WINDSOR ART MASTER PLAN





UNIVERSITY TECHNICAL ASSISTANCE

The Colorado Center for Community Development

Technical

Assistance

COLORADO

Colorado

Colorado Department of Local Affairs

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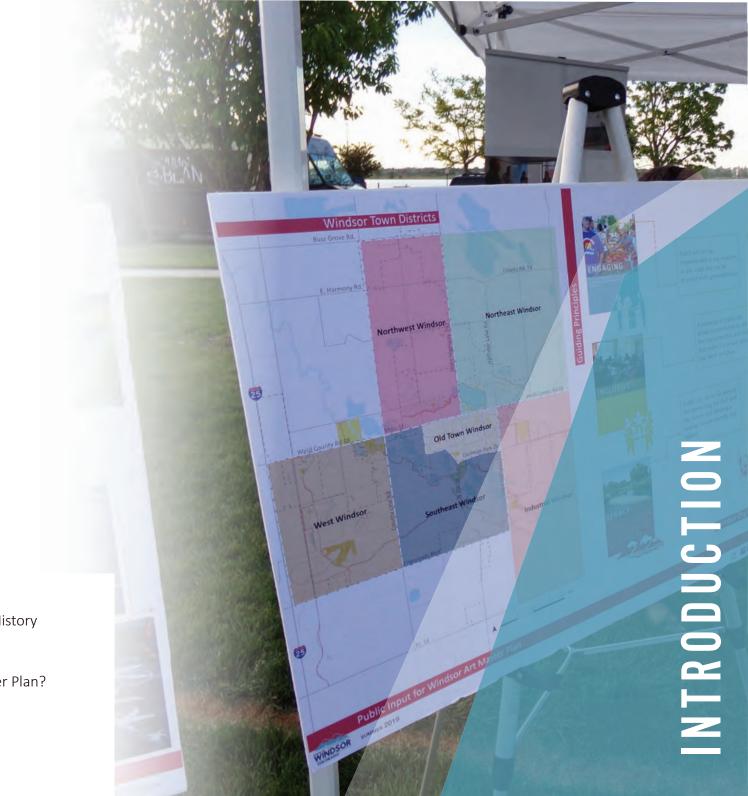


Executive Summary

Windsor, CO is a unique community that is attracting attention as a wonderful place to live, work and play. As Windsor continues to grow, it's become increasingly important for the town to cultivate its public art program. **Public art is a tool that a community can use to define their unique identity, differentiate themselves from surrounding communities and beautify public spaces.** With thoughtful art placement in key trail and park locations, infrastructure systems, town gateways and neighborhood entryways, Windsor's cohesiveness as a town and uniqueness as a creative community will be strengthened. **Public art programs are on the rise in Colorado communities big and small; there are currently more than 40 municipal public art programs that exist across Colorado**. Public art programs help communities define the types of artwork to be commissioned or acquired, aid in site selection and ensure context-appropriate placement of public art, define guidelines for artist selection and create operation and maintenance schedules for public art collections. Building a robust public art program takes planning and public engagement. **The Windsor Public Art Master Plan will serve as an actionable tool that provides guidance for the Town of Windsor, future art committees, artists, community stakeholders and others interested in helping advance the future of public art in Windsor.**

This plan is structured around the following guiding principles for public art: artwork should be engaging, relevant to the unique context of Windsor and inclusive of all residents. These guiding principles for public artwork will enhance Windsor's legacy by building a thoughtful and contextually appropriate public art collection that represents the community's values. In order to best understand and represent the widest selection of the town's preferences for public art, a districting approach was taken in this plan. Each district represents a geographic portion of Windsor that has shared characteristics in population density, land use typologies and defining architectural styles. Each district has identifiable short and long term goals and priority sites for public artwork. These proposed goals aim to strengthen Windsor's identity by reinforcing connectivity between districts, parks and community spaces. Furthermore, short and long term strategies will help to create phases where necessary, especially with regard to future infrastructure, commercial and residential areas and to address Windsor's continued rapid growth. This plan also includes complete results from the public engagement processes that were undertaken in the Spring and early Summer of 2019. The Town of Windsor has engaged residents and the public survey generated over 630 responses. This feedback was crucial for town staff to understand the community's desire for more public art in Windsor. Residents who responded to the survey overwhelmingly wanted to see more public art in town. The final sections of this plan cover the implementation work necessary to create a public art program. This includes case studies of other communities' programs, funding streams for public art and information on maintaining a public art collection. This information, along with the guiding principles, strategies and goals, will serve as a launching point in Windsor's development as a cultural hub in Northern Colorado. This Public Art Master Plan is intended to be updated over time as both the community and art collection grow.





- _____ Context and Windsor History
- What is Public Art?
- Guiding Principles
- Public Art Forms
 - Case Studies

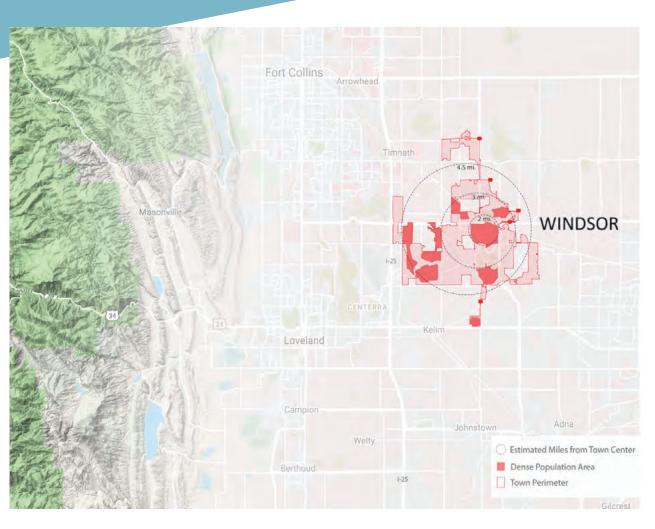
Context



Sugar beet harvesting in Windsor, CO 1905



Main Street in Windsor, CO 1905



Windsor History

The history of the Town of Windsor stretches far beyond its official incorporation in 1890. Before American and European travelers began to settle the area, the place we call Windsor was home to immense herds of bison and the Native peoples that hunted them. Archaeological evidence at the Kaplan-Hoover Bison Kill Site proves human occupation of the area as early as 800 B.C. This important site, now listed on the National Register of Historic Places, is located in what is now called the River West neighborhood.

In 1873, a settler named J.L. Hilton built a small house along the Overland Trail wagon road midway between Greeley and Fort Collins. The Halfway House, as it became known, served as a stopping point for travelers, stage coaches, and mail deliveries as they made their way along the dusty wagon trail. The arrival of the Greeley, Salt Lake and Pacific Railroad in 1882 reduced the necessity of the Halfway House as a stage stop, but it remained a bustling inn and saloon for many years. The Halfway House still stands as the oldest building in Windsor on County Road 15 just north of Main Street.

The railroad didn't just make it easier for people to travel through Northern Colorado, it facilitated the transport of farmers' crops and brought in investors and businessmen in increasing numbers. New advances in irrigation practices made it possible to sustain massive farms of wheat and, most importantly, sugar beets. Like many northern Colorado towns, the sugar beet played a major role in the growth and development of Windsor. Sugar beets were a cash crop that was often called "white gold." The beets were chopped, processed, and refined into table sugar at the Great Western Sugar Company's factory in downtown Windsor from 1905 until its closure in 1966.

The sugar beet industry attracted large immigrant families to work on the labor-intensive beet farms and in the sugar factory. The majority of these immigrants were Germans from Russia, whose culture made a great impact on the food, architecture, and businesses of Windsor. Immigrants from Mexico, Sweden, Greece and other European countries also came to Windsor at various times during its history. All of these immigrants played an important role in shaping the future of the town.

With the closing of the sugar factory, a new industry moved into Windsor. The Eastman Kodak Company, an industry giant in camera and film products, broke ground on a new manufacturing facility in Windsor in 1969. The company employed thousands of Windsor residents for years, and to this day, the town remains a blend of agricultural, commercial, and industrial enterprises.

What is Public Art?

Public art can be implemented in any medium, at any scale and can be enjoyed multi-generationally.





A presence of public art allows a community to define the characteristics and traits that make it a unique place to live, work and play.

In a place like Windsor that is experiencing significant growth, public art can be an avenue for connecting the past with the future and creating a lasting cultural identity and legacy.



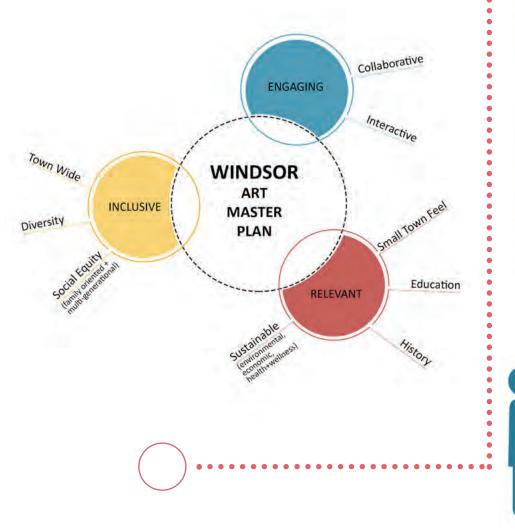


A public art master plan is an important piece of the public art program in any municipality. It is an invaluable tool that provides everything from visioning, to expected maintenance costs, to public art selection processes. This plan has the potential to provide support for local artists, strengthen the community and support tourism. Ultimately, this plan can help create a distinct identity for Windsor within the region.



Guiding Principles

The team creating this report worked with town staff to help create three guiding principles that would help to orient the public art master plan. These guiding principles are intended to enhance Windsor's legacy.





The Town of Windsor promotes a sense of place within the community. Public art will encourage residents to interact with their environment in new and exciting ways.

INCLUSIVE

The Town of Windsor values diversity and strives to promote equity in all of its programs. Public art will be accessible to all people regardless of age, race or socioeconomic status.

RELEVANT

The Town of Windsor is a modern town with historical roots. Both of these aspects are key to the community's identity, and public art will help illustrate how Windsor is inspired by the past and is looking toward the future.



