

**sustainable
madison**



The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience





Art, design and culture play vital roles in maintaining the high quality of life we enjoy in Madison and should be an integral part of creating sustainable solutions for achieving our civic goals.

Vision

Sustainability is an integral part of Madison's art program and sustainable design efforts.

Goals

1. Integrate environmental sustainability into Madison's arts program and art and design into the City's sustainability efforts.
2. Include sustainable art in city infrastructure projects.



"Lake Line" (Ride the Drive 2010)
Artists Brenda Baker & Bird Ross
Photo Credit: Brenda Baker



GOAL 1: INTEGRATE ENVIRONMENTAL SUSTAINABILITY INTO MADISON'S ARTS PROGRAM AND ART AND DESIGN INTO THE CITY'S SUSTAINABILITY EFFORTS

Integrate sustainability into Madison's art program and art and design into the City's sustainability efforts.

»»»» ACTIONS

1. Encourage sustainable practices in Madison's Public Art Program.
 - » Create pilot public art projects to demonstrate use of public art in creating sustainable infrastructure by including environmental artists in planning and design phases of public projects.
 - » Design public projects with environmental art as part of the green infrastructure that support economic and neighborhood development and can add to the overall environmental design of the project.
 - » Utilize environmental artists' participation on design and build teams to ensure that environmental art is a key part of the overall planning and design strategy. (Recommended pilot project: include an environmental artist in the Central Park Design Team to create green infrastructure such as sculptural gathering places, solar art and storm water runoff water features.)
2. Create an addendum to the Public Art Framework and Field Guide that includes guidelines for achieving sustainability in Madison's Public Art Program (e.g., LED lighting, the use of recycled materials, and reduction of waste).
 - » Support art becoming a key part of design and infrastructure planning.
3. Research and identify best practices in sustainable art and design and encourage incorporation of such standards into public art projects.
4. Support neighborhood dance instruction for children and adults.



"When Water Was Here" (2009-2011)
Artist Brenda Baker; Use of Natural Materials
Photo Credit: Robert Hass

Timeframe: Short-Term

Strategy Type: Policy, Operations, Collaboration

Funding: Budget, Grants, Fees

Lead Agencies or Partners: Planning, Economic and Community Development, Arts Committee, Parks, Facilities and Sustainability Office, TNS Team

Related Sustainability Categories:





GOAL 2: INCLUDE SUSTAINABLE ART IN CITY INFRASTRUCTURE PROJECTS

Involve Arts in development of sustainable design by including artists and designers early in the planning process for City infrastructure, building and public works projects.

>>>> ACTIONS

1. Encourage development of projects that serve our community and ecosystem by maintaining high design and environmental standards, creativity and community involvement.
 - » Hire artists who are doing this type of work to be part of municipal projects to ensure that art is a key component of the design strategy and infrastructure as opposed to merely a decorative add-on.
 - » Utilize an artist-in-residence, community design charrettes, or hire artists to participate in the planning of municipal projects.
2. Require artist and designer participation in municipal projects over \$1 million and reserve a percentage of the project budget to fund the art/design fees.



Erika Koivunen's Benches at BB Clark Beach (2009)
Recycled Materials and MGE Cable Spools with rescued White Oak from Orton Park.

Timeframe: Short-Term

Strategy Type: Policy, Operations, Collaboration

Funding: Budget, Grants, Fees

Lead Agencies or Partners: Planning, Economic and Community Development, Arts Committee, Parks, Facilities and Sustainability Office, TNS Team

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