CHESTERTOWN PUBLIC ARTS MASTER PLAN

OCTOBER 2014

COMMISSIONED BY THE TOWN OF CHESTERTOWN, MARYLAND

PRODUCED BY ZIGER/SNEAD ARCHITECTS

TABLE OF CONTENTS

ACKNOWLEDGMENTS	4
INTRODUCTION	5
EXECUTIVE SUMMARY	6
PURPOSE - WHY DO A MASTER PLAN	9
PROCESS - HOW THE MASTER PLAN WAS CREATED	13
RECOMMENDATIONS - THE MASTER PLAN	25
PROPOSED PHASING	45
ADMINISTRATION AND FUNDING	51

ACKNOWLEDGMENTS

TOWN OF CHESTERTOWN, MARYLAND

MAYOR
Chris Cerino

TOWN COUNCIL
Elizabeth Gross, Ward 1
Linda C. Kuiper, Ward 2
Samuel Shoge, Ward 3
Mauritz Stetson, Ward 4

TOWN MANAGER
William S. Ingersol

ZONING ADMINISTRATOR
Kees de Mooy

ZIGER/SNEAD ARCHITECTS
Steve Ziger, Partner
Douglas Bothner, Senior Associate
Matthew Rouse
Eli Hess

Special thanks to the Town of Chestertown's Zoning Administrator, Kees de Mooy, RiverArts, Downtown Chestertown Association, Washington College, SANDBOX, Kent County Arts Council, as well as Alex Castro, Lani Seikaly, Leslie Raimond, Carla Massoni, and the many dedicated members of the community of Chestertown who participated in the Master Plan Charrettes.

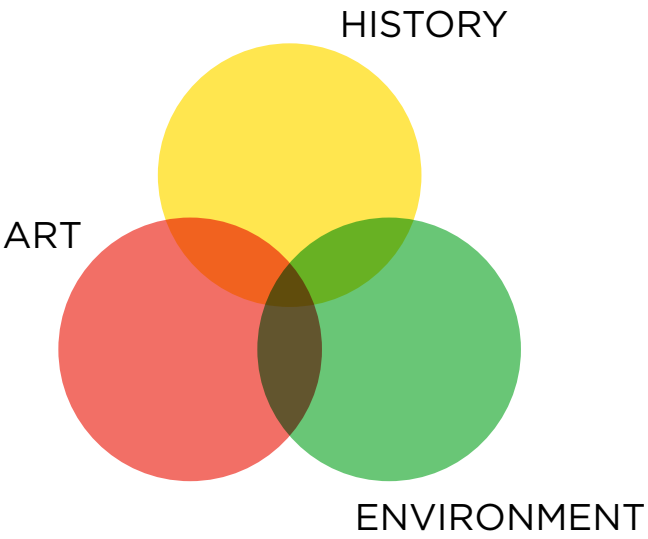
The Chestertown Public Arts Master Plan was commissioned by the Town of Chestertown to codify a vision for celebrating the artistic, historical, and environmental assets unique to Chestertown to revitalize the waterfront area, engage audiences, and create unique, memorable, and life-affirming experiences for residents and visitors alike.

The plan is supported by a National Endowment for the Arts Our Town Grant and the Town of Chestertown, Maryland. It is the first public arts master plan in the region and will be a model for small towns on Maryland's Eastern Shore and beyond.

This Public Arts Master Plan is the result of a year-long process involving a series of public charrettes and meetings with stakeholders and community members to identify types of and locations for public art projects, as well as a process for incorporating public art into the planning and funding mechanisms of the Town.

EXECUTIVE SUMMARY

The Arts, the Environment, and a rich History are vital contributors to Chestertown's sense of place. These three themes provide the basis for the creation of a public art master plan that advances Chestertown's mission to connect the arts, environment, and history with residents and visitors alike. The plan will promote active lifestyles, encourage interactions between diverse populations and communities, stimulate the local and regional economy, and celebrate Chestertown's unique environment and history.



VISION

Chestertown Public Art Master Plan is founded on the themes of Art, History, and Environment to ensure that public art will be integrated into the fabric of Chestertown's ecological and social environments.

GOALS

» To create a model planning initiative for small towns on Maryland's Eastern Shore
» To leverage an engaged community of stakeholders
» To outline a comprehensive vision for where best to integrate public art to help in the revitalization of Chestertown's waterfront area and environs
» To identify and prioritize opportunities for a variety of public art projects
» To outline a process for selecting, commissioning, maintaining, and funding public art of the highest caliber.

INTEGRATION WITH OTHER PLANNING

A public arts master planning endeavor cannot be successful without being integrated into all other planning initiatives of the Town of Chestertown. Once approved, the Chestertown Public Art Master Plan will be incorporated as an Appendix to the Chestertown's Comprehensive Plan.

Special attention is required to ensure that public art is integrated in all waterfront and surrounding development and planning initiatives including:

- All flood plain response planning and any modifications of waterfront bulkheads
- The Route 213 Bridge reconstruction
- Public Dock and jetty
- The Marina and boat yard
- Gilchrest Rail Trail, phases 3 & 4
- Modifications to the Town maintenance yard
- Washington College Armory and waterfront property
- Silo property
- Stepne Manor redevelopment (including re-routing of S. Cross St)
- Silo Property – coordinate opportunities with private property owners

KEY RECOMMENDATIONS

Important to the success of this plan, it is recommended that any public art should conform to the following criteria:

- All public art projects should align with the Plan's vision that Chestertown's vibrant artistic, unique environment, and rich historic heritage should be celebrated in the revitalization of the waterfront area.
- Locations for public art should be highly visible, easy to access, and well connected.
- Locations for public art should be integrated into other planning initiatives, both public and private development, to leverage synergies and opportunities.
- Capital investment in endangered public areas (waterfront bulkheads, for example) should be considered for public art projects.
- Projects should be of the highest quality: designed and engineered to ensure public safety and durability.

