

HIAWASSEE PUBLIC ART STRATEGIC PLAN

FALL 2022



HIAWASSEE
DOWNTOWN
DEVELOPMENT
AUTHORITY

DESIGNING LOCAL

Acknowledgements

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The DDA appreciates Paul Thompson for his assistance and Designing Local for their expert guidance creating this plan.

DDA board: Peggy Gardner (chair), Tyler Osborn (co-chair), Efren Lopez (treasurer), Monica McKenna, Ashlyn LaPorte, Tamela Cooper, and Mayor Liz Ordiales. Staff: Denise McKay and Steve Harper.



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CHAPTER 1

INTRODUCTION & IDENTITY



Introduction

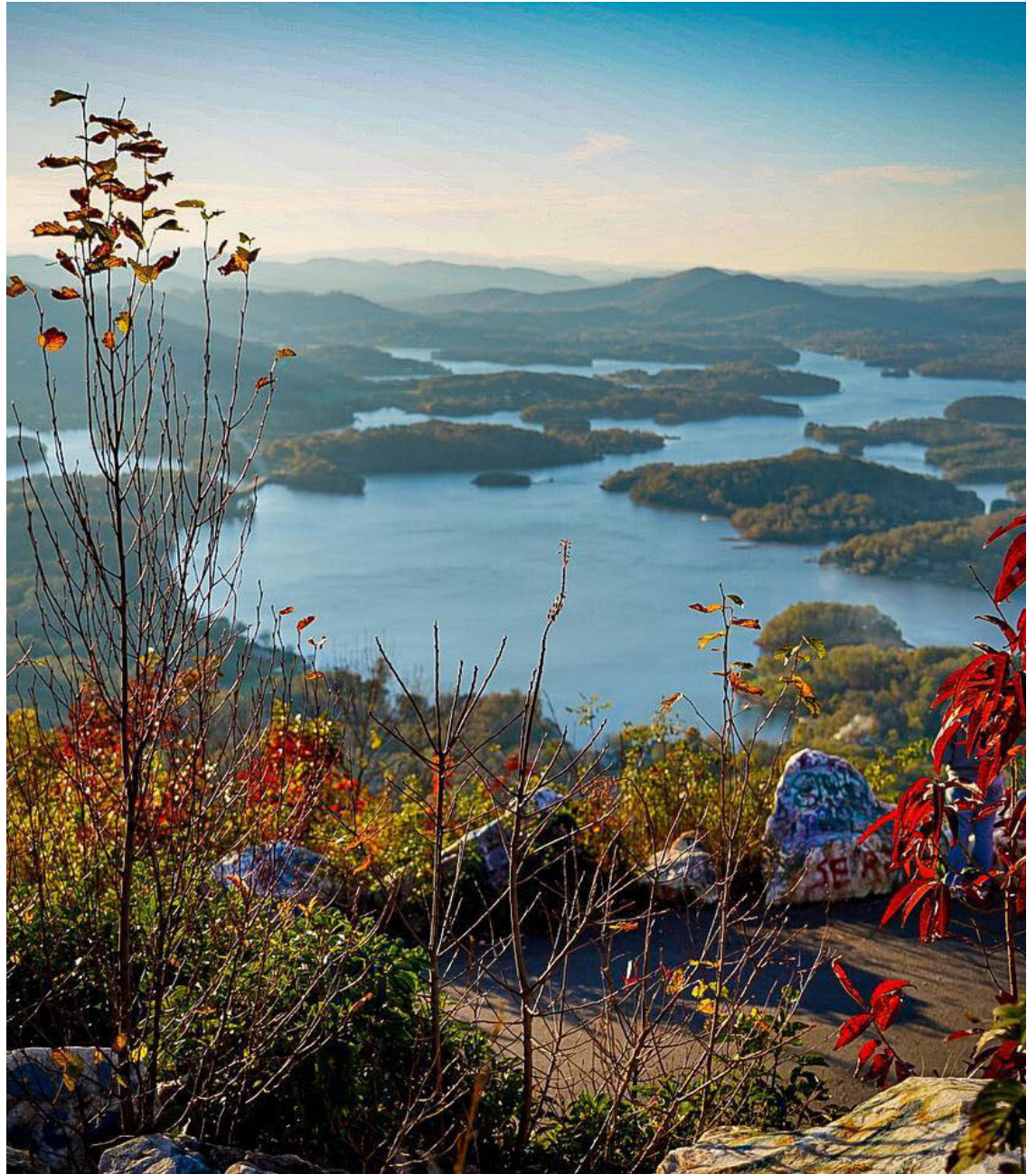
Hiawassee, Georgia's lake and mountain paradise, is located on Lake Chatuge and is the seat of Towns County. To support this beloved outdoor destination and burgeoning arts scene, the Hiawassee Downtown Development Authority envisioned a plan that would support the next step in building Hiawassee's identity as a place that cares about creativity and strategically invests in art that aligns with its rural, lake, and mountain character, honoring the Appalachian history and traditions and embracing a future that is accessible for all.

