

# Downtown Hyannis Public Spaces Activation Barnstable, MA

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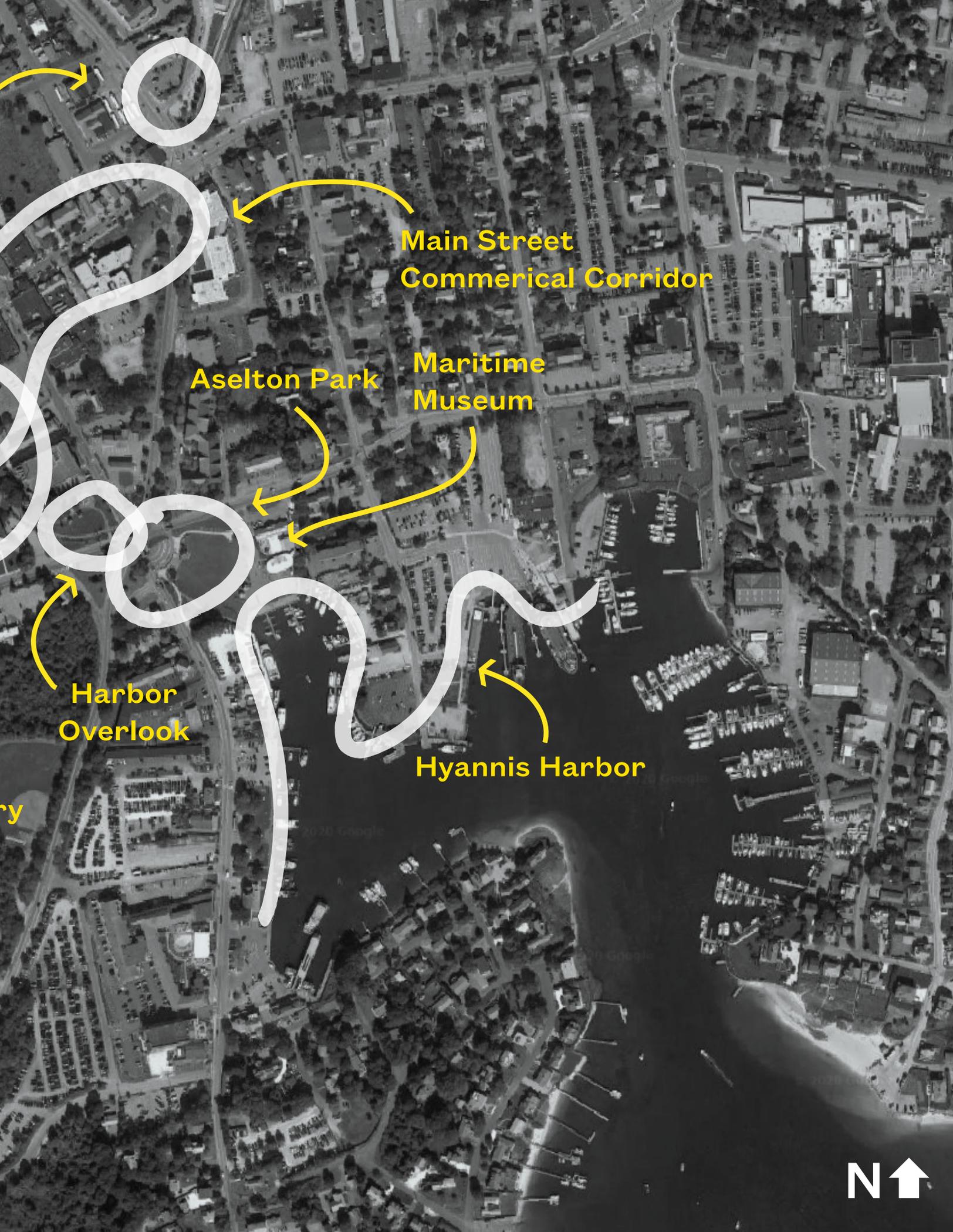
# Introduction

COVID-19's impact on American cities has brought new urgency and attention to the uses and functionality of urban open spaces. The Town of Barnstable has already seized on this opportunity by opening Hyannis' Main Street to outdoor dining and retail. This effort, and the pandemic, have clarified a need to revisit Downtown Hyannis' open spaces and to leverage their potential as vibrant places for safe gathering and activity.

This study builds on Hyannis' current momentum for public space activation and seeks to enhance the psychological connectivity between key areas of the Downtown core. Specifically, the study focuses on three sites: 1) The Village Green; 2) East End Main Street; and 3) Aselton Park. This study is a result of the collaboration between Mass Development's TDI Partnership, Town of Barnstable staff, and local stakeholders. In addition to an urban site analysis, a public survey and virtual workshop informed the direction and recommendations of the public space activation study.

The resulting "Let there be Light" activation framework outlines an urban light arts installation program for Downtown Hyannis. The program provides both general recommendations about landscaping, infrastructure, and public realm improvements as well as specific light art design proposals for designated sites. Guidelines for implementation, schematic cost estimates, and project precedents provide grounding and specifications for making the projects come to life. Ultimately, this study acts as a roadmap for public space activation that is adaptable to various funding streams and sets up a framework for the local community to bring these projects to life.





**Main Street  
Commerical Corridor**

**Aselton Park  
Maritime  
Museum**

**Harbor  
Overlook**

**Hyannis Harbor**



# Process + Engagement

After initial meetings with MassDevelopment’s TDI Partnership, the project team conducted a public visual preference survey that asked participants to identify their preferred activation strategies within the three designated sites: The East End of Main Street, The Village Green, and Aselton Park and the Harbor Overlook. The survey was distributed with a reference document called an “Activation Toolkit.” The toolkit described the three sites in detail, identified challenges and opportunities, and catalogued a series of potential activation strategies, including lighting, site furnishings, surface treatments, signage, interactive installations, and more.

The survey asked participants to locate their preferred activation strategies in each of the three sites as well as to provide additional feedback and comments. The online survey and Activation Toolkit were released on February 3 and closed on February 12. There were 208 respondents.

In general, there were consistent themes and concerns in the feedback and comments for each of the three sites (see page 6-7). In addition, there was overwhelming support and enthusiasm for lighting as an activation strategy. Ultimately, this valuable feedback informed the creation of the “Let there be Light!” Activation Framework.

Following the survey, the project team conducted a site walk-through workshop with Town of Barnstable staff and several MassDev TDI Partners to discuss existing conditions and proposed locations for lighting installations.

**Visual Specifications:** A spatial and visual analysis of the three main sites. Guidelines highlight the major site-related issues and outline a set of design parameters for placemaking, activation, and connectivity.

Hyannis Public Spaces Activation Toolkit

## 1 East End of Main Street

The East End of Main Street is an important gateway to Hyannis' downtown core. The main intersection between Main Street and Barnstable Road and Old Colony Road is not only an important traffic intersection, bring vehicles from Route 28 toward downtown and harbor, but also a critical touchpoint for visitors from the Hyannis Transit Center.

A key challenge of the East End of Main Street is the lack of visibility and connectivity to the core area of Main Street near the Village Green. Specifically, the block of Main Street between Barnstable Road and Ocean Street is relatively less active and becomes an obstacle for pedestrians searching for the active downtown core.

Activation strategies in this location should be focused in two main areas: 1) the intersection of the Hyannis Transit Center and Main Street; 2) the Main Street Corridor between Barnstable Road and the Village Green.

To improve the connectivity across the intersection, strategies should focus visual activation of the paving surface, building facades, or linear elements along the sidewalks. The intersection should function as a gateway to downtown; and these focal points will help draw pedestrian foot traffic. On the Main Street block between Barnstable Road and Ocean Street, strategies should highlight the corridor and create a sense of continuity along the street.

Map callouts:

- Connect to Gateway to the Village Green
- Create a sense of arrival and use signage and wayfinding to direct visitors from Transit Center towards Main Street
- Highlight corridor and travel path between transit station and Village Green especially between Old Colony Rd. and Ocean St.
- Signal a gateway to Main Street by activating the area in front of TD Bank

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Hyannis Public Spaces Activation Toolkit

- Employ vertical elements along the street edge of Main Street on the block between Barnstable Rd. and Ocean Street
- Hang string lighting from existing trees or sign posts to activate the East End at night and to extend activity zone along Main St.
- Create a gateway or threshold to convey a sense of arrival for pedestrians coming from the Hyannis Transit Center
- Highlight the crosswalk and intersection between Barnstable Rd. and Main Street to create strong visual presence and connect pedestrians to Main Street
- Street pedestrian foot traffic
- Use Main Street building facades as visually interesting surfaces for bright colors, lighting, or other graphic wayfinding/signage
- Activate the sidewalk at the southern edge of the Transit Center where pedestrians first access Main St.
- Use clear and graphic wayfinding or signage to signal path of travel towards Main St.; these elements can be repeated along the East End of Main St. towards the Main St. core

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**Activation Toolkit:** A series of spreads that identify different types of activation strategies. These strategies can be located on any of the sites following the visual specifications.