CREATE A PUBLIC ARTS CONSORTIUM (PAC)

Create a new 501(c)3 organization representing a coalition of Chestertown's active and engaged arts organizations and community to administer, fundraise, and develop ongoing programming to ensure the Master Plan is a living document.

CREATE A COMMISSION ON PUBLIC ARTS

Establish a Commission on Public Arts, comprised of seven to nine Art and Design professionals to be appointed by the Mayor & Town Council, to ensure that the Public Art Master Plan is implemented.

CREATE PUBLIC ARTS ADMINISTRATOR

Create a staff position within the PAC or the Town tasked to manage the many administrative requirements necessary to ensure the Public Art Master Plan is a living document.

CREATE A PUBLIC ART FUND

Create a Public Art Fund to ensure adequate resources are available to maintain, update, and implement the plan. Through public—private partnership, The Town of Chestertown and The Public Art Consortium should make certain that adequate and dedicated funding is available to administer, implement, and maintain public art projects.

IMPLEMENT THE FIRST PROJECT

The NEA Our Town Grant allocates funds to implement the first project identified in the Master Plan as a playscape at Wilmer Park.

PURPOSE

WHY DO A PUBLIC ARTS MASTERPLAN?

PURPOSE
WHY DO A PUBLIC ARTS MASTERPLAN?

The Town of Chestertown is at an exciting planning crossroad. Located on the Chester River, the town seeks to leverage its waterfront amenities that include Wilmer Park and its recent acquisition of the Marina property. These properties, as well as neighboring parcels owned by Washington College and the recently completed Rail Trail which links the downtown with Washington College, offer an exciting opportunity to create a unified plan that will be seen by residents and visitors alike as a model for creative place making. The plan will revitalize Chestertown's waterfront area with a coordinated and thoughtful framework that positions Environmental Art, Playscapes, Art Paths (and Paths as Art), Historic Exhibits, Performance Venues, and Greenways within the public domain. The plan will create connections and paths to link existing and future public and private resources, and celebrate gateways to the Town of Chestertown.

The plan will also serve as a vehicle to Build Community, Create Meaningful Places, Reinforce Identity, and Stimulate the Economy.

BUILD COMMUNITY

Art, History, and Environment are themes that connect the community of Chestertown. The plan uses these themes to connect and engage individuals and groups from all corners of the community both in the process of creating the plan, but also in the implementation of the plan over the next decade and beyond.

CREATE MEANINGFUL PLACES

Identifying both location and types of content to be incorporated into the public realm is paramount in any master planning process. The plan identifies the places within the waterfront area that are most impactful. It encourages the commissioning and placement of high quality artwork and historical exhibits that are easily visible and accessible. The plan seeks to enrich the fabric of the city to create delight and fascination as well as to enhance pedestrian environments and community gathering places.

REINFORCE IDENTITY

The plan celebrates and accommodates the rich diversity of Chestertown. It emphasizes the creation and placement of work that is site-specific and unique to Chestertown to promote the history, heritage, culture, and spirit of Chestertown's overwhelming civic pride. The plan encourages work to be accessible and provide signage and information, both digital and analogue, which reinforces Chestertown as the welcoming, exciting place we know it to be.

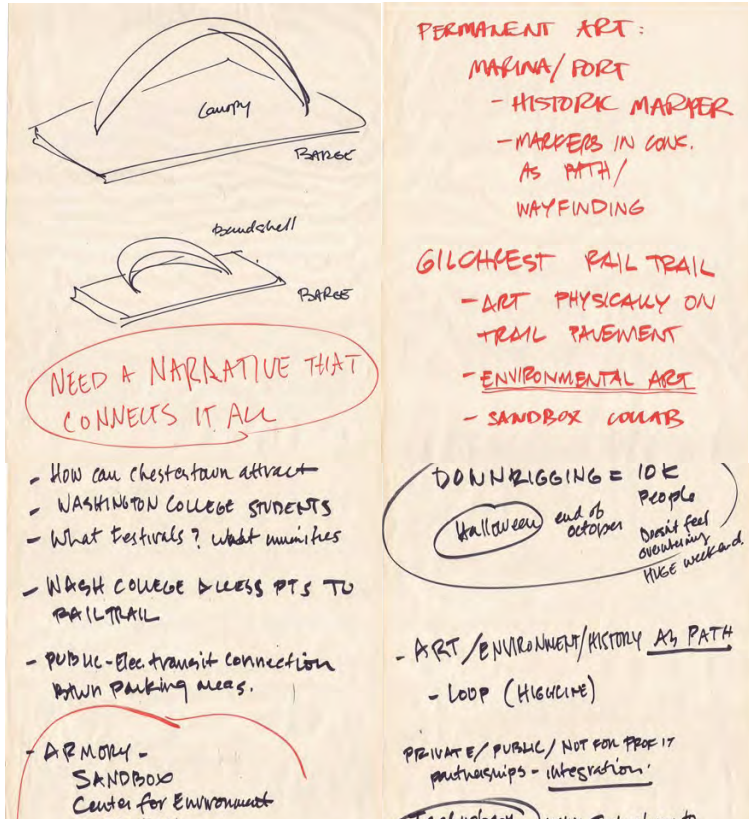
STIMULATE THE ECONOMY

The plan showcases Chestertown as a destination of local, regional, and national interest to foster and stimulate the local economy. The plan provides a tool to better integrate public art with local and regional planning efforts and create synergies and opportunities with architectural, landscape and infrastructure projects. Ultimately, incorporating permanent and changing art, history and environmental work into the planning fabric of the town will help drive visitors to Chestertown and its businesses.

