

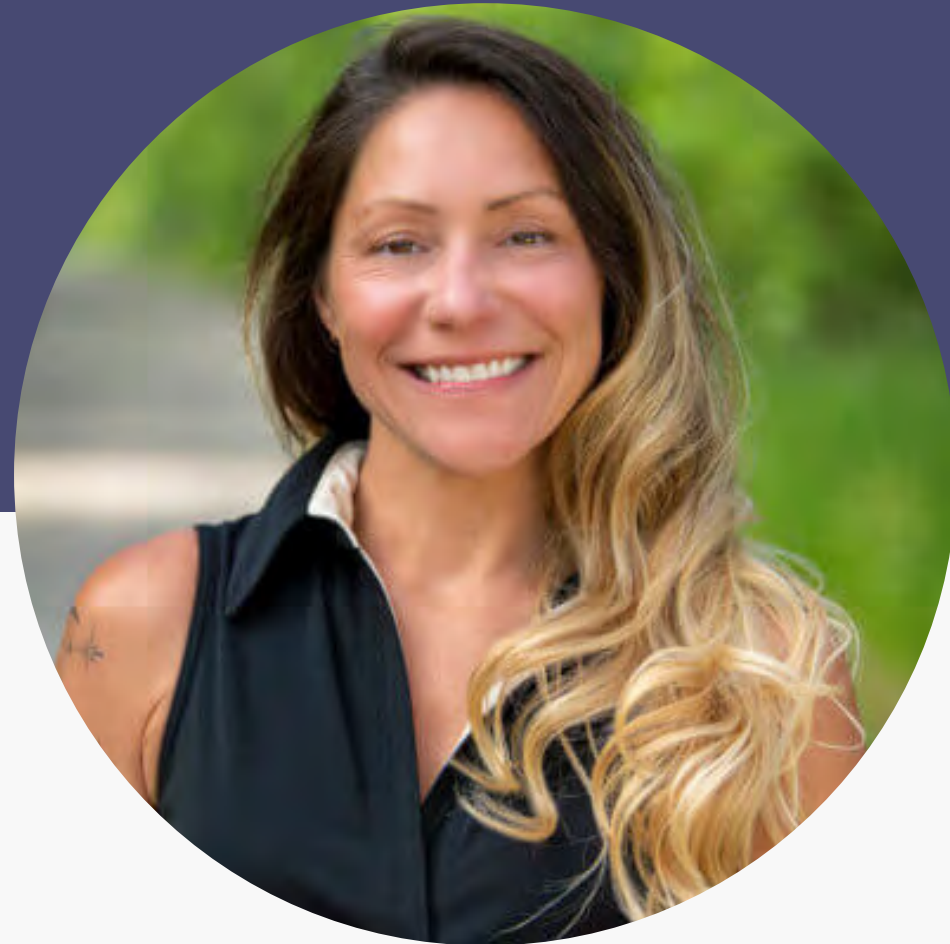


Trails as the Third Space

How Public Art Transforms Trails into
Vibrant Public Places



Speakers



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Let's Get To Know One Another

- **Introduce Yourself**
- **How Did You Get Here**
- **Describe a Place That You Enjoy**



TART Trails



Traverse Area Recreation and Transportation Trails (TART Trails)

We Bring Trails to Life



What to Expect

- Orientation - The Third Space, Trails, and Public Art
- Benefits of Trailside Art
- Boardman Lake Loop Trail Case Study
- Process Model
- Headwinds & Tailwinds



Social Environments



First Space
Home



Second Space
Work/School



Third Space

The Third Space



Places that "host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work."

Ray Oldenburg

Trails as a Third Space



Benefits of Trailside Art

The Story | Qualitative

Art makes the
journey the
destination

Equitable Access

Mental Health +
Social Connection



Sparks Joy,
Curiosity,
Conversation

Community Identity

Celebrates + Honors
History

Placemaking

Source citations: Americans for the Arts, NEA, Knight Foundation

Benefits of Trailside Art

The Data | Quantitative

82%

of Americans link arts &
culture to local
business strength

58%

support investment in
the arts



\$1 in federal arts
funds → \$9 more
leveraged

6.9%

GDP lift in
communities with
strong cultural
attachment

Source citations: Americans for the Arts, NEA, Knight Foundation

Benefits of Trainside Art

Creative Land Use



Benefits of Trailside Art

Inspiration for Artists



“I remember when I first moved to Traverse City and was biking to the co-op. I saw the red and yellow sculptures. They reminded me of a sculpture garden I loved going to where I used to live. I jumped off my bike and ran over to explore them. **It made me feel like Traverse City could really be my home, and there could always be something interesting around the corner.** I love how many different types of art are displayed on the TART trail.”

-Noah

Case Study

Traverse City, MI

Boardman Lake Art Loop

- 4 Mile Loop, 6+ Access Points
- Collaboration at it's core
- 8+ Art Exhibitions
- \$140,000+ investment in public art
- 600+ trail visits per day
- Residential and business developments since 2022 completion
- Boardman Lake District
- Public input themes: Access to nature, Flora & Fauna