Hyannis Public Spaces Activation Toolkit

### Activating Strategies Lighting

- Can take advantage of existing structures, such as light poles, trees, or existing signage posts, for hanging
- Building facades or other surfaces can be used as lighting surfaces that change with different programming, seasons, or events
- Lighting can also be sculptural or interactive

Cost/Time: ● ○ ○ ○ ○  
 Visual Interest: ● ● ● ● ●  
 Activation: ● ● ○ ○ ○

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Hyannis Public Spaces Activation Toolkit

### B. Facade Lighting

Cost/Time: ● ● ○ ○ ○  
 Visual Interest: ● ● ● ● ●  
 Activation: ● ● ○ ○ ○

### C. Lighting Sculptures

Cost/Time: ● ● ○ ○ ○  
 Visual Interest: ● ● ● ● ●  
 Activation: ● ● ○ ○ ○

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## Key Themes + Takeaways

### East End of Main Street

- Address safety concerns and improve pedestrian crossing
- Provide a sense of arrival
- Incorporate way-finding to other areas of Downtown
- Add lighting or facade improvements

### Village Green

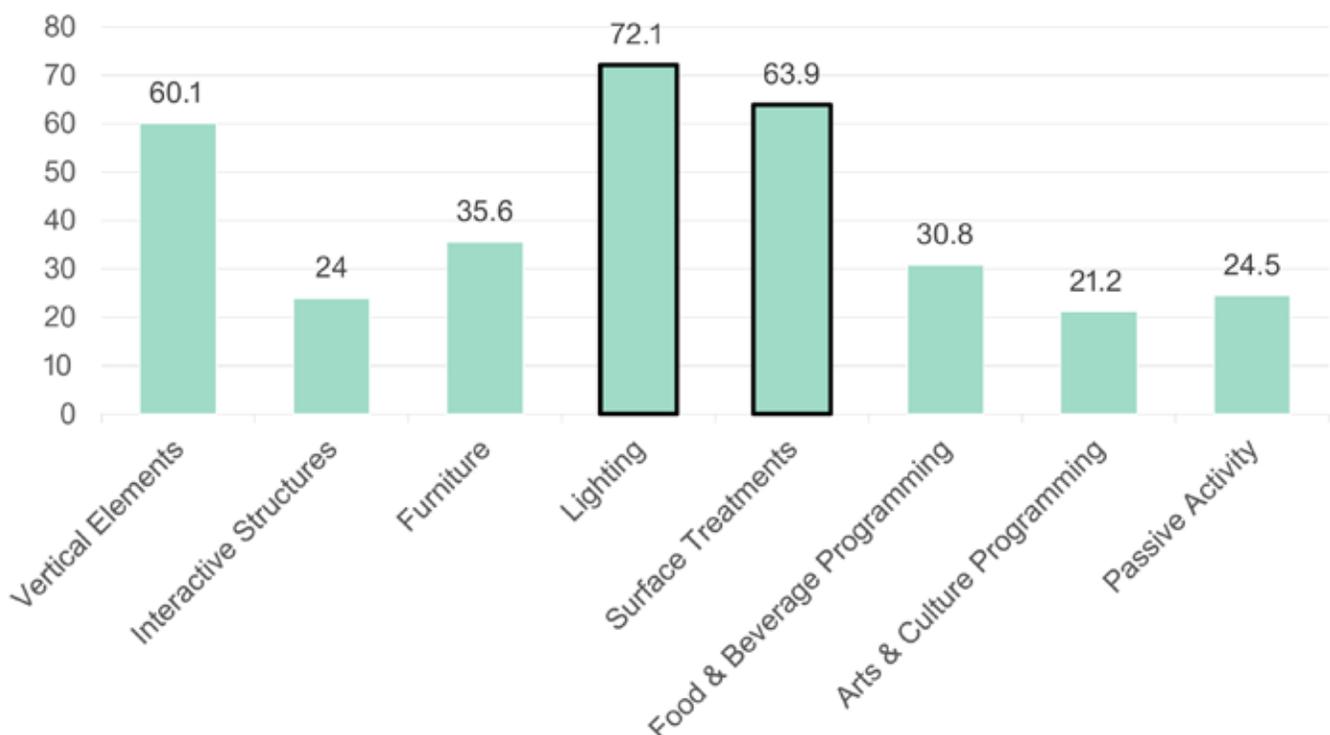
- Create a family-friendly place and preserve open space
- Support programming and events
- Add lighting and improve wayfinding to the Harbor

### Aselton Park

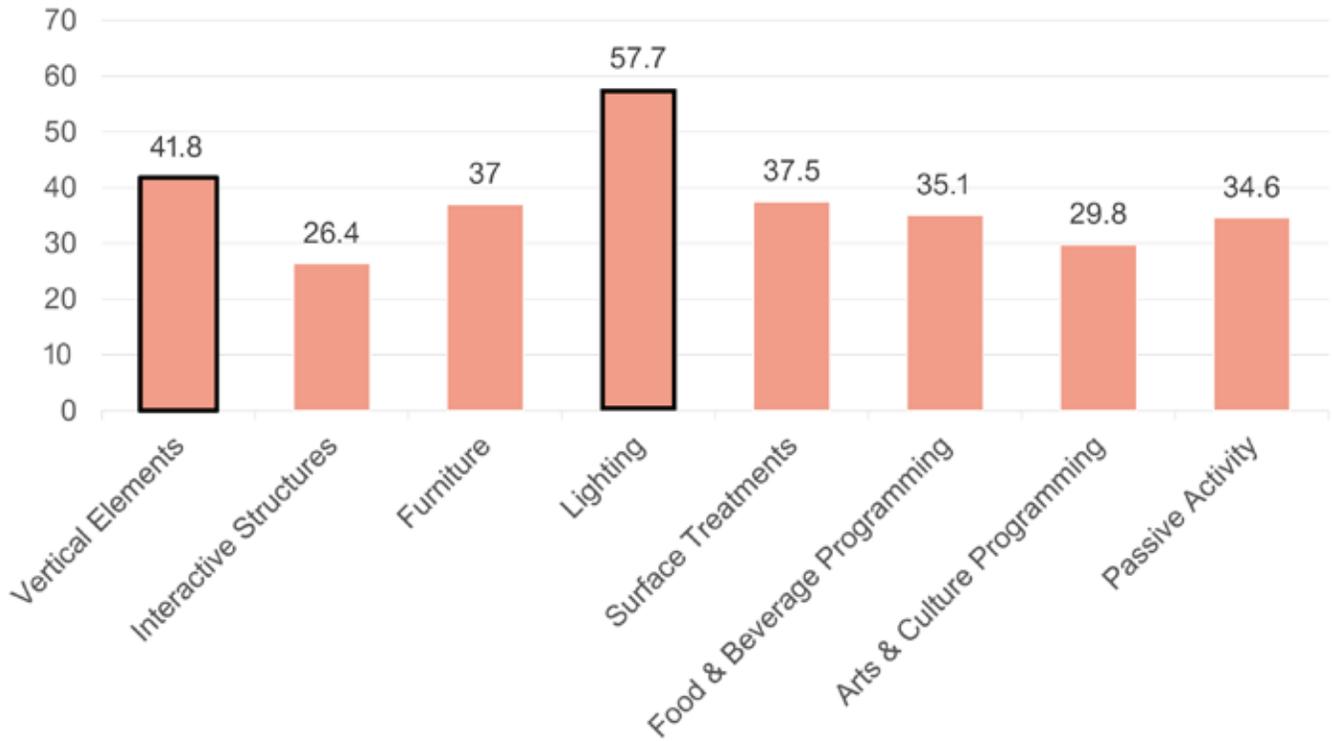
- Prioritize the view of the harbor
- Improve crossing and pedestrian experience
- Create a sense of destination
- Support programming and festivals

What activation strategies are most appropriate....

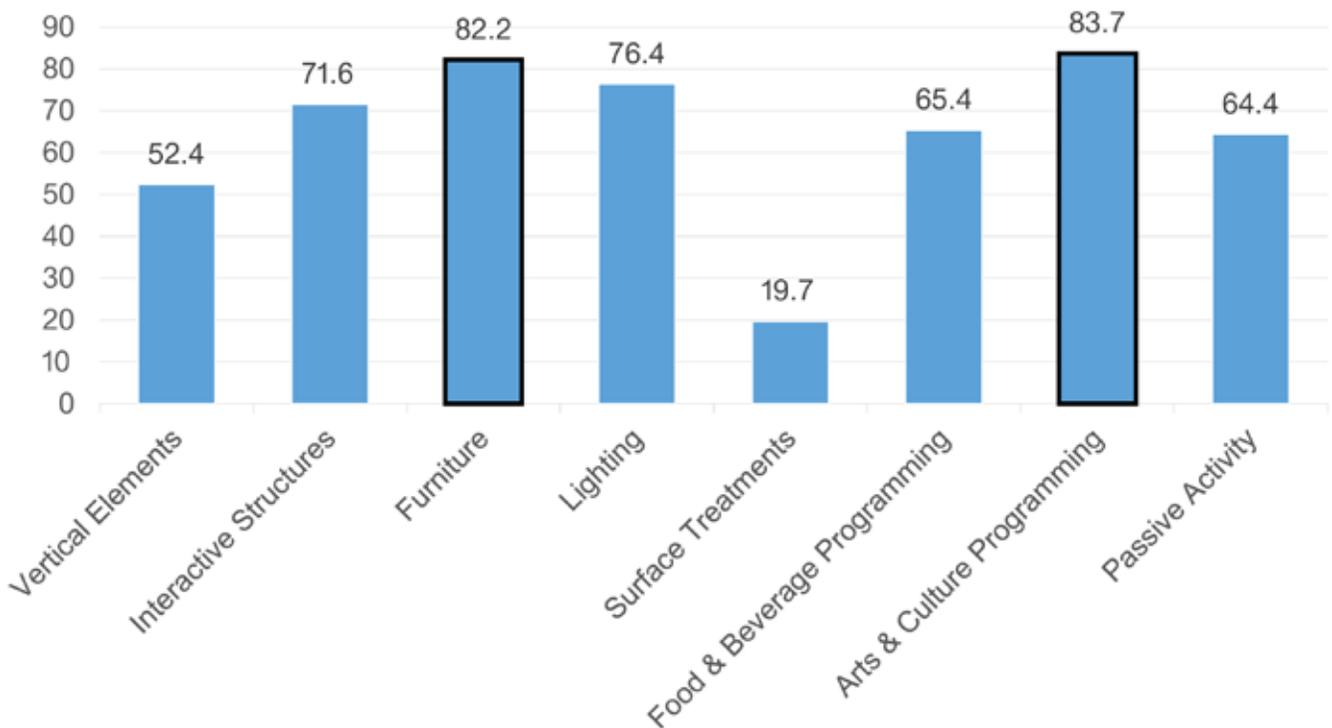
### At the Main Street Entrance of the Village Green...



