Artist-in-Residence
For Transit Corridors Report

City of Minneapolis
Community Planning and Economic Development

Seitu Jones
June 2006-January 2008

Why an artist in residence in transit corridors?

- Public art can be a transformative force on transit corridors--Franklin Avenue, Broadway, etc.
- Improving neglected areas along these corridors can impact personal safety and public health, and environmental stewardship.
- Public art is an often an afterthought, which more expensive and difficult to maintain.
- CPED staff wanted to understand the process for integrating public art early on in the process.
- Combining a few transit corridors that were ripe for this work made sense.

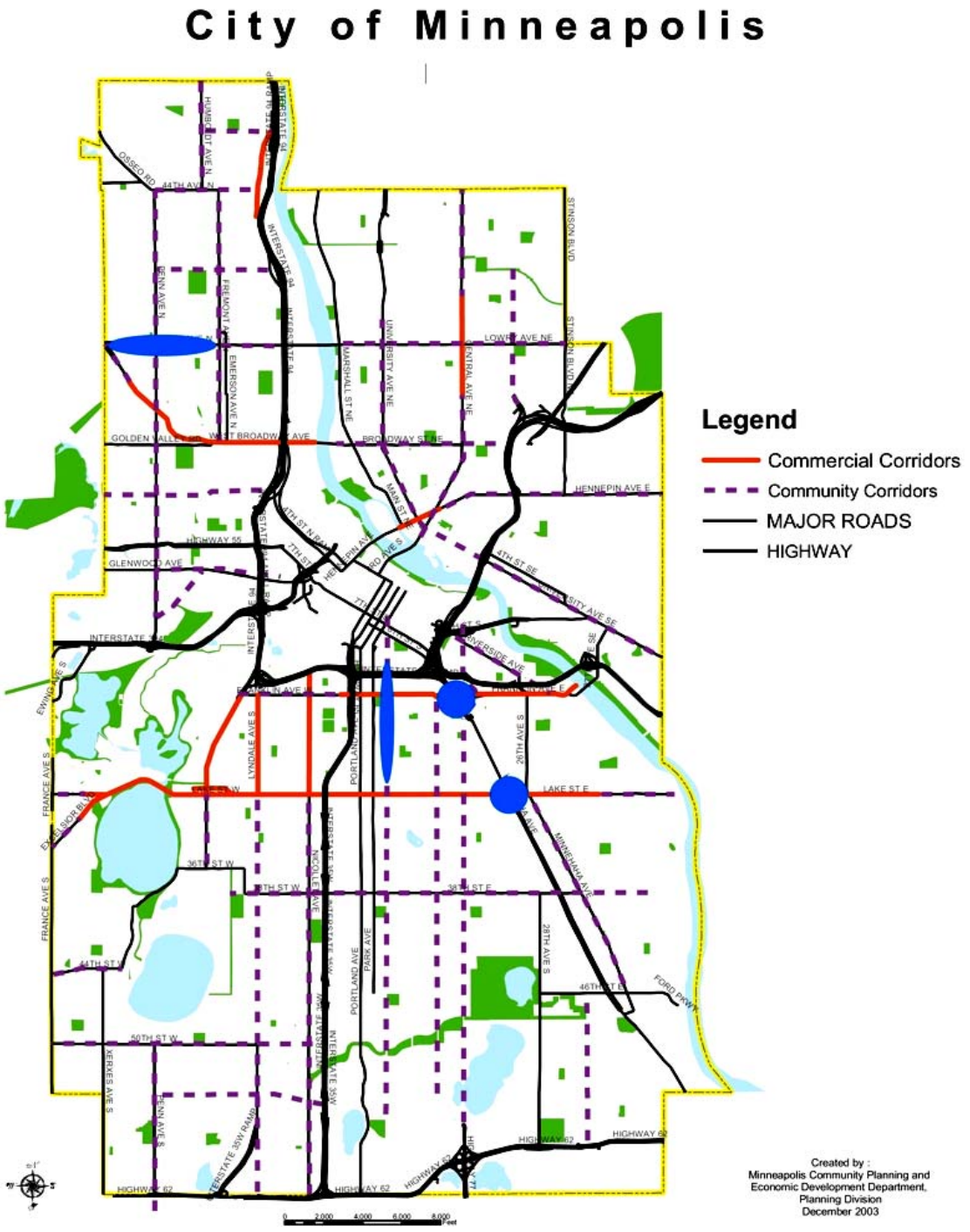
Artist-in-Residence Goals

Work in CPED's Economic Development Division to develop artistic concepts and designs for 3-4 transit corridors under development in Minneapolis. Three overall goals are to:

- Promote the economic vitality of commercial corridors by enhancing their identity and aesthetic environments.
- Integrate artworks into public and private sector building projects.
- Build the capacity of CPED staff and other City partners to integrate public artworks into their efforts.