Across the country, jurisdictions that have embraced the arts have demonstrated that they can support economic growth as well as contribute to the quality of life. The Maryland States Arts Council has determined that the arts in Maryland have an annual economic impact of more than one billion dollars.

PROCESS

HOW THE MASTER PLAN WAS CREATED



The process began in 2012 with the initiative by the Town to apply for a National Endowment for the Arts Our Town Grant to support the creation of a Public Art Master Plan for Chestertown's waterfront area. The Grant offered funds, matched by the Town of Chestertown, to create a plan based on the themes of Art, History, and the Environment, while reserving funds to implement the first project identified in the Master Plan.

Ziger/Snead Architects was engaged by the Town of Chestertown to facilitate the process which consisted of three steps: Discovery, Concept Development, and Recommendations.

DISCOVERY

This plan is built on the shoulders of significant thinking and work done for the Town of Chestertown including: the Chestertown Initiative, research by the Downtown Chestertown Association, Chestertown's Comprehensive Plan, Washington College's waterfront plans, SANDBOX, Chamber of Commerce data, Diversity Dialog Group findings, Recreation Commission, and GIS data to name a few. In addition, the planning team conducted fieldwork to examine existing infrastructure, traffic and parking patterns, trail connections, accessibility and safety issues, local and regional environmental influences, and historical locations and data. The team researched precedents for how other cities of various scales and location have successfully incorporated public art and/or public arts master planning into their planning fabric.

All of the above research and discovery provided the basis for a public charrette, or workshop, to brainstorm what types of public art, historical exhibit, and environmental intervention should be envisioned as well as where these project should be located.

The hands-on process invited the community to locate types of art projects – including permanent or temporary art projects, large and small performance venues, environmental art, playscapes, historic exhibits, to name a few – by placing stickers on maps of Chestertown to indicate preferences. This information was then aggregated and synthesized during the concept development stage.

Visioning Exercise at Discovery Charrette
The community was invited to place dots on a map of the town to identify preference for where different types of art spaces could be incorporated into the Town of Chestertown.

CONCEPT DEVELOPMENT

During a second public meeting, Ziger/Snead presented a Draft Public Art Map that weaved together the three core themes of Art, History, and Environment, and identified the types and location for public art. The draft plan defined and located important Gateways to Chestertown, and identified locations for Playscapes, Historic Exhibits, Permanent Art, and a new walking path to connect the waterfront area with the surrounding environment along the 100 year flood plain. The draft plan and presentation materials were posted on the Town's website for public comment.