## At the East End of Main Street near the Hyannis Transit Center...

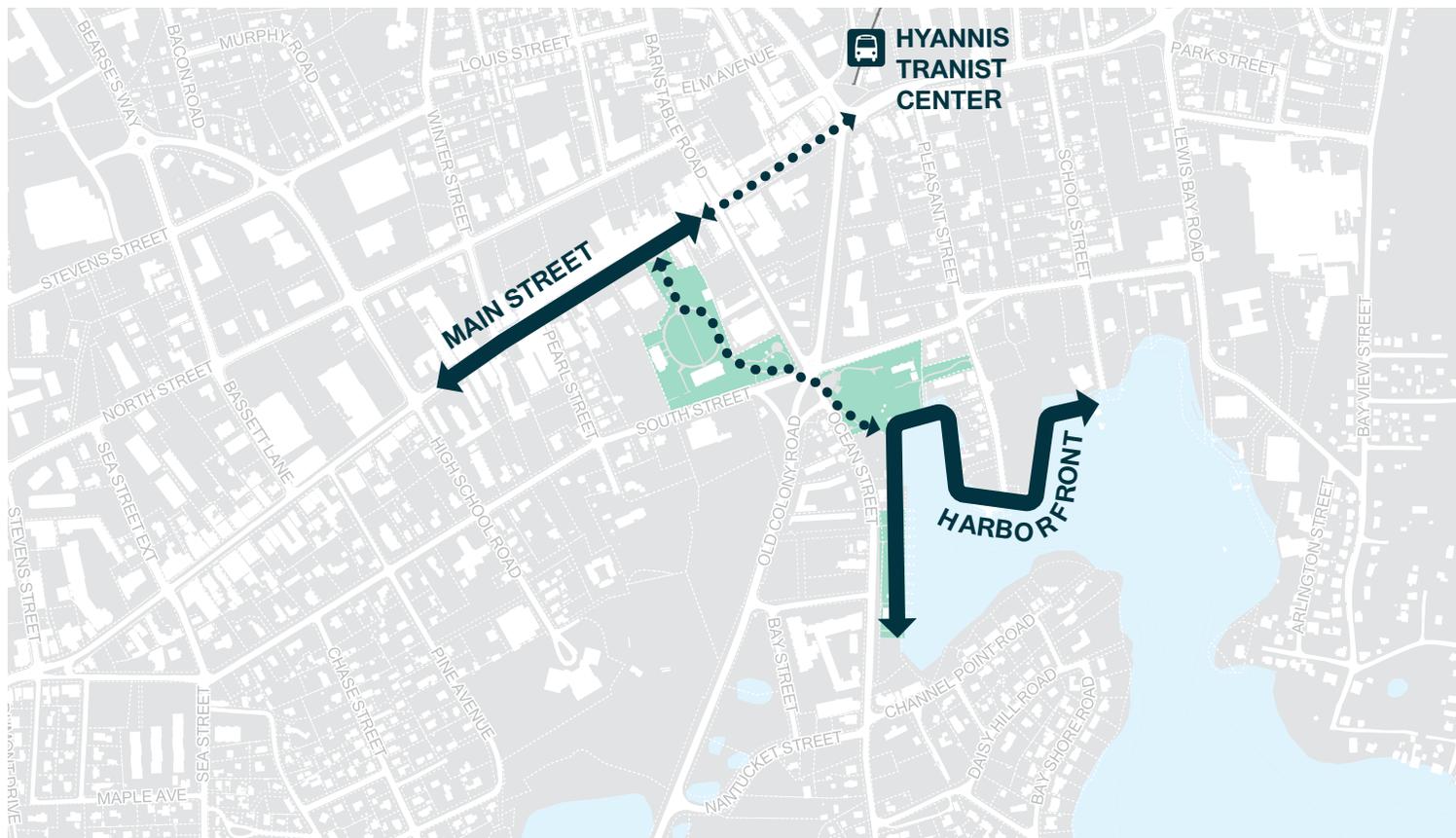


## At Aselton Park...



# Enhancing Connectivity

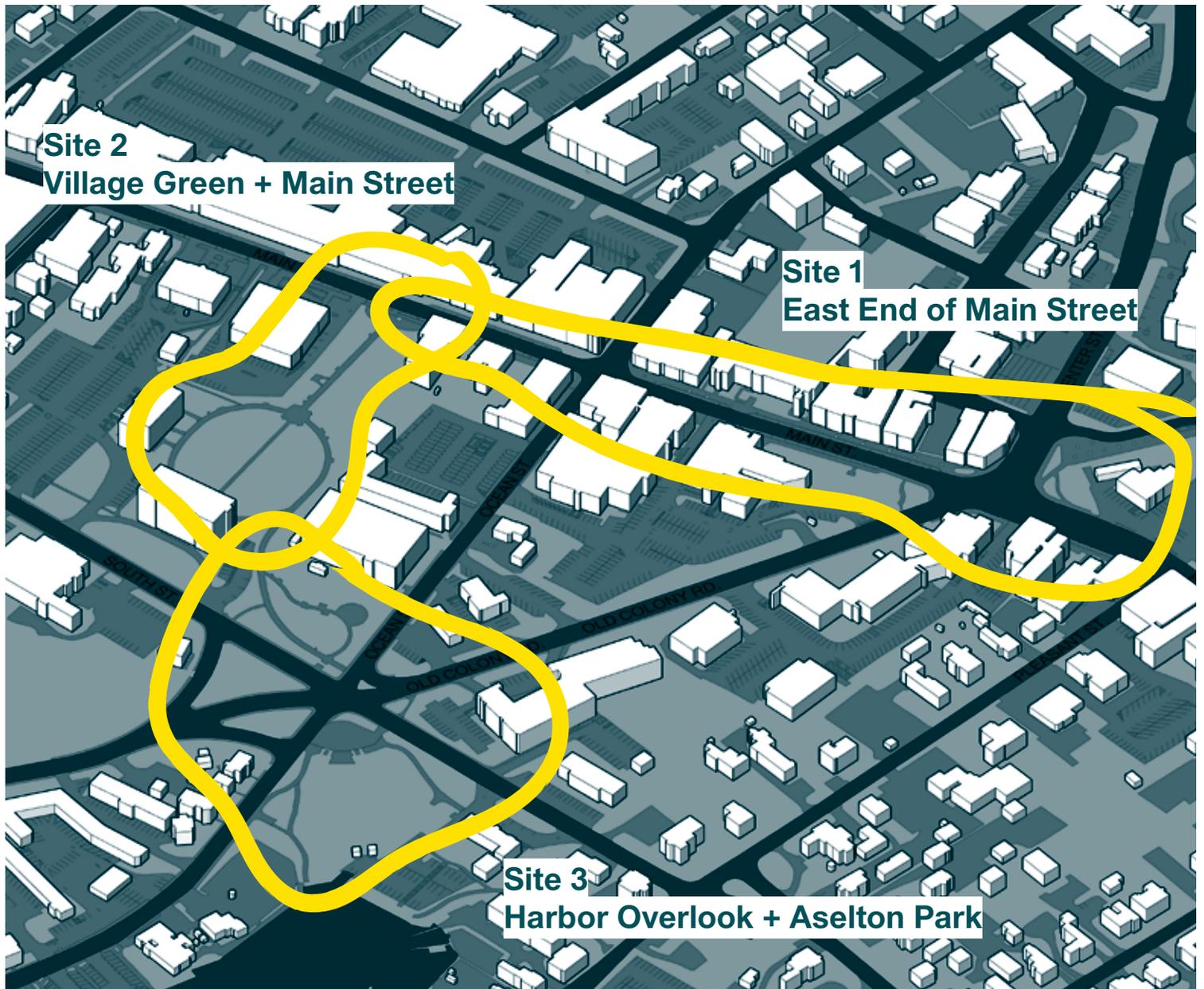
Main Street and the Harbor are two of the most important destinations in Downtown Hyannis. Enhanced connectivity between key corridors and open spaces downtown can improve the psychological distance between these destinations. This study focuses on Main Street, the Village Green, and Aselton Park as focal points for activation that ultimately combine to create a more connected and unified experience Downtown.



The Village Green is a central public open space as well as the symbolic heart of Downtown Hyannis.



Aselton Park provides a view towards the Harbor and provides a generous open space for events and activities.



The East End of Main Street is the gateway to downtown and has the potential to signal a sense of arrival.



Main Street is an important threshold to the Village Green and historic Town Hall.



# Let There Be Light!

## Activation Framework

### Overview

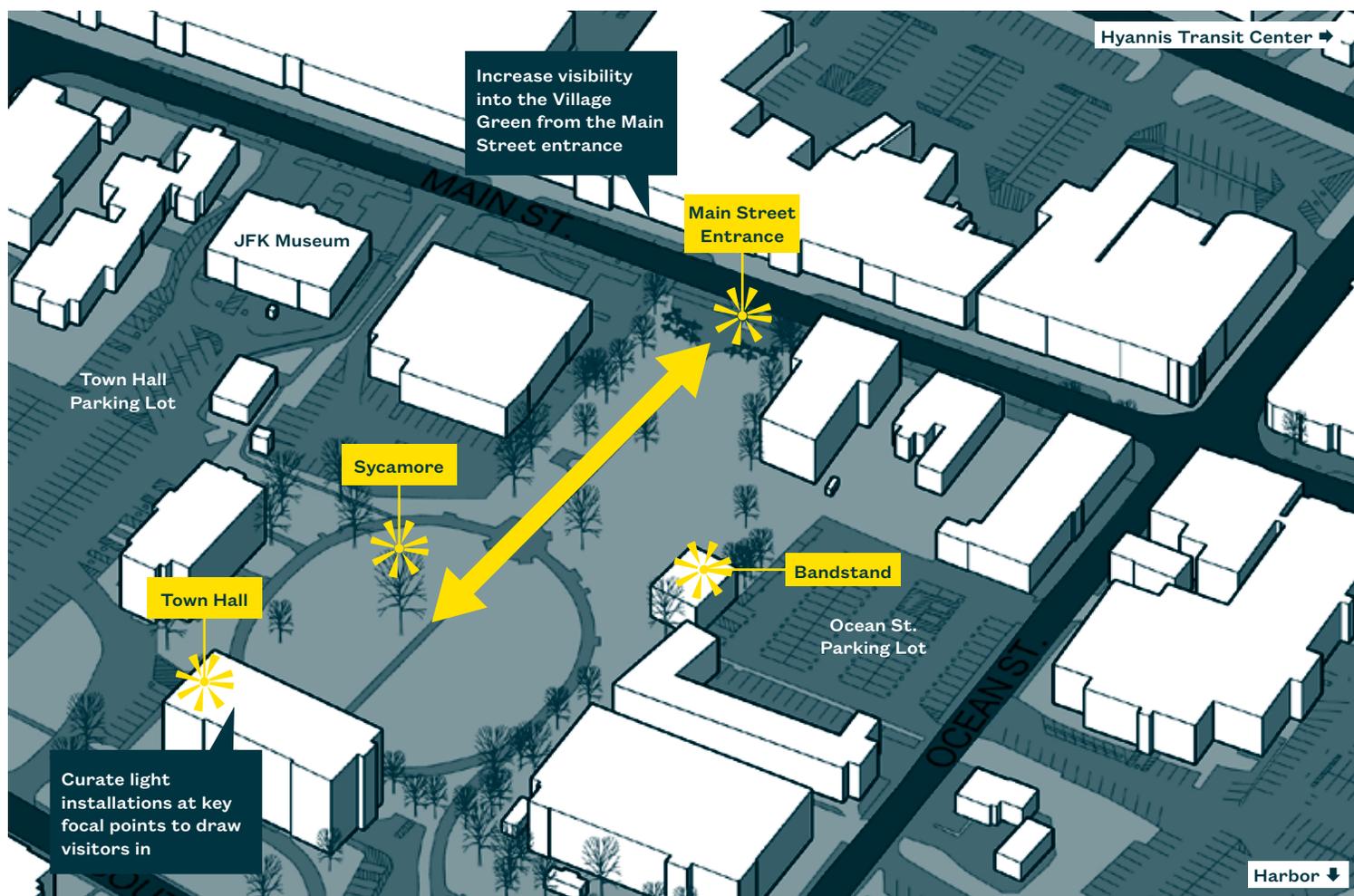
A phased art installation framework for Downtown Hyannis focuses on the experiential, poetic and placemaking qualities of light. The proposed site-specific installations are meant to leverage and enhance their specific locations, including the quality of surfaces and spatial enclosures, view corridors, and opportunities for discovery and effective surprise. In addition, the installations help to enhance the psychological connectivity between key assets of the neighborhood and strengthen the identity of the downtown core. When fully implemented, visitors and locals alike will be able to experience the constellation of installations as an orchestrated walking itinerary. The installations emphasize experience and effect; however, artists and lighting designers who implement individual projects can play off Downtown Hyannis' existing architecture, historic narratives, and ephemeral natural phenomena.