Public Art Forms





Environmental





Infrastructure | utilities





Infrastructure storage and travel Temporary Installation

Infrastructure | areas of rest

Sculpture

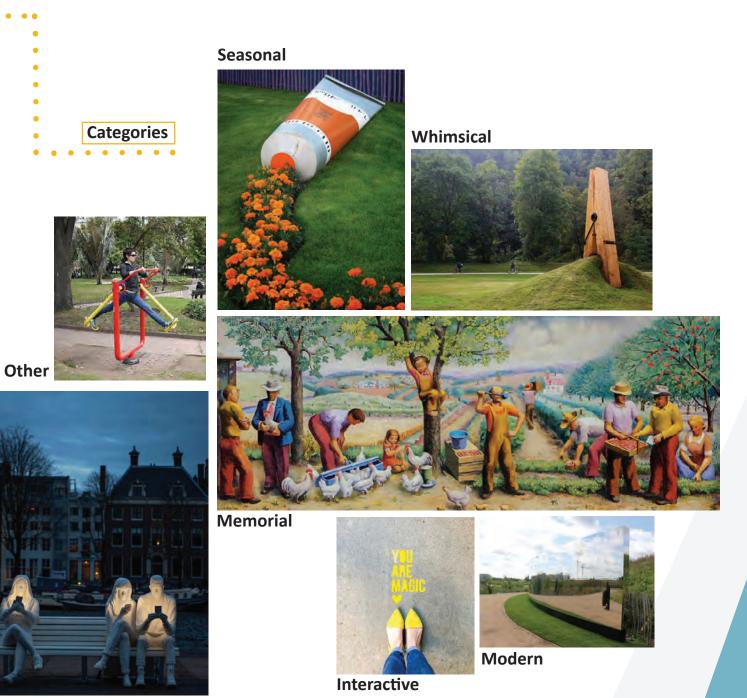




Before and the second and the second



Community Art



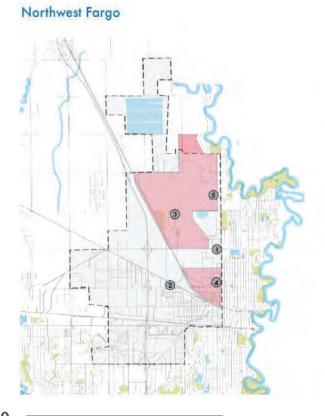
Educational



Example of Utilizing Short and Long Term Goals

The Fargo, North Dakota Public Art Master Plan is a thorough, well organized and graphically engaging document. The approach to clearly identifying opportunity sites in different zones of the city inspired portions of the Windsor Art Master Plan.

Example of Districts to Suggest Priority Sites for Art



GOAL

Develop annual work plan based on the budget for the year This

includes art for

compared with last year. Develop evaluative oritine for each project, and use this to guide reporting at end of year.

· Airport NDSU campus • Wide road corridors [I-29] • Tech district Sports Complex
 NDSU ag plots

-

3 Arport

City Hall, new commissioning projects, and grants to artists. Determine what, if any, changes should be made to the projects commend with

YEAR ONE

of each project,

using reports. from the City Hall

curator, updates from staff about

the commission projects and

grants, and

nubes fribri

ingage outsit

weisee project new initiatives as

nonthly meetin

Continue developing current projects, including art for City Hall, commissioning art for public spaces, and funding independently developed projects by individual artists and teams

As projects come to fruits coordinate

documenta evaluation and

neluding me eleases about

key project benchmarks

achieved, Prepare draft budgets for the next year.

YEAR TWO

Share stories

of project

with City

members,

artists, and other stakeholders.

Finalize budge

for next year

Commis along with testimonials from communit

CUS AREA:	Maintain Cur	rent Programs	
IORITY RANKING	HIGH		
HO IS RESPONSIB	ACC with cor members	nsultants, advisors an	d selection committee
YEAR TH	REE	YEAR	FOUR
inalize work plan vaced on the usidget for the east, Determine what, if any, hanges thould be rade. If program taf has changed, re sure to account or transitioning readership of morects. Update	Monitor progress of each project, including reports from the Ciry Mall curator, updates from itsiff about be commissioning projects and grants.	As projects come to Inution, coordinate documentation, evaluation, and communications, including media nelesses about kay project banchmarks achieved. Prepare draft budgets for	Share stories of proyect accompliatments with City Commissioners, along with testimonials from community members, artists, and other stalseholders. Finalse budgets

GUIDING

PRINCIPLES:

FOCUS AREA:

evaluative criteria

for each project to be used at end of

P

W

YEAR	FOUR
As projects come to Inution, coordinate documentation, evaluation, and communications, including inveda celeses about key project benchmarks achieved. Prepare draft budgets for the next year.	Share stories of project accomplishmen with City Commissioners along with testimonials from communits from communits from communits from communits from communits from communits from communits from communits from community for next year.

Citywide and Regional Mindfulness

and indigenous peoples • Education and Lifelong Learning

Equity, Fairness and Transparency
 Cultural Diversity: people of color, new immigrants



2 Gran bes on 120 Avenue 1





CELEBRATE THE RIVER

Public art that focuses attention on Fargo's river can increase use of this natural resource, as well as raise awareness of its value, and the importance of river stewardship. The art can be kinetic, interactive, and engage perceipt in han and educational ways—day and high, in all secons.

MELACE PARAMETER

WATER APPRECIATION











Expand upon the Forgio Project, using art and landscape to increase community overness. and understanding about Forgi's watersheet, dimining water, streamwater provids & runoff, drainage ditches, the JM Area Diversion project, and more, Public art can also held create a comjected relevant of parts and trails using waterways, and build a teners of identify for Forg



















Hervest Gen



Example of Themes to Guide Public Art

Be EMERGING CULTURAL DIVERSITY

Public art is a powerful tool that can bring communities together and create apportunities for understanding and awareness building between different cultures. It can help raise the currency of human values and bring out the human qualities in us.















THE CITY ON THE GREAT PLAINS

Same by DesignDapod

Use BIG ant, earthworks and land ant to emphasize the vast landscape that Fargo is built Major roadways, corridors and gateways can be planted with prairie, sevanna and orch plants to emphasize the historical and orce of the land, and artworks can capture the placew spirit of Fargo's culture. Use the momentum of Soutbuster's reinstallation to inspire big ide bold visions.







60⁻⁰

Tarmier Springs Park



Ourry Rogs, Seatle, WA

Case Studies- Town of Frederick Art Master Plan

The Town of Frederick Art Master Plan is a comprehensive guide intended for the town to utilize in order to establish the community's identity. The approach in this report includes an informative community survey and a short and long term goal component.

Example of Community Survey Results

of respondents think it's important for art to connect to downtown. of respondents like the existing art in Frederick as a whole.

"Do you like any of the examples in the art precedents shown? Which ones?"

Survey participants were shown two boards of precedent images and asked to choose the ones they liked the best. The image below shows the precedents that were most often chosen with the most liked image being an interactive water art installation, the second a light sculpture and the third a touchable metal statue.



Example of Guiding Principles



Example of Short and Long Term Goal Approach

Strategies - Trails



TRAILS & ROADWAYS

General Guidelines

Can be both pedestrian scale and vehicular scale Consider safety and visibility with art placement for roadways and trails Trail art can be placed and integrated to lead the visitor along the trail Celebrate utility boxes as canvas for art along trails and roads

Short Term - Trails

Focused on existing infrastructure, prioritizing art placement along trails that most directly connect neighborhoods to one another and to parks

Place Art at high use locations at trails, such as trail-heads.

Long Term - Trails

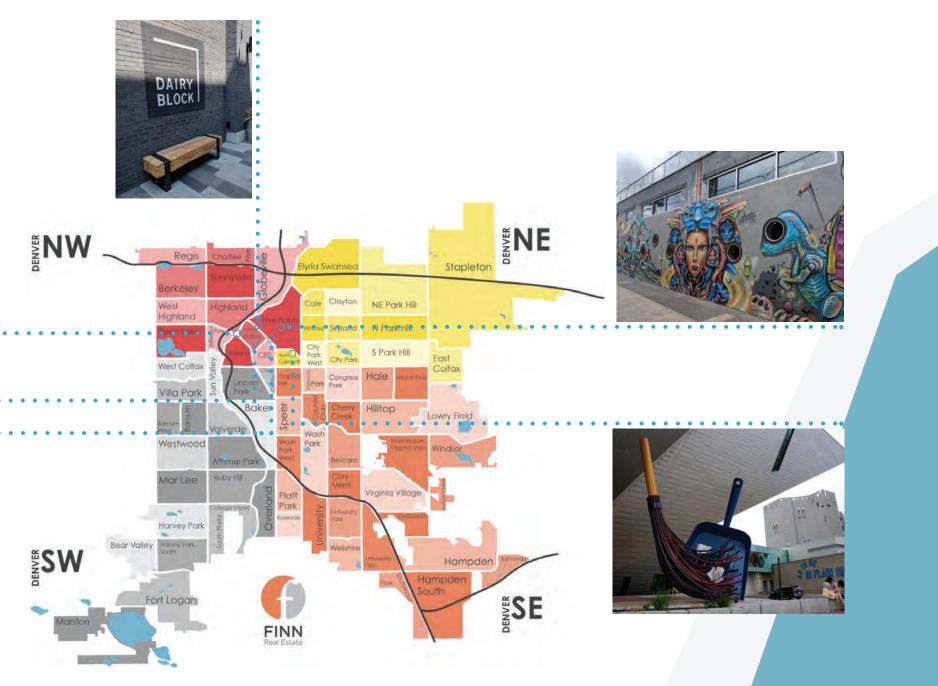
Continue to focus on trails that create connectivity on a town-level Consider the plan for an art walk along a specific trail Utilize future planned infrastructure Integrate art with future trail improvements, future phases of trail development or trail enhancement projects.

The Denver Public Art Program was first established in 1988 by Executive Order No. 92 from Mayor Federico Peña. Ever since its inception, there are over 400 works of public art currently in the collection, with nearly 40 public art projects in progress (as of February 2020). It is especially crucial to recognize that 40 million dollars have been invested into the public arts program since 1988. This is partly due to the added ordinance in 1991 by Denver's City Council stating that 1% of any capital improvement project over 1 million dollars undertaken by the city be set aside addition of public art. Featuring a broad range of artists that work with various media that strive to capture Denver's history and diverse culture is one of the biggest goals of the Public Art Program. Furthermore, along with being transparent with public, the program strives to encourage public engagement and activity within Denver's many public plazas and open spaces.



