



UCF DOWNTOWN

CREATIVEVILLAGE

Public Art Guidelines

Creative Village Orlando, Florida
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Vision Statement:

Creative Village promotes Orlando's innovative spirit, rich cultural heritage and diversity through artistic expression and cultural activities that connect people and communities.

At Creative Village, we are interested in how architecture and art can help strengthen human relationships.



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Iconic artworks can transform an ordinary plaza or open space into a destination. Pictured above, left to right, *I See What You Mean*, Lawrence Argent, Denver, Colorado; *Firebird*, Niki de Saint Phalle, Charlotte, North Carolina.

1.0 Executive Summary

Creative Village is an emerging 21st century district in Downtown Orlando that will establish a new standard for urban infill, mixed-use, transit oriented development. Placemaking and a sense of community are at the forefront of the planning efforts. At Creative Village, the Master Developer has worked with the City of Orlando to complete a series of substantial, incremental and thoughtful steps to help revitalize the Parramore community in Downtown Orlando by promoting culture and art as cornerstone elements. As a result, Creative Village was established on the following design principles:

- Respect the historic development pattern of the Parramore neighborhood
- Offer vibrant street life and urban amenities
- Incorporate innovative technologies into the built environment
- Promote sustainability in infrastructure and building design
- Become an authentic transit oriented development
- Create green spaces and public plazas

Creative Village is an important building block in the effort to weave together the Central Business District to the east and the Parramore neighborhood to the west by focusing on higher education, the arts and creative industries.



Iconic artworks continued: *Eye*, Tony Tasset, Dallas, Texas.

When the City solicited development proposals for the site, it envisioned a “high-quality urban, mixed-use development with an emphasis on expanding educational and creative industries in Orlando.” The proposal submitted by the Master Developer (Creative Village Development, LLC) fulfills this vision through a commitment to a viable long-term business model and partnerships with the University of Central Florida (UCF) and Valencia College on their downtown campus which includes academic and student services as well as job training and a world-class culinary program.

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The diverse scope of real estate development and urban design within Creative Village offers opportunities for mixed-income housing, workspace for knowledge-based industries, cultural opportunities, recreation, artful streetscapes and open space that can accommodate a wide variety of public art. Creative Village focuses on building a true “live, work, learn and play” urban destination that supports a synergistic and dynamic mix of uses that totals \$1 billion in new development. Public art provides a great opportunity to contribute to the personality, brand and identity of Creative Village.

The Creative Village site is a 68-acre urban infill project located in Downtown Orlando, proximate to LYNX Central Station (SunRail Commuter Rail, LYNX Bus Service and LYNX Bus Rapid Transit (BRT) Circulator) and benefits from recently completed transportation infrastructure projects including the new LYNX BRT route (LYMMO Lime Line) expansion, Livingston Street extension (between Terry Street and Parramore Avenue) and the I-4 Ultimate project.

2.0 Creative Village Development

The plan for Creative Village is a result of long-term planning and visioning efforts by the Master Developer, City and other stakeholders. The Planned Development Zoning Ordinance (PD) for Creative Village includes provisions for the development of Public Art Guidelines. The Master Developer, City, various stakeholders from the community, City government, educational institutions and private businesses contributed to these guidelines.

2.1 Creative Village Vision

Creative Village builds on the success of Orlando’s digital media industry by transforming the former site of the Amway Arena in Downtown Orlando into a 68-acre mixed-use, transit oriented, urban infill neighborhood that will be home to leading higher education providers; high-tech, digital media and creative companies; and a diverse mix of students, employees and residents.

Public art at Creative Village should not be solely focused on buildings or parks. It should be thought of as “all inclusive” and integrated throughout the development. First and foremost, public art should focus on people.

2.2 Development Program

Creative Village is zoned PD, and at completion will encompass over \$1 billion in new development. The project will include up to:

- 1,200,000 square feet of office/creative space
- 750,000 square feet of higher education space (UCF/Valencia College)
- 1,500 multifamily units
- 1,500 student housing beds
- 150,000 square feet of retail/commercial space
- 225 hotel rooms

The development will occur in multiple phases over ten to fifteen years. Anticipated development of Phase I consists of multiple parcels to be developed from 2018 to 2020 as follows:

- +/- 256 mixed-income multifamily units on Parcels N and P
- +/- 300 market-rate apartment units on Parcel M
- +/- 600 student housing beds on Parcel J with 105,000 square feet of education space leased to UCF and Valencia College and a 600 space parking garage
- Ground floor retail/commercial space in all the buildings
- 148,000 square foot academic building and renovation of existing UCF academic building
- 600-space parking garage and a trigeneration utility plant

Phase I of the UCF/Valencia Downtown Campus will bring over 7,700 students to downtown Orlando when it opens in August 2019, with plans to accommodate 10,000–15,000+ students in subsequent phases.



Conflict Kitchen, artists Jon Rubin and Dawn Weleski, Pittsburgh, PA. Temporary Seating, Place des Arts, Montreal.

2.3 Community Engagement/Placemaking

In 2016, The Counselors of Real Estate Foundation (CRE), awarded Creative Village Development, LLC a grant to conduct community outreach in the Parramore neighborhood. The goal of this project is to reach out to Parramore residents through activities that promote active engagement and help members of the community envision their connection to Creative Village through its arts, employment and educational offerings. The Creative Village Art Wall project uses an interactive art display with colored thought bubbles to encourage students to share what education means to them. The project is expected to reach hundreds of students from the neighborhood, as well as parents and other community stakeholders by the end of 2017.