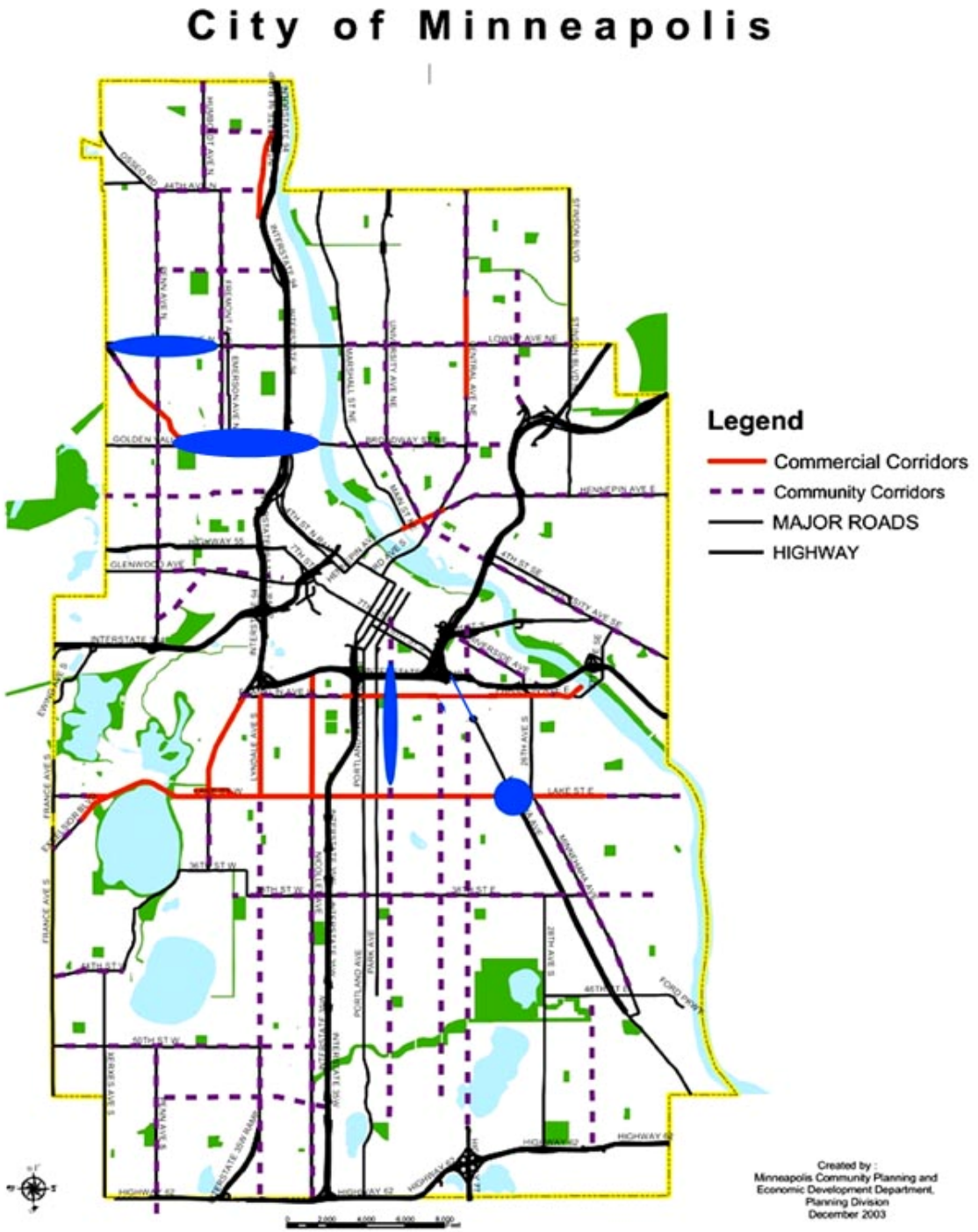
4 Transit Corridors

- Lowry Avenue
- Hiawatha & Lake
- Franklin & Hwy 55
- Chicago Avenue
  (Life Sciences Corridor)



3 Transit Corridors

- Lowry Avenue
- Hiawatha & Lake
- Broadway Avenue



Hiawatha Avenue and Lake Street

Area Under the Hiawatha Bridge

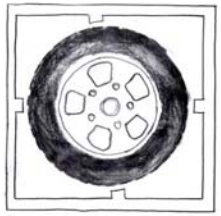
- Lighting
- Paving patterns
- Wheel stamps