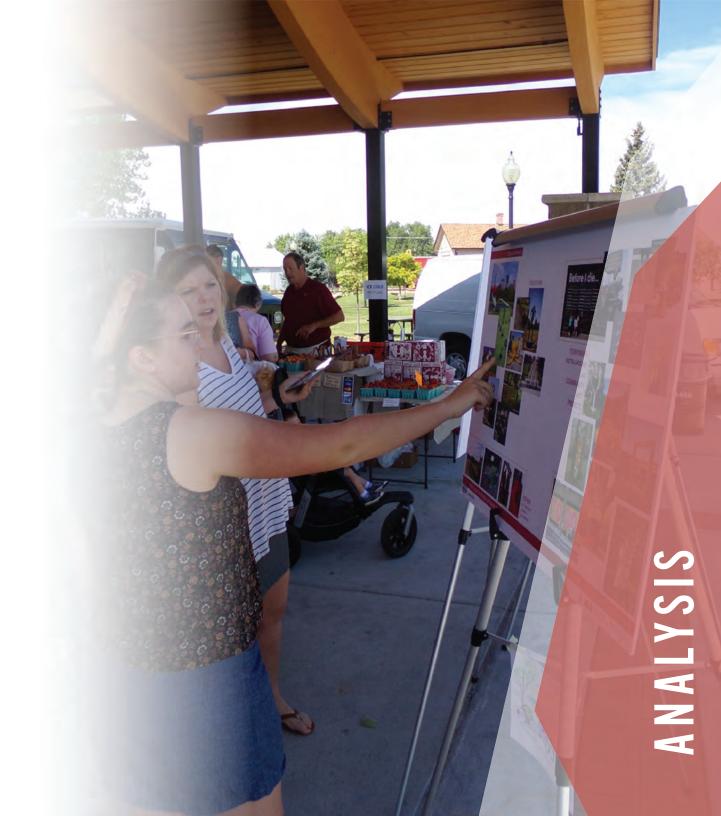






INTRODUCTION





_____ Art in Windsor

—— Public Input

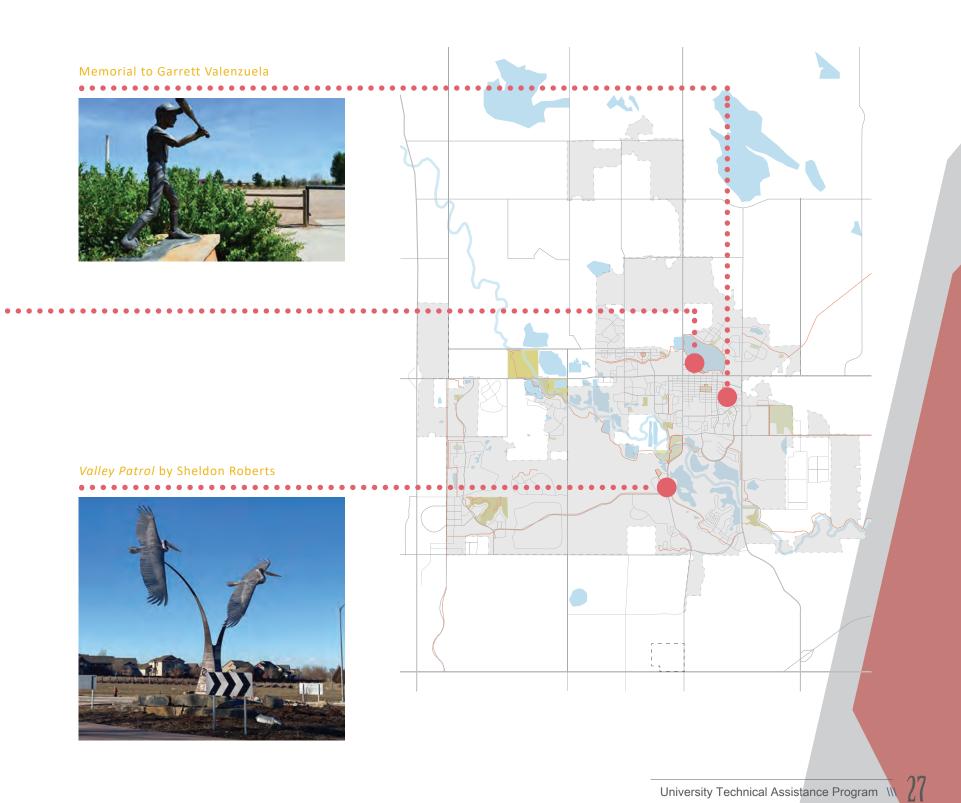
Art in Windsor

The public art collection in Windsor currently consists of several metal sculptures in three different locations around Windsor. The first set of bronze sculptures represent a family of beet farmers, another is a memorial to a local boy. Additionally, a soldered metal sculpture depicting two large soaring pelicans was completed in January 2020. There are other instances of artwork on display in public or semi-public areas of Windsor, but all of those have been commissioned and paid for by non-public entities.

Windsor is experiencing significant growth within its town limits. As Windsor continues to grow, there has become a greater interest in developing a stronger public art collection. These types of programs are becoming an important piece of municipalities across the state and beyond. After the completion of the Windsor Public Art Master Plan, the town plans to create a Public Art Advisory Committee which will help decide how to integrate public art into the Windsor fabric. This committee will receive oversight from the Town Board and will be responsible for a variety of tasks. These may include accepting gifts of art from private donors for placement on town-owned property, making purchases of art for the town's art collection, selecting sites for the display of the collection and providing for maintenance of the collection.

Coming Home by Austin Weishel





ANALYSIS

Founder's Green Park

Public Input

Public input was collected during Summer 2019. A survey was given out in person (at the events highlighted on the map) and online. These images highlight the students collecting community feedback and administering the survey in Windsor.



NEWS LOCAL NEWS

Windsor asks residents to take public art survey

(f) By REPORTER-HERALD STAFF | June 8, 2019 at 11.57 pm











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Art and Heritage Center - Lego Unveiling Event





Boardwalk Park

- Summer Concert Series
- Farmer's Market







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Events Attended



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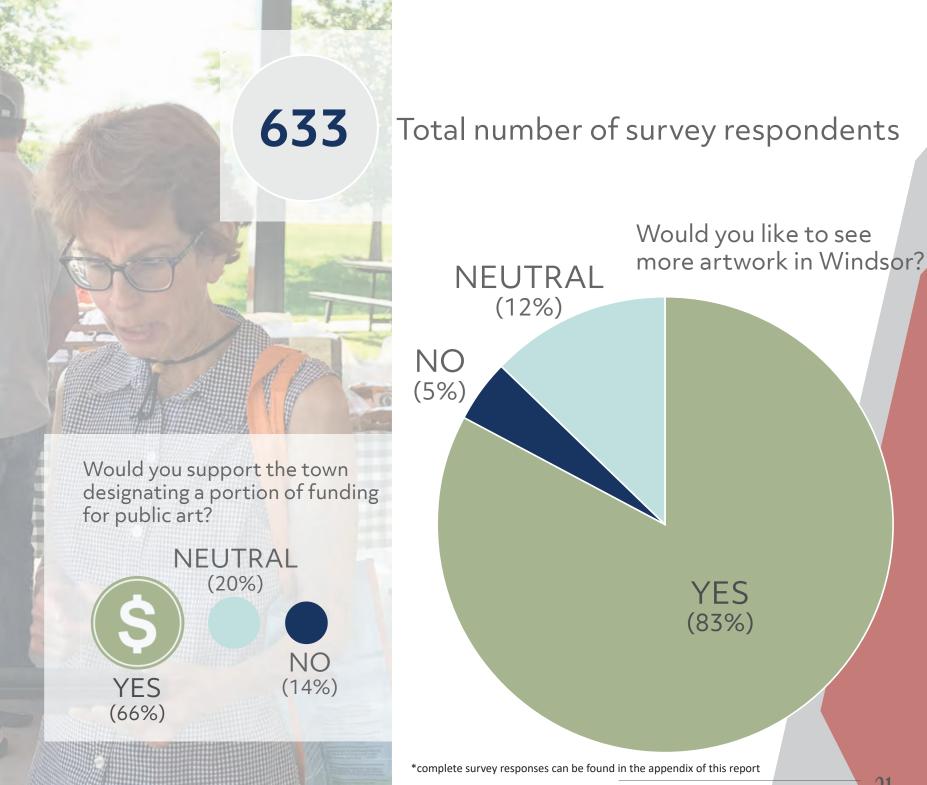
ANALYSIS

29

Public Input

The town of Windsor has a rich heritage and important local stories. To capture some of these unique stories, we asked an open-ended question as part of the survey that allowed respondents to share an interesting fact or something unique about the place that they call home. The word cloud below represents the most commonly occurring words that popped up within the respondents' answers to this question on the survey. People seem to appreciate Windsor's small town feel, its agricultural surroundings and its unique history as a beet farming community. Additionally, respondents highlighted the open spaces, parks and trail networks as some of the things that make Windsor a great place to be.

Standing F



ANALYSIS

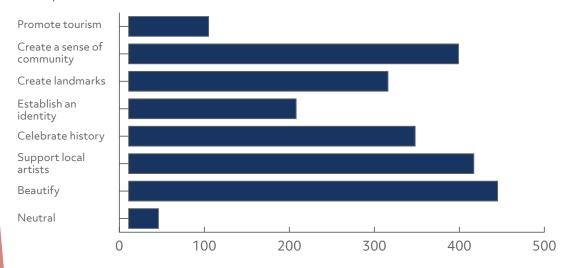
31

University Technical Assistance Program

"Windsor has a rich farming and agricultural history."

"Windsor is a great, loving community of people"

How would you like public art to impact Windsor?



"Windsor has energy! Wind, solar, natural gas + oil"

"The pelicans! The herons! The eagles! I love watching the wildlife as I walk the trails of Windsor!"

"It's the land of unicorns and rainbows! Seriously though Windsor has a special hometown magic."



STRATEGIES

- Overarching Strategies
 Overarching Goals
- Districting Approach



STRATEGY 1

EMPOWER RESIDENTS IN CONTINUING TO ENGAGE WITH AND PARTICIPATE IN THE PUBLIC ART PROCESS. THIS INCLUDES FORMING A PUBLIC ART ADVISORY COMMITTEE (PAAC) AND WORKING WITH LOCAL GROUPS SUCH AS NEIGHBORHOOD ORGANIZATIONS WHEN DECIDING ON LOCATIONS, ARTWORK TYPES AND SELECTION PROCESSES

STRATEGY 2

STRIVE TO PRIORITIZE SELECTING ART THAT IS IN LINE WITH THE GUIDING PRINCIPLES OF THIS REPORT - RELEVANT - ENGAGING - INCLUSIVE

STRATEGY 3

INCORPORATE ART THAT BEAUTIFIES THE TOWN AT BOTH VEHICULAR AND PEDESTRIAN SCALE AND IS LOCATED TO CREATE A MEANINGFUL PRESENCE IN THE EVERYDAY EXPERIENCE IN WINDSOR

STRATEGY 4

PRIORITIZE PUBLIC ART INTO FUTURE DEVELOPMENT PLANS. THIS INCLUDES INTEGRATING PUBLIC ART INTO COMPREHENSIVE PLANS, PARK AND RECREATION MASTER PLANS, TRANSPORTATION PLANS AND FUTURE ANNEXATIONS

STRATEGY 5

DIVERSIFY THE PLACEMENT OF NEWLY ACQUIRED PIECES OF PUBLIC ART ACROSS DIFFERENT LAND USE TYPES. THIS INCLUDES CONSIDERING THE UNIQUE CHARACTER OF SURROUNDING CONTEXT AND NEIGHBORHOODS AS WELL AS LOOKING AT VISUALLY PROMINENT LOCATIONS AND ATTRACTIONS THAT HAVE HIGH NUMBERS OF VISITORS

STRATEGY 6

SUGGEST THAT ORGANIZATIONS LIKE THE DOWNTOWN DEVELOPMENT AUTHORITY, TRANSIT AUTHORITIES AND DEVELOPERS INCLUDE RELEVANT ART PIECES AS KEY COMPONENTS IN PUBLIC AREAS OF NEW PROJECTS SHORT-TERM GOALS: 3 - 5 years

