



Historic Kenwood
Neighborhood of the Arts

Public Art Master Plan

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Definitions / Acronyms

Historic Kenwood Neighborhood Association (HKNA)

Artist Enclave of Historic Kenwood District (AEHK)

Board of Directors (BOD)

Right of Way (ROW)

Historic Kenwood Public Art / Neighborhood Marker Master Plan (The Plan)

Acknowledgements

Committee members

HKNA members

AEHK members

History

Originally platted by Charles Hall, George Young and a few other developers in the 1910s, the Historic Kenwood neighborhood was largely built from the 1920s through the 1950s. Like other city neighborhoods, it declined in the latter part of the 20th century, as homeowners moved into newer homes with air-conditioning and the prevalence of cars made commuting easier. In the 1980s and 1990s, urban pioneers who recognized Kenwood's architectural treasures initiated a strong neighborhood revival in both Historic Kenwood and the adjoining Grand Central District.

The formation of our neighborhood association in 1990 spurred growth by offering incentives to open front porches, presenting monthly home and garden awards and good neighbor awards, and creating a strong sense of community through neighborhood events and volunteerism. In 1995, a housing survey identified 1104 structures built before 1945; 95 percent of these contributed to Historic Kenwood's achieving a place on the National Register in 2003.

The City began to view events in Historic Kenwood as a model for how to successfully restore a friendly neighborhood atmosphere and rehabilitate its homes. As our revitalization became increasingly conspicuous, more people bought homes here and joined in the process. Many of these were artists, and our neighborhood soon adopted the moniker, "Neighborhood of the Arts." Over the course of 30 years, Historic Kenwood went from being 85 percent rental property and 15 percent owner occupied to its reverse; today 85 percent of our homes are owner occupied, and 15 percent rentals – and many of these have been lovingly restored.

Our neighborhood has long been populated by artists. Particularly significant to the history of St. Petersburg was J. Liberty Tadd, an Englishman who moved here from Philadelphia, where he was a co-founder and director of the Philadelphia Industrial Art School. Tadd pioneered the concepts of drawing instruction in connection with the two halves of the brain. Among his ideas were ambidextrous drawing, drawing with the non-dominant hand, and drawing with the eyes closed. In St. Petersburg, he made his home at 2731 2nd Avenue North, in the heart of Historic Kenwood. In 1916, he founded The Florida Art School in a leased building at Beach Drive and 2nd Avenue - the site which, in 1965, would become home to the Museum of Fine Arts.

Because of the large number of artists who were living and making art in Historic Kenwood by early in the 21st century, we sought to become an Artist Enclave Overlay District. In 2014 we were granted that status by City Council. Today, we have a thriving and vibrant Artist Enclave with a diverse group of artists who host open studio tours and performances and value being part of such a strong network of colleagues. Now, still more artists are seeking out homes in Historic Kenwood, and our artistic community continues to thrive and grow.

Purpose of this Plan

To ensure a comprehensive and consistent approach to building a collection of public art and identification markers in the Historic Kenwood neighborhood and to overseeing temporary art projects.

The plan corresponds with the goals and objectives of the Central Neighborhood Plan 1991 and the by-laws of the Historic Kenwood Neighborhood Association (HKNA). The plan serves to guide overall public art and marker acquisition, placement and maintenance. Among the many considerations, it proposes best locations for installation of public art /markers that become signature features synonymous with the HKNA brand, provide visual anchor at gateways, accentuate main corridors and delineate neighborhood boundaries. The plan also provides opportunity to enhance existing markers and signs within the neighborhood.

Objectives

The Historic Kenwood Public Art Initiative is designed to be an ongoing project within the Historic Kenwood Neighborhood Association and with special engagement of our Artist Enclave of Historic Kenwood (AEHK).

1. Extend our Historic Kenwood (HK) franchise as the “Neighborhood of the Arts” through conspicuous and engaging public art and markers.
2. Create a magnet of delight that draws people into HK and prompts them to return and tell others - continuing to build reputation for our neighborhood.
3. Improve safety in Historic Kenwood’s parks and public spaces by enticing more people to visit and use them.
4. Assist in efforts to market the neighborhood and its ongoing list of events.
5. Incorporate projects that engage the larger community (including students) in volunteer efforts that foster neighborliness.
6. Develop ways of solving problems through public art.
7. Collaborate with our neighboring Grand Central District when appropriate and feasible.
8. Identify potential funding mechanisms to purchase or construct art.
9. Ensure the proper maintenance and, as needed, decommissioning, of the art.

Committee

A Committee shall be set up to execute the ongoing elements of the Plan

Committee shall be comprised of the following members:

HKNA President or their representative

AEHK Chairperson or their representative

3 other members of the HKNA

Ex officio member - City of St. Petersburg Council member representing District 8

At any time committee may enlist additional members as needed for specific projects or tasks identified.

Interested parties shall submit a letter of intent to the HKNA president for appointment by the HKNA Board of Directors (BOD).

