

INTRODUCTION

Section 1.1

In April of 1994, Broward County, Florida ("the County") contracted with Jerry Allen and Associates of San Francisco, California ("the consultants") to develop a Master Plan for Public Art in the County. Specifically, the consultants were directed to evaluate the current status of the Art in Public Places program, including governing ordinances, operating procedures and existing artworks; and to present a 5-year action plan in the form of a public art master plan to the County.

The consultant team consisted of Jerry Allen, principal of Jerry Allen and Associates and Director of Cultural Affairs for the City of San Jose, CA; Jennifer Murphy, Project Associate with Jerry Allen and Associates and Executive Director of the Charlotte/Mechlenberg County, NC Public Art Commission; and John Graham, Project Associate with Jerry Allen and Associates and Executive Director of the Florida Philharmonic Orchestra. The consultant team made a total of six visits to Broward County to conduct research leading up to this report.

The research methodology consisted of several different phases. After finalizing the schedule and contract requirements, the consultant did a detailed study of the existing art in public places program, including touring existing public artworks in the County. The consultants reviewed existing documentation relating to the County's Capital Improvement Program and other County planning documents. These efforts resulted in summary reports, portions of which were incorporated into this Master Plan. At the same time, the consultants surveyed potential funding sources to augment the County's funding commitment for public art. The consultants conducted interviews of more than 150 persons, in both individual and group settings. The consultants organized the Design Team Project and assisted the Cultural Affairs Division in coordinating that effort. The Design Team Project created teams of artists, architects, engineers and landscape architects to develop design solutions for various public sites around the County. These designs were organized into a public exhibition at the Museum of Art in Ft. Lauderdale. The consultants organized two artist workshops designed to introduce the local artist and design community to the concept of contemporary public art and ways in which artists can begin to be involved in the new program. In the first of these workshops, artist Jack Mackie and architect Mark Spitzer illustrated ways in which artists and other design professionals can collaborate to create successful public art projects. At the request of Cultural Affairs Division staff, the consultants coordinated the selection of an artist team to create a separate public art and design master plan for the Ft. Lauderdale/Hollywood International Airport. Finally, the consultants organized the various data and ideas generated during the research phase into this Public Art and Design Master Plan.

The Public Art and Design Plan consists of four sections. Section One begins with a detailed statement of findings and recommendations of the consultant team and presents a revised public art and design ordinance. Section Two consists of a comprehensive description of Broward's urban design context and a detailed Site Plan and Implementation Schedule for the next five years. This section analyzes various types of public capital improvement projects and suggests approaches that should result in significant public art and design amenities to the County. Together, they represent a detailed road map to guide the implementation of the public art and design program for the period 1995 through 1999. Section Three establishes the program structure and guidelines; operating policies and procedures. Section Four contains the results of the Design Team Project, a report on funding alternatives, and a complete list of planning participants.

The consultants wish to acknowledge the invaluable assistance of Mary Becht, Jean Greer and Doris Penn, of the Broward Cultural Affairs Division, each of whom were unfailing in their assistance to the consultant team. Mary Frances Bakke, of the County Attorney's office, gave the consultants valuable insights and advice during the planning process. The members of the Broward Cultural Affairs Council should be recognized for their foresight in supporting this important planning effort. The Design Broward Committee and the Council Advisory Committee provided invaluable guidance and direction to the consultants throughout the planning process. The artist/architect/landscape architect teams who participated in the Design Broward design charrettes and exhibition created an invaluable tool for envisioning a new way of thinking about public art and design. Finally, the consultants wish to thank the many persons who contributed ideas and perspectives during the research process. A listing of all of the project participants is included in the Appendix.

JERRY ALLEN AND ASSOCIATES

644 – 28th Avenue

San Francisco, CA 94121

(415) 750-9611