Other efforts to pursue community engagement and placemaking opportunities are being considered by the Master Developer, City and project partners. The Master Developer has researched multiple grant opportunities including the Urban Land Institute/Kresge Foundation grant for creative placemaking and the Southwest Airlines Heart of the Community Program. Various grants and programs will be applied for once development reaches the appropriate stage.

2.4 Internal Stakeholders

The Master Developer and City envision Creative Village to be an important contribution to Downtown Orlando's continuing evolution. They view the arts as a tool to help build strong connections between Creative Village, the Central Business District (CBD) and Parramore. They see Creative Village as a vibrant, mixed-use neighborhood with a focus on educational institutions, mixed-income housing and knowledge-based businesses that provide educational and cultural opportunities to residents, businesses, the students and Parramore. It is their goal to position Creative Village as an important compliment to surrounding areas and assets such as Lake Eola, Thornton Park and the planned Under-I (I-4 Park Project), while including a variety of public art that will contribute to the vitality and diversity of Downtown Orlando.

2.5 External Stakeholders

While internal stakeholders focus primarily on the big picture goals for Creative Village, external stakeholders describe a more granular vision of how the arts can help to accomplish various objectives. The architectural and design team for Creative Village discussed practical ways that visual artists' work can be integrated into architectural and urban design elements and other opportunities to animate places like Central Park with performing or visual arts. Artists and arts advocates focused on artwork locations, the desirable characteristics of



Large scale site-integrated artworks can serve as gateways and placemakers for neighborhoods. Pictured above, *Portland Totems*, Kenny Scharf, Portland, Oregon.

performing arts spaces and the need to create opportunities for artists to work and interact with community members. UCF and Valencia College touted their proximity to each other as ideal for artistic and academic collaboration and to engage with the surrounding community. Parramore neighborhood representatives appreciated the educational, artistic and cultural opportunities that will be accessible to the community and reflect neighborhood history.

2.6 Connecting to Parramore

Parramore, Orlando's historic African American neighborhood, is undergoing change and transformation, with several positive signs of redevelopment. The City's Parramore Comprehensive Plan for neighborhood revitalization was guided by significant community engagement that helped to re-envision the neighborhood as a healthy home for its current and future residents. As planned, Parramore will be a complete community that includes retail, recreation, education, business and services. The plan includes new mixed-income housing, a PS-8 public school and parks. With Orlando's Major League Soccer stadium being completed in south Parramore in 2017, the new OCPS PS-8 school opening in 2017 adjacent to Creative Village and the Creative Village site to the east, there are several elements in place for successful redevelopment of Parramore. An overarching goal of Creative Village and the UCF/Valencia Downtown Campus is to be diverse and inclusive with strong connectivity to Parramore. Public art is seen as an excellent way to accomplish this goal.

The City describes Creative Village as a new neighborhood on the eastern border of Parramore at the edge of I-4. As such, the project is an integral part of the City's efforts to revitalize Parramore as a 21st century neighborhood, that will enhance downtown's open spaces and public art. Parramore and Creative Village both have a strong emphasis on education, which Mayor Buddy Dyer describes as a 'cradle to career' pipeline. On Parramore Avenue just west of Creative Village, the PS-8 school, opening in August 2017 will support children, teens and retraining for adults. Inside Creative Village, both UCF and Valencia College will focus on



Hands, Christian Moeller, San Jose, California.

interdisciplinary higher education with a strong emphasis on the arts and training for today's knowledge-based industries. The neighborhood, once facing dilapidated homes and the lack of educational opportunities, will become a destination for returning families as well as new residents. Creative Village strives to respect and contribute to the culture of the Parramore community by preserving its rich history and offering access to new opportunities which help further its progress.

Creative Village has a role to play in the evolution of Parramore by helping to repair the tear in the neighborhood fabric caused by the loss of education facilities, retail stores, park space, residents and jobs thereby restoring its connection to Downtown Orlando. As Creative Village evolves, opportunities to engage the Parramore community with UCF and Valencia College, raising neighborhood awareness and establishing a "sense of place" are important. Public art that captures the history and context of Parramore will enhance the identity of the neighborhood and introduce the faces and voices of residents to Creative Village.

There are many assets in Parramore that can be leveraged. Leaders from the Parramore Kidz Zone can facilitate community outreach. The churches, barber shops, beauty parlors and community centers can become venues to collect stories. Engagement efforts can use events that draw people, such as family night at Callahan Neighborhood Center and church socials. This approach of active and meaningful interaction is an extension of the Parramore Comprehensive Neighborhood Plan.



Artworks along pathways and roads can act as backdrops for significant passageways and views. Pictured above, *Honey I Twisted Through More Damn Traffic Today*, Ed Ruscha, New York, New York.

3.0 Coordination with Other Plans and Projects

Over the last decade, the City of Orlando has been working toward building a revitalized downtown and has completed a series of plans that established the framework for their initiatives. These include:

- 3.1 **Project DTO - Advancing Downtown Orlando:** Initiated in 2014 by the Community Redevelopment Agency and Mayor Buddy Dyer, this plan engaged a 71-person Task Force and 26-person Executive Committee to create a vision for Downtown Orlando. Project Goals include “leading Florida’s education system” with an emphasis on the arts and whose vision principles state that the “arts take center stage as we focus on the future.” Further information: <http://www.downtownorlando.com/projectdto/#.WVP6lum1uUk>
- 3.2 **Parramore Comprehensive Neighborhood Plan:** This plan was developed as part of a US HUD Sustainable Communities Regional Planning Grant and led by VHB’s Orlando office. Adopted in 2015, the process engaged hundreds of stakeholders and includes a strong emphasis on community building and quality of life. The first of its Big Ideas is to “drive economic development by creating a unique identity” for the neighborhood. It recommends including cultural tourism, festival spaces, a celebration of history and art walks as important elements in a revitalized Parramore. Further information: <http://www.cityoforlando.net/city-planning/wp-content/uploads/sites/27/2015/01/PCNP-FinalDocument.pdf>
- 3.3 **UCF Public Art Plan:** Created in 2016 by Barbara Goldstein & Associates for UCF’s main campus, this plan recommends embracing public art as a University-wide asset, celebrating its presence on campus and weaving it into new campus construction at the UCF Downtown Campus. It also recommends engaging students, faculty, artists, and designers in planning and implementing art for the Downtown Campus, identifying opportunities for changing temporary artworks, site- and building-integrated art, places for display of prominent permanent works and changing exhibits.
- 3.4 **Under I-4 Plan:** The City recently started the planning process for the Under I-4 park project located to the south of Creative Village. It envisions a variety of parks and public space with elements including artistic lighting, art and technology installations, performance spaces and changing or permanent artworks underneath designated overpasses downtown. This urban destination in Downtown Orlando will benefit all surrounding areas including Parramore and Creative Village.



Artworks along pathways: *Archway*, Gang Architects, Chicago, Illinois.

3.5 Adaptive Reuse – Bob Carr Theater

The Bob Carr Theater is a significant asset in Creative Village and there may be opportunities for its adaptive reuse. It is a historic landmark with community and regional significance and its repurposing, possibly for the arts, should be considered as Creative Village evolves.

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3.6 Additional Creative Village Plans

The Infrastructure Master Plan, Mobility Plan, Streetscape Design Guidelines and Parks/Open Space Plan are all part of the master planning process for Creative Village. These plans should be reviewed in conjunction with the Public Art Guidelines.

- **Infrastructure Master Plan:** This plan analyzes the infrastructure and utility network within Creative Village, and provides development guidance to the Master Developer, City and prospective vertical developers of individual parcels. Completed in 2017.
- **Mobility Plan:** The goal of this plan is to create a road map to making Creative Village an exemplary model of walkable urbanism and transit-oriented development through the implementation of aspirational design and planning. Completed in 2017.
- **Streetscape Design Guidelines:** These guidelines provide design standards and criteria for the streetscape and public right-of-way in Creative Village. This plan should be used in conjunction with the Public Art Guidelines. Completed in 2017.
- **Parks/Open Space Plan:** A master plan for the park and public spaces at Creative Village will be developed. Scheduled for completion in 2017 or 2018. This plan will be closely tied to the Public Art Guidelines.

4.0 Public Art Guidelines and Findings

4.1 Vision Statement

In November 2016, Creative Village Development, LLC retained Barbara Goldstein & Associates to develop Public Art Guidelines for Creative Village. These guidelines evolved through document review, stakeholder outreach and design workshops to refine recommendations. The following Vision Statement emerged from this research:

Creative Village promotes Orlando’s innovative spirit, rich cultural heritage and diversity through artistic expression and cultural activities that connect people and communities. At Creative Village, we are interested in how architecture and art can help strengthen human relationships.

Art should seek to be understood as multigenerational and multicultural. It is important to seek out subsets of diversity such as: age, race, income, lifestyle, education and religion.

4.2 Guiding Principles and Ideas

The overarching task was to develop Public Art Guidelines that will lead to a variety of public art and implementation of specific public art projects and initiatives that support:

- Community Building
- Placemaking
- Urban Design
- Civic and Social Impact
- Emotional Connections
- Diversity and Inclusion
- Education and Learning
- Culture and History
- Creativity and Innovation
- Economic Impact
- Brand Building
- Diverse Forward-Thinking Public Art
- Integration with UCF and Valencia College

The definition of “art” should be considered in a very broad context. It is natural to focus on visual art or the performing arts, but a variety of mediums should be considered. A diversity of art forms, such as those listed below, should be encouraged.

- Film and Digital Media
- Literary Arts
- Architecture and Urban Design as Art
- Graphic Design

4.3 Goals and Objectives

1. Integrate artists into the design aspects of Creative Village buildings, infrastructure and public space.
2. Create an inclusive and thoughtful community process that reinforces the relationship between the Parramore community and Creative Village.
3. Employ the arts, and specifically public art, as a strategy to promote educational opportunities and interactions amongst a diverse group of people.
4. Utilize traditional and digital tools to engage local artists and arts organizations in programming art and cultural activities in Creative Village.
5. Market and brand the arts as a means of attracting the creative class and knowledge-based industries to Creative Village.
6. Develop innovative funding strategies and partnerships to ensure the inclusion of the arts in Creative Village, and to connect with organizations that can provide a wide variety of art and arts activities.
7. Consider the development of an arts advisory group to assist with the implementation of public art and cultural offerings at Creative Village.

Given this context, the guidelines articulated in Section 4.4 of this report aim to integrate the arts into Creative Village and facilitate connections to the Parramore community, Downtown Orlando and the Central Business District (CBD), as well as the PS-8 school and other assets such as the Citrus Bowl or Orlando City Soccer Stadium. The guidelines identify a variety of visual artworks and performing arts that can be presented on a continual basis. Additionally, proposals for interactive and participatory arts opportunities and locations for iconic, permanent artworks are included within the guidelines for individual parcel developer reference.

Providing continuous and thoughtful locations for the arts in Creative Village is key in establishing an authentic sense of place. Creative Village has the unique opportunity to become an innovative example for artwork and experiences by attracting students, millennials, arts patrons, artists and the creative class to Downtown Orlando. These artwork locations and guidelines were designed with different types of experiences in mind:

- Exhibit Spaces
- Performing Arts
- Participatory Arts
- Iconic Artworks
- Changing Installations
- Flexibility

The western side of Creative Village should present a welcoming face on Parramore Avenue. Public art can play a role by utilizing artwork and experiences that align the culture of Creative Village with the Parramore community.