- Focus new art pieces and acquisitions in the downtown, parks, and along trails and the lake front at Windsor Lake
- Form a Public Art Advisory Committee (PAAC) representative of the demographics of the Town of Windsor to help advocate and guide the integration of art into the town
- Have the PAAC define processes and guidelines for obtaining art and participate in Calls for Art and Community Art Competitions
- Take advantage of parcels already owned by the town to add artwork created by local artists to regional trails and parks
- Utilize art to reinforce a gateway entry into Windsor from I-25 along a primary East-West roadway
- Incorporate a variety of art types into the fabric of Windsor
- Consider a variety of art media, variety of artists and short term engagement techniques
- Consider low cost competitions
- When possible, include the history of Windsor into art competitions and art selection
- Encourage art-related functions and events
- Create a strategy to publicly fund public art and include creative mechanisms to do so

LONG-TERM GOALS: 5 - 10 years

- Strive to have one new key piece of art in every district by 2029
- Work in concert with long term plans including town-wide comprehensive plans and parks and recreation strategic plans to incorporate
- art into new infrastructure and community amenities
- Create "Tour of Windsor" art guide to provide educational materials behind the content of the art, art placement and artist
- Build new live /work / studio spaces to attract local artists to Windsor (artist in residency programs)
- Plan and execute an "Art and Heritage" event where local and non-local artists can participate in a weekend of public art events and celebrations
- Pursue a feasibility survey for implementing a cultural district funded by a tax increase or fee on new development
- Consider applying for a Colorado Creative District, if desired

Districting Approach

In order to ensure that the entirety of Windsor was represented and considered within the Public Art Master Plan, a districting approach was taken. The town of Windsor can use this framework in order to prioritize placement of artwork in each of these six districts. Throughout the survey process, it was very helpful to assess survey responses district by district in order to identify patterns throughout these areas.

NORTHWEST



WEST



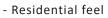
SOUTHEAST



STRATEGIES

northwest windsor

CHARACTER



- Home to several community amenities including Windsor Community Recreation Center, Founders Green Park, Brunner Farm Park, schools and a trail along Greeley Number 2 Canal

- One of Windsor's older neighborhoods with unique homes and parkways

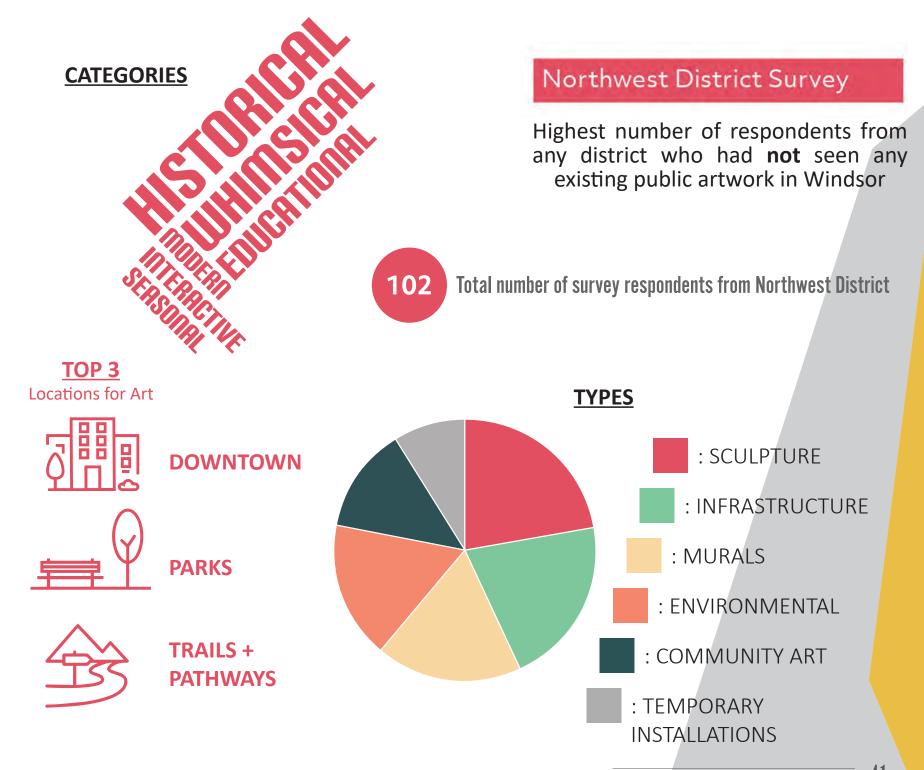


LAND USEResidentialCommercialAgriculturalAgriculturalParks / Open SpaceIndustrialPublic Service









northwest windsor

SHORT TERM GOALS

- Introduce trail artwork that connects Windsor Community Recreation Center to Windsor Lake. Consider whimsical or educational art to help guide, motivate and entertain trail users

- Consider placing historically influenced sculptures in prime locations such as Jacoby Farm Historic Site

LONG TERM GOALS

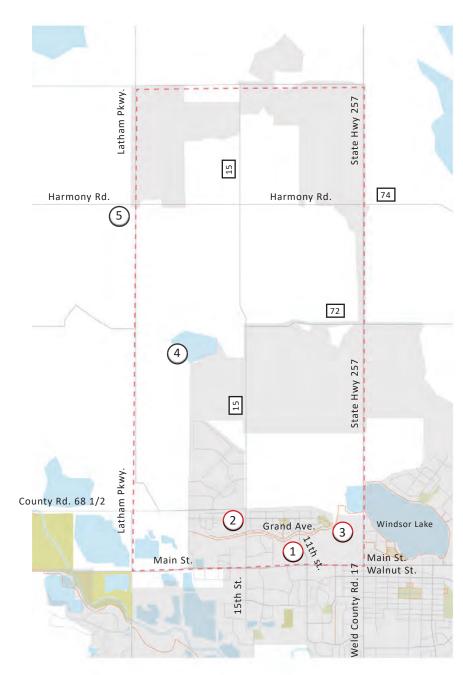
- Include gateway artwork in the future development of Harmony Corridor for vehicular scale public art
- Consider placing artwork in prime future development locations such as Tacincala Park or the Museum Storage Facility



WINDSOR LAKE TRAIL



Priority Sites for Public Artwork



SHORT TERM

1 Recreation Center



2 Jacoby Farm Historic Site



3 Ditch Trail connecting Windsor Lake and Jacoby Farm



LONG TERM

(4) Tacincala Park (2021)

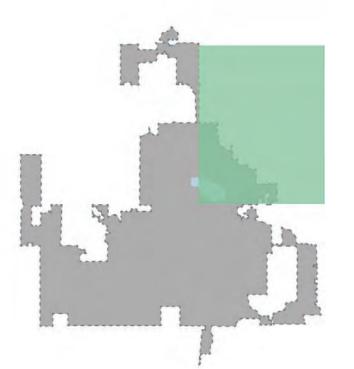


(5) Harmony Rd. Corridor



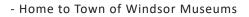
STRATEGIES

northeast windsor

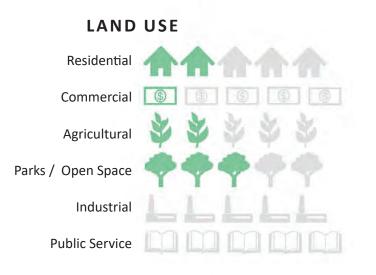


CHARACTER

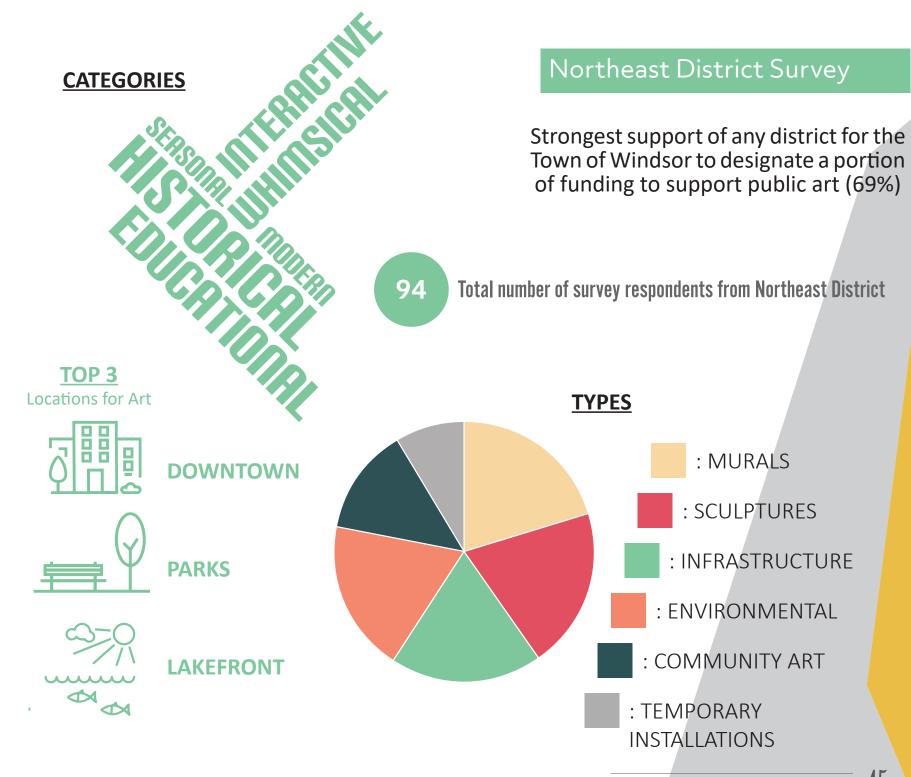
- Mainly residential feel
- Significant residential growth
- Mixed use development, agricultural and residential adjacencies
- Home to Windsor Lake, a hub for local recreation and community events











northeast windsor

SHORT TERM GOALS

- Incorporate interactive, community-based art projects at Boardwalk Park to reinforce Windsor Lake as a unique cultural hub

- Introduce public artwork in parks, such as newly built Village East Park

- Consider placing large-scale environmental art around Windsor Lake to create a striking regional landmark

LONG TERM GOALS

- Implement vehicular-scale infrastructure artwork within each new residential development at their entryways

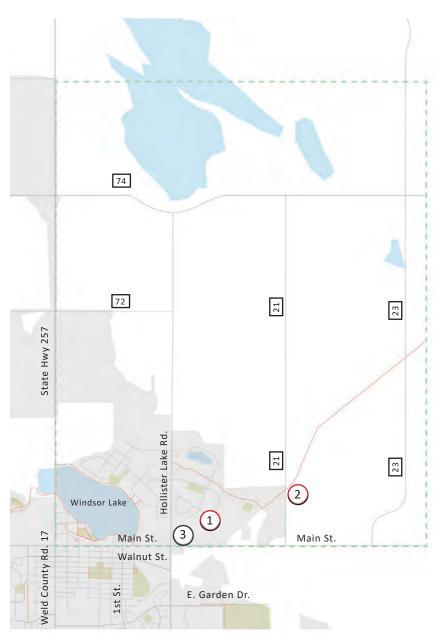
- Utilize vehicular-scale gateway artwork along Highway 257 corridor to enhance welcome to Windsor