### Site-Specific Installations

These design guidelines and specifications are intended to provide a framework for site specific installations that will be further elaborated on depending on available funds, technical considerations, and creative insights of local artists or collaborators. The drawings, images, and written descriptions act as a “playbook” for execution and implementation and focus on three key sites in Downtown Hyannis: Village Green, East End of Main Street, and Aselton Park.

# 1 Village Green & Main Street

Main Street near the Village Green already benefits from a lively mix of shops, restaurants, and pedestrian activity. While the Green is the civic center of the downtown area, compared to Main Street, the space is relatively less active. The widened sidewalk and brick paved entrance to the Village Green can serve as a gateway by maximizing transparency into the Green, enhancing connectivity, and drawing pedestrian traffic from Main Street into the lawn area. Town Hall, the Bandstand, and the large Sycamore tree are three significant features within the Green that should be highlighted as spaces for activity and visual interest. Finally, defining the edges of the Village Green, particularly adjacent to parking lots and abutting properties will add definition to the already prominent open space.



Axonometric view of the Village Green highlighting the key areas for activation

## Recommendations

- Open up views to the Village Green from Main Street to increase transparency and visibility of activity on the Green
  - Remove and/or relocate the visitor pavilion away from Main Street entrance
  - Remove shrubs on either side of the main pathway, but prioritizing the east side, and install lawn up to the edge of the existing brick paving
  - Remove the two large sail structures and posts installed in the brick paving
  - Remove the street tree on the sidewalk and infill the pit



The landscape area at the Main Street entrance obstructs views into the Village Green and should be cleared to improve visibility and connectivity



- Define the following edges of the Green with a “green wall” of variegated hedges and/or trees; consider different continuous planting schemes that build off existing plants:
  - The east and south edges of the post office property
  - At the threshold to Harbor Overlook near the edge of the parking lot next to Town Hall
  - The edge along the Ocean Street parking lot and the back of the Seacoast Inn so that both sides of the bandstand are framed by the same plantings
  - The rear of the Verizon facility
- Entrances into the Green from the parking lot should act as breaks in the continuous green edge and should be accentuated with a gate, arch, and/or lighting that marks the threshold.

# Design Proposals for the Village Green

## Seating Platform

Install wall-height seating platforms on the brick paving area

- Platform should be 15-18” high, approximately 5’ wide by 12’ long with the short end facing Main Street
- Locate platform at the transition between brick area and lawn
- Install small flush LED lights on platform surface
- Paint the platforms with either a graphic pattern or a single color consistent with Downtown Hyannis’ existing color palette.

## Custom Crosswalk

Install a custom painted crosswalk at the intersection of Main Street and the entrance to the Village Green

- The crosswalk should either be a graphic pattern or a single color consistent with Downtown Hyannis’ existing color palette.
- Consult guidelines for appropriate colors, patterns, and materials for pedestrian crosswalks.

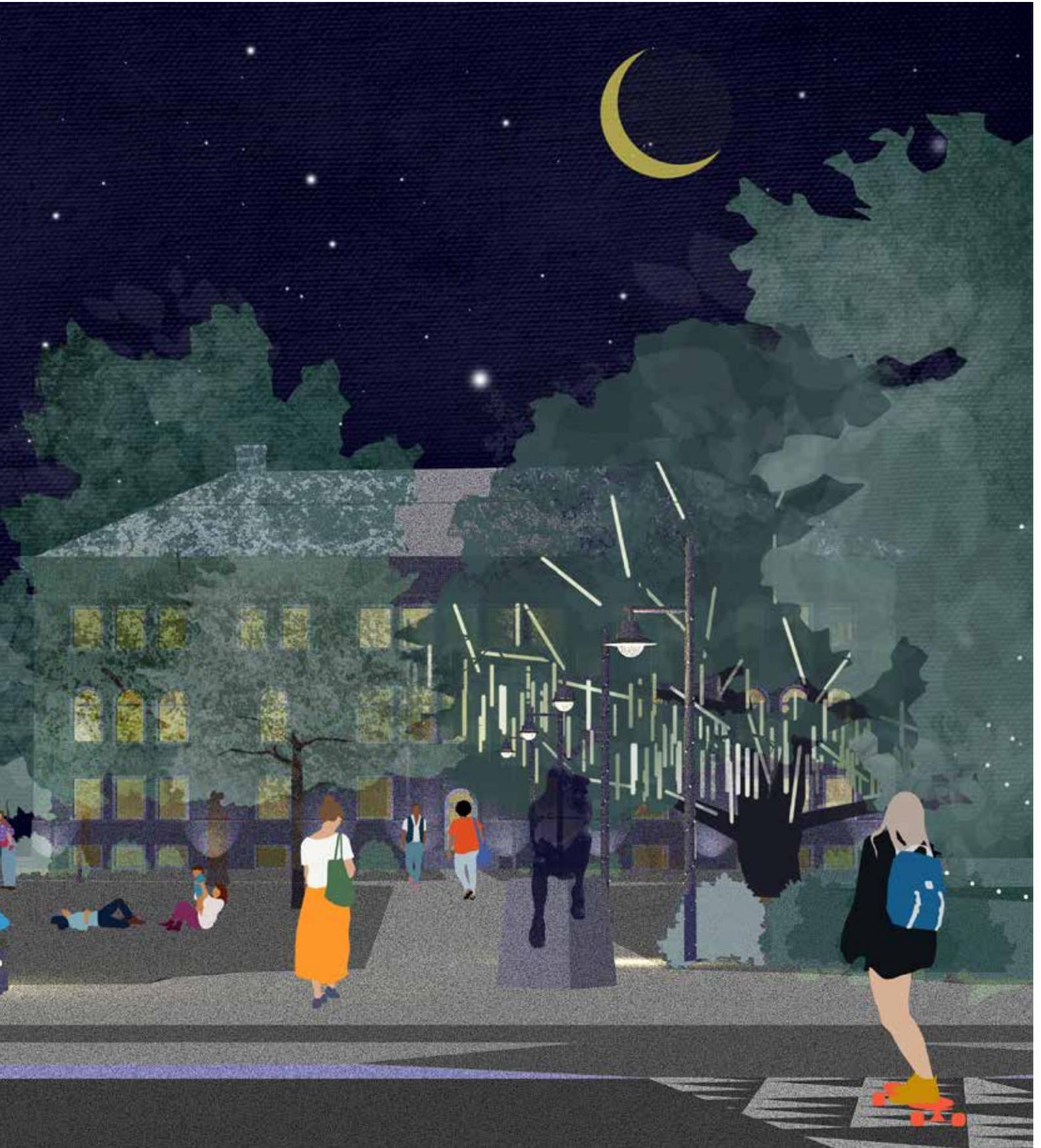
## Tree Lighting

Install infrastructure for a light installation to hang from the branches of the Village Green’s historic Sycamore tree

- Run conduit to the tree and consult an arborist
- Commission an initial light installation that enhances the prominence and “architecture” of the tree. Key to the success of the initial installation will be its ability to underscore the tree as an icon and encourage other light artists to submit proposals for the future.
- Tree location can function as a location to engage the local arts community through RFPs and competitions for future installations. This might take the form of performance; a lighting design that can enhance nighttime performance is a definite plus.



Main Street and the Village Green





The Sycamore tree and Town Hall are two iconic features within the Village Green.

### **Town Hall Façade**

Uplight the north and east facades of Town Hall in the zones of the facade where there is continuous wall surface between windows.

- Use programmable lights so the color and intensity of light can be adjusted in situ.
- Lighting colors can be changed and programmed for different seasons or events
- Involve a lighting designer or consultant to specify and coordinate the type of lights, position, angle, power, etc.