This plan lays the foundation for the future of public art in Hiawassee and prepares the City to expand its public art efforts, ensuring the physical environment reflects the art-focused culture of its residents and visitors. Future public art in Hiawassee will be a tool to represent the past, present, and future of Hiawassee.

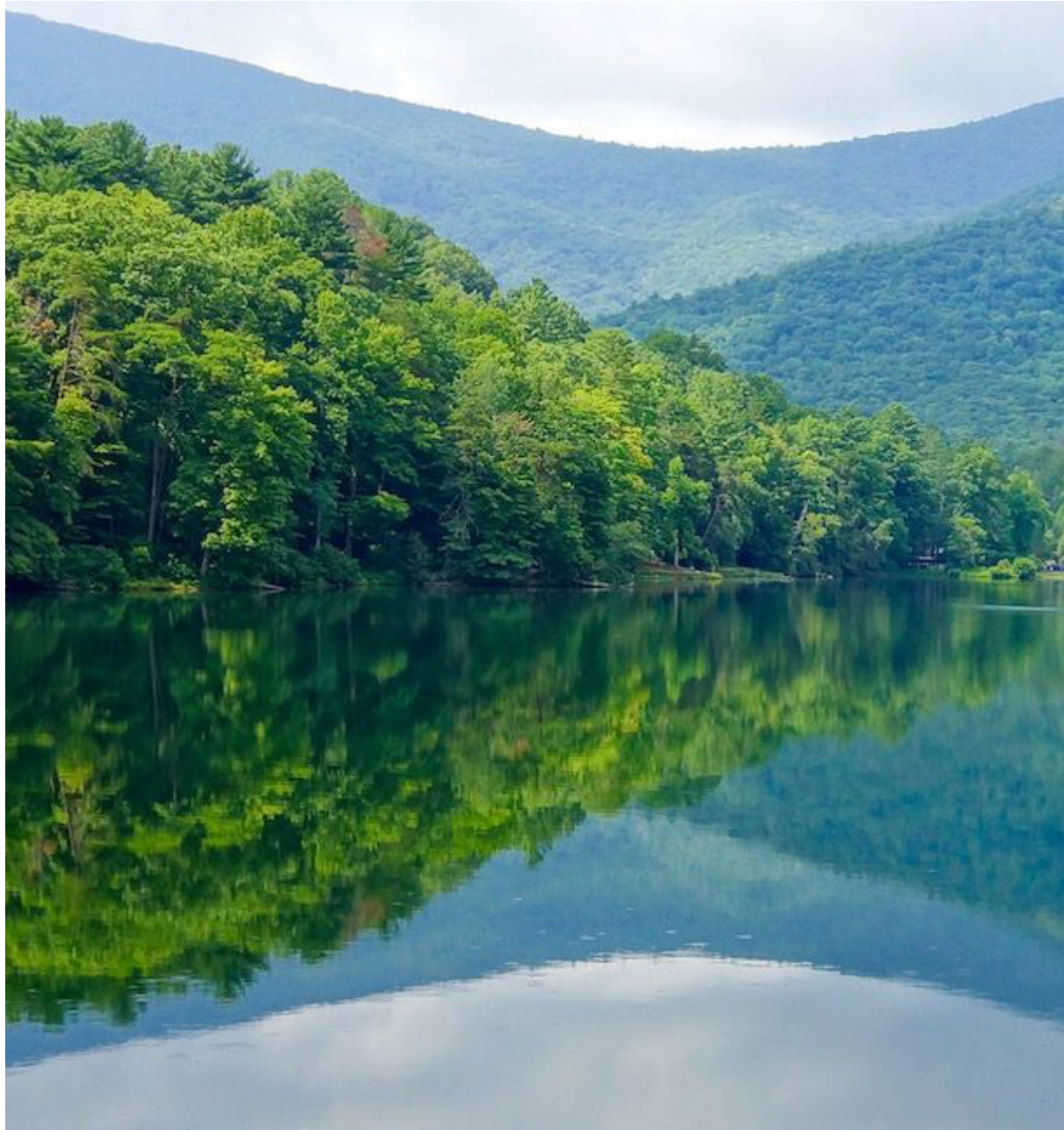
Essence of Hiawassee

The purpose of the Essence Framework is to celebrate all that makes the City unique and special and to help artists and visionaries communicate that essence to the outside world. The concepts, descriptors, and images come together to create a family of components that speak to the identity and story of Hiawassee.

With a mix of history, natural beauty, and forward momentum, Hiawassee stands out among its peers in the north Georgia mountains and beyond.