Crossroads icon

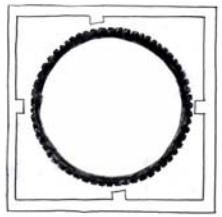
Medicine Wheel

Tractor Tire

Automobile Tire

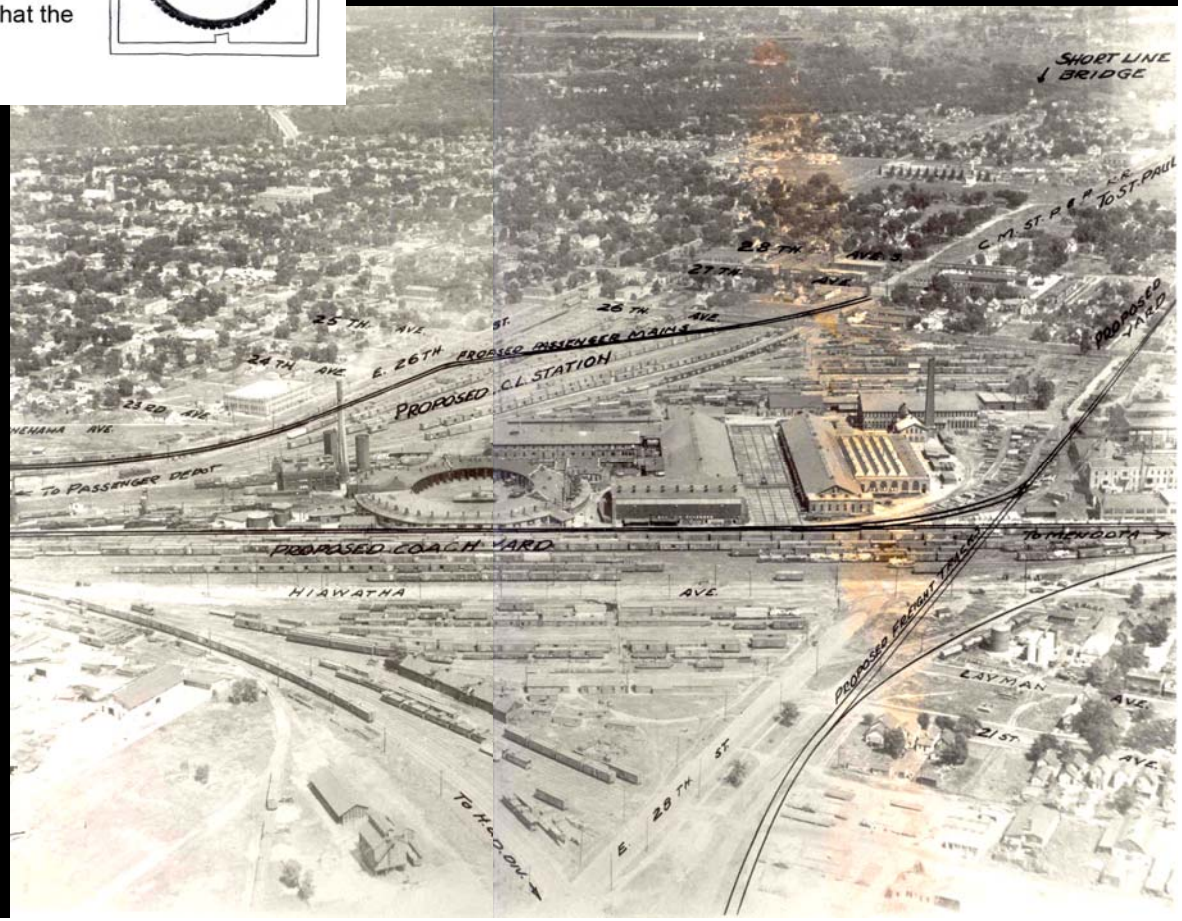


Bicycle Tire

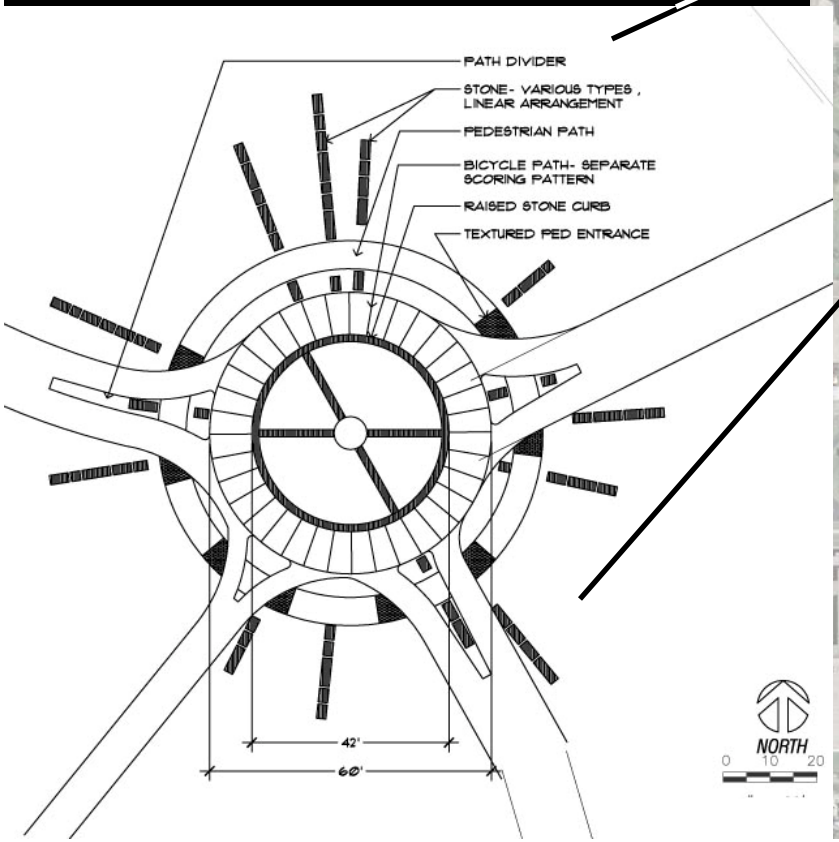


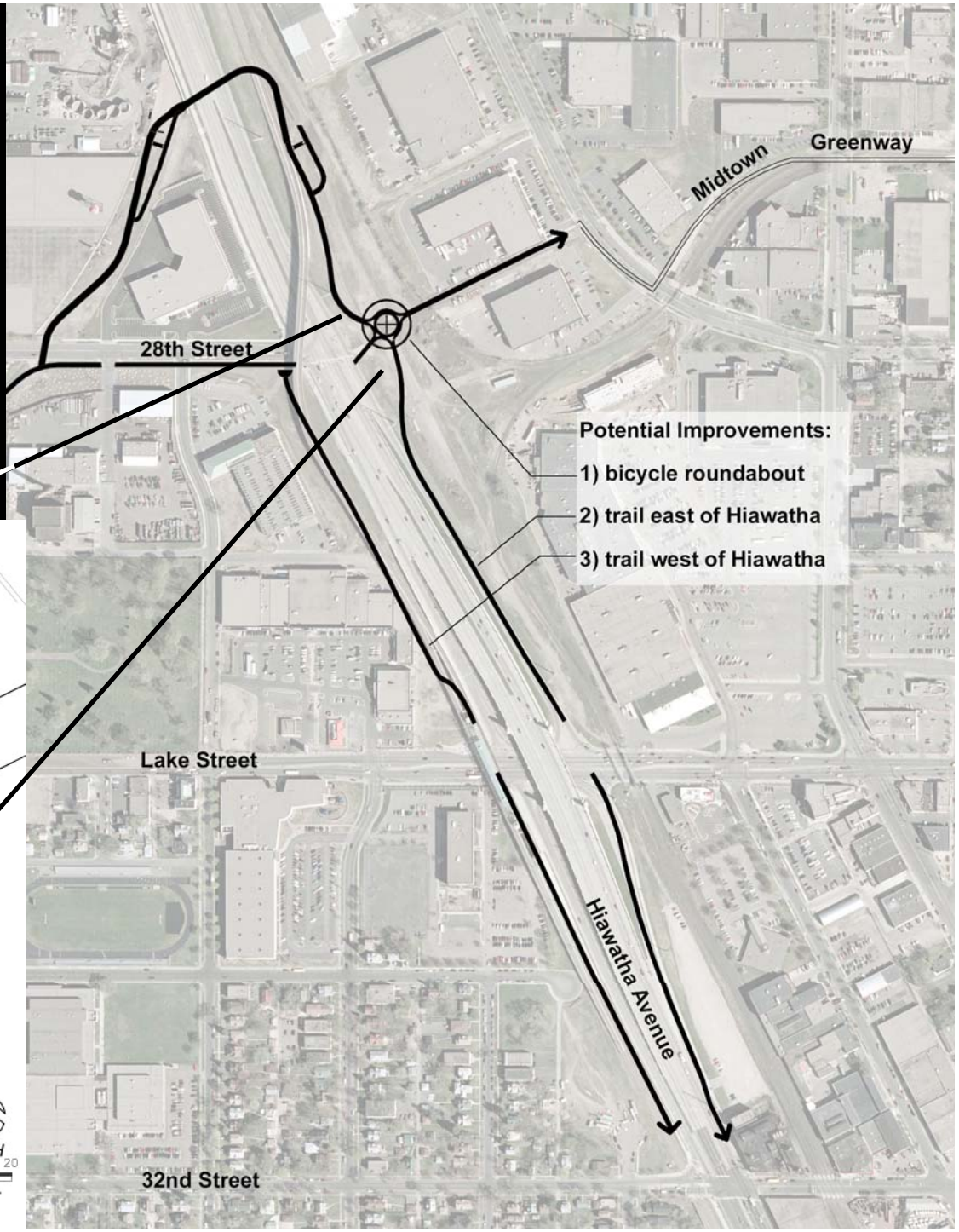
Crossroads

The circle crosses most cultures and underscores historical uses of the area surrounding the Hiawatha and Lake intersection. The cross represents the intersection. The circle inside the square will allow this icon to be set into existing and proposed paving patterns. The wheels can be placed throughout the district and used for wayfinding, manhole covers, lighting, etc. But for 27th Avenue I propose that the circles be used for stamping into the pavement.

