



Survey Results: Proposed City of Minneapolis Public Artworks for Nicollet Ave.

From June to August, 2014, 126 people passing three locations along Nicollet Avenue were asked questions about proposed artworks. The three locations were at 31st, 35th and between 39th and 40th. Below is a summary of the results.

Respondents Demographics:

- 50% live in the 55408, 11% live in 55409 and 9% in the 55407.
- 58% were 34 years old or younger
- About 50% identified as White, 16% as Black or African American, and 11% as Hispanic/Latino.

Responses to Questions:

 About 2/3 of respondents responded the artwork would “yes, very much” or “somewhat” **contribute or add to the place**

 89% were either “somewhat” or “yes, very much” **interested in public art.**

What three words would you use to describe this artwork?: The most common words used to describe were **“unique”** and **“colorful”** (each used by 11%). **“Nice,” “green,”** and **“creative”** were each used by 8%. Others used their three words in a sentence to indicate a positive reaction, such as “it is cool,” “a good idea,” and “more attractive area.”

The design presented for the area near 35th and Nicollet received the most positive responses, with 57% of the saying the artwork would “somewhat” or “yes, very much add or contribute to the place.” Some of their reasons, included:

- Adds color to the environment.
- Attracts people and “draw interest” to the space.
- Serves as a “focal point” or a “landmark”
- Adds something to look at that’s “breaks up the ordinary”
- It is accessible: “family-oriented” and “works well with the people who with the people who frequent the area on foot, bike, and via public transit”
- Reflects the bike community in Minneapolis: “Minneapolis is a very mobile community with a lot of bikers so the message of this is, ‘Let’s go, this is fun!’”
- Shows that the community is cared for: “It’s a community builder it makes people think about their environment and keeping it nice.”

This public art effort is sponsored by the City of Minneapolis Art in Public Places Program. For a complete copy of the survey report or more information on the Nicollet Avenue Public Art Project, contact mary.altman@minneapolismn.gov.