The committee will select a Chair, Vice Chair and Secretary and if needed, a treasurer.

Committee members will serve for a 3 year term and may serve 2 terms.

Officers will serve one year with no term limits.

The committee will meet as needed to execute the plan.

The HKNA will act as the fiduciary representative for the committee and upon approval will allow use of its 501c3 status to the committee.

Each year the committee will update the Plan and present it to the HKNA Board for adoption.

The adopted plan will be presented to the general membership.

At any time the plan may be amended by the committee by a majority of members at any regular meeting for reasons they see fit and HKNA BOD will be notified for approval.

Committee will make an annual presentation to the HKNA membership at the annual meeting and / or any other time deemed necessary.

Neighborhood Markers

Purpose

Neighborhood Identity markers and street signs are a way to establish ownership in the neighborhood and bring the community together to design, construct, maintain and fund them.

Street Signs

Kenwood has over the years installed custom designed street signs at every corner – an ongoing effort. This is very unique in that most neighborhoods place three or four markers at entry points. HK is the only neighborhood to include every street corner in this project total of about 125. This was done in several phases with a matching grant fund program from the City of St Petersburg. This project included landscaping at each of the four corners of the 126, totaling over 400. Ongoing maintenance and repair is the responsibility of the HKNA.

Marker / Sign Plan

Objectives

1. To enhance the existing street signs and markers by adding artistic elements to them, while maintaining their unique vintage look.
2. To encourage participation from neighbors in the general upkeep of the signs and landscaping.
3. To expand on the success and branding of this program by installing perimeter markers on the major corridors surrounding the neighborhood also with artistic components.

In designing any new markers or enhancement to existing ones the committee shall consider the existing materials in the signs and pavilion, the traditional neighborhood architecture, Historic Kenwood neighborhood and Artist Enclave logos and any artistic themes.

Considerations for all concepts shall also include new or enhanced landscaping and lighting in the project area and its effect on pedestrians, drivers, and activities.

Recommended Marker Locations

Existing Kenwood Street signs
First Avenue North Banners on light posts
First Avenue North right of way at intersections connecting to Grand Central District.
Seminole Park sign
Seminole Park Bulletin Board (Replace)
Kenwood Dog Park East end
Kenwood Dog Park Bulletin Board (New)
20th Street at I-275 exit
34th street at 7th, Burlington, others as corridor improves
5th and 9th Avenue right of way at key intersections

Additional marker locations may be added by committee as deemed appropriate.

Public Art

Objectives (building on those stated in plan objectives)

1. To enhance the Historic Kenwood neighborhood with public art, taking advantage of tremendous opportunities and locations.
2. To acquire permanent pieces of public art that over time will form an HKNA collection.
 - a. **Signature pieces** are described as permanent stand-alone pieces in high visibility areas.
 - b. These pieces should be of the highest quality available, created by experienced professional artists.
 - c. These may include **Gifts of Art** which are donated, commissioned, or bequeathed to the HKNA Public Art collection
3. To allow temporary pieces that may be installed for a defined period of time and then removed.
 - a. **Temporary pieces** are those displayed for a limited time. A visiting artist may wish to display or a newly created piece may make a stop on its way to a permanent location. Events and promotions are encouraged to accompany these pieces.
4. To encourage event art pieces that are placed as part of an event.
 - a. **Event art** is created and displayed as part of an event such as BungalowFest, or Enclave Studio Tour in Historic Kenwood. It can also be part of events outside Historic Kenwood such as VSPC promotions or conferences in the city.
5. To allow committee to receive a Gift of Art

Recommended Public Art locations:

Seminole Park
Historic Kenwood Dog Park
Right of way along Pinellas Trail, Booker Creek extension (when constructed)

Center median on 7th avenue

First Avenue North right of way at intersections connecting to Grand Central District.

20th Street at I-275 exit

34th street at 7th, Burlington, others as corridor improves

5th and 9th Avenue right of way at key intersections

Additional public art locations may be added by committee as deemed appropriate.

Process

Public art and markers projects will be implemented in one of the following ways.

1. Priorities. The committee will establish priorities for the types of projects and locations. There are likely to be differing priorities at any given time, and several projects may be undertaken simultaneously, particularly when funding and timelines differ for each. Among the considerations that will guide these priorities are:

- a. High impact, especially regarding overall objectives
- b. Ease of accomplishment
- c. Cost and likely funding sources
- d. Enthusiasm of neighbors – those closest to project and those throughout the neighborhood
- e. Feasibility of engaging volunteers in one or more aspects of the project
- f. Others?

2. Proposals. Members of the [Public Art Project Name] committee or any Historic Kenwood resident (including artists) may submit a concept for public art / markers to the Committee.

Committee Chair will schedule presentation at next available meeting

Concept must be submitted in writing prior to meeting and include:

- Brief description of project.
- General schematics, size, materials.
- Potential location if one is predetermined.
- Estimate of cost, possible funding sources.

