

## APPENDIX II: GUIDELINES FOR INCORPORATION OF ART IN THE GREENWAY

The Bronx River Greenway is located within multiple jurisdictions – within NYC parklands, on New York State lands administered by the NYSDOT, within the NY Botanical Garden and the Bronx Zoo (Wildlife Conservation Society), and on City streets and rights-of-ways. The ability to integrate public or private art into the greenway will depend on site ownership and determination of responsibility for artwork. Responsibilities include, but are not limited to: selection, installation and maintenance. For the purpose of this report, we are defining works of art as all forms of visual art that are accessible to the public. We have not included the performing arts.

This report recommends a guidelines framework based on:

1. Development of organizing **principles** to define the artwork's relationship to the river.
2. Recognition of **opportunities** along the greenway and river.
3. Establishment of **criteria** based on a Public Art Master Plan (recommended) or based on the specific programs that are in place such as the NYC Percentage for Art Program.

### Guidelines Framework

#### 1. Organizing Principles

Works of art located along the greenway shall engage the imagination of visitors and shall accomplish one or more of the following:

- Celebrate the Bronx River
- Speak to the history of the Bronx River
- Build upon past or present cultures or communities (plant, animal and human) located along the Bronx River

#### 2. Recognition of Opportunities

Opportunities for placement of art along the greenway shall include those that:

- Offer appropriate scale of space and site function
- Allow visibility from public way
- Consider proximity to other works of art
- Allow installation and maintenance of artwork with minimal damage to the environment

#### 3. Criteria for Integration of Art

A corridor-wide approach is recommended for the selection and placement of art along the greenway. The vehicle for developing criteria may be an *existing program*, such as the Percentage for Art Program (permanent art) or the Temporary Outdoor Art Program, or a *new approach*, such as a public arts master plan for the Bronx River Corridor. A public arts master plan is recommended. Each of the three approaches is described below.

The New York City Art Commission reviews all permanent art to be placed on City lands.

#### Percentage for Art Program

Capital projects on City parkland present current opportunities for public art funding through the New York City *Percentage for Art Program*, currently administered by the Department of

Cultural Affairs. The program offers City agencies, such as NYC Parks, the opportunity to acquire or commission works of art using 1% of the capital budget for eligible projects. Artwork must be accessible to the public; all forms of visual art may be considered.

The guidelines for selecting artists and art under this program can be found on the DCLA website <http://www.nyc.gov/html/dcla> or by contacting the Department at the address below:

New York City Department of Cultural Affairs  
330 West 42nd Street  
New York, New York 10036  
212-643-7770

To place funding opportunities in perspective, the funds currently allocated for the Bronx River Forest and the West Farms project are \$4.4 million (\$2.3 million and \$2.1 million respectively). As individual projects, these would offer 1% art funding of \$23,000 and \$21,000. In many instances, this individual allocation would not support the cost of work necessary for a permanent art installation.

#### NYCDPR Temporary Public Outdoor Art Guidelines

The Commissioner of Parks Recreation (or his representative) reviews proposals for temporary art and a license agreement between the artist and / or sponsoring organization is required. The artist and/or sponsoring organization is responsible for funding, installation, insurance, maintenance, timely removal of the artwork, and restoration of the site. Community Board approval may also be required.

Temporary art is placed around this City on a regular basis. A recent example is *Beyond Metamorphosis* by Victor Mathews, a grid of nearly 3,000 umbrellas each hand painted with a rendering of a Monarch butterfly, which spanned a three-acre lawn in Battery Park.

Submission requirements and guidelines may be found on:

[http://nycgovparks.org/sub\\_things\\_to\\_do/attractions/public\\_art/art\\_guidelines/pa\\_temporary\\_guidelines.html](http://nycgovparks.org/sub_things_to_do/attractions/public_art/art_guidelines/pa_temporary_guidelines.html), or by contacting:

Public Art Coordinator  
City of New York, Parks & Recreation  
The Arsenal, Central Park, Rm. 23  
New York, NY 10021  
phone: (212) 360-8163

#### Public Art Master Plan for the Greenway Corridor

The parks located along the river are considered part of the Bronx River “Flagship Park”, a jewel in the City’s park system. The significance of this designation speaks to the importance of undertaking a public art master plan that will look at the entire park system. Such a plan will offer the most cohesive planning approach and can still be linked to existing programs, as required. The master plan should be community-responsive and be developed within the environmental framework of the Guidelines for Ecological Performance (Chapter Three of the Bronx River Greenway Plan) established by the Alliance.

The development of a master plan may also allow the creation of a combined greenway Percentage for Art fund. This would allow the aggregation of the 1% funding for all corridor projects into a single fund that may more fully address the unique qualities of the corridor.

A public arts master plan for the greenway should include, at a minimum:

- Organizing principles
- Identification of sites for art
- Types of art most suitable for the park and riverine environs

It should also reference or address:

- Artist selection criteria
- Strategies for overseeing installation and maintenance of art.
- Funding parameters.

The Alliance, serving as a coordinated voice for the river, is uniquely positioned to lead the development of a public arts master plan for the corridor since the development of a plan will require funding, administration and annual review. The Alliance's role may include issuing a Request for Proposals to arts advocacy groups, liaison with the Alliance partners and local community organizations, and review of the final public arts master plan with involved agencies.

## **Summary**

The Bronx River Greenway provides an opportunity for public corridor planning that can simultaneously address environmental, design and artistic endeavors. The Bronx River Alliance is in place to provide the leadership required for this pioneering approach, which will benefit the City of New York, the local neighborhoods and the riverine communities. The framework for each opportunity should remain flexible, but the ecological and recreational benefits will become a new, permanent legacy for all New Yorkers.