The guidelines are intended to help with the integration of art throughout Creative Village by recommending inclusive and visually appealing examples that can be planned for early in the development process. This will require establishing a collective understanding between all partners about the role that art can play. Creative Village Development, LLC, UCF, Valencia College, the City, LYNX, individual parcel developers and other stakeholders should review this Public Art Guidelines document in conjunction with the other Creative Village plans. The following guidelines will ensure a consistent approach to artful design throughout the development.



Parking, whether for a car or a bicycle, can be beautiful or whimsical. Pictured above, *Parking Garage*, architects Moore Ruble Yudell, Santa Monica, California.

4.4 Guidelines



Guideline One:

Integrate artists into the design of all aspects of Creative Village buildings, infrastructure and public space.

The most successful site-integrated public art involves artists early in the design process, working with architects, engineers and landscape architects to plan art into the design of buildings, leveraging construction budgets and adding value. Given the scope of the development, multiple infrastructure projects and public spaces/parks are planned for Creative Village and its environs. These projects present opportunities for the City, Master Developer, UCF, Valencia College and future vertical developers to enhance value by engaging artists in their design.

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Art and design elements can be considered a part of everyday things like:

- Lighting
- Crosswalks
- Wayfinding
- Street Furniture
- Parking Structures
- BRT Stops
- Bike Lanes

These elements can be thought of as opportunities for artistic expression. Engaging artists in the planning of some of these projects would create visual interest and lead to unique, one-of-a-kind identifiers at Creative Village.

1. Integrate public art into new and renovated education or public buildings and outdoor spaces within the Creative Village footprint (i.e. UCF FIEA Building, UCF/Valencia Academic Building, Central Park, Bob Carr Theater).

- Include artists on the design teams for academic design/build projects.
- Encourage artistic design of UCF's new parking structure and power plant facing Parramore Avenue, and the existing Centroplex Garage facing I-4.
- Inspire developers to create dynamic designs for items like utility boxes, power facilities, loading areas and waste housings.



Bike Parking, Franne Lee, Nashville, Tennessee; *Bike Rack*, Jim Lakey, Orlando, Florida.

- Creative outward-facing ground floor display windows on educational buildings could showcase the work of UCF's Flying Horse Editions, the Center for Emerging Media and the School of Visual Art and Design.
 - Include display windows facing Parramore Avenue to invite interest in the work of students from UCF, Valencia College, Parramore's pottery studio, youth art projects from Parramore Kidz Zone, the new PS-8 School and Creative Village community engagement projects.
 - Create opportunities for outdoor art (permanent and temporary) and informal performances in between buildings and in outdoor spaces, like Central Park and the plaza at the UCF/Valencia Academic Building.
 - Provide a wide range of flexible venues.
- 2. Encourage vertical developers of each individual parcel to consult with artists on their building design to enliven public-facing elements or public spaces.**
- Emphasize the integration of art from the beginning of project design to ensure that artistic elements are not an afterthought.
 - Include artists in the design and redesign of parking garage facades, creating human scale and visual interest.
 - Involve artists in designing unique open spaces.
 - Encourage the artistic design of awning, fences and shade structures.
- 3. Incorporate art into planned streetscape elements.**
- Commission artists to create banners for the pedestrian light poles that have been specified in the Creative Village Streetscape Design Guidelines and change these banners periodically.
 - During the first phase of the project, concentrate the banners on Livingston Street between Parramore Avenue and I-4, forming a direct connection between the Central Business District, through Creative Village to Parramore. Create banners that came out of a Parramore community engagement project. Expand the banner program to highlight the work of art students from UCF and Valencia College, Parramore PS-8 school, Parramore Kidz Zone, Boys and Girls Club, etc.
 - Commission artist-designed vinyl wraps for planters and utility boxes adjacent to the LYNX BRT shelters.
 - Develop a unified approach to these wraps to complement banners so that they are a series that are part of the same visual family.
 - Work with LYNX to explore public art options at the BRT stops (wayfinding, visual, interactive).
 - Artistic Creative Village and UCF/Valencia College Downtown Campus bus wraps for the UCF shuttle, golf carts and LYMMO buses that travel through the site.



Creative Village Art Wall Project at Grand Avenue Elementary in Parramore, 2017.