GREAT WESTERN TRAIL





Priority Sites for Public Artwork



SHORT TERM

1 Village East Park



2 Great Western Trail



LONG TERM

(3) Hwy 257 Corridor

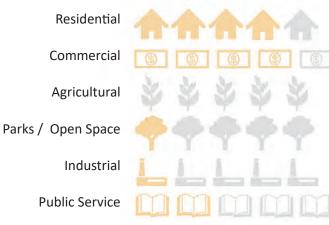


STRATEGIES

old town windsor



LAND USE

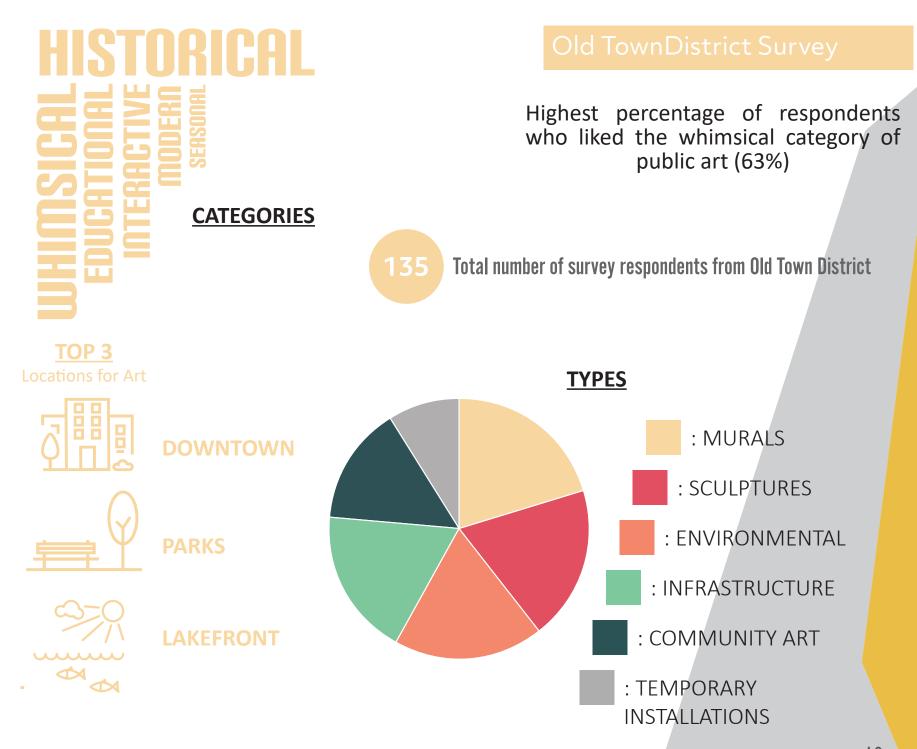


CHARACTER

- Small-town main street feel
- Home to historic buildings
- Mixed residential and commercial
- Walkable neighborhoods
- Cultural and civic core of Windsor







old town windsor

SHORT TERM GOALS

- Put pedestrian-scale infrastructure artwork at key intersections in town (crosswalks, etc.)
- Incorporate a series of interactive community murals throughout downtown that can become a regional attraction
- Implement vehicular-scale artwork at the cemetery roundabout as a welcome to Old Town Windsor

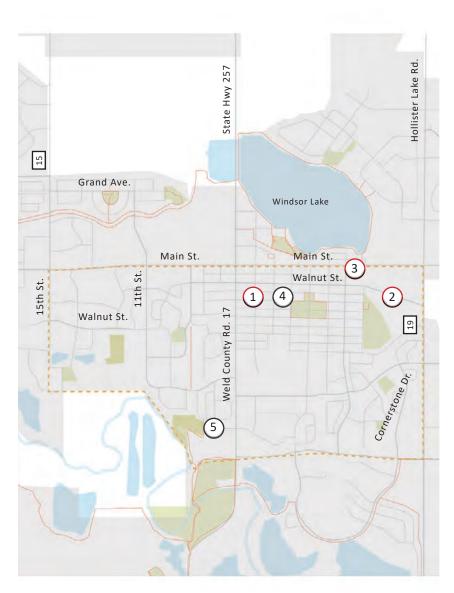
LONG TERM GOALS

- Consider incorporating pedestrian-scale whimsical gateway artwork along 5th St. as a welcome to Windsor Lake
- Enhance trail head connection to Poudre River Trail









SHORT TERM

Bus stops along Main St. (1)







Businesses that back up to Windsor Lake 3





LONG TERM

4 Murals along Main St.



5 Trail head artwork



STRATEGIES

University Technical Assistance Program \\\ 51

industrial windsor

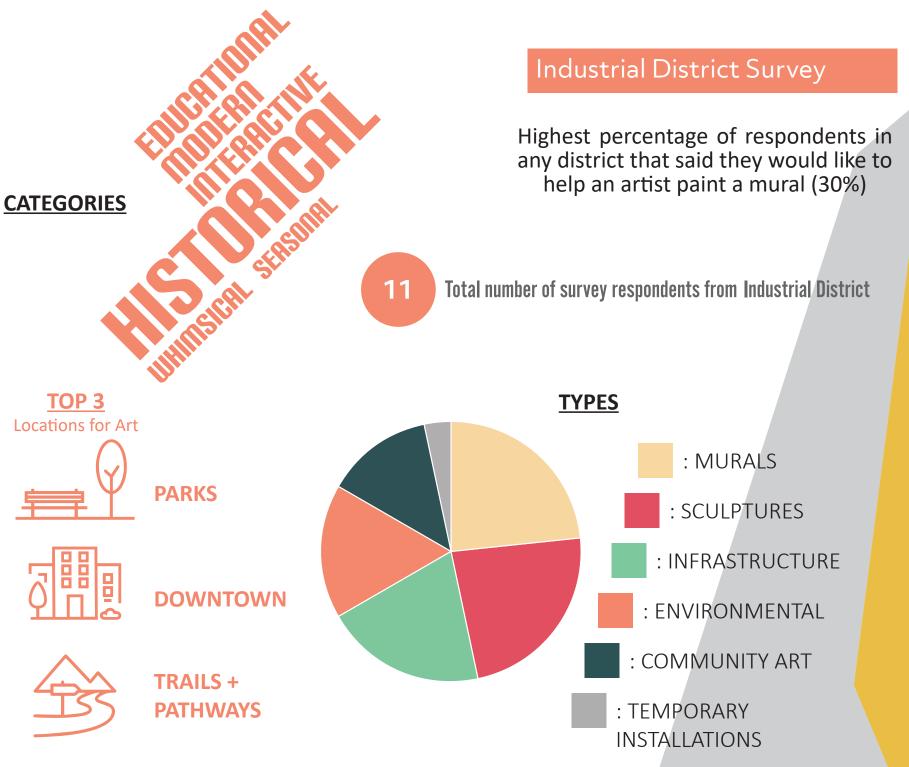


CHARACTER

- Industrial land use, sparse residential
- Wide variety of land uses in addition to industrial
- Home to former Kodak plant, currently Vestas wind turbine plant







industrial windsor

SHORT TERM GOALS

- Encourage the integration of artwork into Future Legends Complex

- Play off the industrial nature of this district with industrial art-- integrating reused, repurposed or recreated materials

LONG TERM GOALS

- Include vehicular-scale gateway artwork along 257 (approaching from South to North) to emphasize this as a main entry into Windsor from Greeley

- Incorporate interactive trail artwork that can assist with wayfinding as more off-street trails are integrated into this district

OPEN SPACE IN INDUSTRIAL WINDSOR







Priority Sites for Public Artwork



SHORT TERM

1 Future Legends Complex







LONG TERM

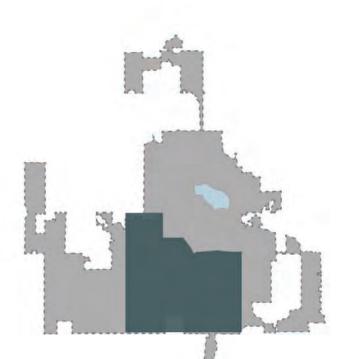
3 Trail to Missile Site Park







southeast windsor

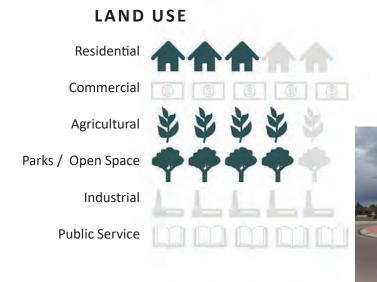


CHARACTER

- More dense residential development than some of the surrounding districts
- Poudre River runs through this district
- Interesting topography due to bluffs and river
- Several roundabouts







CATEGORIES

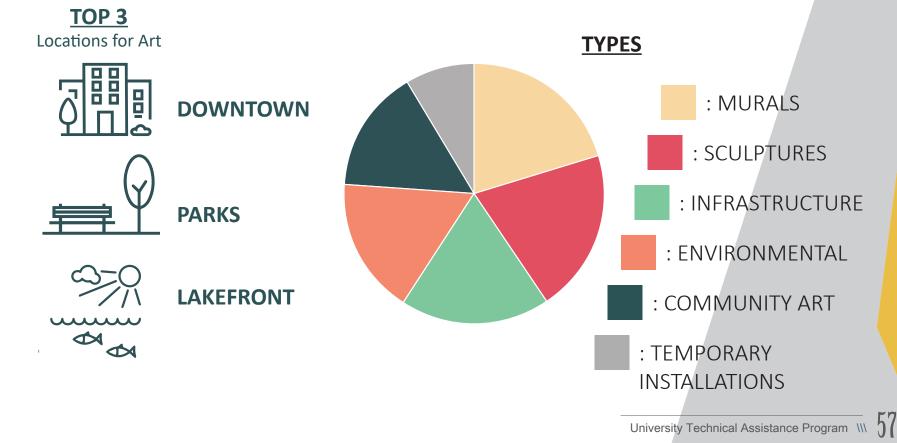
INTERACTIVE EDUCATIONAL WHIMSICAL WEINSICAL

Southeast District Survey

Highest percentage of respondents in any district who have noticed the existing public art in Windsor (79%)



Total number of survey respondents from Southeast District



STRATEGIES

southeast windsor

SHORT TERM GOALS

- Incorporate infrastructure art by creating a series of vehicular-scale (consider historical or whimsical) roundabout artwork along Eastman Park Drive

- Implement way finding artwork at two main trail heads in order to emphasize the natural beauty of the river

- Integrate educational artwork in the Treasure Island Demonstration Garden

LONG TERM GOALS

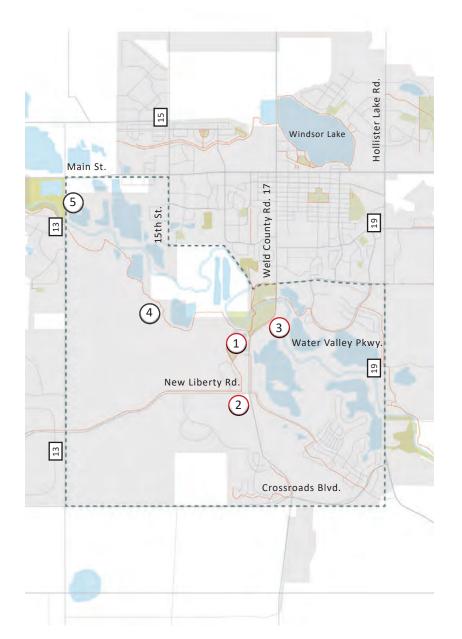
- Incorporate artwork at pedestrian bridges along 7th St. and 13th St.