Our Mountains Reveal



Hiawassee, different in every season, has some constants that make the City special and unlike any place you've ever been. The seasons creep down the gorgeous mountains toward the lake, revealing the world that lives underneath the thick canopy. In the evenings, a simple look toward the sky reveals twinkling lights in a dark sky. In Hiawassee, the mountains usher in what they want you to see.

DESCRIPTORS

Starry Skies

Lake Chatuge

Forest

Birds Chirping

Grand vistas

Wildlife

Whispers of the Seasons

Surrounded by the beauty of our trees and mountains, immersed in the sounds of the lapping waves and chirping birds, Hiawassee is a haven in all seasons, a place to reconnect with yourself and nature.

DESCRIPTORS

Bell Mountain

Geology

Fallen Leaves

Fireflies

Nature's Palette

Lapping waves



Tales of Generations



The name “Hiawassee” comes from the Cherokee word Ayuhwasi, which means “meadow”. Those of us who call Hiawassee home now are not the first and will not be last to love and connect to these lands. In Hiawassee we are part of something bigger than ourselves. The stories of those who lived here long ago are part of us today.

DESCRIPTORS

Cherokee

Folk & Fiddle

Pottery

Bluegrass & Gospel

Family Life

Entrepreneurial Spirit

We're Part of a Bigger Story

Our region has much to offer those who call this place home and to those who visit. Whether you spend a weekend or a lifetime in Hiawassee, you connect to nature and to those you are with, cementing Hiawassee as a special place in your own story.

DESCRIPTORS

The Appalachian Trail

Harmony with Nature and One Another
Storytelling

Crossroads of the Mountains

Music

Interconnected



Our Outdoors



The slower paced life in Hiawassee is influenced by the glory of nature and the high quality of life in the community.

DESCRIPTORS

Footpaths

Hiking

Paragliding

Fishing

Water-sports

Solace

HIAWASSEE'S PUBLIC ART:


**Will be welcoming to all,
revealing the true heart of
Hiawassee.**

**Will be an extension of our
natural beauty seeking not
to upstage it, but to exist in
harmony with it.**

**Will create opportunities for
meaningful connection for
residents and visitors.**

**Will deepen our imagination
and curiosity.**



A scenic view of a lake and a town at dusk. In the foreground, a wooden walkway leads down a hillside covered in trees with autumn foliage. The middle ground shows a large lake with several islands, and a town with lights reflecting on the water. The background features distant mountains under a twilight sky. A semi-transparent blue circle is overlaid on the left side of the image, containing the chapter title.

CHAPTER 2 PROJECT CONCEPTS

Placemaking Project 1: Hiawassee Gateways

PROJECT DESCRIPTION

Hiawassee is a small community with three distinct gateways. Placing pieces of public art at the three entryways will welcome residents and visitors alike to the community with art as the creative beacon.

SPECIAL CONSIDERATIONS

City-controlled Right of Way should be used for placement of these gateway pieces.

PROJECT SITE(S)

Senior Center Hill
Mayor's Park/ Lloyd's Landing
North Carolina Entrance

POTENTIAL PARTNERS

City of Hiawassee
Towns County
Georgia Department of Transportation

PROJECT BUDGET

\$50,000- \$75,000 per gateway

PRECEDENT IMAGES



Placemaking Project 2: Light Passage on Lake Chatuge

PROJECT DESCRIPTION

Boating in Hiawassee is a way of life both by day and by night. Placing subtle lighting under/on the bridges on North and South Main would create natural reflection and movement on the water and would act as a natural gateway for cars passing over the bridge and boats passing under the bridge.

SPECIAL CONSIDERATIONS

Dark Skies ordinance, potential disruption to flight path of birds and other wildlife

PROJECT SITE(S)

Bridge on South Main Street between Lloyd's Landing and Mayor's Park

Bridge on North Main Street near the Senior Center

POTENTIAL PARTNERS

City of Hiawassee

Tennessee Valley Authority

Georgia Department of Transportation

Georgia Department of Natural Resources

PROJECT BUDGET

\$150,000 per bridge

PRECEDENT IMAGES



The Victoria Bridge



Magere Brug (Skinny Bridge)

Placemaking Project 3: Lift Station and Utility Box Wraps

PROJECT DESCRIPTION

Utility cabinets are large silver boxes throughout communities that offer ample opportunity for color at a low cost. There are two ways in which these projects can be installed- artists can paint directly on the cabinet using paint, or a vinyl cling can be used that is applied with heat. Using the second method, artists of all backgrounds are able to participate as a high resolution images is what is used to make the cling for the cabinet. This material allows the pieces to be changed out in regular intervals- often every 5 years.