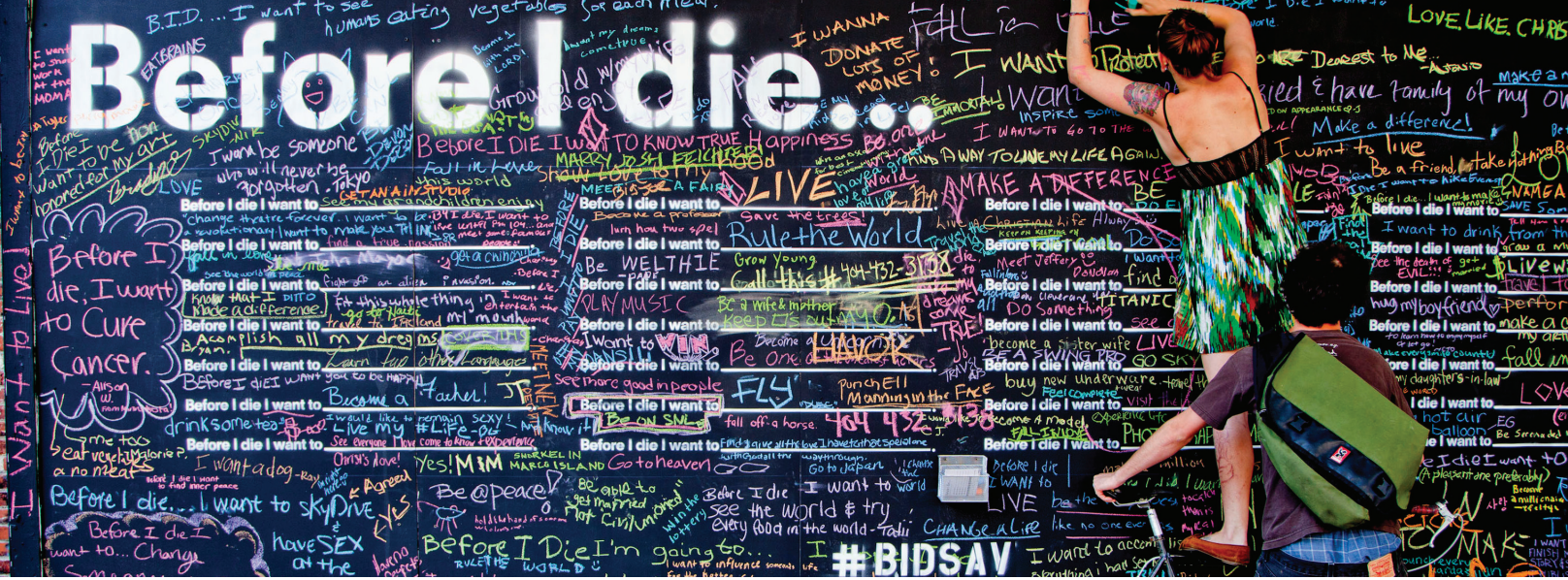


Guideline Two:
Create an inclusive and **thoughtful community process** that reinforces the relationship between Parramore and Creative Village.

The Parramore Comprehensive Neighborhood Plan recommends the preservation and celebration of neighborhood history as a focal point for the area. A visual representation of Parramore’s stories employing photography and oral histories could enhance its identity and introduce the faces and voices of Parramore to Creative Village. Successful community engagement should be fostered. These guidelines offer examples of how to develop artworks and experiences, partner with artists on planning and design and include the Parramore community.

1. Design strong visual connections between Parramore and Creative Village.

- A Cultural History Walk
- Musical Performances
- Faith-Based Events
- Culinary/Food Truck Events
- Engaging Parramore stakeholders in the planning and selection of public art experiences in Creative Village to help with historical and cultural relevance.
- Encourage UCF and Valencia College to partner with community organizations to host youth-oriented art classes.
- Approach Crealde School of Art to create a satellite classroom in Creative Village to serve Parramore community.



Artist Candy Chang's interactive art wall, *Before I Die*, has engaged people throughout the United States and internationally in expressing their hopes for the future.

2. Plan for affordable artist live/work and gallery/performance space in or near to Creative Village.

- Work with UCF and Valencia College to develop affordable live/work space to accommodate artists, art students and arts faculty.
- Create convenient and accessible spaces (permanent and temporary) that accommodate community-serving spaces such as galleries, classrooms, studios and performance space.

3. Include neighborhood arts into openings of developments or community open houses at Creative Village.

- During official Creative Village events such as groundbreakings, building openings and community open houses, demonstrate the art-centric nature of the development through the arts. Events can include:
 - Art or Performances from Jones High School.
 - Cultural contributions from the Parramore-based faith communities.
 - Valencia College hospitality program food stations.
 - Open houses at UCF's Center for Emerging Media and Flying Horse Editions.
 - Ceramic displays by Parramore's pottery studio.
 - Art from the PS-8 school.
 - Evening film nights showcasing UCF animation works on outdoor screens.



Artists and designers can transform ordinary objects into interactive and memorable works of art. Pictured above, *Play Structure* and *Archway*, Klyde Warren Park, Dallas, Texas.



Guideline Three:

Employ the arts as a strategy to **promote educational opportunities** and interactions amongst a diverse group of people.

College and university campuses are often perceived as ‘ivory towers’ that are detached from the cities they inhabit. At Creative Village, there is a genuine opportunity to break this mold by developing academic programs that showcase UCF and Valencia College’s educational offerings and student work to the broader public, dissolving the barriers between the academic institutions and the community. Additionally, vertical developers should seek to celebrate the diversity of both Creative Village and the Parramore neighborhood in their projects. There are several art strategies and partnership opportunities that can help accomplish these goals.

1. Turn educational institutions ‘inside out’ by creating community-facing education and arts activities.

- Install window galleries and digital displays on ground floor areas where the public can observe the educational process or the arts in action.
- Plan for digital displays that showcase the educational offerings of UCF’s Florida Interactive Entertainment Academy (FIEA), Flying Horse Editions, Center for Emerging Media, School of Visual Art and Design and other academic programs.
- Advance digital media, video game design, etc. as “art,” stimulating engagement by young people.
- Build partnerships among academic programs that engage the community in arts activities of all kinds.
- Support the culinary arts as an art form and work collaboratively with Valencia’s School of Culinary and Hospitality.
- Open Valencia College’s culinary program to the public by creating an accessible food service that opens to Central Park, further focusing on the ‘arts’ in culinary arts.
- Make the work of UCF’s broadcast studio accessible and visible by creating a stage and window facing Central Park and providing opportunities for public participation.



Graffiti as Stencil Art, Dequindre Cut urban greenway, Detroit, Michigan.