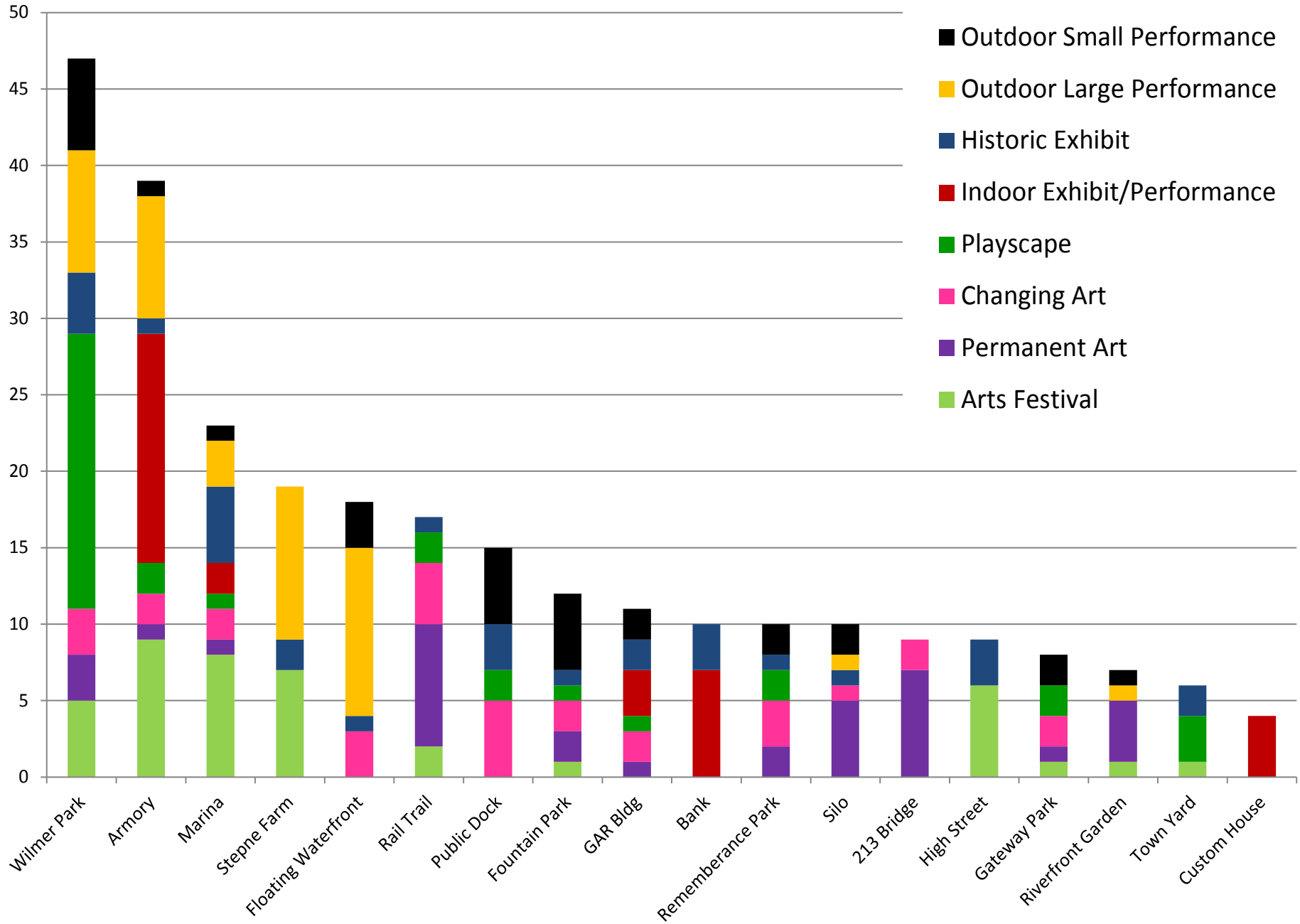
Second Public Meeting

In addition to the What and the Where, the Public Arts Master Plan needs a plan for How it is to be implemented, administered, maintained and funded. Concluding the second meeting, best practices and precedents were presented and reviewed that outlined how other cities create infrastructure and leverage partnerships with non-profit organizations to ensure that the plan is a living document.

Using information gathered in the Discovery phase, the team synthesized the types of projects and amenities that should be provided and where they should be located. The findings break out as follows:

WHAT	WHERE
Gateways	*Wilmer Park*
Playscape	*Armory*
Environmental Art	*Marina*
Art Path	*Stepne Farm*
Historic Exhibit	*Public Dock*
Performance Venues	*Gilchrest Rail Trail*
Greenways	

The waterfront area, including Wilmer Park, the Armory, Marina, a Floating Waterfront, and Public dock are locations in the heart of Chestertown that are in the highest demand for incorporation of public art. In addition, Stepne Farm, currently owned by Washington College, and the Gilchrest Rail Trail are both seen as a significant opportunities for connecting and incorporating public art into the fabric of the waterfront area.



Compilation of Map Data Collected at Discovery Charrette

WILMER PARK

Wilmer Park is a key component of this Public Art Master Plan. It provides a wide, highly coveted water view and space for recreation and gathering. It is important that the park remain open and free of elements that would limit the view of the water.

The shoreline of the park is subject to flooding, so careful consideration of all options for any new work along this edge is critical to insure resources invested are for the long term. Since much of the southern edge has been converted to a living shoreline, this option could be expanded to the north and east, while integrating a floating stage and bulwark to highlight the dynamic intersection between land and water.

Wilmer Park also offers a very unique opportunity to families and children that should be celebrated and expanded. Already a destination for families, Wilmer Park is the focus location for introduction of interactive art which would engage children on many levels.

THE ARMORY

The Armory, currently owned by Washington College, is identified as a unique opportunity for incorporation into the Public Art Master Plan.

STEPNE FARM

The historical property of Stepne Farm offers an extraordinary development opportunity to the Town of Chestertown incorporating a new road to increase safety and walkability in and around the critical junction near Wilmer Park, Stepne Station, and the Gilchrest Rail Trail, as well as a vision to extend the city grid into the Stepne Farm area. If executed methodically, the portion of land, currently owned by Washington College, becomes an extension of Chestertown's downtown. The concept envisions a mixed-use plan with a variety of densities for commercial and residential development that preserves an important greenway and axial view from the historic Stepne Farm house to the Waterfront and Wilmer Park. Creating axial connection from the Manor House to Wilmer Park, the site becomes home to a new green space offering performance and festival space.

THE MARINA

The Marina exemplifies the necessity to integrate other planning with this plan. The Marina's purchase by Chestertown in 2012 showed promise in preserving one of the town's greatest assets. A large effort is currently underway to maintain the functionality of this location and preserve waterfront access for residents and visitors and recreational boaters, an important revenue source for the Town. The marina site is crucial to the success of the Public Art Master Plan as it offers a waterfront link from the public dock to Wilmer Park. Careful engineering is necessary to account for the encroaching water during monthly peak tides.

PUBLIC DOCK

The public dock is seen as an opportune site for public art given its gateway location at the end of High Street at the waters' edge. By boat, the public dock is Chestertown's front door, and by car or on foot, the public dock offers access to spectacular views of the waterfront.

Rather than incorporating art at the foot of High Street that would inhibit views of the river from downtown, it is recommended that an art installation be integrated into the landscape, highlighting the unique history of the place and the changing environmental situations at the shoreline.

The rock jetty protecting the dock, currently used as seating for the Down Rigging and Tea Party festivities, is expanded and designed to respond to the organic flow of the water and tides.

GILCHREST RAIL TRAIL

The Gilchrest Rail Trail has been an exciting development in Chestertown with Phases I and II completed in 2012, and Phase III nearly completed. The trail offers connectivity to Washington College and will eventually connect Chestertown to the Worton Community Center and even farther north. Beyond its civic contributions to the Town, the rail trail is an exciting opportunity for permanent and temporary art.