- Implement environmental artwork along Poudre River Trail in order to emphasize the beauty of the bluffs in this area. Consider creating a river art trail experience.

TREASURE ISLAND DEMONSTRATION GARDEN







SHORT TERM



2 Roundabouts



3 Treasure Island Demonstration Garden



LONG TERM

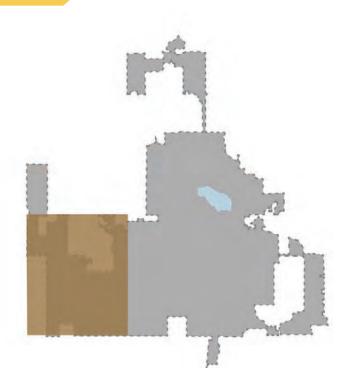
4 Trail art river walk







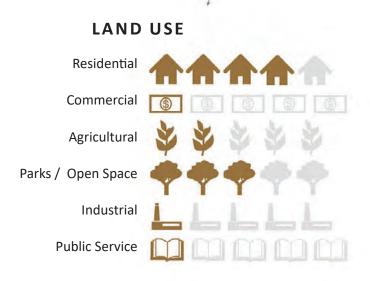
west windsor



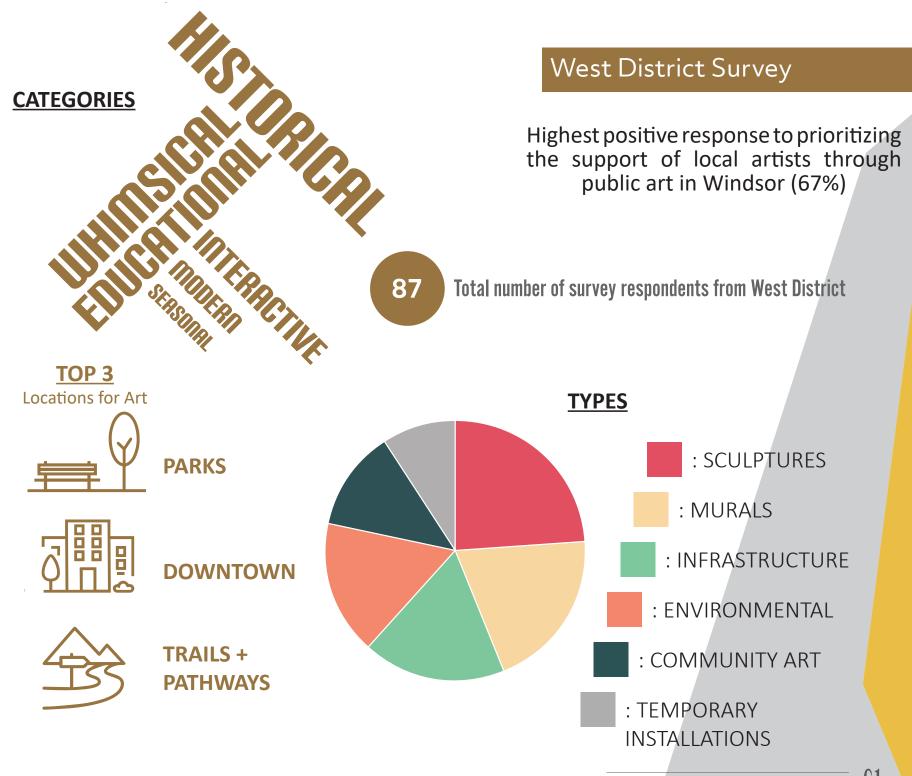
CHARACTER

- Sweeping open space
- Bordered by main thoroughfares into Windsor
- Large "ranchette" style properties
- Mountain views to the West
- Major commercial areas along corridors (I-25)









west windsor

SHORT TERM GOALS

- Use pedestrian-scale educational artwork in order to emphasize Kaplan Hoover Bison Bone Bed (National Register of Historic Places) from the Poudre River Trail

- Implement large-scale environmental art in open spaces (prioritize Belmont Ridge Open Space)

- Incorporate infrastructure art by creating a series of vehicular-scale (consider historical or whimsical) roundabout artworks along N Fairgrounds Ave.

LONG TERM GOALS

- Create vehicular-scale artwork (gateway or mural) to welcome visitors entering Windsor along Crossroads Blvd. off of I-25

FAIRGROUNDS AVENUE (FUTURE ROUNDABOUT)





Priority Sites for Public Artwork



SHORT TERM 1 Roundabouts



Environmental art in 2 Belmont Ridge Open Space



LONG TERM



4 Crossroads gateway



STRATEGIES





- Public Art Advisory Committee
- ----- Artwork Selection Process
- ------ Ways to Fund Public Art
- Management Plan

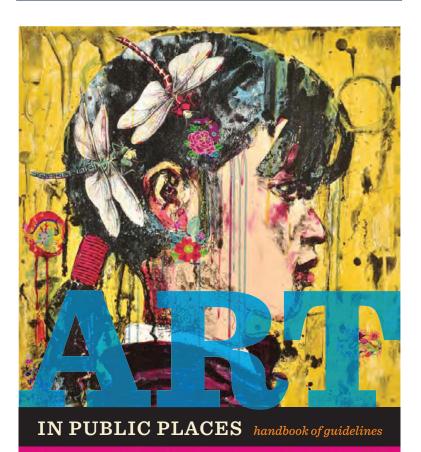
Public Art Advisory Committee

The City of Loveland has been at the forefront of public art in Colorado. The city established one of the first public art advisory committees (PAAC) in the state in 1985. The "Visual Arts Commission" in Loveland falls under the purview of the city's Cultural Services Department. The commission is currently made up of nine unpaid commission members plus one alternate member. The members serve terms of three years. There is at least one fulltime, paid staff member, the Public Art Manager, that assists the commission and acts as a non-voting member. The city has two ordinances in place to organize the Visual Arts Commission.

"The Visual Arts Commission oversees the City's Arts in Public Places Program which sets aside 1% of all City capital projects of \$50,000 or more. They accept gifts of art from private donors for placement on City property; make purchases of art for the City's art collection (usually for the site, which generated the funding); provide for suitable display of the collection; and provide for maintenance of the collection."

City of Loveland

PRECEDENT - LOVELAND, CO



City of Loveland - Visual Arts Commission Guidelines

PRECEDENT - DEL MAR, CA

After interest was expressed by the community to culturally enrich the town of Del Mar, a public art committee was created in 2017. The mission and purpose of the committee is to review, commission, consign and /or recommend for selection art for display in public and private places in accordance with the Public Art Policy. There are seven members on the committee, each of which serve three year terms.

City of Del Mar Public Art Program





- Include an odd number of voting members and at least 1 alternate member
- Include at least 1 Town Board member as a non-voting, ex-officio member
- Have committee members serve staggered terms to encourage continuity across years
- Strive for a diversity of ages and backgrounds amongst committee members
- Most commissions require that members be current residents
- Aim to include individuals on the committee who have backgrounds that create complimentary
- skillsets for public art selection (artists, architects, community planners, engineers, etc.)
- Define the PAAC organization within municipal ordinances
- Have initial members create a mission statement, bylaws, and list out primary goals

Artwork Selection Process

It is essential to create a standard selection process which the Public Art Advisory Committee (PAAC) will utilize to make well informed decisions regarding the types and categories of public art that are chosen for Windsor. Selection standards should be created based on the guiding principals for public art along with their corresponding objectives. When considering public art and where to place it, the PAAC should use these selection standards to ensure that all public art demonstrates the values of the community and creates a cohesive collection across the whole town. ENGAGING | collaborative - interactive



Artworks that intergrate into the chosen environmental landscape and encourage community involvement through recognition and/or establishment of art piece

Compatible with both the younger and older audiences to facilitate community interaction

RELEVANT | small town feel - education - history - sustainable

Representation of Windsor's values in tandem with the community's growing family-oriented population

Preservation of the place and space to encompass community's historical heritage, while also anticipating the progressive future of Windsor's identity

INCLUSIVE | town wide - diversity - equity

Artworks that can be interpreted by entire communities

Selection of artworks that provide equitable representation



QUESTIONS TO CONSIDER:

If selecting artwork for a known site

- Who will use the space?
- What is significant about the site and surrounding area/community? (i.e. is the site within the hsitoric district?)
- What makes the site unique? (i.e. is it near water? Within a forested area? Next to a school?)
- Is there a timeline of implemenation regarding the site and/or art piece?
- What do you want the takeway from the art piece to be?
- What issues arise having art in this location?
- Can the site fit a singular work or multiple pieces over time?

If the art piece is known and choosing the site |

- Was the art donated, bought, or commissioned?
- What type of artwork is it?
- Will the art piece/installation compete with the site? Will it complement it?
- Will the art piece/installation be used to inform the user? Will it be interactive?
- Who is the audience the artwork would appeal to?
- What is the overall goal of the artwork engage, inform, educate, etc.?
- Is there one artist or multiple at the same time?

Ways to Fund Public Art

Public art programs require a sustainable source of funding. This is often ensured by acquiring funding from a variety of sources, both private and public.

The following tables represent the findings from a survey conducted by Americans for the Arts of 227 public art programs in the United States. As Windsor is a town of 23,319 people (U.S. Census 2017), the "population less than 100,000" section of these tables could be useful to generate ideas for funding mechanisms moving forward.

The opposite page represents case studies for these different funding mechanisms that could be applied in Windsor.

PUBLIC VS. PRIVATE FUNDING MECHANISMS

	POPULATION	PRIVATE	PUBLIC	PUBLIC- PRIVATE PARTNERSHIP / OTHER	ALL PROGRAMS
•	Less than 100,000	51 %	33 %	36 %	39 %
	100,000 to 999,999	36 %	38 %	36 %	37 %
	1,000,000 or more	13 %	29 %	29 %	24 %
	Grand Total	100 %	100 %	100 %	100 %

Source: Americans for the Arts // 2017 Survey of Public Arts Programs

Smaller municipalities tend to have higher				
percentages of public art paid for through private				
sources (foundation grants, private donations,				
etc.) Opportunities exist to create public-private				
partnerships to fund art.				