Lighting installed in tree canopy (above left and above right); building facade uplighting (below left) and ceiling plane lighting (below right)

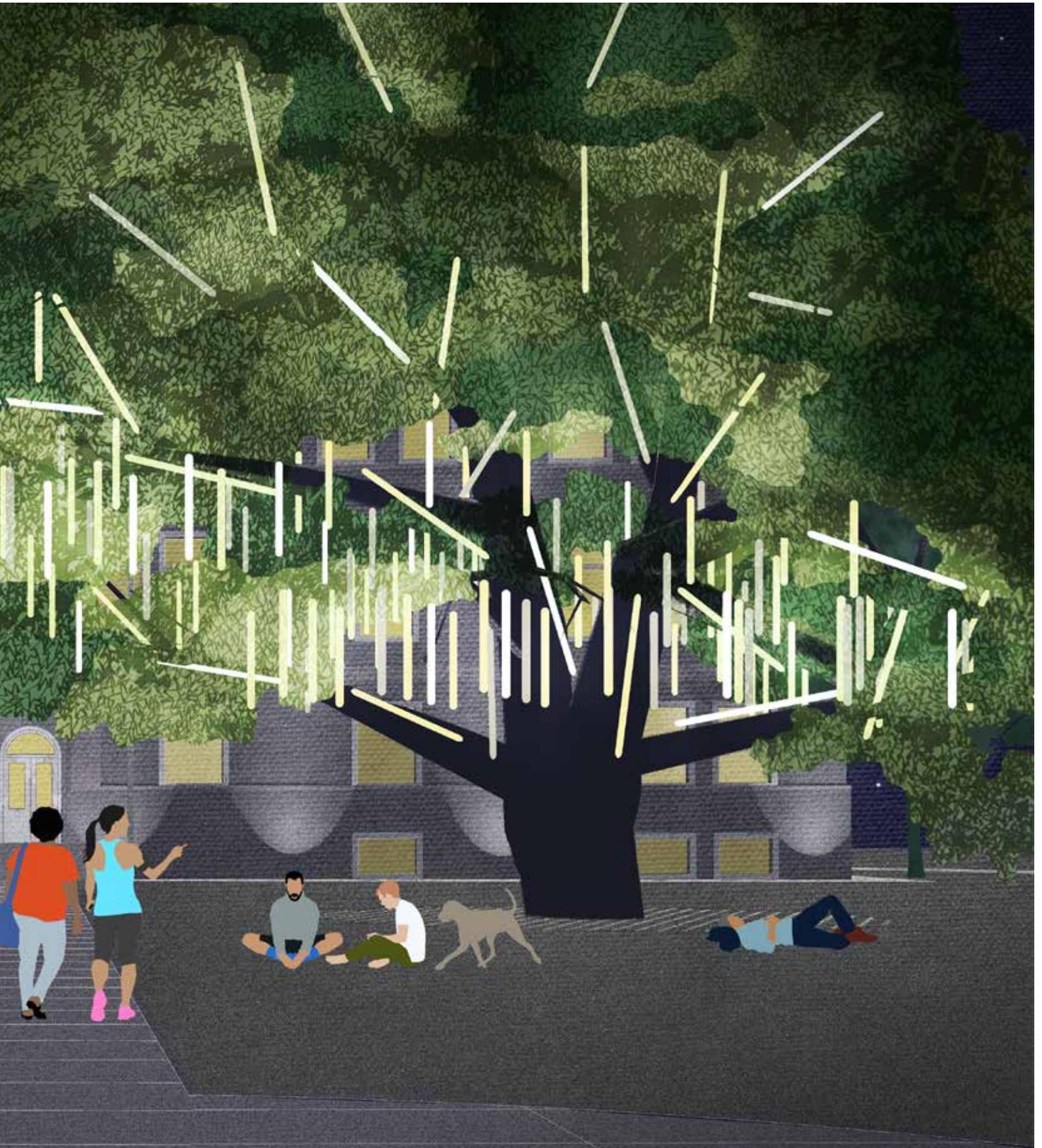
## Bandstand

Add a lighting element to the underside of the bandstand

- Lighting could be added to the shaped ceiling plane and augmented through the indirect lighting of the wall surfaces
- The Bandstand should be repainted to both freshen up the structure and enhance the light installation.
- The color of the Bandstand and the lighting of the Bandstand ceiling and walls should be considered in conjunction with the lighting approach for the feature tree and Town Hall facade.



Town Hall and the Village Green



## Village Green — Cost Estimates

Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>Seating Platform w/Lights</b>						
Wood bench seating; 5'x12'	EA	\$11,500.00	3	\$34,500	3	\$34,500
install	EA	\$950.00	3	\$2,850	3	\$2,850
LED 12v lighting	EA	\$2,500.00	3	\$7,500		
install	EA	\$1,500.00	3	\$4,500		
Tie in to existing power @ light poles	EA	\$5,500.00	1	\$5,500		
Underground power to lighting	LF	\$25.00	75	\$1,875		
Lighting design	LS	\$5,000.00	1	\$5,000		
Contingency 20%	LS	20%		\$12,345		\$7,470
<b>Seating Platform w/Lights TOTAL</b>				<b>\$74,070</b>		<b>\$44,820</b>

Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>Custom Crosswalk</b>						
Colorseal solid crosswalk	SF	\$12.00	1,225	\$14,700		
Regular crosswalk	SF	\$3.00			1,225	\$3,675
Contingency 20%	LS	20%		\$2,940		\$735
<b>Custom Crosswalk TOTAL</b>				<b>\$17,640</b>		<b>\$4,410</b>

Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>Tree Lighting</b>						
LED 12v RGB lighting; 30 EA x 1 trees	EA	\$650.00	30	\$19,500		
install	EA	\$375.00	30	\$11,250		
Light controller, tie in to existing power @ light poles	EA	\$12,500.00	1	\$12,500		
LED 12v lighting; 30 EA x 1 trees	EA	\$450.00			30	\$13,500
install	EA	\$375.00			30	\$11,250
Tie in to existing power @ light poles	EA	\$8,500.00			1	\$8,500
Underground power to lighting	LF	\$25.00	100	\$2,500	100	\$2,500
Lighting design	LS	\$5,000.00	1	\$5,000	1	\$5,000
Contingency 20%	LS	20%		\$10,150		\$8,150
<b>Tree Lighting TOTAL</b>				<b>\$60,900</b>		<b>\$48,900</b>

Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>Town Hall Façade</b>						
LED 12v; RGB lighting	EA	\$1,750.00	22	\$38,500		
install	EA	\$375.00	22	\$8,250		
Light controller, tie in to existing power at town hall	EA	\$22,500.00	1	\$22,500		
LED 12v lighting	EA	\$1,200.00			22	\$26,400
install	EA	\$375.00			22	\$8,250
Tie in to existing power at town hall	EA	\$17,500.00			1	\$17,500
Lighting design	LS	\$7,500.00	1	\$7,500	1	\$7,500
Contingency 20%	LS	20%		\$15,350		\$11,930
<b>Town Hall Façade TOTAL</b>				<b>\$92,100</b>		<b>\$71,580</b>

Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>Bandstand</b>						
Repaint bandstand	LS	\$20,000.00	1	\$20,000		
Repaint bandstand; DIY	LS	\$10,000.00			1	\$10,000
LED 12v; RGB lighting	EA	\$750.00	10	\$7,500		
install	EA	\$250.00	10	\$2,500		
Light controller and tie in to existing power at bandstand	EA	\$5,500.00	1	\$5,500		
LED 12v lighting	EA	\$450.00			10	\$4,500
install	EA	\$250.00			10	\$2,500
Tie in to existing power at bandstand	EA	\$2,500.00			1	\$2,500
Lighting design	LS	\$2,000.00	1	\$2,000	1	\$2,000
Contingency 20%	LS	20%		\$7,500		\$4,300
<b>Bandstand TOTAL</b>				<b>\$45,000</b>		<b>\$25,800</b>

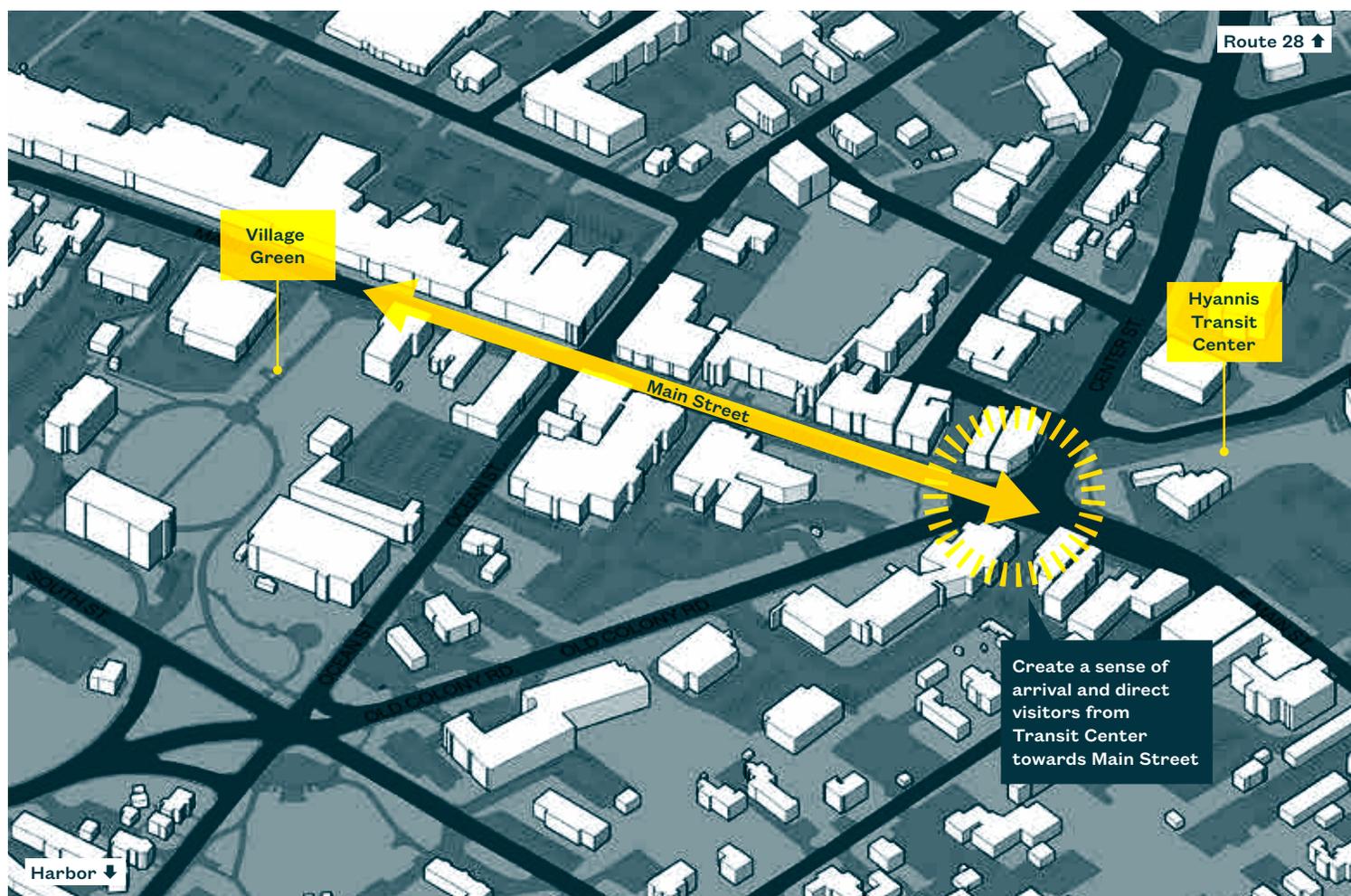
## Village Green — Cost Estimates (continued)

Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>General Landscape Improvements</b>						
Remove tree and repave pit	LS	\$4,000.00	1	\$4,000		
Relocate visitor pavilion	LS	\$3,000.00	1	\$3,000		
Remove and relocate 6 metal posts	LS	\$19,000.00	1	\$19,000		
Remove shrubs east of main pathway	LS	\$2,000.00	1	\$2,000		
sod affected areas	SF	\$3.00	1,560	\$4,680		
Shrubs along retaining wall; 3' spacing	LF	\$50.00	275	\$13,750		
mulch at planting area	CY	\$125.00	41	\$5,125		
Shrubs along rear of Seacoast Inn and Verizon; 3' spacing	LF	\$50.00	250	\$12,500		
mulch at planting area	CY	\$125.00	38	\$4,750		
Shrubs along rear of ocean street parking; 3' spacing	LF	\$50.00	250	\$12,500		
mulch at planting area	CY	\$125.00	38	\$4,750		
Contingency 20%	LS	20%		\$17,211		
<b>General Landscape Improvements TOTAL</b>				<b>\$103,266</b>		



## 2 East End of Main Street

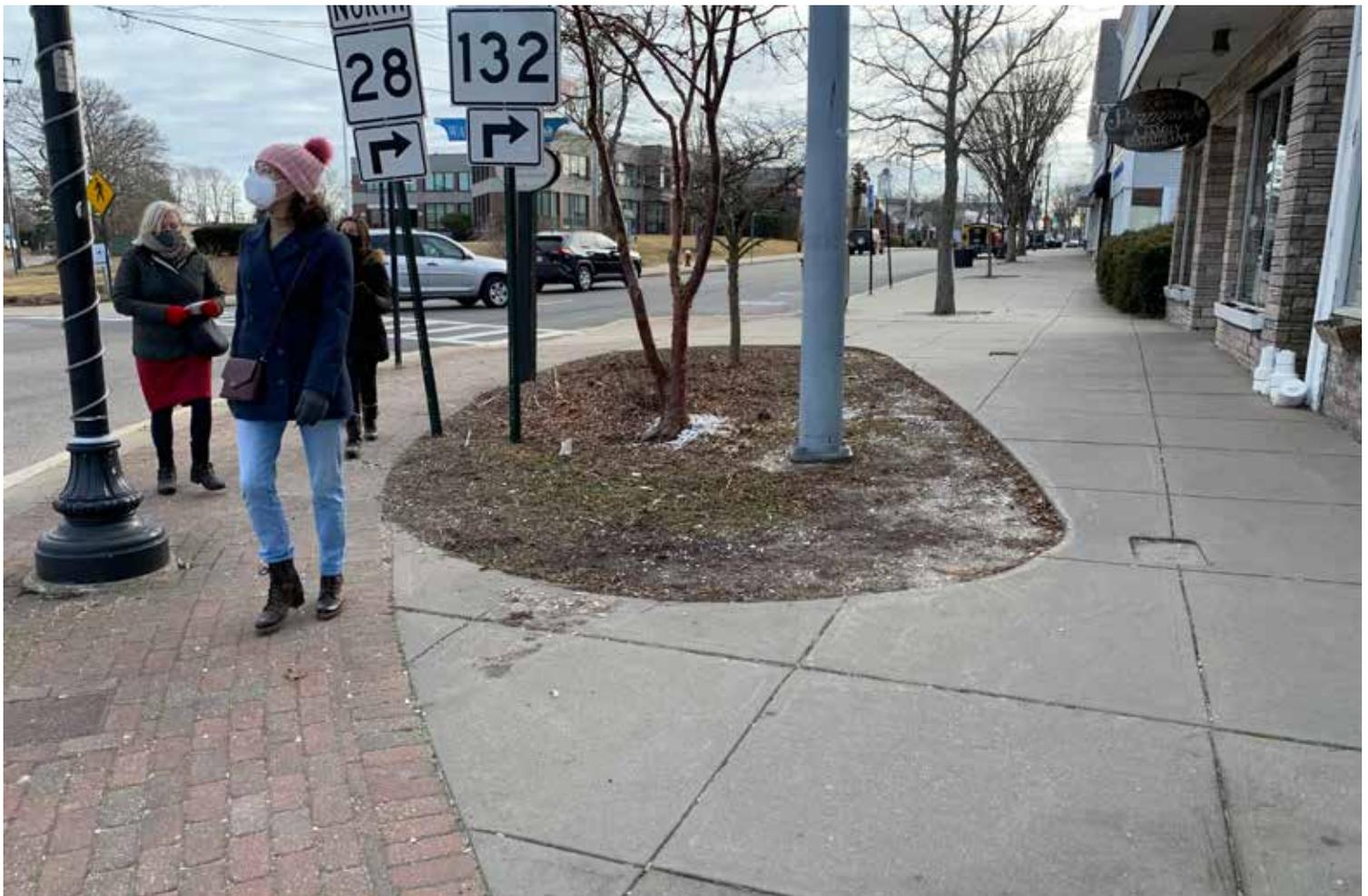
The East End of Main Street is an important gateway to Hyannis' downtown core. The intersection between Main Street, Barnstable Road, and Center Street not only is a critical touch point for visitors from the Hyannis Transit Center. A key challenge of the East End of Main Street is the lack of visibility and connectivity to the core area of Main Street near the Village Green. Specifically, the block of Main Street between Barnstable Road and Center Street is a psychological obstacle for pedestrians searching for the active downtown core. Lighting strategies should improve connectivity and visibility across the intersection, creating a gateway to Main Street, and draw pedestrian foot traffic toward the central core.



Axonometric view of Main Street highlighting the key areas for activation

## Recommendations

- Improve crosswalks at intersection, prioritizing the crosswalk at Main Street and Center Street
- Eliminate the planter boxes on the pedestrian island between the through-and right-turn lane at the Main Street/Center Street intersection to reduce the visual clutter.
- Remove existing small “sails” from street lamps to declutter the vertical elements on the sidewalk, while emphasizing a larger gateway gesture (see design proposal)
- Partner with owner and tenant of Baybridge property at the corner of Main and Center for a storefront lighting program



View of the sidewalk at the intersection of the East End of Main Street and Center Street.

## Design Proposal: Gateway for the East End

Reinstall the two large sail structures (see p.13) on the west side of Old Colony at Main Street. One structure will be in the far corner of the TB Bank parcel and the other one will be located in an area that is currently a wider section of sidewalk with a few small street trees.

- Rather than include announcements about community events, the sails should have a simple non-representational graphic pattern that includes large color fields (design and color palette TBD).
- When seen together, from Main Street approaching from the east or from the foot of the transportation center, the pair of sails will create a distinctive and memorable gateway to the main shopping district.
- The color and design of the sails should be tied to a larger graphic theme that might influence the repainting of the Bandstand, the design of the crosswalk on Main Street opposite the Green, and the relocated Information Kiosk (location TBD).