If Committee votes to proceed, a [Public Art Project Name] proposal packet will be given to the presenter

Packet will include:

- All requirements for placement of structures in the public right of way required by the City, such as traffic considerations, vacation of air rights, legal contracts, insurance, hold harmless agreements, etc.
- Contract requirements with City, HKNA, Artist, others.
- Requirements for maintenance, conservation and insurance plan.
- Decommissioning process.

- Construction requirements contract agreements.

When all information is complete it will be presented to the committee, and a jury will be assigned.

3. Jurying. The [Public Art Project Name] committee will appoint a jury for every proposed project. For a signature work of art, the jury will include individuals who are familiar with St. Petersburg City and Pinellas County guidelines for public art – preferably professionals with experience in selection of public art, including a gallery owner, art collector, and/or working artist not bidding on the project. Jury members should be familiar with the St. Petersburg City and Pinellas County guidelines for public art. For projects that may include broad neighborhood participation, the jury will include one or more members of the artist enclave and a representative familiar with government regulations affecting the project.

4. Decision. The jury will present its recommendation to the committee to approve, amend, or disapprove the proposal. An affirmative vote of the committee becomes a recommendation to the HKNA BOD to implement the project. If affirmed the project will be added to the master plan and a committee member will be assigned to be the project manager for the project. A schedule and budget will be adopted. Project manager will present regular updates to the committee during construction.

Funding

A funding plan for each project will be included in the project plan and adopted as part of the master plan.

The committee, the project manager and the artist, will work to secure funding for the acquisition, construction and placement of the project. Costs associated with the maintenance, conservation, insurance will be a component of the funding plan.

The Committee will, at its discretion, and with the approval of the BOD, use resources available to advance the plan including grants, fundraising, donations, and any marketing opportunities. The Committee, along with the project managers and artists, will develop an endowment to ensure the long-term maintenance and conservation of all of the neighborhood public art.

Community involvement

Community involvement on projects like this have been a part of HKNA from the beginning and are a proven way to engage neighbors and build community pride. Neighborhood volunteers built our Seminole Park pavilion and continue to maintain paint and minor repairs. Volunteers also planted the Indian Hawthorne shrubs on corner rights of way throughout the neighborhood. Our Neighborhood Partnership program, helping neighbors repair and/or repaint their homes and improve their gardens, has won national recognition through Neighborhoods USA (NUSA). And countless other volunteer projects are regularly taken on by HK neighbors.

We intend to develop some of the public art and marker projects in such a way as to engage neighborhood volunteers. When the opportunity presents itself, we will also enlist the resources of other entities, including students from St. Pete High School in our neighborhood as well as USFSP, St. Petersburg College, and high school youth groups in neighboring districts as well.

Promotion / Marketing

The development of public art and enhanced neighborhood markers will provide opportunities both to enhance marketing of our neighborhood and also to promote the members of our artist enclave. Among our projects will be some that incorporate originals or prints by our artists. We will, of course, ensure that we have the artists' permission for this purpose.

Additional Documents

- Central Neighborhood Plan link
- HKNA Bi-laws link
- Map neighborhood boundaries
- Map street sign locations
- Map potential Public Art / Marker locations
- Photos

Public Art Packet for presenters / potential presenter

Include:

- Master Plan
- Required Documents for City ROW
- HKNA Plan agreement
- Grant or funding requirements
- Construction / Installation Plan requirements
- Maintenance / conservation / insurance requirements
- Decommission agreement
- Applicants Presentation outline

The Plan

Projects adopted into the Master Plan

Project Name /Presented by / Project Manager (PM)	Description /	Location	Date Adopted	Rank	Funding	Status
Monument Base Presented by: Bob (PM Bob)	Common Bases for rotating art displays	Seminole Park	2/07/17	3	TBD	Design drawings complete
Dog Park Murals (PM Jeff)	Murals on concrete structures supporting I275	Dog Park East	2/07/17	3	SHINE, additional?	Scheduled for SHINE 2019
Seminole Park Signature Piece PM (TBD Committee)	Signature piece (placeholder)	Seminole Park	2/07/ 17		TBD	TBD Developing concept
Seminole Park picnic pavilion painting/sculpture					TBD	
Seminole Park kiosk	Replace signboard with artistic kiosk	Seminole Park			TBD	
Seminole Park painted benches (PM Laura)		Seminole park		✓	Dining for Art	10/17 completed 10/18 assessed condition; applied protective coating
Neighborhood entrance markers						in design phase
28 th Street BungalowFest “fence murals” (temporary)					TBD	

Finials topping HKNA logo street signs (PMs: Bob, Jeff)		Street corners		1	Dining for Art, city grant	First 16 finials completed, opening event 10/12 at Woodfield Fine Art
Banners along north side of First Ave North		Corners from 18 th – 30 th Street		1	Dining for Art, city grant	26 banners in production; will be mounted in October, 2019