



City of East Point  
Public Art Master Plan

April 1, 2019

Final Draft Presentation



# Planning Process

- Review of relevant City documents & plans
- Public art overview with City Council and Department heads
- Interviews with key stakeholders, including City Staff and community leaders
- Four open community meeting
- Open online community survey with 325 respondents



# What We Heard.

- Elevate the role of arts in East Point
- Add vibrancy to downtown & neighborhoods
- Reinforce City identity and community pride
- Activate public spaces with public art
- Connect people and create gathering places
- Engage youth with arts participation
- Promote community engagement through art-making
- Use public art as an economic driver





# East Point's Vision for Public Art

*The arts are integral to the fabric of the City of East Point. The arts are part of our vibrant downtown, creating inclusive community gathering places, revitalizing and creating identity for our neighborhoods, providing creative opportunities for our youth, strengthening our economy, and enriching the lives of our residents.*

# Goals of the Public Art Plan

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- To beautify and activate public spaces throughout East Point
- To contribute to the economic and social success of new development in the City
- To align with proven national public art practices, standards, and procedures



# Key Elements of the Plan

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## Adopt

Adopt an ordinance mandating public art in City Capital Improvement projects and in new private development

## Establish

Establish an Arts and Culture Commission to oversee implementation of the public art program

## Engage

Engage the residents on East Point in all aspects of public art program implementation

## Provide

Provide for long-term maintenance of public art

## Align

Align East Point's public art program with the best practices in the public art field nationally

# Proposed Public Art Ordinance

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Allocate 2% of City  
Capital  
Improvement  
projects for public  
art



Mandate 2% of new  
private  
development for  
public art, with a  
1% in-lieu fee



Establish a nine  
member East Point  
Arts Commission to  
oversee public art



Adopt public art  
program guidelines,  
procedures and  
policies

# Additional Plan Elements



Sample public art program guidelines & policies



Public art collection accessioning procedures



Public art maintenance & conservation process



Sample project request for qualifications



Sample artist contract for commissioning public art



Schedule/milestones in managing a public art project





Discussion