SPECIAL CONSIDERATIONS

Determination on using vinyl or painting directly on the cabinet

PROJECT SITE(S)

High visibility boxes
High visibility lift stations

POTENTIAL PARTNERS

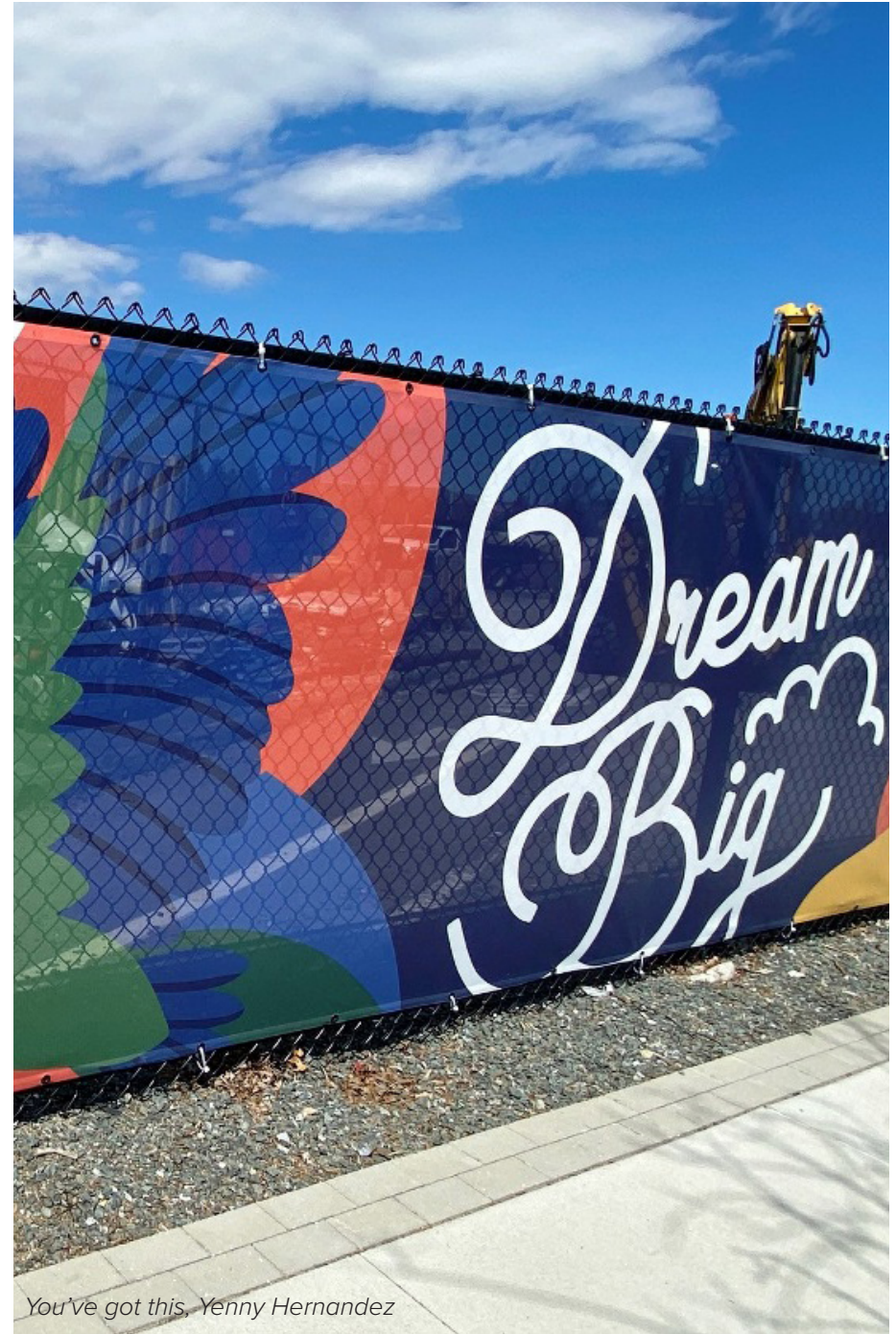
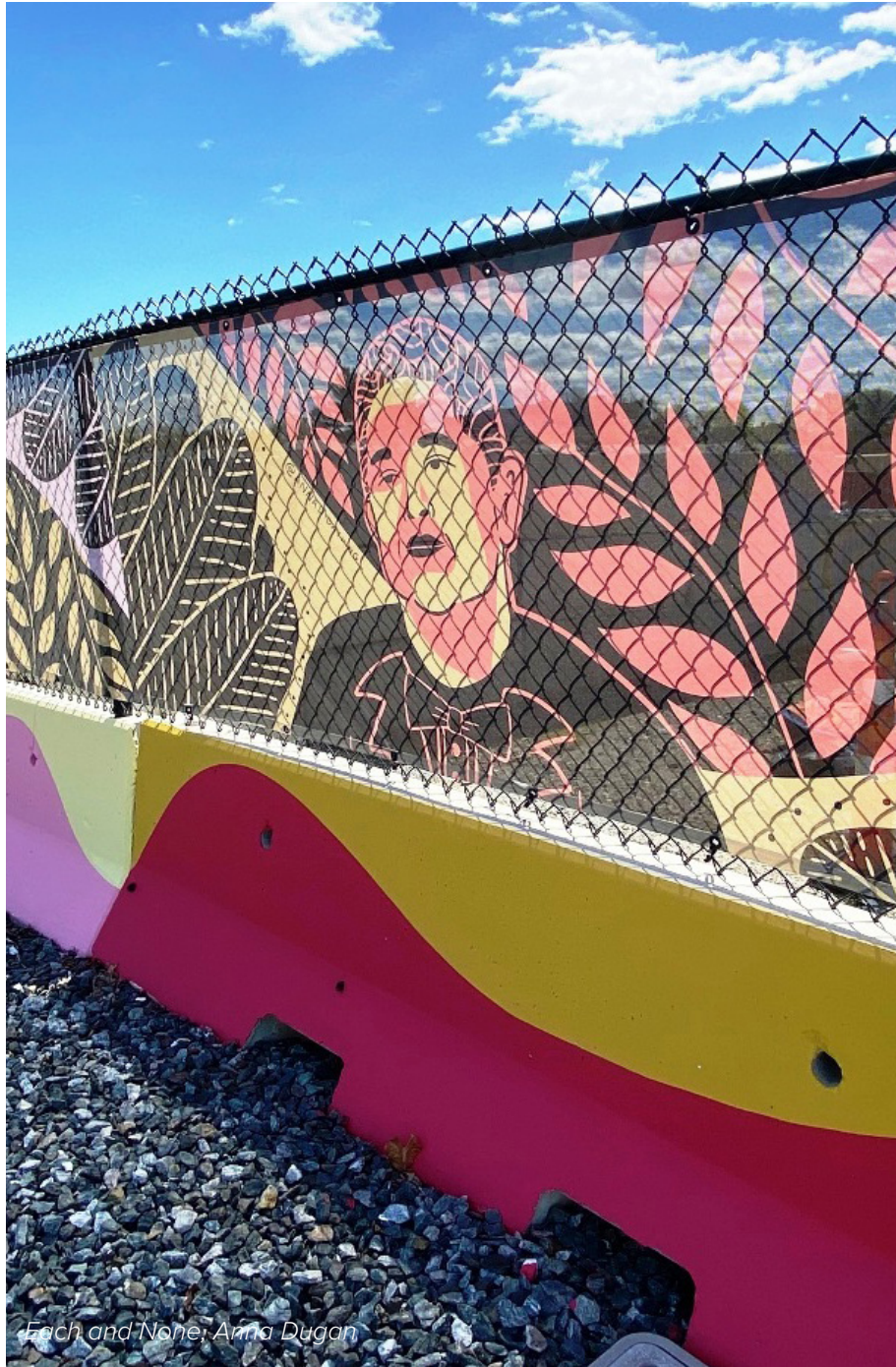
City of Hiawassee
Blue Ridge EMC
Local Businesses
Property Owners