RECOMMENDATIONS
THE MASTER PLAN

Existing Map of Chestertown

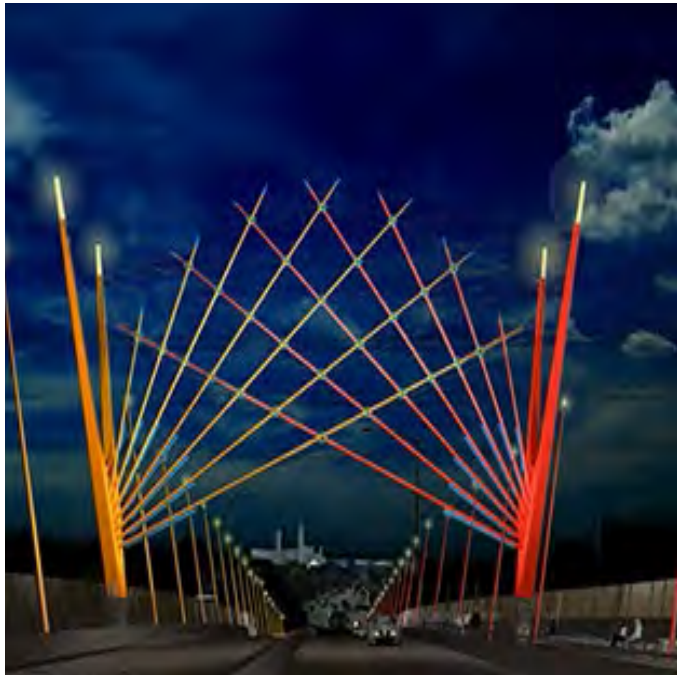
GATEWAY
HISTORIC EXHIBIT
PERMANENT ART
PLAYSCAPE
ENVIRONMENTAL ART
OUTDOOR PERFORMANCE
BUILDING FOOTPRINT
ARTS-RELATED BUILDING
PUBLIC PARKING
PROPOSED ROAD
RAIL TRAIL
RAIL TRAIL EXTENSION
WATER TRAIL
ART PATH

Chestertown Public Arts Master Plan

GATEWAYS

Gateways provide an important opportunity to communicate to residents and visitors alike Chestertown's active artistic community, its unique environment, and its historic heritage through permanent public art installations. The following gateways offer opportunities for directional signage and relevant permanent art installations to reinforce Chestertown's identity and promote its brand.

» Quaker Neck Road / South Cross Street at the Armory
» South Cross Street at Gilchrest Rail Trail
» Maple Avenue at North Cross Street
» Route 213 Bridge West
» Waterway at Public Dock
» Round-about at High Street and Morgnec Road



GREENWAYS

Central to the plan is the creation of Greenways that: create connections that increase vehicular, pedestrian, and cyclist safety; improve connections between Stepne Station and the Gilchrest Rail Trail to Wilmer Park; and, with the proposed vision for redevelopment of Stepne Farm, create direct axial connection between Stepne Manor and Wilmer Park.

Greenways will preserve and connect public open space, create responsible solutions to storm and tidal water management, encourage the growth of a variety of native vegetation, and drive economic development by providing a connected and cohesive public open space amenity.

ART PATHS

Important to the success of this plan is the creation of an Art Path conceived as a dedicated and celebrated walkway that connects many of the town's art, environment, and historic related points of interest. The Art Path can be thought of in two fundamental and distinct ways: Path as Art as well as Art on a Path. It should encourage an active engagement with art in the environment as well as provide a venue for guest curation of temporary art installations.

PATH AS ART

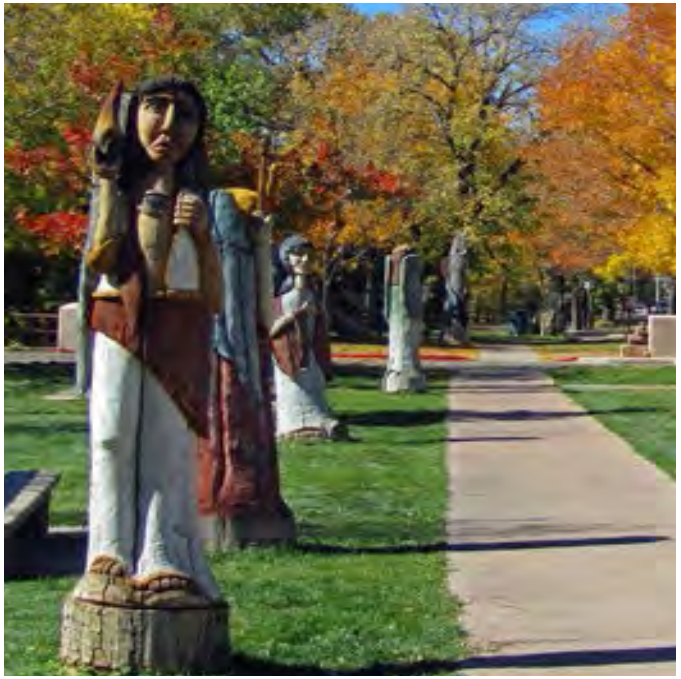
There are many examples of public open spaces that operate as pathways that are, in their design, commissioned and conceived of as art. Imagine a boardwalk that doubles both as a walking surface as well as a sculptural object that frames a particular view of the Chester River or a historic location of significance. Perhaps the path extends into the tidal zone and with the rising and falling of the tide creates sound or light that delights the passerby. The plan identifies a number of locations for commissioned interventions along a path that would transform the path into art.

The location of the Art Path along the 100 year floodplain can be considered an artistic, environmental, and historical intervention. The path connects Wilmer Park to the Silo site, north to the Armory, across South Cross Street and continuing south of Stepne Farm to the boat launch at Radcliff Creek, then north to the SANDBOX site adjacent and north of Stepne Farm and Station. The path is instrumental in attracting individuals into the environment and highlighting an important intersection between land and water. Along this path are identified locations for permanent and temporary art installations.