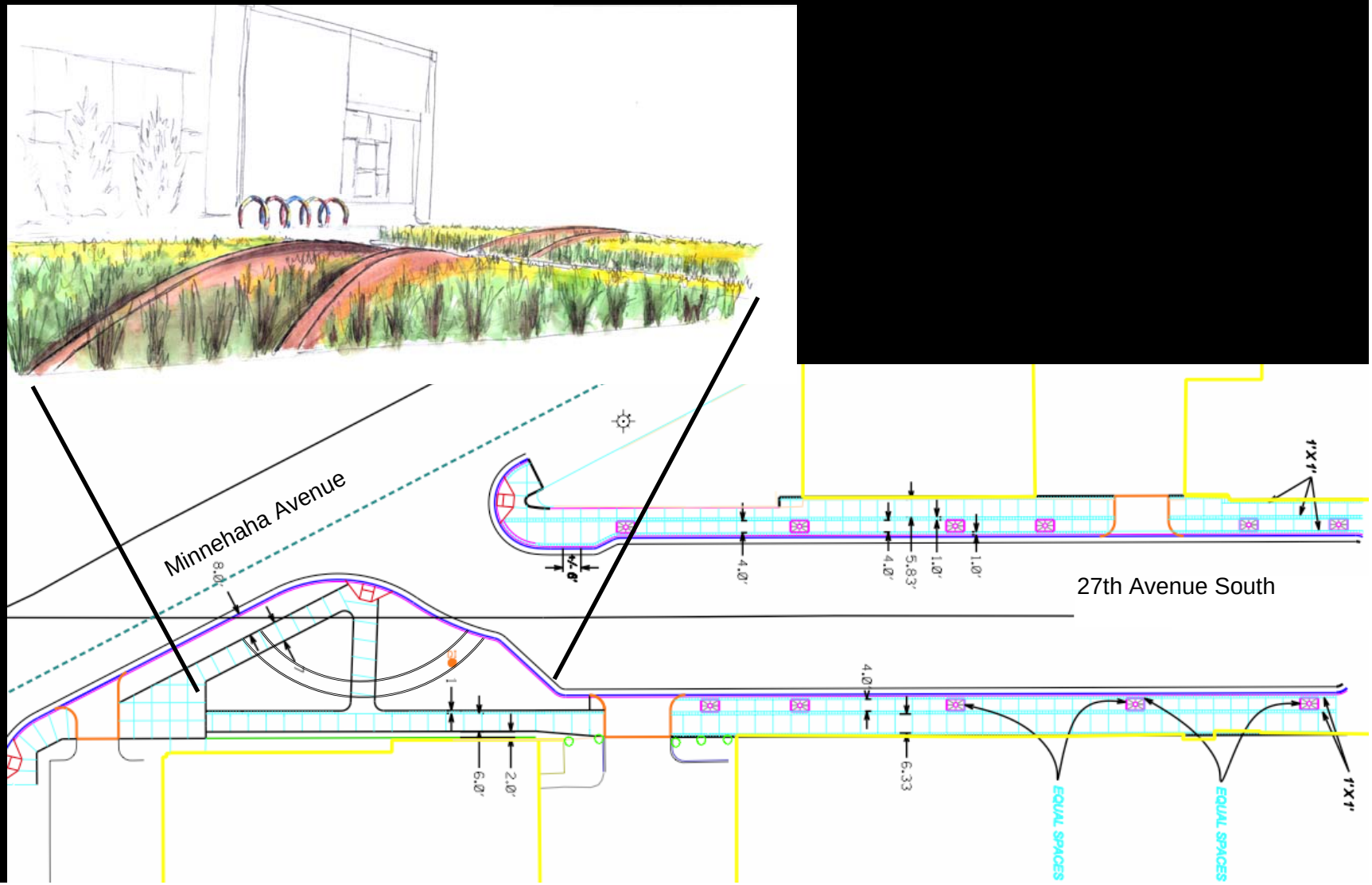


Bicycle Roundabout at 28th Street & Hiawatha



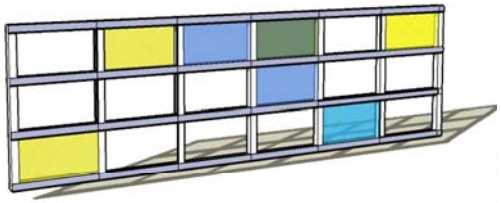


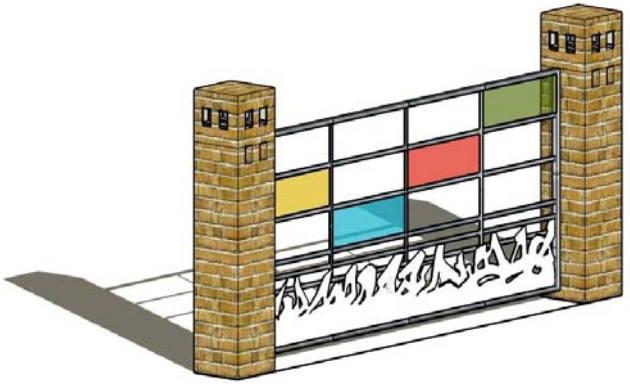
27th Avenue Reconstruction

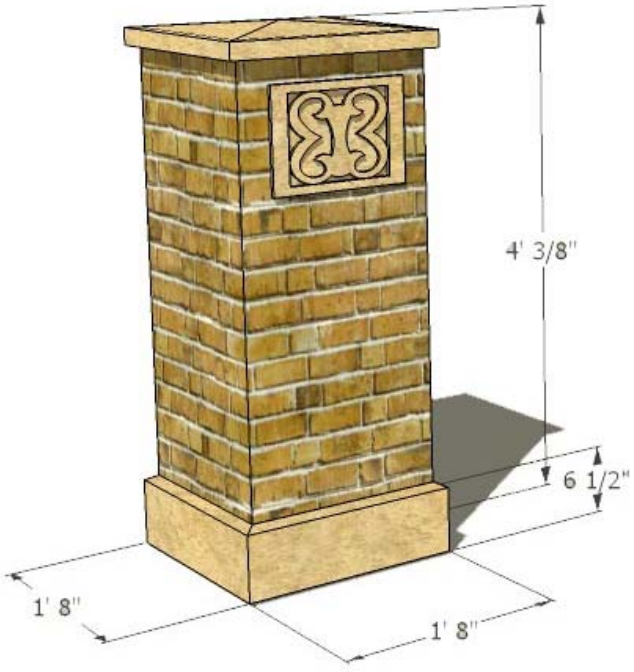


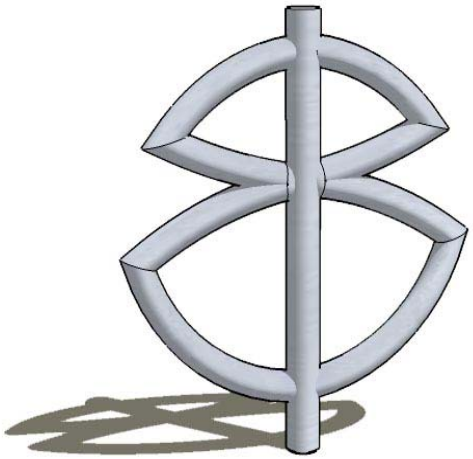
West Broadway

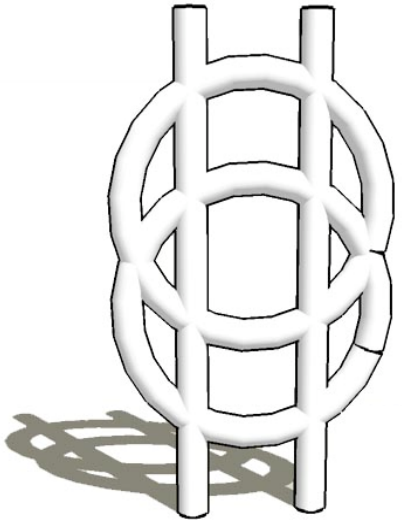
Bicycle Racks & Fencing











Plan view of artcade

Perspective view of artcade

Perspective view of Farmers' Market

Perspective view of West Broadway

Hawthorne Crossings
Artcade

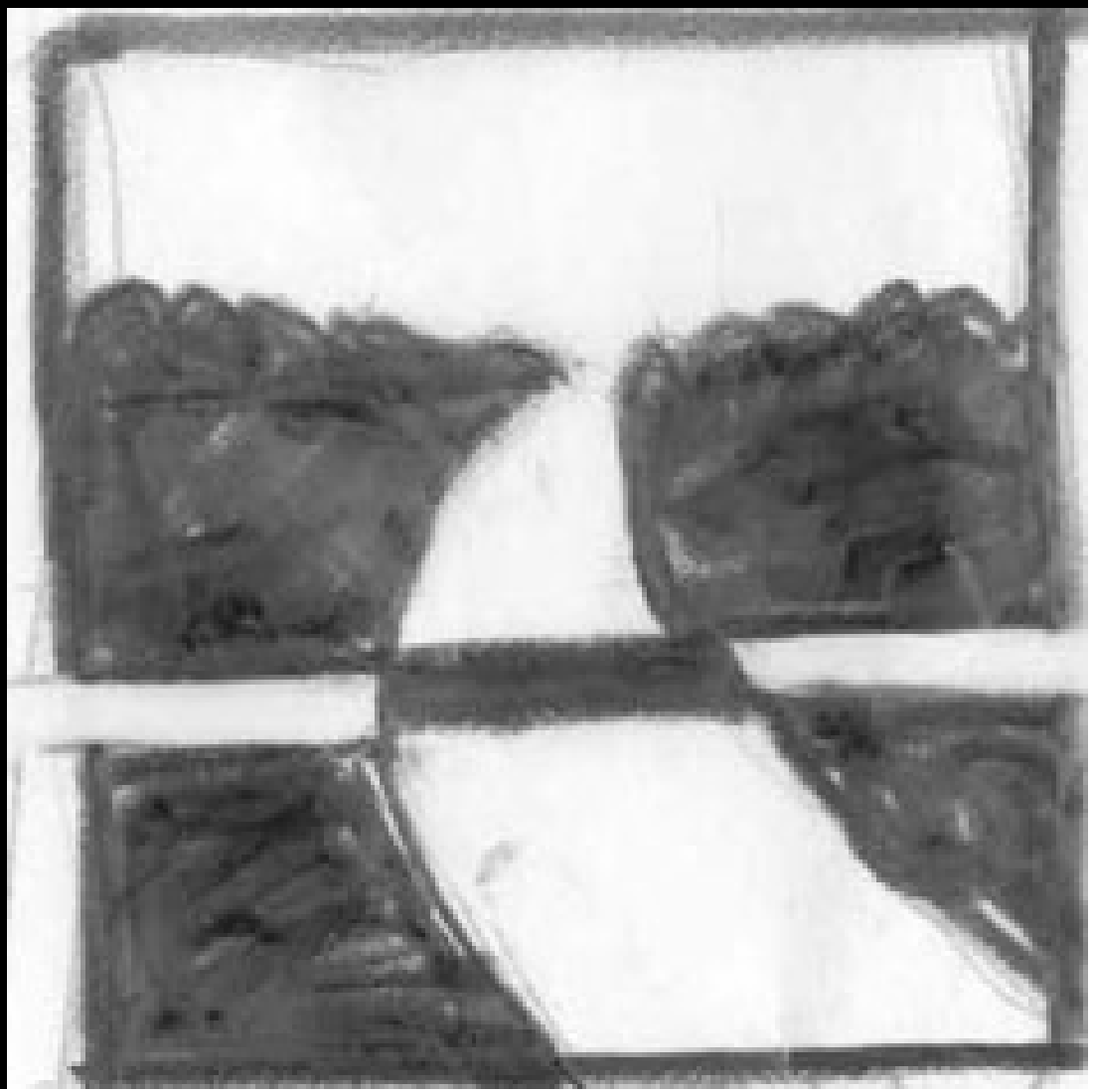
WestBroadway ALIVE

Juxtaposition Arts, Inc

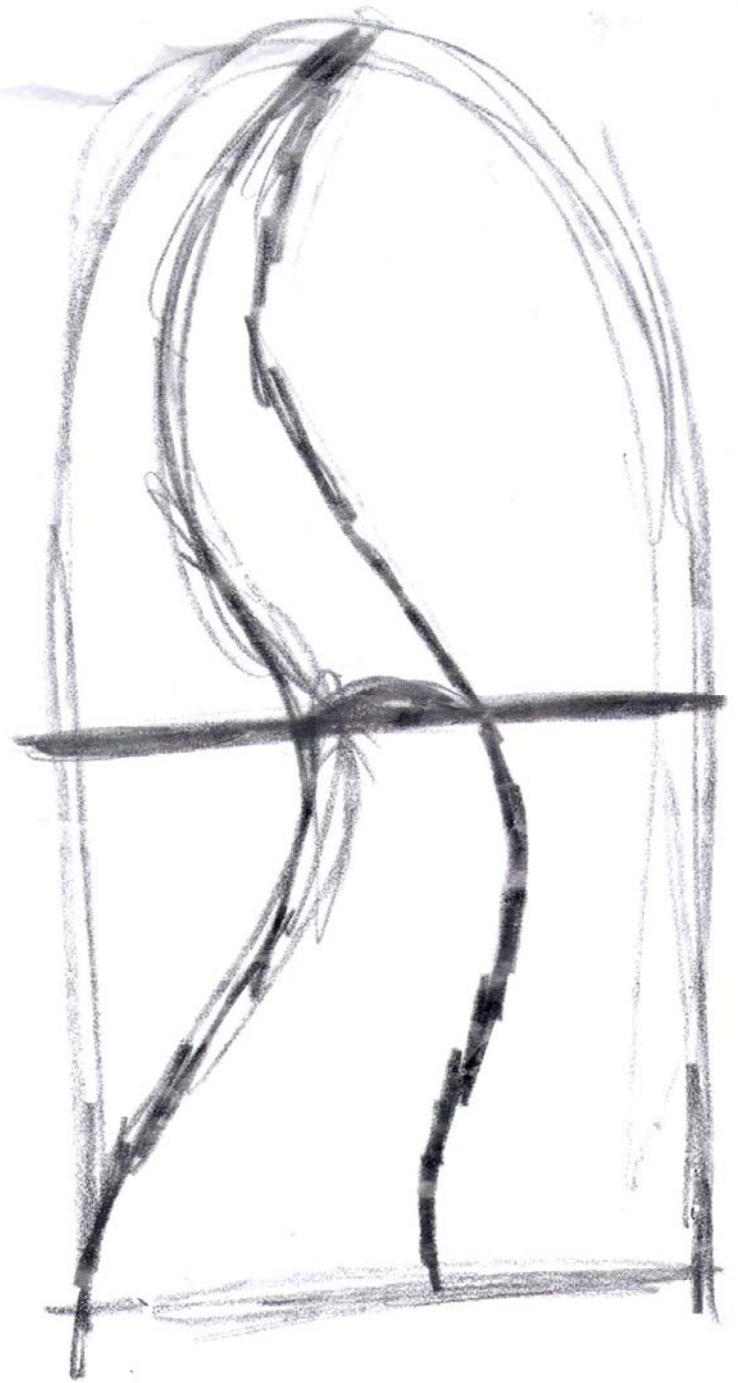
SEH

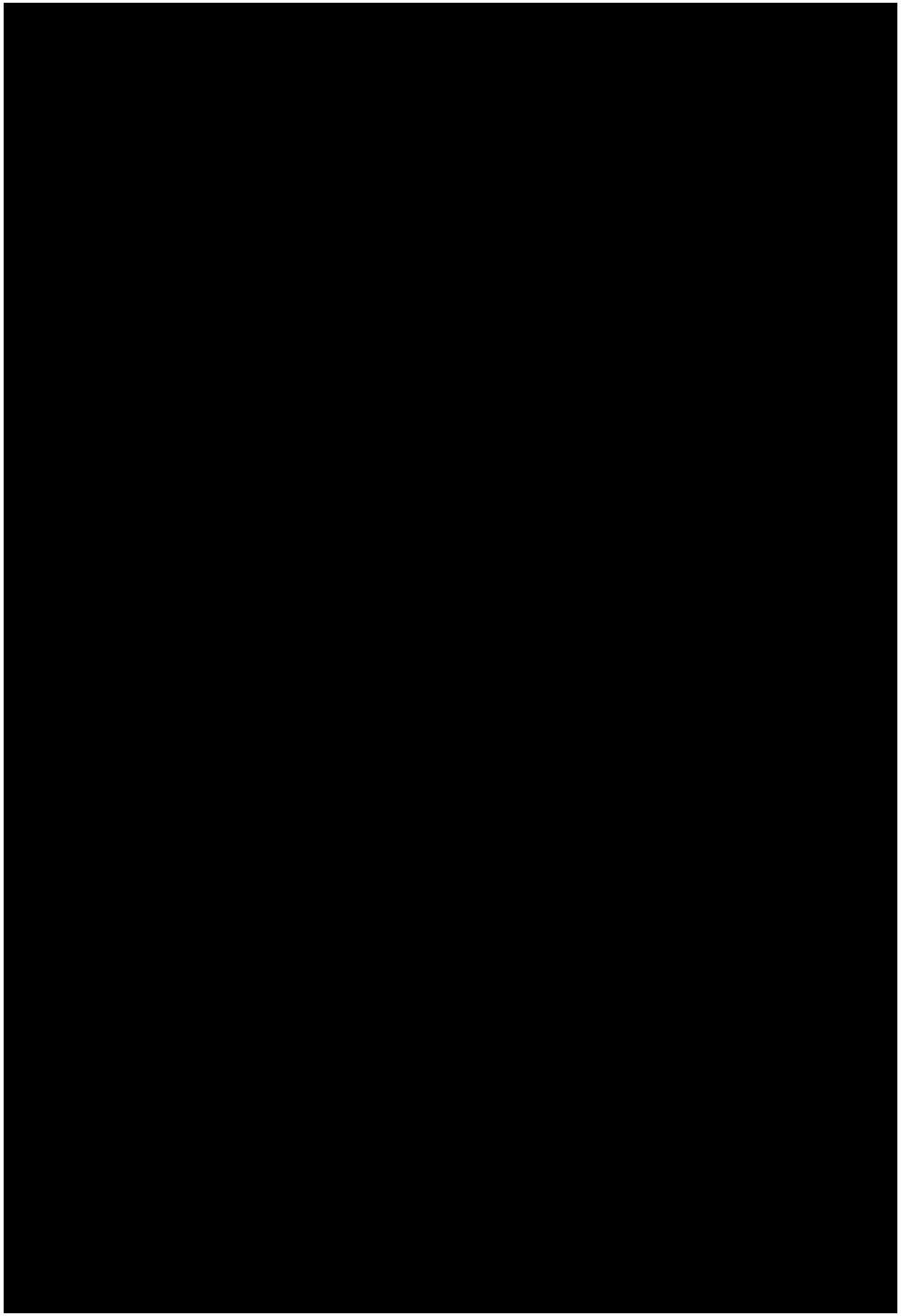
CDC

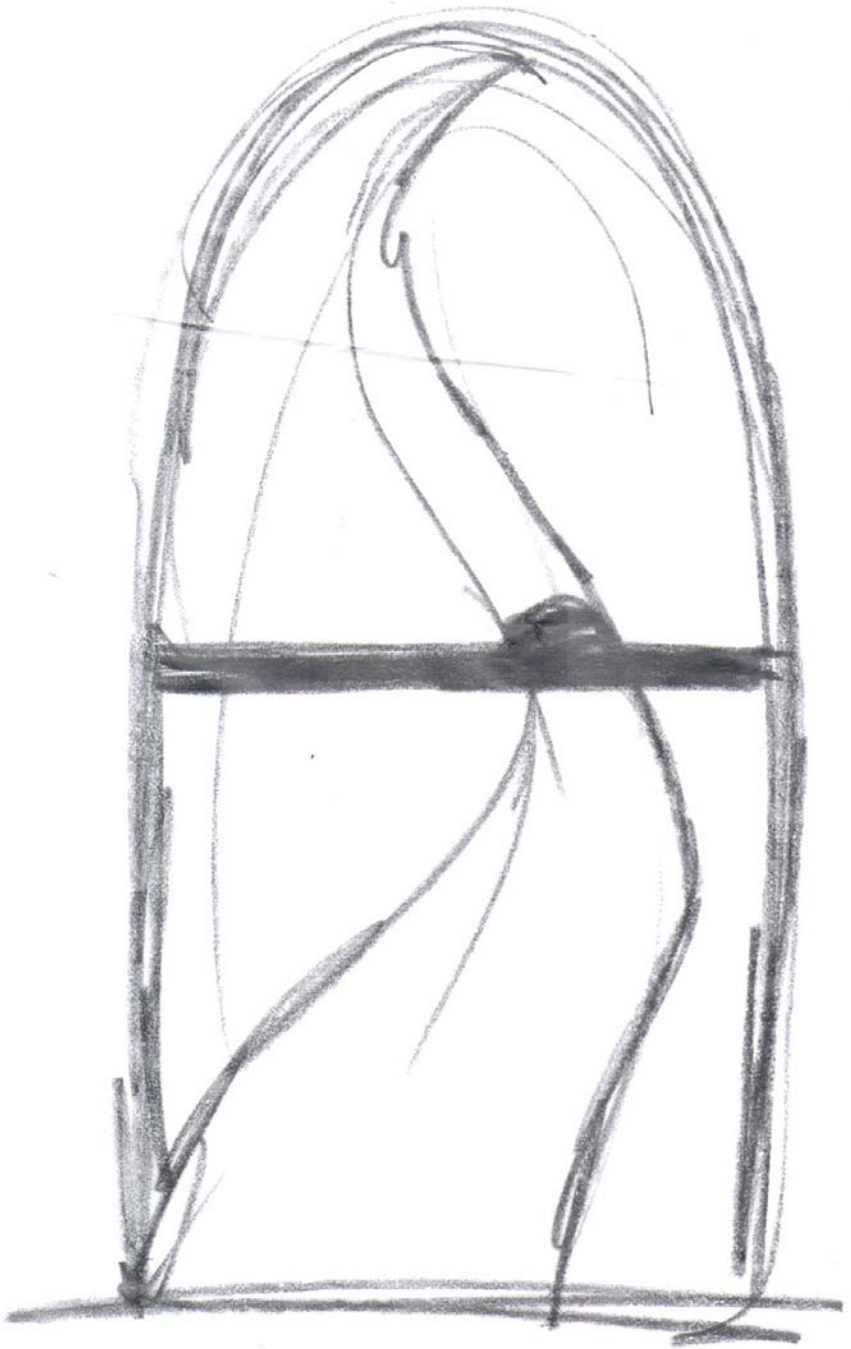
Lowry Avenue

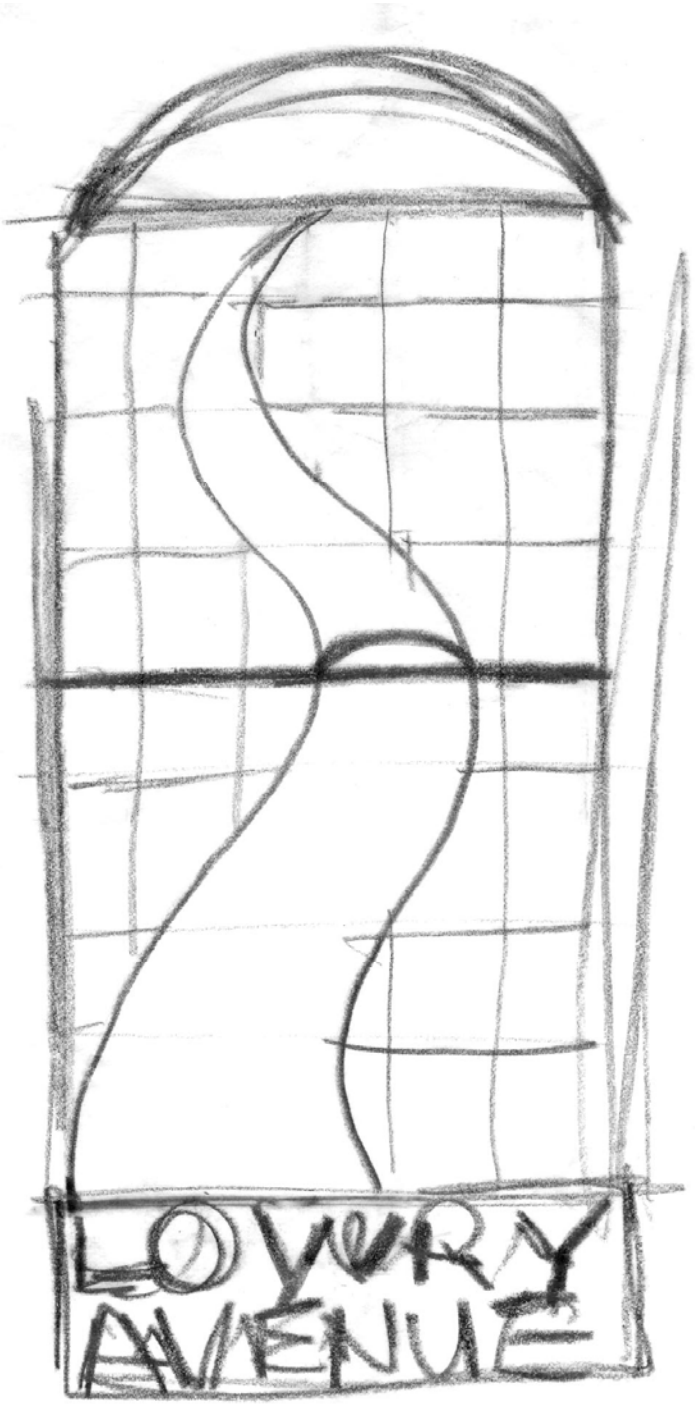