SOURCES OF FUNDING

Management of the second se

SOURCES OF REVENUE (BY POPULATION)	LESS THAN 100,000	100,000 TO 999,999	1,000,000 OR MORE	ALL PROGRAMS
Revenue from other government sources (not listed above)	48%	55 %	37 %	48 %
Percent-for-art ordinance	30%	48 %	67 %	46 %
Cash contributions from individuals	62%	35 %	24 %	43 %
Cash contributions from businesses	57 %	35 %	19 %	40 %
Grants from foundations	45 %	38 %	28 %	38 %
In-kind contributions from individuals	46 %	31 %	24 %	35 %
In-kind contributions from businesses	43 %	28 %	19 %	32 %
Grants from other private sources	26 %	18 %	24 %	22 %
Other	16 %	21 %	19 %	18 %
Art in private development ordinance	7 %	11 %	9 %	9 %

Source: Americans for the Arts // 2017 Survey of Public Arts Programs

CASE STUDY - SCOTTSDALE, AZ Private Developer Funding

Just as developers are often required to provide a certain amount of street trees or parking spots, new developments can be mandated to require a certain amount of funding for public artwork.

One company alone in Scottsdale has installed \$500,000 of public artwork.





CASE STUDY - GRAND RAPIDS, MI Crowdfunding

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

The crowdfunding campaign for this project in Michigan raised enough money to cover the project and even reached \$2,000 more than the artist's goal.





Management Plan

A management plan will be put together by the PAAC. Just as towns maintain streets, parks, and buildings, public art cannot remain in its original condition without maintenance. A plan is required for all collections, even if the collection is made up of only one piece of public artwork. Management plans ensure the safety, longevity and original intent of a particular piece of art. Plans also help identify responsible parties and/or departments for maintenance and upkeep.

The process to build a management plan starts from the very beginning of the art acquisition process. The artist should submit guidelines on upkeep and maintenance specific to the materials used to create the work. The artist should also be responsible for maintenance for a period of at least one year after installation to ensure the integrity of the materials and fabrication techniques. A plan should also be established that allows for artwork to be removed if it has been damaged beyond repair and/or endangers public safety.

Another important piece of a management plan is the regular inventorying and surveying of artwork conditions. These assessments often happen bi-annually and ensure that artwork is receiving the proper care it needs. This can be a labor intensive process and can be a strain on smaller departments. Some towns have enlisted volunteers to help in this process which can reduce costs and engage the public in caring for and feeling a part of the public art program in their community. There are many tools for documenting and cataloging public art collections. For more information please see the *Further Resources* section in the next chapter.

Materials and Fabrication Handbook

Contact: Adam Fah, Conservation Technic adam.fah@arts.wa.gov Art in Public Places Program Version: April 1, 2014



	- 103 -	Seattle's Office of Arts & Cultural Affairs Public Art Roadmap, Encyclopedia
Object Maintenance Sheet		
Artist/Design Team:		
Title of Artwork:		
Media:		
Measurements:		
2-DIMENSIONAL WORK (Mixed Med) Specific materials used in the execution of the p Example: "graphite drawing on Arches 100% p	viece: (Brand name and type of pair	st, paper, fiber content, specific metals, etc.
Specific materials used in the presentation covering, hanging rods, etc.)	of piece: (Composition of base	or backing, framing, mat board, protective
Recommendations and cautions regarding or to dampness, etc.	care of the work: (Cleaning, ref	inishing if needed, avoid exposure to direct sun
List any special materials utilized in the ex-	ecution of the artwork:	
Packing and Shipping instructions:		
3-DIMENSIONAL WORK (Mixed Medi Material(s):	ia works use entire form when	a appropriate)
Material thickness or gauge:		
Public Ast Readmap, © 5/2005 Office of Arts & and a starting point for year project. You shoul may apply. The City of Seattle makes no represe	ld seek professional advice related	his information is intended for general information only to your specific situation, including any legal advice that plate, accurate or current.

- Include a management plan in each artist contract
 - A good management plan includes information on the materials used,
 - expected maintenance costs and approximate lifespan of the materials
- Set aside a portion of the budget each year for maintenance (5-10% of total art budget)
- Use volunteers whenever possible
 - The City of Longmont uses volunteers to complete artwork condition
 - assessments each year
- Develop clear requirements defining inter-departmental responsibilities for maintaining artwork
- Create and maintain detailed maintenance records (utilize online tools such as Artwork Archive)
- Clearly define a deaccessioning policy so that when the time comes, the artwork can be effectively and efficiently removed from the collection

Municipalities should plan to allocate between 5-10% of the total art budget to maintenance and preservation of the collection.

~Americans for the Arts





- Community Survey
 Community Survey Results
 On-Site Public Art Checklist
- Further Resources

Windsor Art Master Plan Community Survey

Which district in Windsor are you from? (see map for reference)

Northwest Windsor	Northeast Windsor	Old Town Windsor
West Windsor	Southeast Windsor	Industrial Windsor

How old are you?

0-11	12-17	18-29	30-44	45-64	65+

Have you seen existing public art in Windsor?

Yes No

 Yes
 No
 I have never seen any artwork
 Neutral

Would you like to see more artwork in Windsor? Yes No Neutral

How would you like public art to impact Windsor? (select all that apply)

Promote tourism	Establish an identity	Support local artists	
Create a sense of community	Celebrate history	Beautify	
Create memorable, highly recor	nizable landmarks	Neutral	

What type of artwork would you be interested in seeing in Windsor? (select all that apply)

Mu	rals	Sculpture	Environmental	Temporary Installations
Co	mmunity Ar	t Projects	Infrastructure Artwork	

What category of artwork would you be interested in seeing in Windsor? (select all that apply)

Historical / Memorial

Interactive

Modern Whimsical

Educational Seasonal

Other

Other

TOWN OF

COLORADO

Where would you like to	see public artwork?	(select all that apply)
-------------------------	---------------------	-------------------------

Downtown	Schools	Parks	Neighborhoods
Roundabouts	Lakefront	Along river	Gateway
Trails / Walking Paths	Open Space	Public Facilit	ies
Other			

How would you like to be involved with public artwork? (select all that apply)

Help an artist paint a mural or piece of artwork

Participate in an event to create your own artwork

Observe an event in which others are creating artwork

Suggest a potential art project

Serve on an advisory board

Volunteer and / or donate to a public art project

Neutral

Would you support the Town designating a portion of funding for public art?

Yes No Neutral

Windsor is in the process of putting together a public art commission committee. If you would be interested, leave your contact information here:

Name

E-mail

Tell us something unique about Windsor that a visitor might not know about?





Which district in Windsor are you from? (see map for reference)



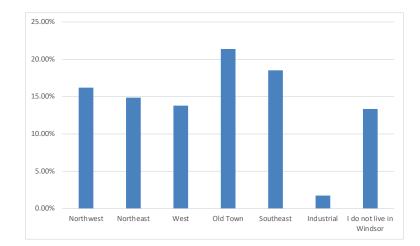
	Skipped	3
	Answered	630
I do not live in Windsor	13.33%	84
Industrial	1.75%	11
Southeast	18.57%	117
Old Town	21.43%	135
West	13.81%	87
Northeast	14.92%	94
Northwest	16.19%	102
Answer Choices	Responses	

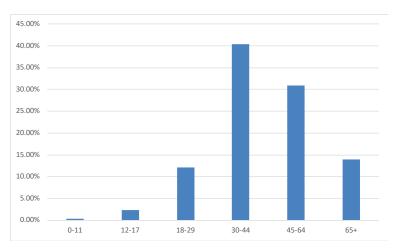
How old are you?

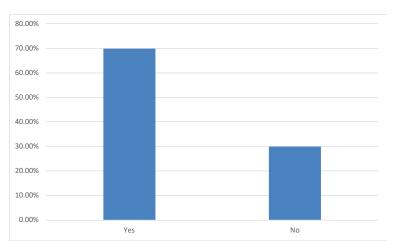
Answer Choices	Responses	
0-11	0.32%	2
12-17	2.39%	15
18-29	12.10%	76
30-44	40.29%	253
45-64	30.89%	194
65+	14.01%	88
	Answered	628
	Skipped	5

Have you seen existing public art in Windsor?

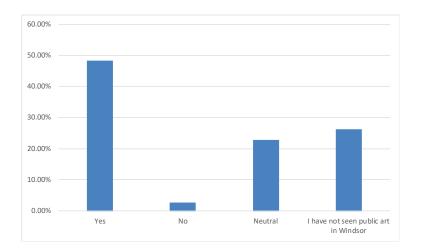
Answer Choices	Responses	
Yes	69.94%	442
No	30.06%	190
	Answered	632
	Skipped	1







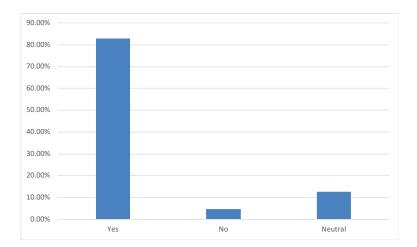
78



Do you like the existing artwork in Windsor?

Answer Choices	Responses	;
Yes	48.34%	306
No	2.69%	17
Neutral	22.75%	144
I have not seen public art in Windsor	26.22%	166
	Answered	633
	Skipped	0

"We have soooo many great parks for our little ones!"



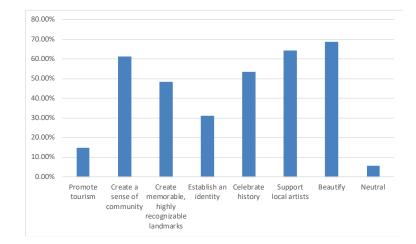
Would you like to see more artwork in Windsor?

Responses	
82.88%	523
4.60%	29
12.52%	79
Answered	631
Skipped	2
	82.88% 4.60% 12.52% Answered

APPENDIX

How would you like public art to impact Windsor?

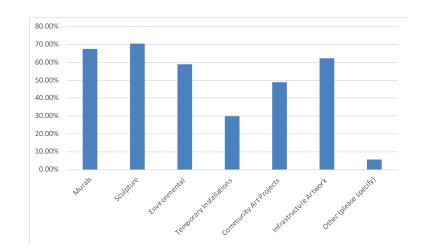
	Answer Choices	Responses	
Pr	mote tourism	14.87%	94
Cr	ate a sense of community	61.39%	388
Cr	ate memorable, highly recognizable landmarks	48.26%	305
Est	ablish an identity	31.17%	197
Ce	ebrate history	53.32%	337
Su	port local artists	64.24%	406
Be	utify	68.67%	434
Ne	itral	5.54%	35
		Answered	632
		Skipped	1

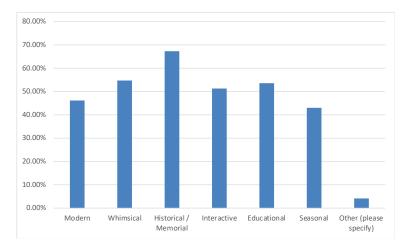


"Very friendly people who love to have fun!"

What type of artwork would you be interested in seeing in Windsor?