PROJECT BUDGET

\$1,620 per box (includes artist stipend)
\$5,000 per Lift Station Wrap (includes artist stipend)

PRECEDENT IMAGES





Public Art Project 1: Hiawassee Fireflies

PROJECT DESCRIPTION

Celebrating Hiawassee's dark skies and location within the flight path of fireflies, place fireflies all over the community that glow subtly at dusk for a few hours. The fireflies would be permanently placed throughout the city and would provide a scavenger hunt of sorts for residents and visitors to enjoy. The fireflies could be the same or slightly different and could be placed on buildings, on sidewalk curbs, in planters, and in hidden places all over the community.

SPECIAL CONSIDERATIONS

One artist should be commissioned to develop a large collection of fireflies at the outset of the project. As time passes, other artists can be engaged to develop other series of fireflies.

PROJECT SITE(S)

Throughout the City on public and private property

POTENTIAL PARTNERS

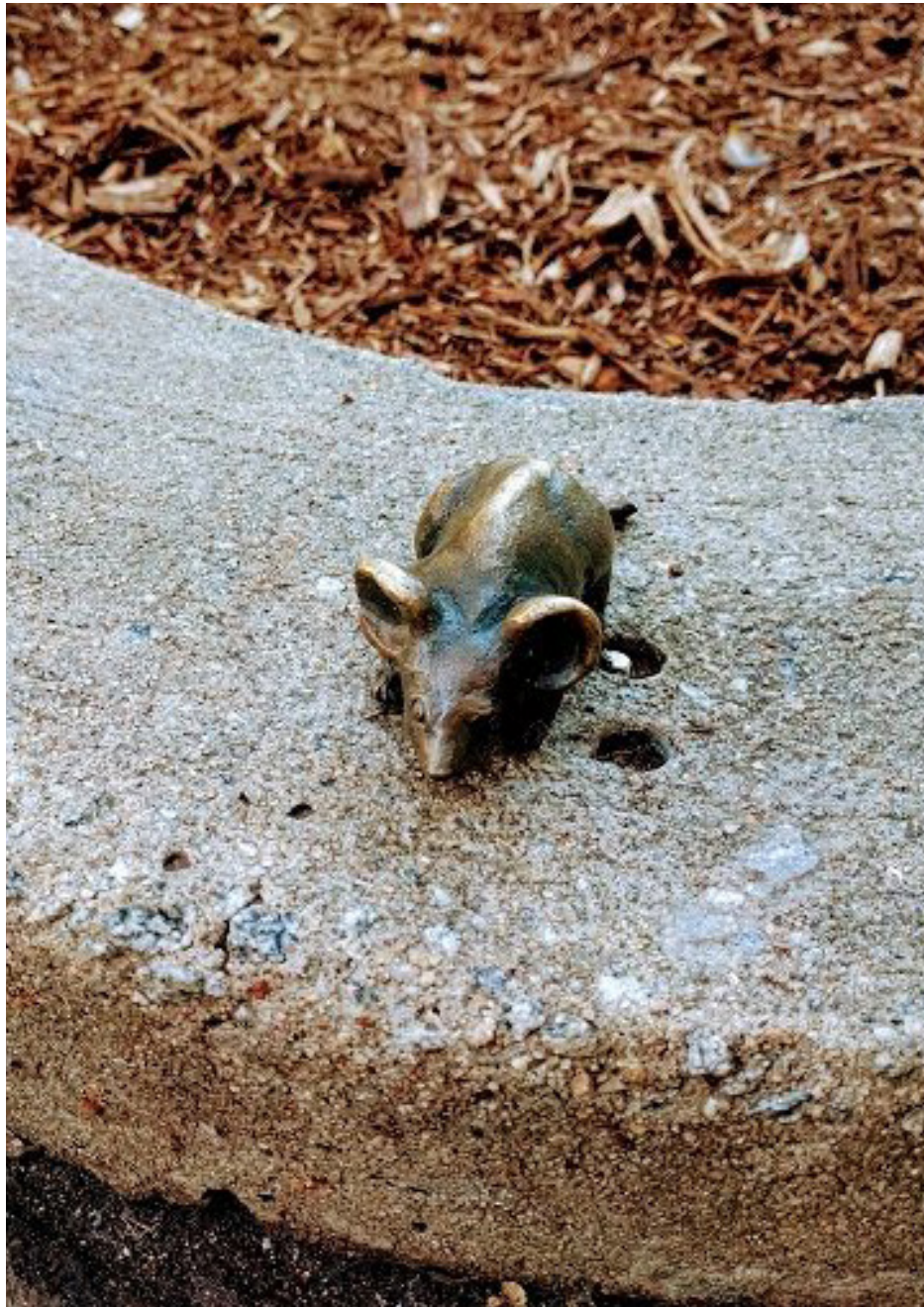
City of Hiawassee
Local Businesses
Civic Groups
Property Owners

PROJECT BUDGET

\$150 per firefly

PRECEDENT IMAGES





Public Art Project 2: Hiawassee Mural Festival

PROJECT DESCRIPTION

Hiawassee could host an annual mural festival where murals are painted on private walls. The walls should be near one another so participants can walk to each of the sites. Property owners could pay for half of the mural and the City or DDA could cover the cost of the other half. Food trucks, music, and activities could take place while the live mural painting occurs. Because this is proposed to be an annual event, the popularity would build every year, creating a destination-defining community event.

SPECIAL CONSIDERATIONS

Artists should be compensated between \$25-30/square foot for each mural. This budget covers the materials and artist fee.

PROJECT SITE(S)

Public and private walls throughout the downtown area

POTENTIAL PARTNERS

City of Hiawassee
Local Businesses
Local property owners

PROJECT BUDGET

Annual budget of \$20,000, included in the budget is a stipend of \$25-\$30 per square foot for artists.

PRECEDENT IMAGES



Public Art Project 3: Hide-awa-seek

PROJECT DESCRIPTION

Develop a lake sculpture trail only visible by boat by placing sculptures on public or private lots that front the lake. Sculptures could be based on a central theme, or could all be different. The DDA could offer a downloadable map on the City's site for easy access. This project could be a sculpture on loan model or could be a model in which the sculptures are available for purchase by the DDA, City, or private property owners.

