
LIST OF RECOMMENDATIONS AND CONSIDERATIONS

Below is a list of recommendations and considerations to help guide Creatives in the development of their proposals. This list was developed with input from the Creative Placemaking Advisory Committee and will be used by the selection committee during their review. While it is not required that projects address any or all of these recommendations, applicants are strongly encouraged to incorporate any that apply to their projects.

GENERAL RECOMMENDATIONS

- **Guide People to Find their Way.** Projects can be created to direct the viewer's attention to notice certain aspects of Natick including directions to local landmarks, civic resources, places of interest, or more intangible features such as personal stories and historical narratives.
- **Include Everyone.** Natick Center attracts a culturally diverse population of people at all income levels and with different abilities. To be welcoming to all, projects should be accessible to an intergenerational audience and to people who may not necessarily live in Natick
- **Engage the Public.** Projects that are participatory, hands-on, engage viewers as participants, and provide varied opportunities to stimulate a variety of senses in Natick Center's public places and spaces (e.g., sight, hearing, taste, smell, and touch) are highly encouraged. Projects could provide an interactive experience for the public to learn something new.
- **Be Bold.** Projects may demonstrate an expansive definition of art and culture, taking a new twist on an old art form, or may invent new categories of experience.
- **Respect the Environment.** Projects should exemplify how the human and physical environment in Natick Center are regarded with care: sustainable materials and processes are used, it is safe to interact with the project, and the artistic process and messages conveyed are expressive of and responsive to different viewpoints.
- **Be Relevant to Local History.** Projects may be mindful of the physical and human history and character of Natick Center's past, present, and future. They may be grounded in and honoring of diverse local, including Native histories, but also forward-thinking and not constrained by adherence to unspoken rules or mainstream aesthetic norms.
- **Address Planning Priorities.** Projects may call attention to new regulations that are being considered to ensure that new housing developments in Natick Center will include a mix of market-rate and affordable options.

SITE-SPECIFIC CONSIDERATIONS

Moran Park

- **Be Respectful to Veterans and Memorials on Site.** Moran Park and the adjacent bridge are home to many veteran memorials. Works of art should be respectful to the veterans and to the memorials themselves. i.e do not cover, block, or defame them in any way.
- **Think About How People Use the Space.** A majority of people that enter the park simply pass through on their way to the train station, so surveys have indicated that many people do not find Moran Park a comfortable place to sit and spend time. Your artwork may address these issues by either creating more space for people to pause and relax, and/or to enhance the park's role as a gateway.

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- **Promote Improvements to Train Station.** Changes are being planned for the Commuter Rail Station to make it more accessible with the addition of an elevator which will take people from the street level to the platform. Works of art may promote these upcoming changes and help people envision the area as a new entrance to the Town.

Adams Street Alley

- **Capitalize on the Urban Aesthetic.** With its combination of murals and raw architectural features, this alley provides an urban oasis within Natick Center. Artwork here can enhance these qualities and provide additional opportunities for photographers who already frequent this area as a backdrop for their posts on social media.
- **Remember that this Space is a Loading Zone.** Adams Street is the back entrance to several businesses and restaurants, so projects here must maintain proper clearance for the trucks that use this space for loading and unloading.

Town Common

- **Think about Interaction.** Many people in community meetings wanted something to do in the Common. An artwork that is interactive may fill this gap in what the site has to offer residents. Interaction may be playful, or could engage people through their various senses.
- **Respect other Artwork.** Natick Common is already home to some public monuments, artworks, and shelters. New works of art should take these pieces into consideration and be mindful not to degrade, but to enhance the existing public amenities.
- **Make the Common more Welcoming.** People have commented on how the Common has a lack of seating, places to eat, and welcoming signage. Installations here may address these issues by making the Common more accessible and inclusive.