2. Promote educational opportunities in public settings.

- Encourage UCF and Valencia College to host “community days” in Central Park that provide opportunities for the public to learn about their educational and arts offerings.
- Work with the marketing department of UCF and Valencia College to promote free and accessible cultural programming and lectures to the public and for the neighborhood.
- Develop a Creative Village communication plan that informs the public about classes, free public educational events and arts programming.
- Commission an artist-designed Creative Village kiosk and guide that will help visitors find public artworks, performances spaces, gallery displays and college departments, and also provide information on other art and cultural venues in Parramore and Downtown Orlando.

3. Make public art fun and interactive.

- For example, pop-up art projects or installations could be implemented in Central Park or other public spaces. Additional ideas include “do it yourself art projects,” potentially with a branded corporate partner like Legos.
- Tactical urbanism initiatives could be explored, like painting crosswalks and intersections or participating in PARK(ing) day where street parking is converted to temporary parklets.



Walls, whether permanent or temporary, make a wonderful canvas for art. Pictured above, *Artist-enhanced Construction Fence*, New York, New York and *Wynwood Walls Murals*, Miami, Florida.



Guideline Four:

Employ traditional and digital tools to **engage local artists and arts organizations in programming art and cultural activities** in Creative Village.

Orlando boasts a wealth of artists and arts organizations that were drawn to the city by the theme parks, entertainment industry, aerospace and academic institutions. These artists and arts organizations create cultural experiences for people of all ages and abilities with artwork ranging from classical music, animated film, sculpture, puppet theatre and ethnic dance. Creative Village can provide these artists and organizations with diverse platforms to produce and present work.

In the short term, artists and arts organizations can be invited into Creative Village to present work in the public realm, in Central Park and in public rights of way. These activities can be extensions of ongoing events such as the Fringe Festival, Creative City Project and Third Thursdays. Longer term, Creative Village could form its own independent arts management team that includes representatives from the City, County, UCF, Valencia College, United Arts Orlando, the Parramore community and others to plan events and exhibits, and to coordinate the selection and installation of temporary and permanent public artworks. Over the long-term, effective programming and management are essential.

1. Create new and forward-looking platforms for production and display of art, employing both existing facilities and new spaces such as buildings, public areas and infrastructure.

- Encourage vertical developers to realize the importance of integrating public art from the beginning of their projects and use the Public Art Guidelines to establish expectations.
- Create opportunities for artists to be engaged in new projects including parks, open spaces and infrastructure.
- Install artwork bases and/or integrated data ports, along with accessible power outlets that are designed to accommodate performance and temporary display of art in public spaces.
- Consider shade structures in areas where audiences will experience outdoor art.



Artist-designed Construction Fence, CAMBA Gardens Apartment Project, Brooklyn, New York.

2. Create gallery space and public spaces to display the both permanent and temporary work of local artists.

- Educate private developers on how to integrate public art into open and accessible spaces on the exterior design of their buildings.
- Encourage UCF and Valencia College to place temporary student art projects in outdoor areas and public spaces.

3. Develop platforms for temporary art in Central Park.

- Plan to accommodate a broad array of arts festivals, special events, community programs, pop-ups, etc. in Creative Village’s public spaces.
- Create a series of platforms, (i.e. concrete pads or ‘media hubs’) that include access to power, data and water in Central Park that can accommodate a variety of activities including:
 - Portable kitchens with outdoor barbecues for cooking contests and displays.
 - Temporary sculpture displays, or other art installations.
 - Temporary gallery spaces; and
 - Monthly outdoor movie nights like the Enzian Theater partnership in Winter Park.

4. Challenge UCF’s School of Visual Art and Design (SVAD) ADLab (Advanced Design Lab) Program to create flexible shade structures at UCF Downtown, Central Park and other open spaces.

- Encourage ADLab to find a sponsor to fund the design and fabrication of structures that can be easily reconfigured to create temporary seating and shade in Central Park.
- Frame the activity as a design prototype competition that invites the public to test and play with the proposed shade structures.
- Create flexible, adaptable venues that can accommodate various art forms of different size, scale and medium.
- Digital tools and forward-looking art should be emphasized.
- Authentic and interesting programming is key.
- Develop strong partnerships and alliances to deliver quality content.

5. Create flexible, adaptable venues that can accommodate various art forms of different size, scale and medium.

- Digital tools and forward-looking art should be emphasized.
- Authentic and interesting programming is key.
- Develop strong partnerships and alliances to deliver quality content.



Color and pattern can add character to a blank wall or a vacant storefront. Storefronts in Luxembourg with yarn installation by Gabriela Pinaud and Urban Outfitters storefront.



Guideline Five:

Market and brand the arts as a means of attracting the creative class and knowledge-based industries to Creative Village.

With the Dr. Phillips Center for the Performing Arts, the Under I-4 project, Lake Eola, City Arts Factory, Creative Village, etc., Downtown Orlando is gaining a reputation as a cultural destination. Creative Village is envisioned as a neighborhood that will include educational institutions, creative industries, mixed-income housing, apartments, restaurants, retail and public space. It will be important to actively promote the presence of programmed arts and cultural activities. Describing opportunities for active participation in the arts and ensuring that cultural and arts offerings are accessible and inclusive, emphasizing diversity and a variety of art forms, will help Creative Village attract and retain talent. If successful, Creative Village will be branded as a cultural district and arts destination for visitors and residents.

The following strategies could help formulate that reputation and further development of the brand as an inclusive cultural district that features a variety of artwork genres and media.