SPECIAL CONSIDERATIONS

Private property owners will have to consent to placement of sculpture as well as pouring of footers on their property.

PROJECT SITE(S)

Lakefront property
Islands in the lake

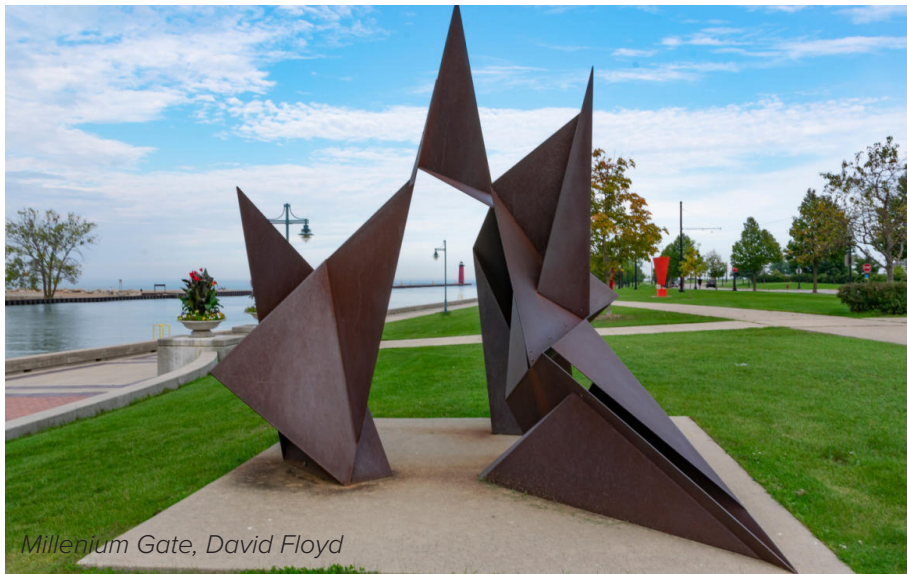
POTENTIAL PARTNERS

City of Hiawassee
Towns County
Property Owners
Businesses
Tennessee Valley Authority
Georgia Department of Natural Resources

PROJECT BUDGET

\$2,000 per sculpture + plinth pour in the first year amounting to approximately \$2500 per plinth.

PRECEDENT IMAGES



Millenium Gate, David Floyd



Seagulls on Lake Eola

Public Art Project 4: Sculpture Tour

PROJECT DESCRIPTION

Create a sculpture tour on public property and right-of-ways utilizing a sculpture on loan program model in which the pieces are on loan for a year or two. Please note, it is understood that at any time, the art may be sold.

SPECIAL CONSIDERATIONS

Plinths will have to be poured in the first year but will be reusable year after year.

PROJECT SITE(S)

Towns County Library
Towns County Court House
Private Property – visible by public road
Lloyd's Landing

POTENTIAL PARTNERS

City of Hiawasse
Towns County
Tennessee Valley Authority
Local Businesses

PROJECT BUDGET

\$2,000 per sculpture + plinth pour in the first year amounting to approximately \$2500 per plinth.

PRECEDENT IMAGES



Public Art Project 5: Firefly Garden and Learning Center

PROJECT DESCRIPTION

Create a firefly-focused garden that contains plant species specifically selected to attract and help maintain firefly populations. Firefly sculptures may also be placed throughout the garden showcasing the life cycle of fireflies and celebrating special facts about the insects.

SPECIAL CONSIDERATIONS

Engaging with experts is necessary to select the optimal plant species for fireflies.

PROJECT SITE(S)

Mayor's Park Grassy Area

POTENTIAL PARTNERS

City of Hiawasse

Tennessee Valley Authority

Towns County Master Gardeners

Georgia Department of Natural Resources

PROJECT BUDGET

\$10,000- \$15,000

PRECEDENT IMAGES



Public Art Project 6: Lloyd's Landing Sculpture Park

PROJECT DESCRIPTION

Because Lloyd's Landing is a key gateway into Hiawassee and also a major node for community activity, the installation of "selfie and Instagram worthy" sculpture art will ensure Lloyd's Landing continues to be a destination for visitors and residents alike.

SPECIAL CONSIDERATIONS

Several installations could help enhance the park and draw visitors into the community. Once all of the elements are selected, ensure harmony between the installations

PROJECT SITE(S)

Old Board Ramp Area
Unicoi Parkway Area
Upper Area Near Boardwalk

POTENTIAL PARTNERS

City of Hiawassee
Tennessee Valley Authority
Georgia Department of Natural Resources

PROJECT BUDGET

Old Boat Ramp Area: \$10,000 - \$20,000
HIA Sign: \$25,000
Overhead sculptures: \$30,000

PRECEDENT IMAGES





Reservoir, John Grade

Public Art Project 7: Environmentally Friendly Mountain Art

PROJECT DESCRIPTION

Create environmentally sensitive artwork installation(s) that strengthen and complement the mountain atmosphere as a destination.