The Silo site is another important opportunity for Path as Art. Walking along the waters' edge is compelling itself, but extending the experience out over the water will offer a unique perspective relevant to Chestertown's important history. Chestertown is a town on the water, and for centuries, the town has been and continues to be accessed from the water. Offering a path that extends into the fluid landscape, that highlights and accentuates this important edge between land and water, and that offers a view from the river without the need for water craft, creates a vital and delightful ingredient in the plan.

ART ALONG A PATH

Often art in the public domain consists of solely of public monuments, sculptures, and murals. For Chestertown, art along a path is one of many important components of the plan. To complement many existing public monuments in Fountain Park and Memorial Plaza, the plan calls out specific locations that would invite permanent and temporary art installations. Locations indicated include Gateway sites, important locations along the Art Path, as well as in prominent locations where vehicular and pedestrian traffic slows, like the east end of the proposed Stepne Manor greenway.



ENVIRONMENTAL ART

Fundamental to this plan is the partnership with Washington College and SANDBOX: A Program for Creativity and the Environment. One of the key components of SANDBOX is the creation of public art by national artists at Washington Colleges' Stepne Farm. The public arts master plan proposes to offer additional sites for SANDBOX and others to consider to connect and educate residents and visitors to the potential of art in and of the environment.

Providing areas for environmental art will:

» Highlight the integration between art, history, and the environmental conditions of Chestertown
» Emphasize Chestertown's initiative to protect and preserve the natural world
» Encourage collaboration between the Town of Chestertown and SANDBOX

In addition to a large area north of Stepne Farm, other locations are proposed for this work including:

» Waterfront at Riverfront Garden adjacent to Cannon Street
» Boat launch at Wilmer Park
» Silo site, captured by the new Art Path
» Boat launch at Radcliff Creek
» And multiple locations near Stepne Manor

PLAYSCAPE

Playscapes are defined as public art activated by play. Examples abound of public art interventions that invite active and playful engagement by a visitor. These types of art installations in effect take the place of manufactured playgrounds, providing children and adults of all ages a safe and physical experience with art. Playscapes redefine what art is, and broaden children's sense and experience with art. Introducing playscapes into Chestertown's public domain identifies Chestertown as a kid-friendly arts destination, attracting families to the waterfront area from within and beyond the town limits.

Wilmer Park offers the most popular location for a Playscape. An integral location within the master plan, Wilmer Park provides a wide, highly coveted water view as well as space for recreation, performance, festivals, and public gathering. The park already attracts ample numbers of visitors, and has access to good parking, but lacks amenities to capture and hold the attention of children. A Playscape is envisioned for the northwest corner of the park that will be this amenity, providing active engagement with art within, and without interfering with, the open space of Wilmer Park.

Another likely location for a Playscape is envisioned near the large SANDBOX site north of Stepne Farm. This location would provide a necessary relief along the northern end of the Art Path.

HISTORIC EXHIBIT

Historic exhibits showcase Chestertown's rich and diverse cultural heritage. They encourage interest for young people to learn about the past within a compelling context and create dialogue across ages about past, present, and future developments in the region.

The Town of Chestertown is a jewel on Maryland's Eastern Shore, replete with historic structures, streets, and an abundance of charm. The proposed Art Path will engage this historic downtown along South Cross Street, around Fountain Park, and along High Street toward the waterfront and public dock, encouraging a visitor to explore the town and patronize its businesses.

Along this route new historic exhibits are proposed to highlight and elaborate on specific stories from Chestertown's past, including the rich African-American history and maritime traditions. Exhibits near Fountain Park could focus on town development and history, while those at Stepne could highlight the area's strong agricultural heritage.

It is recommended that the powerful narrative of Chestertown's past be told with new directional and informative signage, introduced in critical locations to inform residents and visitors of the importance of place. Interactive media should be considered for these stories to be told through self-guided audio tours accessible via mobile phones and smart phone applications.

MOUNT VERNON
CULTURAL DISTRICT
Walters Art Museu
Garrett Jacobs Mar
Maryland Historica
Society
George Peabody Li
Peabody Institute
Center Stage
Metro 8 Blocks
Light Rail 3 Blocks

CHESTERTOWN
12
HISTORIC DISTRICT

PERFORMANCE VENUES

The plan offers multiple opportunities and locations to enjoy the region's vibrant performing arts community, and will allow existing music festivals to expand into multi-venue events. Importantly, the plan seeks to encourage more collaboration with Washington College to attract energy from the vibrant student body.

Locations for performing arts include:

PUBLIC DOCK
The Public Dock is already an active location used during the Schooner Sultana's Downrigging Festival. It offers a great opportunity for an expanded seating area, perhaps developed as part of the strategy for managing the waterfront tidal activity in an artful way.

THE DECK
The Marina's proposed redevelopment includes a deck adjacent to the Fish Whistle Restaurant for small musical performances. Performance in this location, and along a spur of the Art Path, offers great synergy between public and private artistic endeavor.

WILMER PARK
Wilmer Park is a wonderful asset to Chestertown, and a perfect venue for performance art. In order to keep the park's greenscape as open as possible, and to better manage the tidal water incursion, a floating stage is imagined for medium to large performance. This stage should be built as a floating element to adjust with the rising water so it is functional and durable during high water cycles.

THE HYNSON PAVILION
The Hynson Pavilion is an existing asset that is integrated into the Art Path along the waterfront at the southern edge of Wilmer Park. Already a great covered pavilion to see and be seen, to rest, to watch small performances, and even to picnic, the Pavilion operates as a place on the path that should continue to be programmed with art activity.