1. Realize opportunities for major artworks that build visual connections between Creative Village and adjacent areas.

- **I-4 Underpasses at Livingston Street and Amelia Street.** Although these underpasses are built from precast concrete and the opportunities to impact their design are limited, the underpasses can be enhanced with paint treatment that is activated day and night with the inclusion of black light illumination. Other lighting and sound programming should be explored.
- **Roof of Bob Carr Theater:** The Bob Carr Theater is a highly visible structure at the eastern edge of Creative Village on Livingston Street. A substantial lightwork on the roof of the theater could be a branded identifier for Creative Village.



Neighborhood gateways can be dramatic entries. Artist David Crumley transformed the park at the base of the Manhattan Bridge into an illuminated gateway for the DUMBO district, New York City.

- **Plaza at Livingston Street and Parramore Avenue.** The sidewalk plaza proposed adjacent to the next phase of student housing on Livingston Street and Parramore Avenue is an ideal location for a linear park with art of a substantial height that welcomes the Parramore neighborhood to Creative Village.
- **Central Park:** As plans for Central Park evolve, destination quality artwork could serve as a visual signpost for the park. Signage or monikers could be done in an artistic way.

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2. Enliven ground floor spaces with art.

- Employ artistic solutions to animate ground floor spaces or building facades to help reinforce the artistic brand of the area.
- Encourage installation of artworks and art environments, 'passive' window galleries and art workshops in ground floor spaces.
- Partner with the Orlando Museum of Art and other institutions to place satellite galleries in ground floor and public spaces.

3. Emphasize the presence of arts and cultural activities as an amenity in Creative Village.

- Ensure Creative Village marketing materials describe opportunities for businesses, students, residents and visitors to engage in arts activities and education.
- Include a calendar of arts and cultural offerings in future marketing of Creative Village.
- Partner with the convention center and other Central Florida attractions to brand Creative Village as a downtown destination.



Guideline Six:

Develop innovative funding strategies and partnerships with organizations that can produce art or arts activities.

While the City envisions Creative Village as a center for arts and cultural activities, there is no dedicated funding source to realize that vision. To that end, Creative Village will need to employ a series of strategies to implement its public art goals.

1. Employ existing funding tools to support the arts.

- Seek appropriate grants.
- Engage support of local foundations and charities.
- Develop partnerships with established arts and cultural institutions.
- Dedicate a portion of common area maintenance (CAM) and student activity funds to arts and cultural activities.
- Use the “Art in State” Building Program to fund site-integrated art at UCF Buildings.
- Use tax increment financing or a neighborhood improvement district funding model to fund the arts.

2. Support specific funding partnerships with cultural institutions.

- Plan individual projects that leverage relationships with existing performing and visual arts organizations.
- Approach corporate funders to support sponsored public arts activities.
- Seek mission-specific funding from foundations and government sources.
- Seek Levitt Foundation funding for a performance space and programming support in Central Park.

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Guideline Seven:

Develop an arts management framework to lead the implementation of public art and cultural offerings at Creative Village.

Building an arts presence in Creative Village will require a thoughtful management structure to plan, select and program the arts. A framework should be created to convene a management team, plan cultural activities and provide technical support to developers. Management should oversee and assist with various items including content, events, management, financial partnerships, grant seeking, fundraising, sponsorships and marketing.

1. Convene an Arts Management Committee to guide public art at Creative Village.

- Oversight committee including representatives from City, UCF, Valencia College, Parramore, Downtown Arts District, arts organizations, individual artists and other stakeholders.
- Create a management position to lead the public art efforts.

2. Partner with like-minded entities. Ones that provide experience and management expertise to plan and market the initial art and programming as a means of branding Creative Village as a cultural district.



Artist Sheila Klein's *Shady Liberty* bridge transformed an ordinary pedestrian bridge into a beautiful illuminated passageway between the Shadyside and East Liberty neighborhoods in Pittsburgh, Pennsylvania.

5.0 Conclusion

Creative Village has the potential to be a new type of community in the heart of Downtown Orlando. Its success will depend on the goodwill, enthusiasm and willingness of individuals and institutions to work together to achieve this vision. The Public Art Guidelines are a broad roadmap providing direction to how arts and culture can become an integral part of Creative Village. Like any roadmap, detours will be inevitable, but it is important to keep the destination in mind as the journey begins.

The character of Creative Village will be established by practically planning for public art, commissioning temporary and permanent artworks in outdoor spaces and implementing unique elements that will define the district. Public and communal spaces should be designed to accommodate art, arts events and performances by UCF, Valencia College and local arts organizations, establishing the collective expectation that Creative Village is an authentic expression of Orlando's diverse and exciting artistic offerings.

Creative Village will help reconnect the east and west sides of Downtown Orlando, bringing neighborhoods together through education, arts and cultural activities. It will become a model of innovation, inclusion and diversity. Public art is a vital piece of the puzzle. As such, these Public Art Guidelines set expectations and goals for Creative Village.