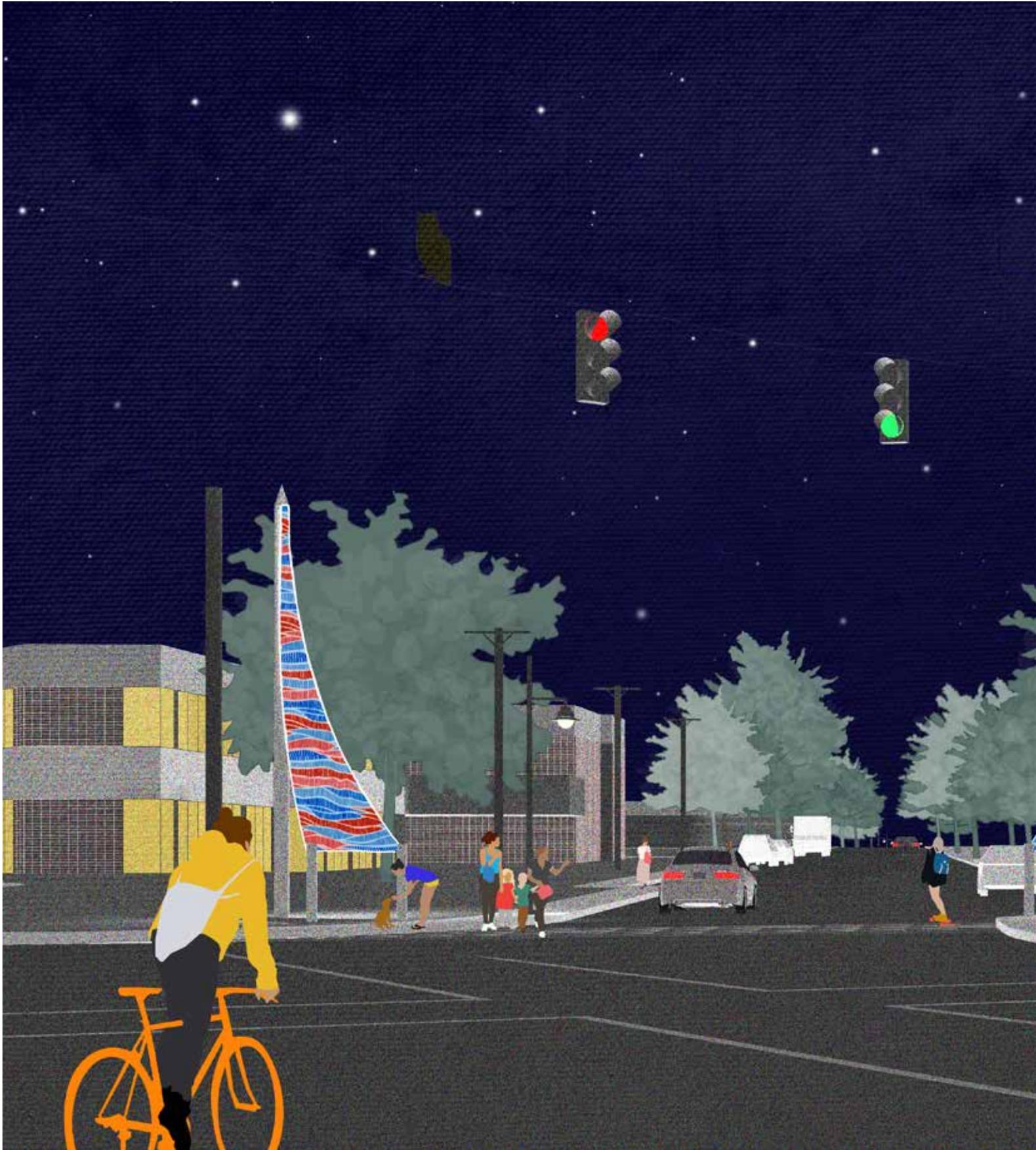
Canopy of lights over the street



Colored street lights



View of the sidewalk at the intersection of the East End of Main Street and Center Street.



East End of Main Street



## East End — Cost Estimates

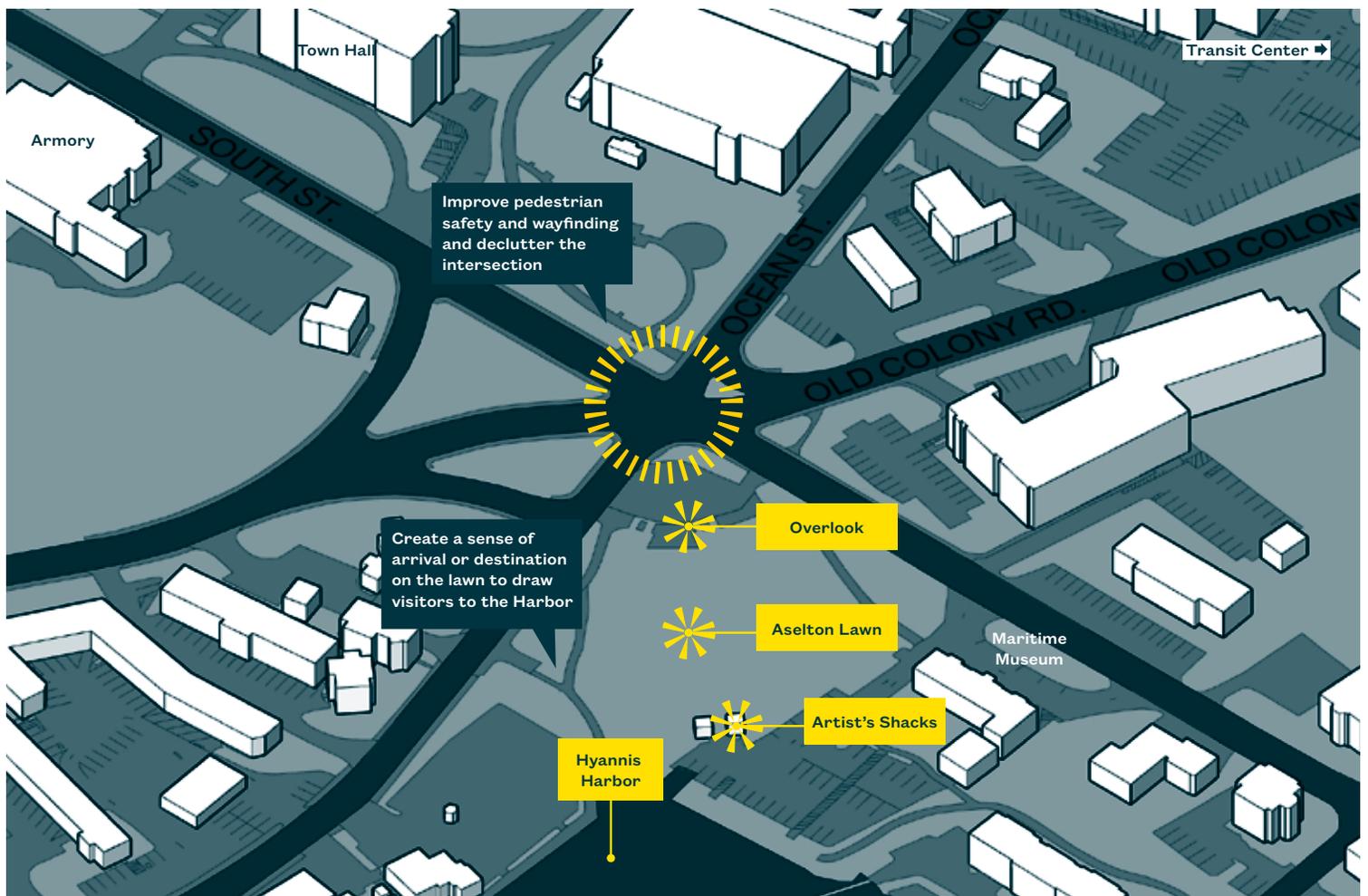
Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>Gateway Sails</b>						
Relocate 6 metal posts	LS	\$12,200.00	1	\$12,200	1	\$12,200
patch brick pavers	LOC	\$850.00	2	\$1,700	2	\$1,700
new footings	EA	\$3,500.00	6	\$21,000	6	\$21,000
new electrical	EA	\$2,500.00	2	\$5,000	2	\$5,000
Custom Sail	EA	\$3,500.00	2	\$7,000	2	\$7,000
Up lighting	EA	\$500.00	6	\$3,000		
install	EA	\$425.00	6	\$2,550		
Paving / landscaping replacement	LS	\$3,500.00	2	\$7,000	2	\$7,000
Structural engineering and design	LS	\$7,500.00	1	\$7,500	1	\$7,500
Contingency 20%	LS	20%		\$13,390		\$12,280
<b>Gateway Sails TOTAL</b>				<b>\$80,340</b>		<b>\$73,680</b>



### 3 Harbor Overlook + Aselton Park

Aselton Park abuts one of the more complicated intersections of Downtown Hyannis. Aselton Park benefits from its close proximity to the Harbor and related activities from the Maritime Museum to restaurants and shops to boat slips and marinas. The park is also well situated to draw visitors from Main Street and the Village Green to the Hyannis Harbor, but it currently lacks definition.

The key challenge with Aselton Park is to provide a sense of destination or arrival and to support activity along the Harbor. Activation or lighting strategies should take advantage of visibility to and from the Harbor as well as the large, open lawn area.



Axonometric view of Aselton Park highlighting the key areas for activation

## Recommendations

- Improve crosswalks at five-way intersection, prioritizing the crosswalk at South Street and Ocean Street and declutter the landscaping at the intersection.
- Crosswalk paint should be bold and to the extent possible, consider color and pattern.
- Maintain open space on the lawn for events and programming; and prioritize views to the Hyannis Harbor.
- Light the raised, brick paved area at the corner of the intersection to draw attention across the intersection.



The Love Local Fest transforms Aselton Park into an events venue. Photo by: Live Love Local.

## Design Proposal: Lawn Lighting

Install a constellation of lights in the lawn to be viewed from the overlook at the top of the park or from the boardwalk along the waterfront. In addition, provide uplighting for the artist shacks and stage area both for evening performances and to highlight the structures.

- Due to maintenance and other events, the installation might run from September through the Holidays or from September through the following May, in order to avoid the high season.
- Alternatively, the installation could remain year round in limited, designated areas within the park such as the sloped areas
- The lawn constellation can function as a location to engage the local arts community through RFPs and competitions for future installations.



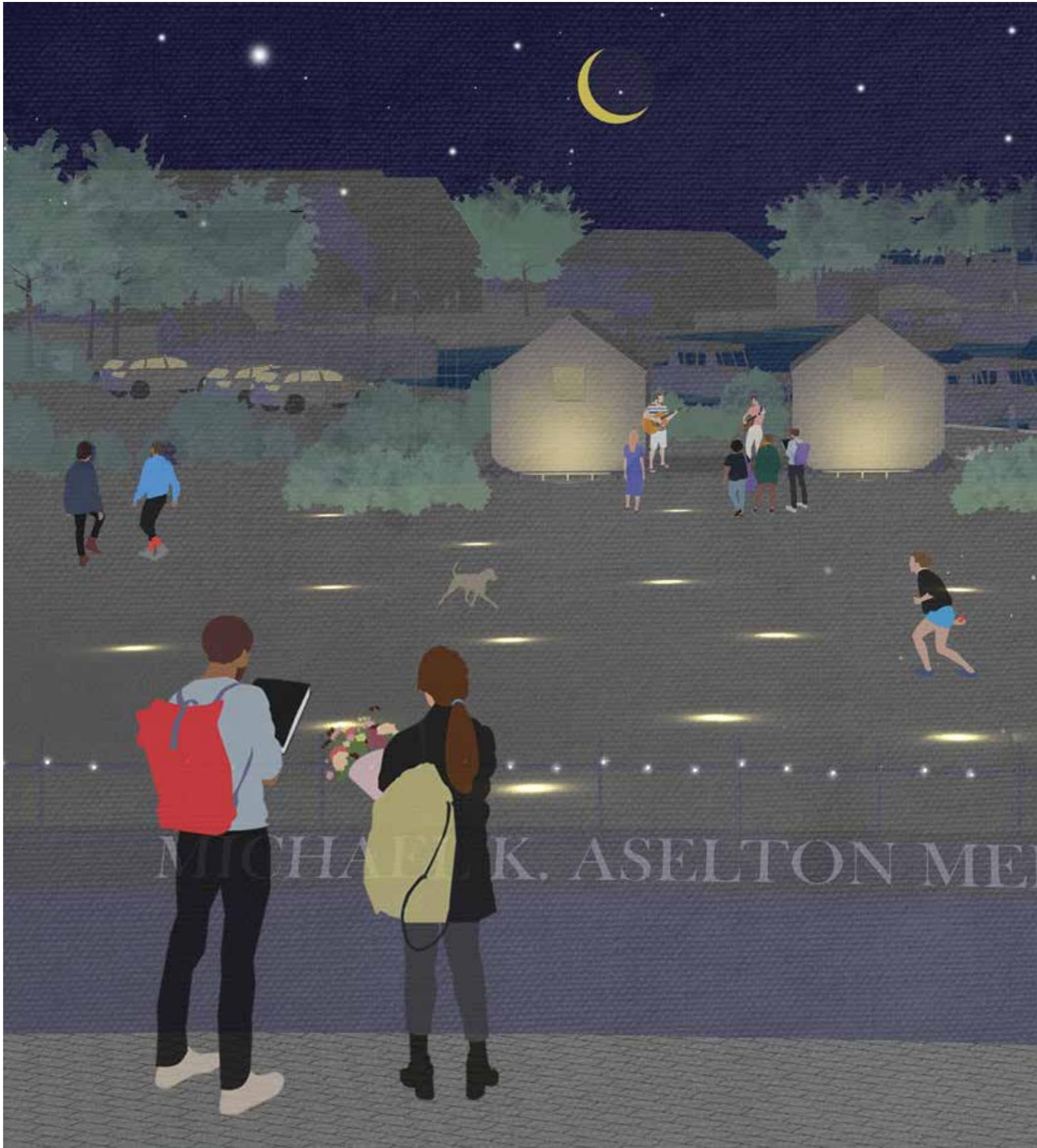
Lighting sculpture installed in the water