STEPNE LAWN
The proposed redevelopment plan for Stepne Farm includes a large tree lined lawn, similar in spirit to Palace Green, in Williamsburg, Virginia, that will offer ample space for large performance and festivals that will have axial views to historic Stepne Manor and the cherished waterfront of the Chester River.

WHEN IT WILL HAPPEN

PROPOSED PHASING

PHASE ONE

Phase one implementation should leverage momentum from the master planning process and immediately solicit proposals for the first work currently identified as a Playscape in Wilmer Park. In addition to the Playscape, attention should be focused on the following areas:

» Gateways
» Art Path
» Marina renovation
» Environmental Art
» Inventory and database of existing Public Art

PHASE TWO

Phase two builds on the successes of Phase One and creates the primary Greenway. To accomplish this, the following is necessary:

- Re-route Quaker Neck Road to south side of Stepne Station to establish Greenway
- Adjust and extend Gilchrest Rail Trail to improve cyclist safety at crossing
- Adjust parking ingress and egress to Wilmer Park

PHASE THREE

Phase Three proposes to develop Stepne Farm with the following goals:

» Extend the city grid into the Stepne Farm
» Extend South Cross Street through Greenway to increase safety and walkability in and around the critical junction near Wilmer Park, Stepne Station, and the Gilchrest Rail Trail
» Introduce mixed-use development with a variety of densities for commercial and residential use
» Create a new axial greenway from the historic Stepne Manor to the Waterfront and Wilmer Park to form a new green space offering performance and festival space
» Extend the Art Path through new development

HOW IT WORKS

ADMINISTRATION AND FUNDING OF THE PUBLIC ARTS MASTER PLAN

ESTABLISHMENT OF PARTNERSHIPS

Critical to any public art master plan is the establishment of partnerships, policies, and procedures to ensure that the plan is a well-managed, living document that is incorporated into broader planning efforts. The Town of Chestertown has nurtured a vision of increasing the role of the arts in the community for many years and supports the effort of this master planning process through matching funds in the NEA Our Town Grant. Also important to note are the unique partnerships the Town has with the many and varied existing arts organizations in the Town and surrounding communities. Reinforcing, codifying, and relying on these Public-Private Partnerships provides a foundation for how best to implement the Public Art Master Plan.

The following core components are required:
» Program Administration
» Integration with other planning
» Funding and Development
» Artist Selection Process
» Documentation of public art
» Receipt of public art gifts
» Acquisition and removal of public art
» Maintenance of public art
» Education opportunities
» Public relations and marketing

To this end, the following entities should be established:
» Public Arts Consortium – a new private partner
» Commission on Public Arts (COPA) – a volunteer public service entity
» Public Arts Administrator position –public or private position
» Public Art Fund

PUBLIC ARTS CONSORTIUM (PAC)
A NEW PRIVATE PARTNER

Chestertown has an active and engaged arts community, including River Arts, Washington College and SANDBOX, Kent County Arts Council, as well as business and community leaders and artists that are dedicated in the success of the Public Arts Master Plan. To best leverage the voice and spirit of each organization, it is recommended that a new 501(c)3 organization be established that represents a coalition of these stakeholders.

The Public Arts Consortium (PAC) will:
» Coordinate and promote educational programming opportunities in the Plan:
» Work to stimulate community-wide interest in public art programming
» Program casual, low-cost events
» Create curriculum kits about public arts for schools
» Collaborate with SANDBOX to educate the public on the integration of art and the environment
» Create programming around both existing and new historic exhibits in the downtown
» Establish and fund internship program with Washington College
» Develop and maintain a web-based information portal and smartphone application to inform residents and visitors of the many opportunities for engaging with public art, Chestertown's historic exhibits, and a Calendar of Events for performance art and festivals
» Oversee public relations and marketing of the Plan
» Raise money for and manage a Public Art Fund
» Nominate individuals for the Commission of Public Arts (COPA)

COMMISSION ON PUBLIC ARTS (COPA)
A VOLUNTEER PUBLIC SERVICE ENTITY

A Commission on Public Arts should be formed to ensure that the Public Art Master Plan is implemented to include art and art projects of the highest caliber. The Commission, which will operate as the Master Plan's 'curator', should be comprised of 7 to 9 Art and Design professionals to be appointed by the Mayor & Town Council and will:
» Develop and implements art & artist selection procedures
» Solicit artists through open and/or invited competition, and direct selection
» Review artist qualifications
» Select and interview finalists
» Develop contract documents for use with selected artists