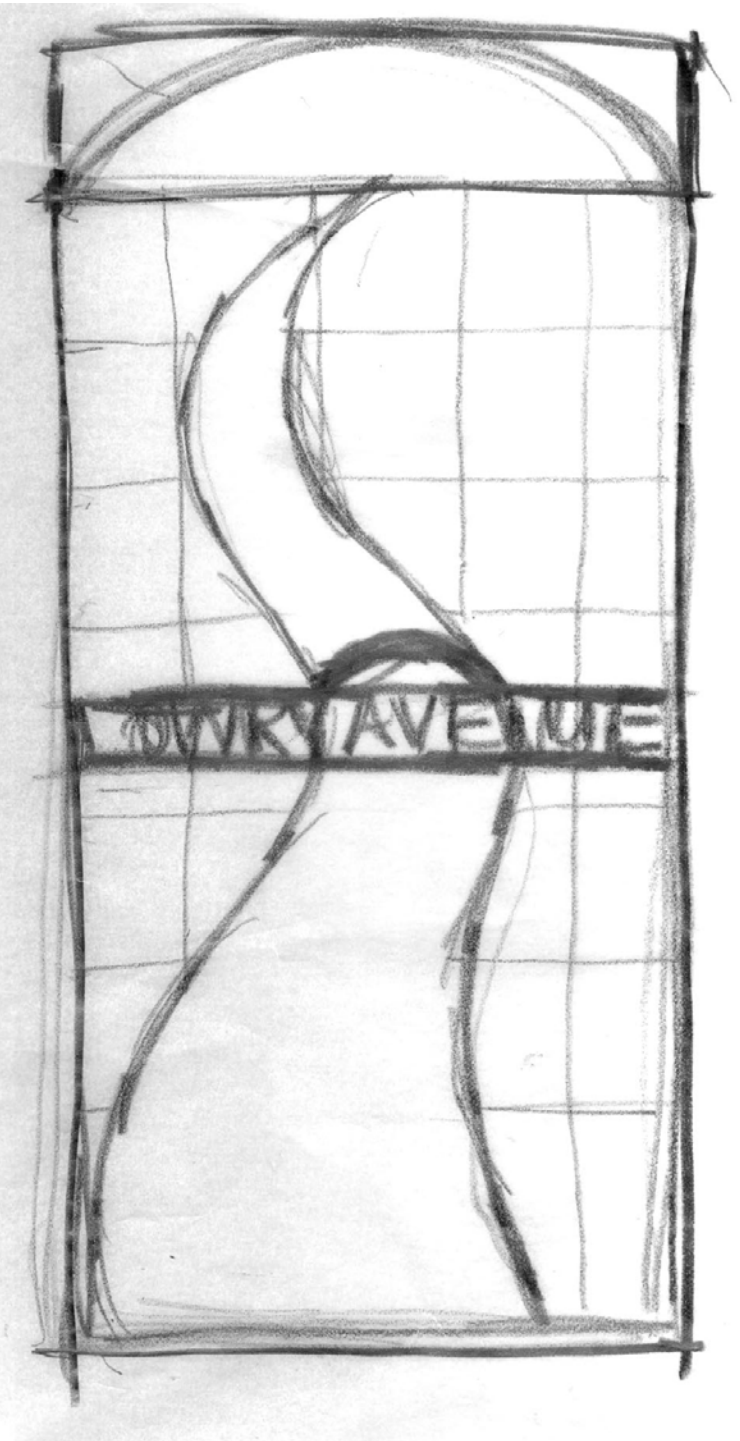
Banners

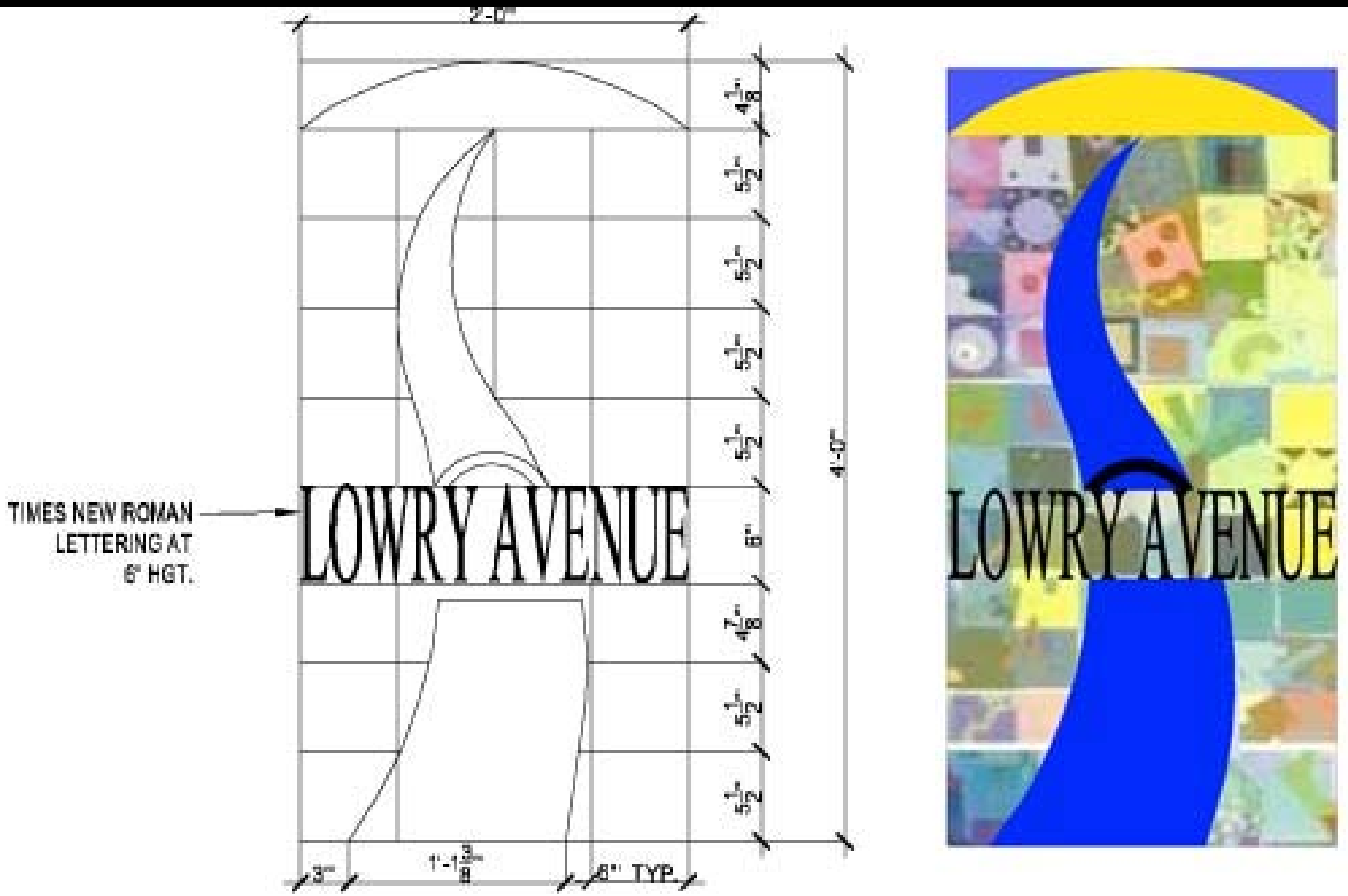







LOWERY
AVENUE





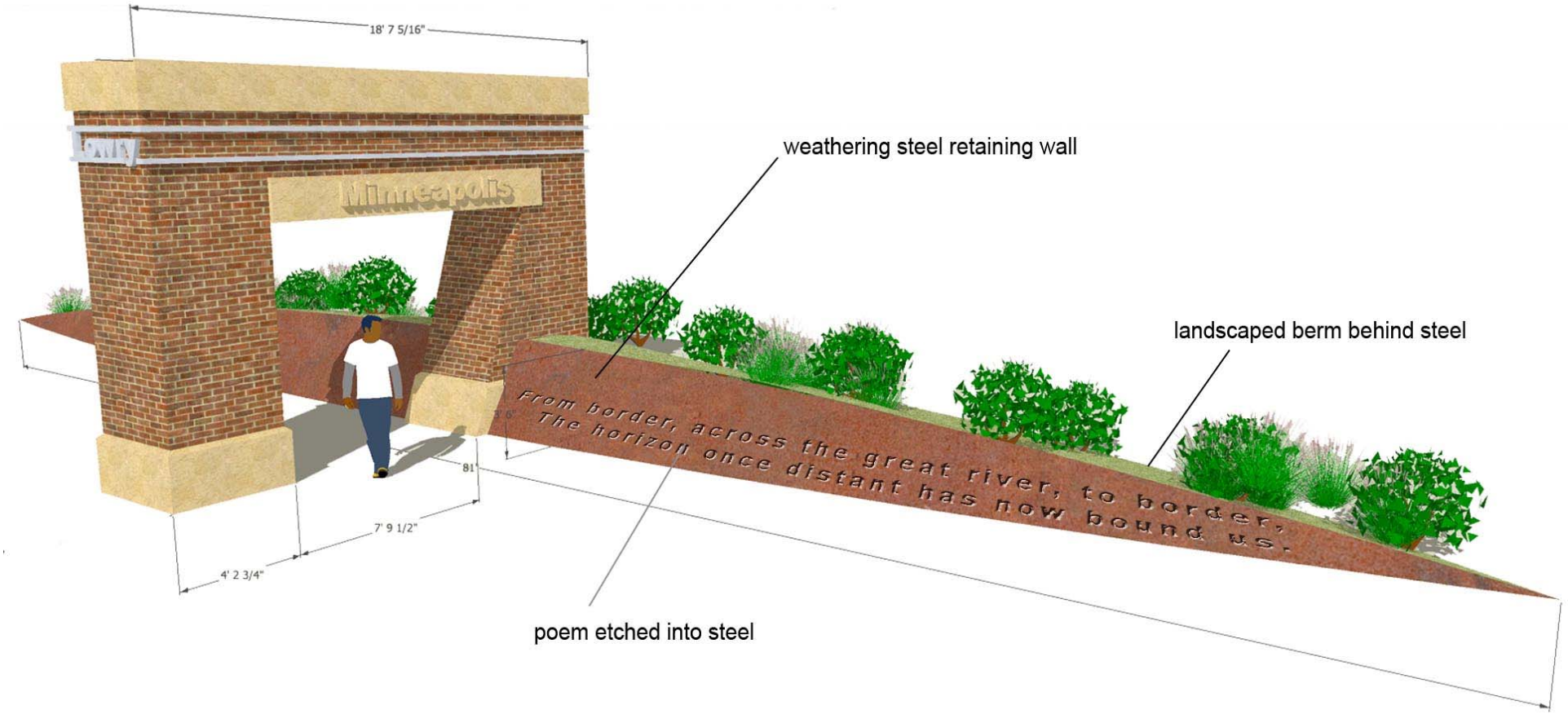
BANNER DETAIL

1"=1'-0"

R41' 5 11/16"
1' 11 1/2"
Penn Avenue
8' 1"
7' 8"
10' 4 7/8"
6' 7 7/8"
1/8"
12' 3 1/8"
5' 7 7/8"
2' 6"
25' 2 3/8"

Gateway

Minneapolis


18' 7 5/16"
Minneapolis
weathering steel retaining wall
landscaped berm behind steel
From border, across the great river, to border,
The horizon once distant has now bound us.
81"
7' 9 1/2"
4' 2 3/4"
poem etched into steel

Paving

To solve a problem, walk around

Gregory McNamee

Angels whisper to a man when he goes for a walk

Raymond Inmon

We do not inherit the earth from our ancestors, we borrow it from our children

Chief Seattle

Thoughts come clearly while one walks

Thomas Mann