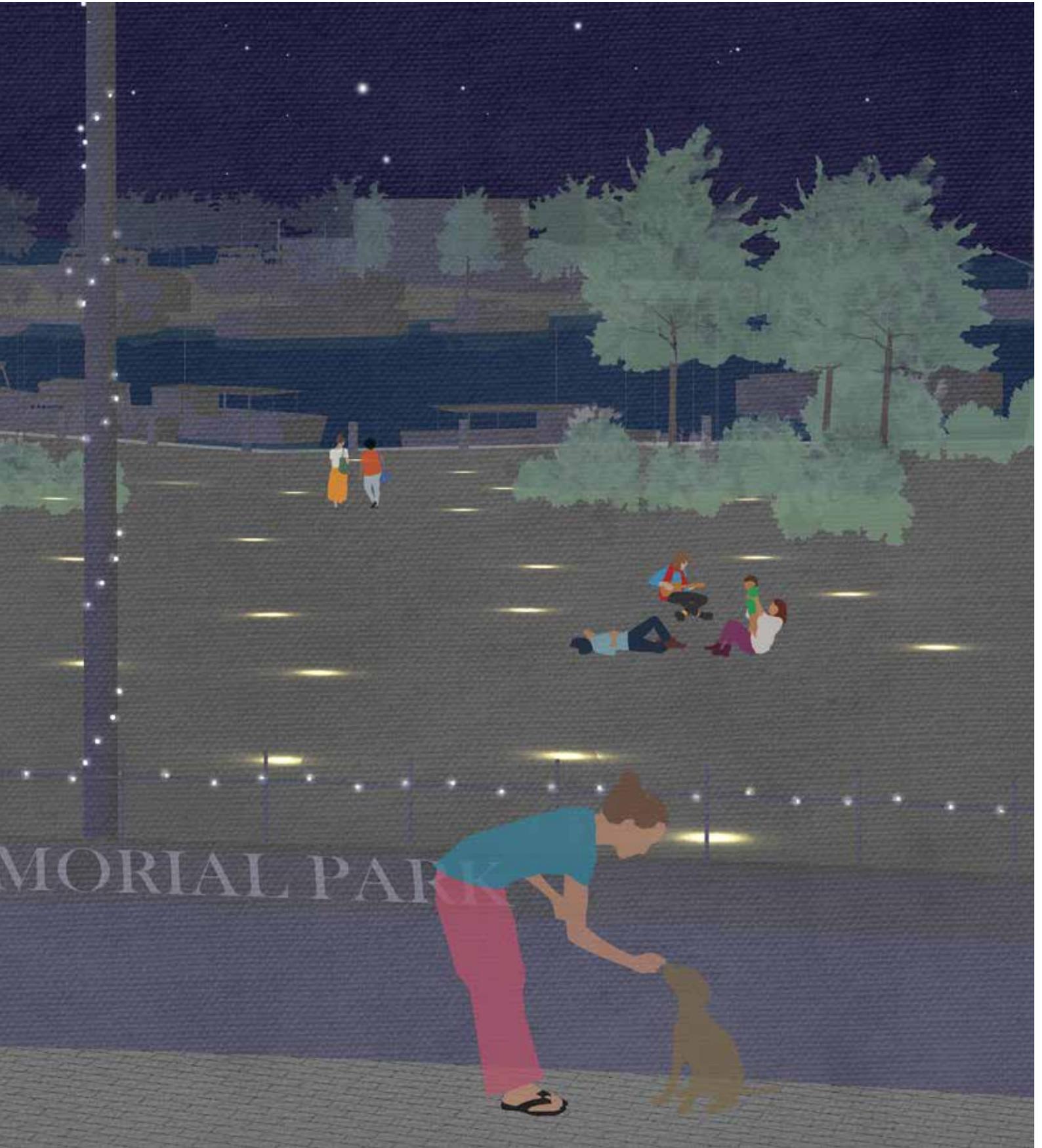
Field of lights on an open lawn



Transform the lawn into a visual spectacle, particularly in the winter months, to draw people towards the harbor



Aselton Park



## Aselton Park — Cost Estimates

Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>Lawn Constellation (Seasonal)</b>						
Solar LED uplighting	EA	\$75.00			35	\$2,625
install	EA	\$50.00			35	\$1,750
Buried LED 12v uplighting	EA	\$275.00	35	\$9,625		
install	EA	\$250.00	35	\$8,750		
Underground power to lighting	LF	\$25.00	500	\$12,500		
Control panel and tie-in	EA	\$4,500.00	1	\$4,500		
Lighting design	LS	\$2,500.00	1	\$2,500		
Contingency 20%	LS	20%		\$7,575		\$875
<b>Lawn Constellation (Seasonal) TOTAL</b>				<b>\$45,450</b>		<b>\$5,250</b>

Item	Unit	Unit Cost	Enhanced		Basic	
			Qty.	Cost (\$)	Qty.	Cost (\$)
<b>Artist Shack Uplighting</b>						
Solar LED uplighting	EA	\$125.00			8	\$1,000
install	EA	\$75.00			8	\$600
LED 12v uplighting	EA	\$500.00	8	\$4,000		
install	EA	\$250.00	8	\$2,000		
Tie in to existing power at artist shacks	EA	\$1,500.00	1	\$1,500		
Lighting design	LS	\$1,500.00	1	\$1,500		
Contingency 20%	LS	20%		\$1,800		\$320
<b>Artist Shack Uplighting TOTAL</b>				<b>\$10,800</b>		<b>\$1,920</b>



# Implementation Guide

Implementation can happen in two ways: either through direct project management from the Town or other entity, or through an RFP or juried process. In either case, the consolidated leadership of one or two project managers will be key for effective implementation. At least one of the project managers should have experience as an arts curator, since creative decisions will need to be made at every stage of implementation. The project managers should work closely with the Town of Barnstable Arts and Culture Coordinator.

In addition, installations should be funded by corporate sponsors and grants from state programs and arts foundations. The Town can also provide funding, but preferably as a supplement to other funding sources. The Town can help with permitting, on-going stakeholder outreach, etc. The two pathways for implementation are described in detail below:

## **Direct Implementation:**

Based on the specifications outlined in this document, a leadership team from the Town or other entity can execute one or several of the design proposals and recommendations. In this case there are a few things to consider:

- Budget and schedule; see cost estimates.
- Infrastructure for lighting installations including power source, coordination with other utilities, etc.
- Programming and timing of lights: year-round, night-only, seasonal, etc.
- Color and pattern of lighting: the color and temperature of the lights should be coordinated and consistent with the rest of the light installations; consistency will help the various projects read as one coherent program.
- Appearance of lights during the day - ensure that the cabling,

fixtures, or other structures that support lighting are not obtrusive during the day

- Sponsorship: donations, partnership, or sponsorship with local or regional lighting companies

### **Curation and Project Management**

For larger installations where artistic agency is more appropriate, the Town can commission design concepts from the broader arts community. Installations can be commissioned through “peer reviewed” juries, competitions, or an RFP process. These competitive processes will generate the most regional and national interest within the lighting design and arts community. The selection process should be led by the project management team.

- Juries should consist mostly of light artists and lighting designers, but should also include representatives from the local arts and business community.
- An example RFP or competition brief should include a written description of the design concept, 1-3 images of the design, an initial cost estimate of materials and labor, and a brief statement about implementation and or potential partnerships. The RFP or competition brief may consider awarding the winner a small cash prize.
- Designers can submit proposals for individual installations or two or three, depending on funding amounts and the capacity of the curator/project management team.

### **Potential Partners/Sponsors & Other Resources**

- Fiber Optic Center
- LuminArtz
- Luci Association
- Vertigo ([vertigo.dk](http://vertigo.dk))
- Design Art Technology Massachusetts
- Agora Path of Light ([agorapathoflight.ca](http://agorapathoflight.ca))

## Summary — Cost Estimates

Location	Item	Enhanced	Basic
		Cost (\$)	Cost (\$)
Village Green	Seating Platform w/Lights	\$74,070	\$44,820
Village Green	Custom Crosswalk	\$17,640	\$4,410
Village Green	Tree Lighting	\$60,900	\$48,900
Village Green	Town Hall Façade	\$92,100	\$71,580
Village Green	Bandstand	\$45,000	\$25,800
Village Green	General Landscape Improvements	\$103,266	
East End	Gateway Sails	\$80,340	\$73,680
Aselton Park	Lawn Constellation (Seasonal)	\$45,450	\$5,250
Aselton Park	Artist Shack Up lighting	\$10,800	\$1,920
	<b>Total Cost</b>	<b>\$529,566</b>	<b>\$276,360</b>





# Visual References







