

2021



Developer Art Kit

A tool kit to encourage developers to add public art as an amenity



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I. About Bentonville's Public Arts Advisory Committee (PAAC)

The Mayor appointed four members to establish the first active PAAC, which began meeting in October 2007. The committee meets monthly, and has established a mission statement and core principles, created an application process and application form, and drafted an amendment to the public art policy. The amended ordinance was adopted on May 14, 2013 with Ordinance No. 2013-40.

The PAAC is comprised of employees of the Town of Bentonville as well as citizens from diverse backgrounds and artistic experiences.

Mission

The PAAC envisions Bentonville with successful and engaging public spaces of distinctive character. Here citizens and visitors will encounter works of public art that will surprise and delight with artwork that celebrates the city's history, its entrepreneurial spirit, and growing diversity.

Core Principles

- Foster diversity, equity, and inclusion
- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Increase excitement, access, and engagement with public art

Goals

The PAAC will develop and nurture a public art program that will build a legacy for future generations to enjoy. The goals established below are to guide the development of Bentonville's Public Art Program.

- Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings
- Forge public and private partnerships to support expansion
- Integrate art into all public and private developments
- Involve the community in all aspects of the public art program
- Improve accessibility with expanded interpretive and educational materials
- Improve awareness and celebrate public art in Bentonville

PAAC's Public Art Master Plan 2021-24

The Bentonville Public Art Master Plan will be used as a roadmap to help city leadership and citizens understand the long-term value and direction of public art in Bentonville. It provides the Public Art Advisory Committee with a framework to make public art a reality. The PAAC is responsible for creating the plan then recommending it to the Mayor and City Council to ensure its implementation by encouraging City staff, other city Commissions and Boards and future councils in continued development of our public art program.

The plan:

- Establishes a vision for public art embracing Bentonville's entrepreneurial spirit.
- Identifies geographic priorities for focusing resources.
- Recommends the planning, funding, and decision-making processes necessary to achieve the vision.

II. Why public/private art?

Art...

- Has the power to energize our public spaces and transform the places where we live, work and play.
- Helps green spaces thrive and enhances roadsides, pedestrian corridors and community gateways.
- Serves as a powerful economic force, attracting businesses and qualified workforces.
- Enhances public spaces and creates destinations in a community.
- Encourages people to fully appreciate and utilize public areas.
- Is an essential component of a community that strives to be distinctive.



Public art projects garner interest from local business leaders, media, and community supporters. A group of 75 people attended the unveiling of one of Bentonville's PAAC projects. Local media covered the event.



Public/private art can provide a focal point for community involvement. Here a member of the PAAC is describing a one of its projects..

III. How the PAAC can help

The PAAC has purview over art in public spaces but also wants to encourage the inclusion of art in development projects from private developers. The PAAC should be looked at as a resource to help you navigate the consideration of public art as an addition to your development project and to the community at large.

There are several specific areas of the public art process that the PAAC can help you with including

1. Idea Development
2. Location Analysis
3. Permissions and Permits
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7. Fabrication and Installation

Art should be an important element of a private development project. These model the same principles of a public art project. The closer that connections can be made between public and private art projects, the more powerful the impact can be. A public/private artwork can have greater impact if its design takes into account the site, its history, the traffic, the surrounding environment, and the characteristics of its setting.



The PAAC leading a site visit for artists considering responding to a request for proposal for a public art project.

Bentonville City Code already encourages art as an “amenity” of any private development project as follows:

Site Amenities. Each commercial development shall contribute to the establishment or enhancement of the community and public spaces by providing at least two (2) of the amenities listed below. Any such areas shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the principal materials of the building and landscape.

- a. Patio, seating area;
- b. Pedestrian plaza with benches;
- c. Mini park, square or green;
- d. Transit stop;
- e. Public art;
- f. Window shopping walkway;
- g. Outdoor play area;
- h. Kiosk area;
- i. Water feature;
- j. Clock tower or steeple; or
- k. Any other deliberately shaped area and/or focal feature that, in the Planning Commission's judgment adequately enhances such development and serves as a gathering place.

IV. Getting started

The PAAC is ready to help you enrich your development project with art. The first step is to contact the PAAC through **Shelli Kerr**, Planning Services Manager, The City of Bentonville at: skerr@bentonvillear.com, or (479) 271-6826.

From there Shelli will engage the rest of the Committee to see how we can best help you and your team with information on every aspect of your vision for art in your private space.

I. Examples of local public art projects



As of October 2014, the Bentonville Public Art Advisory Committee is pleased to present its inaugural public art initiative, Bentonville City ART, with three sculptures installed on the North Bentonville Trail. Located along the hard surface trail within a 7-minute walk south/east of the Hidden Springs parking area, these proposed works constitute a sculpture trail intended to enhance the user experience of walkers, runners, cyclists and other guided visitors of all ages. The sculptures were selected for their ability to beautify, draw attention to, and visually augment the landscape along the trail, their potential to function as informative educational sites via signage and touring, and for their likelihood to encourage photography and sharing via social media.



SunKissed

Located at the Y trail intersection, the bright, bursting lines of Nathan S. Pierce's monumental sculpture **SunKissed**, echo the radiating spokes of the intersecting trails, and make a conspicuous splash clearly visible from North Walton Avenue, providing both a striking visual landmark for the North Trail system, and a potent branding and marketing opportunity.



Ozarks Topography, S4R9T149

Whether glowing subtly in the shade or scattering chromatic light across the surrounding landscape, Ed Pennebaker's stained block-glass sculpture **Ozarks Topography, S4R9T149** takes its inspiration from the colors and textures of the surrounding bluffs, rock formations, creeks, and the sky. By filtering and reflecting the light of the surrounding landscape, the sculpture will respond dynamically to varying weather conditions and to seasonal color shifts throughout the year.



PAC-Man

Along the trail one will encounter Craig Gray's whimsical **PAC-Man**, a seven-foot tall striding figure fashioned from native Arkansas stone. Evoking the lore and imagery of the "Arkansas Traveller," this work provides both an opportunity for historical/geological education, and a playful photo opportunity for all trail users.

Photographs: Thomas J. Hoehn, PAAC



Always a Pupil - Amanda Willshire

One of seven works in the "Tunnel Vision Project" by the Bentonville Public Arts Advisory Committee

Located at the entrance of the North Walton Boulevard Trail tunnel.

This work is made from pieces of beverage cans, bicycle reflectors, and bottle caps.

Installed October 2016



Aura Activity - Joann Lacey & Eric Williams

This mural is one of seven works in the "Tunnel Vision Project" by the Bentonville Public Art Advisory Committee

Located at the entrance of the South Walton Boulevard Trail tunnel.

Installed October 2016





Open Heart by Matthew Duffy. Southwest Bentonville in the roundabout at Bright Rd and Gator Blvd.



I. Contact Us

The Committee is available to meet on an individual basis to consider projects that you have under development and to explore options with you on how art can be incorporated, sourced, and more!

For questions please do not hesitate to contact us.

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