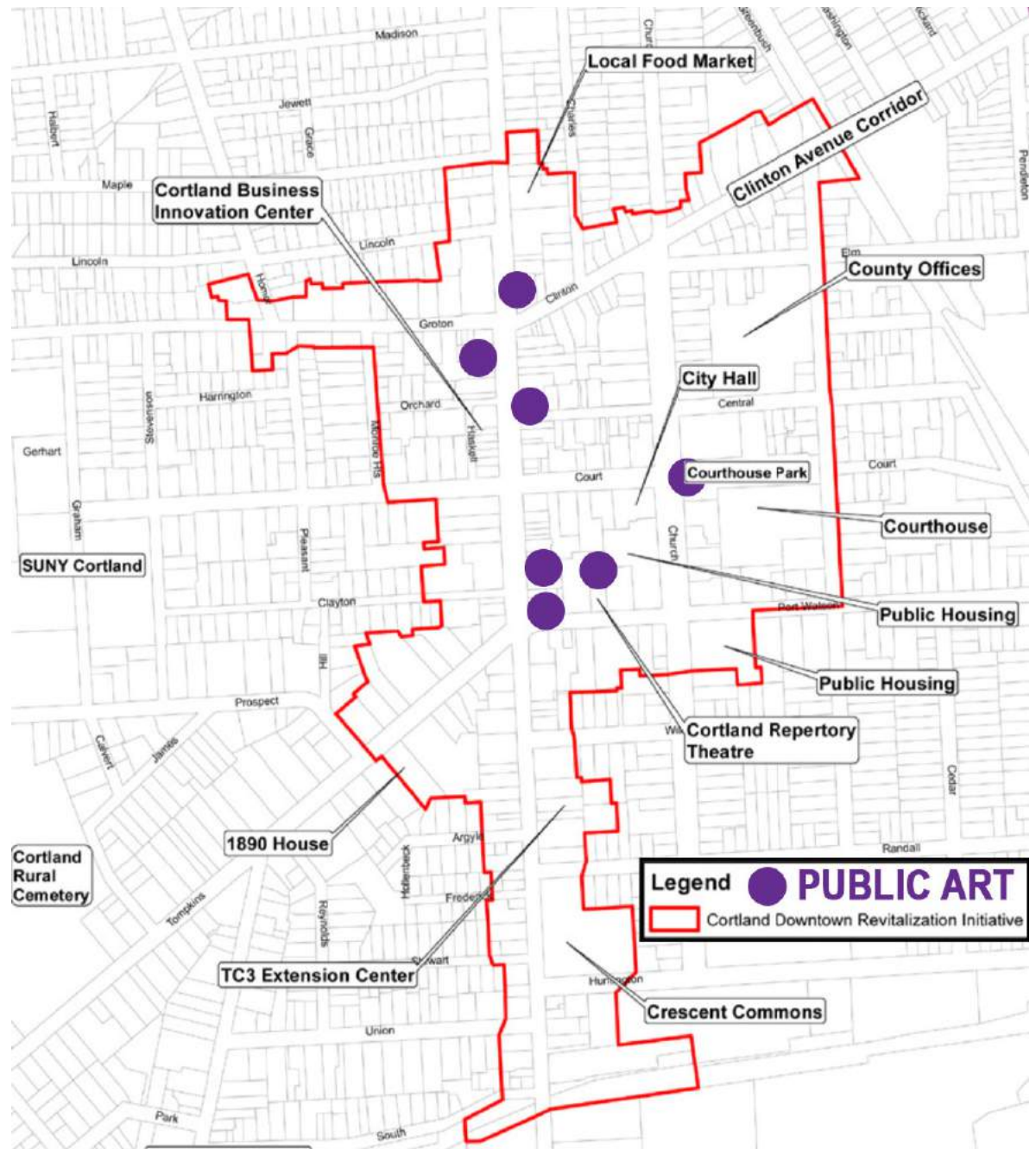


**Precedent image**

## Project Reporting

Project will be monitored regularly with progress reported quarterly as follows:

- Quarterly monitoring of progress against timeframe;
- Additional measures for gauging impact to include:
  - increased participation in other arts related activities;
  - increased tourism.



*Potential Locations for art installations*