The moment my legs begin to move, my thoughts begin to flow

Henry David Thoreau

Walk a child to school

What Have We Learned?

Promote the economic vitality of commercial corridors by enhancing their identity and aesthetics.

Outcomes	Challenges	Recommendations
Dozens of designs promoting corridor identity	**Too early** to tell. Most works aren't installed yet.	
Plans for West Broadway and Hiawatha/Lake promoting corridor identity through public art	No **city-wide vision for way-finding** and signage.	Incorporate this vision into **Access Minneapolis** and pedestrian planning.

Integrate artworks into public and private sector building projects.

Outcomes	Challenges	Recommendations
50% designs are being implemented and additional designs might be	**Timing**, lack of clarity about **approval processes**,	**Flexible schedule**, and **clearer information** about approval processes
Leveraged funding for implementation from a variety of sources	**Lack of funding** for enhancements, no process for non-CIP projects.	Process for consideration of **non-CIP projects**

Build the capacity of CPED staff and partners to integrate public artworks into their efforts.

Outcomes	Challenges	Recommendations
Knowledge of the value and the process for integrating public art early.	**Learning curve** by partners with less experience in public art.	**Continue** to have artists in residence. Explore other Departments and projects that could benefit.
Solid **examples** of integrated designs to share with future partners and developers	Limited involvement of **private developers** in this project.	Consider an **artist in residence** focusing on **private development**.

Next Steps

- Sharing the lessons learned broadly with key stakeholders and foundations.
- Co-Sponsoring an event with Saint Paul to share results.
- Seitu will continue in CPED to work on some specific projects.
- We hope to continue this work on revitalizing transit corridors with an artist in residence or an artist on retainer through private funding sources.

Thanks to Our Partners

- Designers and other artists
- Minneapolis Public Works
- Hennepin County
- Metro Transit
- Neighborhood Organizations
- Business Associations
- *Special thanks to the Minneapolis Arts Commission for having the vision to support this demonstration project*
- *City Staff: Mike Christenson, Tom Daniel, Kristin Guild, Mark Garner, Erik Hansen, Mary Altman, Tom Leighton, Paul Mogush, Donald Pflaum, Ole Mersinger, Don Elwood, Jack Yuzna*