SPECIAL CONSIDERATIONS

Understanding the draw an iconic artwork could create is important to consider before placement. Site selection is important.

PROJECT SITE(S)

Lake Chatuge Recreational Area

Tennessee Valley Authority undeveloped property

POTENTIAL PARTNERS

City of Hiawassee

Towns County

National Forest Service

PROJECT BUDGET

\$40,000

PRECEDENT IMAGES



Creative Program 1: Hiawassee Floatilla

PROJECT DESCRIPTION

Host an annual Floatilla competition where residents and visitors compete for a floatilla trophy. The wilder the floats the better!

SPECIAL CONSIDERATIONS

Resident interest should be gauged before planning the Floatilla.

POTENTIAL PARTNERS

City of Hiawassee

Residents

Tennessee Valley Authority

Georgia Department of Natural Resources

Lake Chatuge Chamber of Commerce

Towns County Convention and Visitors Bureau

PROJECT SITE(S)

Lake Chatuge

PROJECT BUDGET

\$2,500

PRECEDENT IMAGES



Bosch Parade Float



Bosch Parade Float

Creative Program 2: Lake of Light Lantern Parade

PROJECT DESCRIPTION

Host a Lake of Light Lantern Parade. The lantern parade would begin as a walking parade from the school to Mayor's Park, where the lanterns would be placed in the lake followed by a community celebration of food and music that extends to Lloyd's Landing.

For centuries, humans have been building lanterns and luminaries to celebrate, warm, and brighten the darkest of days. The Lake of Light Lantern parade is a powerful vehicle to galvanize people to work, play, and socialize together in a unique interface between art and community.

PRECEDENT IMAGES



SPECIAL CONSIDERATIONS

Using eco-friendly materials, clean-up and removal procedures of the lanterns.

PROJECT SITE(S)

Lake Chatuge

Mayor's Park

Lloyd's Landing

Lake Boardwalk

POTENTIAL PARTNERS

City of Hiawassee

School System

Local Businesses

Lake Chatuge Chamber of Commerce

Neighborhood Groups

Civic Organizations


PROJECT BUDGET

\$5,000







A scenic view of a lake at dusk. In the foreground, a wooden walkway with railings leads down a hillside covered in trees with autumn foliage. The middle ground features a large lake with several smaller islands and peninsulas. In the background, a city is illuminated with lights, and distant mountains are visible under a twilight sky. A large green circular overlay is positioned in the upper left corner, containing the chapter title.

CHAPTER 3 PUBLIC ART PROCESSES

Public Art: What is its role?

PUBLIC ART: A SHARED DEFINITION

Public Art means a work of art that is visible and accessible to the public for a minimum of 40 hours per week. Public art may include sculpture, painting, installations, photography, video, works of light or sound, or any other work or project provided that none of the following shall be considered public art:

- Objects that are mass produced of standard design, such as banners, signs, playground equipment, benches, statuary, street or sidewalk barriers, or fountains;
- Reproduction, by mechanical or other means, of original works of art, except as incorporated into film, video, photography, printmaking or other derivative works;
- Decorative, architectural, or functional elements that are designed by the building architect or landscape architect as opposed to an artist commissioned for this purpose; or
- Landscape architecture or gardening, except where these elements are designed by an artist and are an integral part of a work of art.

PUBLIC ART: COMMUNITY INVOLVEMENT

Public Art that is being implemented by a municipality offers ample opportunity for the community to be involved in the selection of artists, the placement of artwork, and the celebration of installation.

The DDA should form a public art committee with people from a variety of backgrounds that meet when public art projects are active. This committee can act as a selection committee for all public art projects and residents can serve as long as they are willing.

This committee should assist with the following tasks:

- Determining resources for projects, project ideas;
- Planning public art programs and celebrations of public art installations;
- Fundraising and grant writing;
- Creation of call for entry submissions from artists and recommend what artists should be selected.

PUBLIC ART: POTENTIAL FUTURE POLICY

Public Art is a tool for municipalities to express themselves and their values. Often, in order for governments to run programs like a Public Art Program, policy must be adopted so every project is treated consistently and fairly.

Some policies for future consideration could include:

- Policy and procedure for procurement;
- Policy and procedure for maintenance;
- Policy for procedure for donations of public art; and
- Policy and procedure for murals.

Until such times, Hiawassee should strive to approach public art in the following way:

- Pay artists fairly for their work, including developing concepts for consideration;
- Explore artists of various backgrounds when selecting for commissions; and
- Be open minded when working with artists, protecting their creative process and concepts.



This project is supported in part by an award from the National Endowment for the Arts. To find out more about how NEA grants impact individuals and communities, visit www.arts.gov.