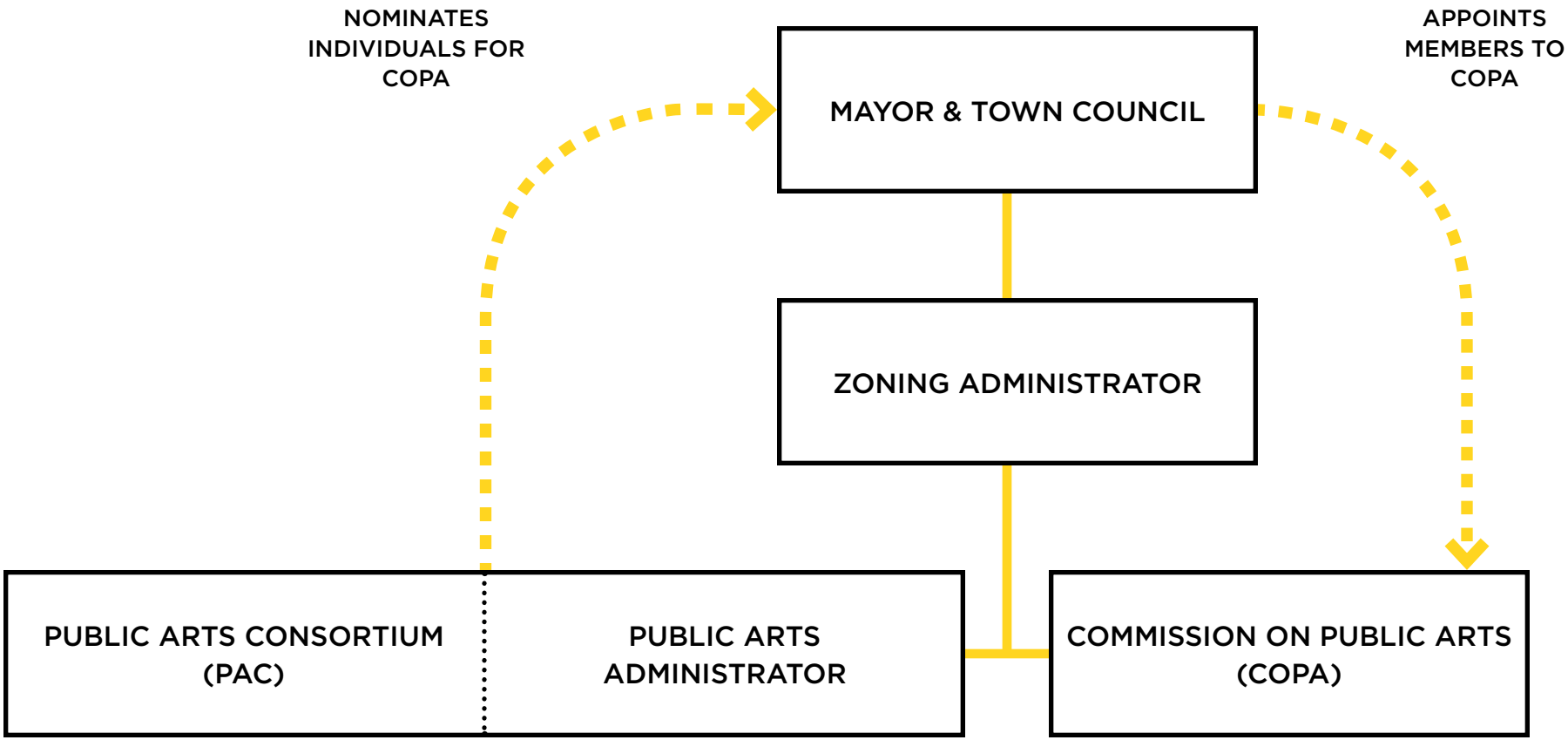
» Review and approve final work
» Authorize acquisition and removal of public art

PUBLIC ARTS ADMINISTRATOR POSITION
A PUBLIC OR PRIVATE POSITION

There are many administrative requirements necessary within the context of managing the Public Art Master Plan to ensure that it is a living document. The individual in this position will:

» Administer the Program
» Coordinate required maintenance activities on Public Art
» Coordinate with COPA/PAC any changes or updates to the Master Plan
» Ensure integration with other planning initiatives
  - Marina renovation, expansion and greening initiatives
  - Washington College initiatives, including SANDBOX and waterfront campus development
  - RT 213 Bridge
  - Round-about
» Conserve and maintain public art
  - Create criteria establishing maintenance requirements
  - Create model contracts for maintenance of public art
  - Coordinate the removal of work damaged or deemed unsafe
» Document and record public art
  - Create and maintain an online database of the public art collection
  - Ensure signage and information for public art is updated and consistent
  - Maintain an up-to-date map identifying public art and arts projects
  - Create and distribute public art brochures
» Manage acquisition & removal of public art (authorized by COPA)
  - Direct purchase
  - Private development
  - Temporary loan
  - Curated temporary installations
  - Gifts
» Manage the calendar of events

The public arts administrator could be a position within the Public Arts Consortium as diagrammed on the following page.



- New 501(C)3 organization
- Represents a coalition of existing arts organizations and stakeholders
- Coordinates and promotes educational programming
- Oversees public relations and marketing
- Raises money for Public Art Fund

- Position in 501(C)3
- Administrates program
- Maintains & updates Masterplan
- Integrates with other planning
- Conserves & maintains public art
- Documents & Records
- Manages acquisition & removal of public art
- Manages calendar of events
- Manages Public Art Fund

- Volunteer commission
- 7 to 9 art & design professionals appointed by Mayor & Town Council
- Develops and implements Art/Artist Selection procedures
- Authorizes acquisition and removal of public art

PUBLIC ART FUND

Funding the public art master plan with adequate resources to maintain, update, and implement the plan is crucial for the success of the plan. The Town of Chestertown, together with The Public Art Consortium should make certain that adequate and dedicated funding is available for administering and implementing public art projects.

The Public Arts Consortium should use its not-for-profit status to:

» Develop a fundraising model to incentivize and facilitate tax deductible donations
» Create and manage a Public Arts Fund with an annual budget
» Pursue local, regional, and federal grants
» Solicit tax-deductible donations from the private sector

Chestertown should use its public status to:

» Implement a 'percent for art' program to require developers to contribute funds to the public open space.

Ziger/Snead Architects
1006 Morton Street
Baltimore, MD 21201
www.zigersnead.com

© ZIGER/SNEAD 2014

ZIGER/SNEAD