6.0 Appendix A

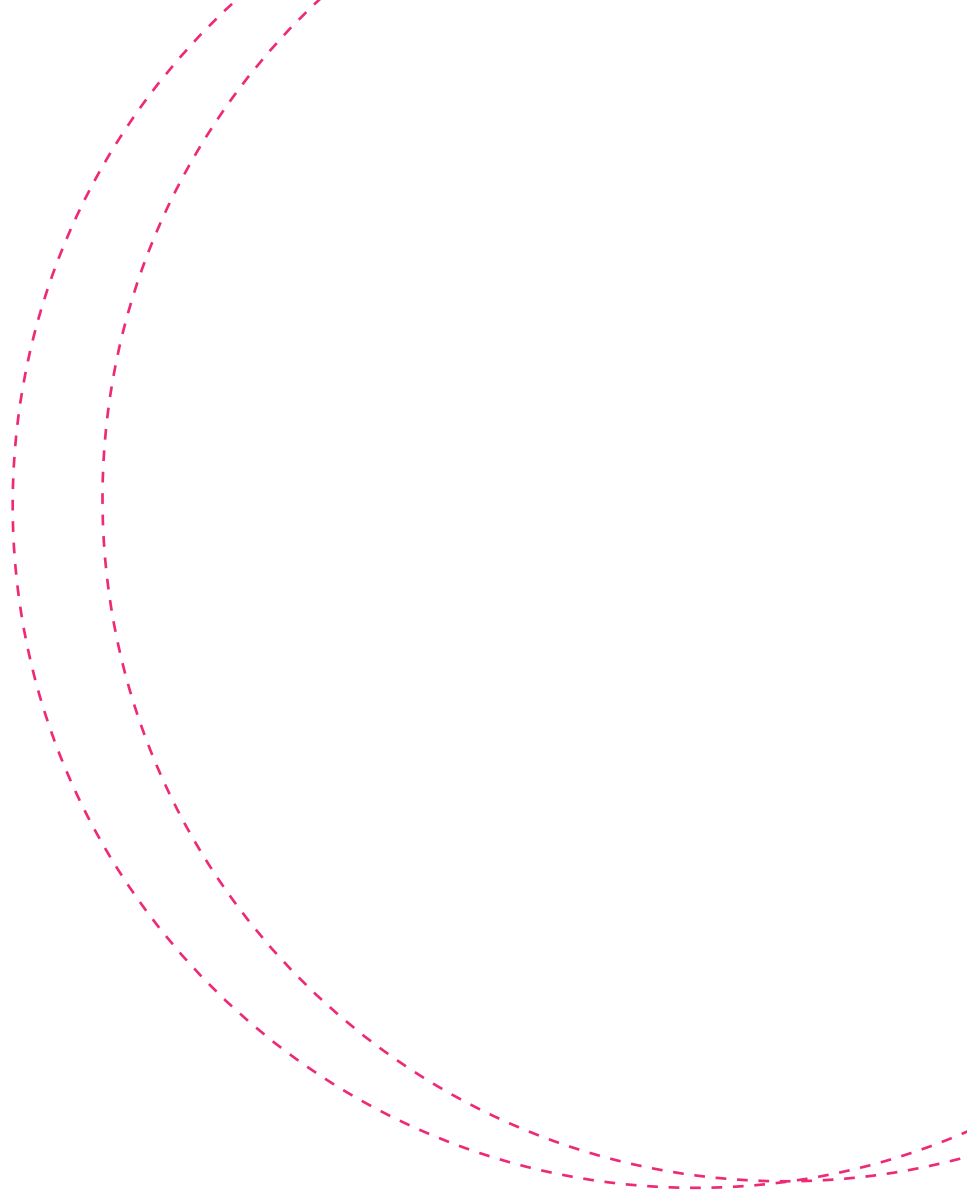
The following people were actively engaged in developing Creative Village Public Art Guidelines:

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Tim Baker, Baker Barrios Architects	Barbara Hartley, Downtown Arts Orlando	Brendan O'Connor, Bungalower
Patrick Bohlen, University of Central Florida	Walter Hawkins, Director of Urban Development, City of Orlando	Curt Ostrodka, VHB
Allen Bottorff, University of Central Florida	Regina Hill, District 5 Commissioner, City of Orlando	Terry Olson, Orange County
Lyman Brodie, University of Central Florida	Marcia Hope Goodwin, Mayor's Office, City of Orlando	Mary Palmer, Arts Education Consultant
Byron Brooks, Chief Administrative Officer, City of Orlando	Patrick Kahn, SNAP! Gallery	Walter Phuego, Studio 17 Television
Ryan Buysens, University of Central Florida	Mike Kilbride, University of Central Florida	Jennifer Quigley, WQB Design and Engineering
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Donna Dowless, Artist	Theo Lotz, Flying Horse Editions University of Central Florida	Patty Sheehan, District 4 Commissioner, City of Orlando
Wayne Dunkelberger, Baker Barrios Architects	Rob McCaffrey, Valencia College	Craig Ustler, Ustler Development, Inc. Creative Village Development, LLC
James Feild, Banc of America Creative Village Development, LLC	Brooke Myers, VelocityRED Creative Village Development, LLC	Pam Woodley, Rollins College
Shannon Fitzgerald, Mennello Museum	Doug Metzger, City of Orlando	Dr. Falecia Williams, Valencia College
Flora Maria Garcia, United Arts of Central Florida	Jefre Miajny, Artist	
Wendy Givoglu, Valencia College	Kelly Moody, City of Orlando	

7.0 Appendix B

The following local organizations, projects or events are referred to in the Public Art Guidelines or were discussed in various interviews. This list is not meant to be all inclusive, but represents some examples of potential partnerships or initiatives.

PS-8 School (Academic Center for Excellence) Orange County Public Schools	Orlando Museum of Art
Parramore Kidz Zone	Orlando Science Center
Parramore Boys & Girls Club	Orlando Philharmonic Orchestra
Parramore Pottery Studio	Dr. Phillips Center Jazz Orchestra
Jones High School	SNAP! Orlando
Callahan Neighborhood Center	Sculpture on the Lawn Orange County Arts and Cultural Affairs
Wells Built Museum	Fringe Festival
Valencia College School of Culinary and Hospitality	United Arts of Central Florida
Florida Interactive Entertainment Academy	PARK(ing) Day
Flying Horse Editions - UCF	Crealde School of Art
UCF School of Visual Art and Design	Enzian Theater
City Arts Factory	McRae Art Studios - new location in Parramore
Creative City Project	West Art District
Bob Carr Theater	
Downtown Arts District	



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