Case Study | Traverse City, MI

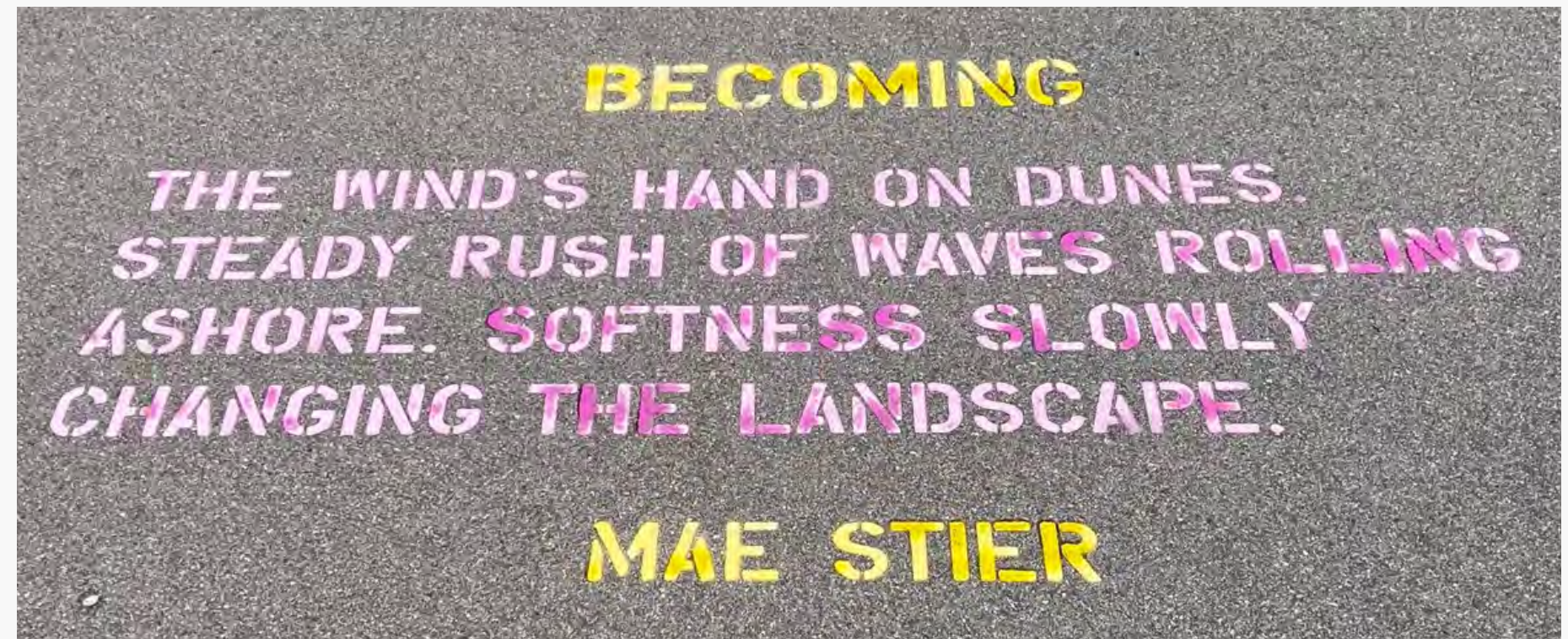


Conservation Conversation, Sous le Ciel



Wind, Lois Teicher

Case Study | Traverse City, MI



“Becoming,” Mae Stier

Four Portals, Dorota and Steve Coy

Case Study | Traverse City, MI



**Boardman Serenade,
Glenn Wolff &
Rufus Snoddy**

**May You Always Know
the Truth and See the
Light Surrounding
You,
Logan Hudson**

**Serenity's Muse
Kiah Anderson**

Case Study | Traverse City, MI



**Eagletown, Dedicated
to the Late Catherine
Baldwin and George
Yannott Sr,
Richard "Rik"
Yannott/NoonDay**

Case Study | Traverse City, MI



Morai, TJ Carroll

Case Study | Traverse City, MI



Interpretive Signage

Case Study | Traverse City, MI



Woodland Relative Etchings, Jamie John

Case Study | Traverse City, MI



Traverse City Mural Festival, 7 Murals by 6 Artists

Process Model



**AGAIN
AGAIN
And
AGAIN**

Headwinds

Historic Underfunding of Civic Infrastructure

Limited Public Art Funding Models

Societal Norms/Necessities Surrounding Work



Tailwinds

A group of children are participating in an outdoor art activity. A girl in a blue shirt and orange skirt, wearing a backpack with a Pokémon design, is standing and drawing on a large mural. Two boys are sitting on the ground in front of her, also drawing. The mural depicts a landscape with a bridge, trees, and a sailboat. The scene is set in a grassy field with a wooden bench in the background.

Resurgence of Third Spaces

Investments in Civic Infrastructure Lead to Community Prosperity

Universal Access to Cultural Amenities

- Zoning Improvements

What we explored

- **Third Spaces, Trails, and Public Art**
- **Community Benefits**
- **Case Study in Traverse City, MI**
- **The Process**
- **You Can Begin/Enhance your own trailside public art program**
- **The Tailwinds are prevailing**





Q & A

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Spirit of the Forest



Break Out Activity - 10 Minutes

Groups of 2 to 3

Map Your Public Art Idea Through the Process Model

Discover – Where is there an opportunity? What data exists to support a placemaking investment?

Prepare – What is your vision? Who are the stakeholders? Where is your funding?

Create – How will the project be implemented? Where are there opportunities for community engagement and celebration?

Take these ideations home with you!

Process Model

Discover

- Engage Communities
- Collect Data
- Document Processes

Prepare

- Secure Funding
- Leverage Expertise
- Build Partnerships

Create

- Underpass Murals
- Alleyway Activation
- Park Redevelopment
- Bike Lane Murals
- Crosswalk Murals
- Utility Box Painting
- Sculptural Installations

Transform

- More Attractive Public Spaces
- Increased Walkability
- Increased Participation

Sustain

- Program Replication
- Economic Stimulation
- Policy Transfer
- Increased Capacity