Answer Choices	Responses	
Murals	67.62%	424
Sculpture	70.65%	443
Environmental	58.85%	369
Temporary Installations	29.82%	187
Community Art Projects	48.80%	306
Infrastructure Artwork	62.36%	391
Other (please specify)	5.58%	35
	Answered	627
	Skipped	6

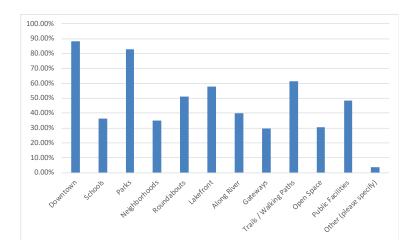




What category of art would you be interested in seeing in Windsor?

Answer Choices	Responses	
Modern	46.17%	289
Whimsical	54.79%	343
Historical / Memorial	67.41%	422
Interactive	51.44%	322
Educational	53.67%	336
Seasonal	43.13%	270
Other (please specify)	4.15%	26
	Answered	626
	Skipped	7

"Windsor has a rich farming and agricultural history."

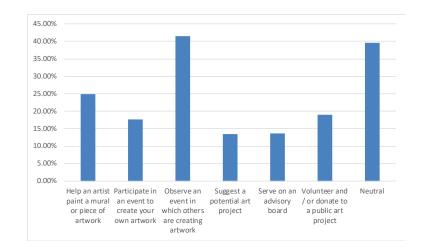


Where would you like to see public artwork?

Answer Choices	Res	oonses	
Downtown	88.36%		554
Schools	36.52%		229
Parks	82.78%		519
Neighborhoods	34.93%		219
Roundabouts	51.20%		321
Lakefront	57.74%		362
Along River	40.03%		251
Gateways	29.51%		185
Trails / Walking Paths	61.24%		384
Open Space	30.46%		191
Public Facilities	48.33%		303
Other (please specify)	3.51%		22
	Answered		627
	Skipped		6

How would you like to be involved with public art?

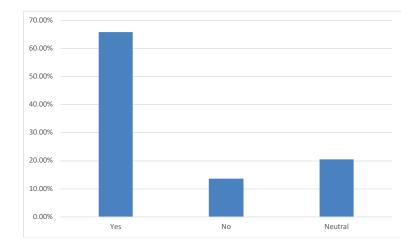
Answer Choices	Responses	
Help an artist paint a mural or piece of artwork	25.00%	155
Participate in an event to create your own artwork	17.74%	110
Observe an event in which others are creating artwork	41.45%	257
Suggest a potential art project	13.39%	83
Serve on an advisory board	13.71%	85
Volunteer and / or donate to a public art project	19.03%	118
Neutral	39.68%	246
	Answered	620
	Skipped	13



"Early Windsor was a melting pot of different ethnicities."

Would you support the town designating a portion of funding for public art?

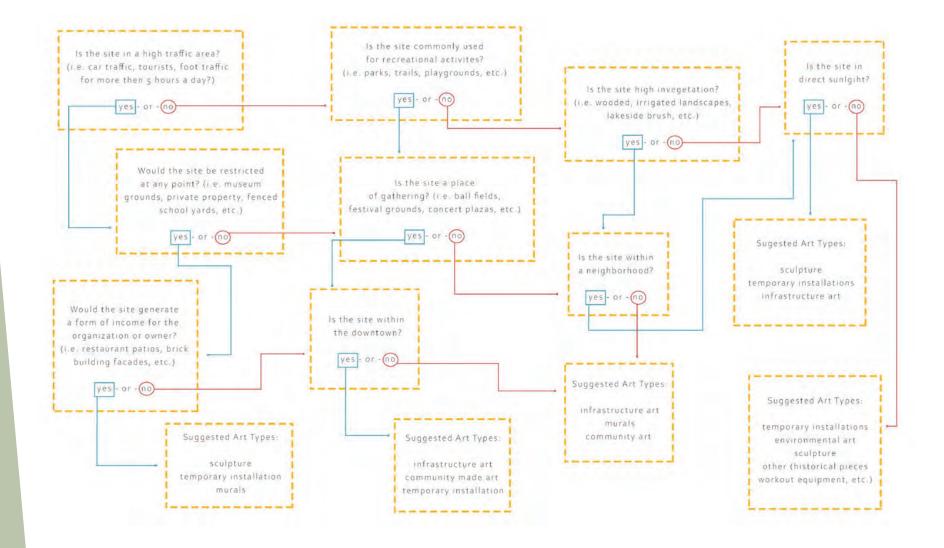
	Skipped	3
	Answered	630
Neutral	20.48%	129
No	13.65%	86
Yes	65.87%	415
Answer Choices	Responses	
	Descretes	



"The ability to have a small town feel with larger town numbers."

"We survived a horrible tornado that brought our communities together for the better.

"We have some of the best schools in the state as well as a strong community support system."



PAAC Organization

- City of Loveland "Art in Public Places" Ordinances <u>http://www.cityofloveland.org/home/showdocument?id=3008</u>
- Iowa City, Iowa PAAC- <u>https://www.icgov.org/city-government/boards/public-art-advisory-committee</u>
- Cary, North Carolina PAAC- <u>https://www.townofcary.org/mayor-council/boards-commissions-committees/citizen-advisory-boards-and-commissions/public-art-advisory-board</u>

Public Art Selection

- City & County of Broomfield https://www.broomfield.org/DocumentCenter/View/8730/Public-Art-Committee-Guidelines?bidId=
- City of Loveland https://dta0ygvfnusig.cloudfront.net/lovel17504332/2018/06/Handbook-of-Guidelines-5b1ff4134a083.pdf
- Sample Public Art RFP <u>https://www.dropbox.com/s/jtc6vxilum8sy8g/RFP Thornton Roundabout.pdf?dl=0</u>

Public Art Maintenance

- Public Art Maintenance Best Practices <u>https://www.artworkarchive.com/blog/public-art-maintenance-best-practices</u>
- Develop a Maintenance Plan http://artsandplanning.mapc.org/maintenance/
- Sample Maintenance Plan <u>https://www.dropbox.com/s/8nclj3xisq0ynz7/Seattle_PublicArt_RoadMap_MaintenancePlan.pdf?dl=0</u>
- Artwork Materials Guidelines <u>https://www.dropbox.com/s/kstufvimxga0cvb/Materials%20and%20Fabrication%20Handbook.pdf?dl=0</u>

Public Art Helpful Definitions

• Arts & Planning - <u>http://artsandplanning.mapc.org/glossary-of-terms/</u>

Public Art - General

• General Public Art FAQ - <u>https://www.americansforthearts.org/by-program/networks-and-councils/public-art-network/faq#t965n27825</u>

Case Studies - Public Art Master Plans

- Fargo, North Dakota https://download.fargond.gov/0/fargo public art master plan use v18 spreads 12-20-17 update.pdf
- Frederick, Colorado https://www.frederickco.gov/DocumentCenter/View/3989/Art-Master-Plan
- Denver, Colorado https://denverpublicart.org/
- Montpelier, Vermont- <u>https://issuu.com/designing_local/docs/artsynergy_draft_public_review</u>
- San Francisco, California- https://www.sfartscommission.org/sites/default/files/pdf/SFAC MasterPlan%20AKL%20070717.pdf
- Bend, Oregon- <u>https://www.visitbend.com/things-to-do/art-museums-history/arts/roundabout-art-route/</u>

Potential Funding Resources

Colorado Creative Industries- <u>http://coloradocreativeindustries.org/</u>





_____ About UTA / CCCD

_____ Staff

The Colorado Center for Community Development (CCCD) is a clinical teaching practice of the University of Colorado Denver, College of Architecture and Planning. Our mission is to provide students with real world experiences in design and planning as they provide communities and neighborhoods with services in these areas.

CCCD strives to enhance the quality of community life – through collaboration, applied research and innovative design – for the betterment of all community residents. In the process, students' educational experience is enhanced by taking what is learned in the classroom and academic studio and employing it in projects of public and civic interest. Communities benefit through design work that is continuously being improved through research and innovation. Moreover, together we become partners in the design thinking process, thus expanding our mutual and individual capacities to further envision and implement projects of significant public impact.

Started in 1967, CCCD has worked in partnership with communities and neighborhoods to complete over 2000 projects around Colorado. Projects range in size and scope, but have the common element of improving the community as a place to live, work and play. CCCD is among the longest running university design centers in the United States.

The University Technical Assistance (UTA) program provides rural and small communities with assistance on projects that enhance places and spaces. A decades-long partnership between the Colorado Department of Local Affairs (DOLA) and CCCD, the UTA program puts the cost of preliminary design work within financial reach of small communities. Students complete preliminary plans and designs that can be used to inform and engage community members in the project. These plans are used to apply for grants from DOLA and other funders. This saves the community money in preliminary design and community engagement and provides students with valuable experience. Once financing is secured, licensed professionals are hired to take preliminary designs to completion.











JENNIFER KOVARIK UTA Supervisor

Jennifer emphasizes connections between the built environment, community, and health as well as the synergy between art and design as a Licensed Landscape Architect and Certified Planner. Jennifer holds a B.S. in Natural Resources and Environmental Science, Dual Master degrees in Landscape Architecture and Urban and Regional Planning, and a Graduate Certificate in Public Health. Although Jennifer is from a large city, after having lived and worked throughout rural Colorado Jennifer prefers the uniqueness and complexity of rural design projects. Outside of work, she enjoys mountain adventures, skiing and creating abstract art.



CHELSEA GIERYIC Landscape Architecture Intern

Chelsea Gieryic is a Master of Landscape Architecture candidate at the University of Colorado Denver. Chelsea was born and raised in Albany, New York and went on to receive her Bachelors degree in Environmental Studies with a minor in Green Building and Community Design at the University of Vermont. After obtaining her degree she moved throughout the Rocky Mountains and enjoyed exploring the beautiful landscapes. She moved to Denver in order to pursue her masters degree and looks forward to utilizing design in order to inspire a connection with nature while integrating sustainable communities with the built environment.

CHERRYL AGOSTO Architecture and Historic Preservation Intern



Cherryl Agosto is a Master of Architecture and Historic Preservation candidate at the University of Colorado Denver. Born in Monterey, California into a military family, she is a seasoned traveler and accredits her passion for architecture from living and traveling to places like Germany and Egypt. She received her B.S. in Architecture from SCAD in Savannah, Georgia with the help of a full ride R.O.T.C scholarship. Cherryl moved to Denver in 2014 and has worked in a firm designing the structural floor and roof systems all the while pursuing her two master's degrees. Historic preservation, adaptive reuse, and sustainable architectural design are Cherryl's forefront interests and hopes to continue working for nonprofit firms helping communities maintain their historical identities and character. Cherryl's other passions include pie baking and eating along with running and hiking.



KENDRICK WYMAN Landscape Architecture Intern

Kendrick Wyman is a Master of Landscape Architecture candidate and was born and raised in Longmont, Colorado. After receiving a bachelors degree in business administration from CU Boulder, he left home to explore other locales in the Rocky Mountains. Colorado started beckoning him back, and after several years running around the mountains of Wyoming he moved back to his home state. He looks forward to helping design and maintain functional green spaces which support the communities they are located in and create places that integrate humans and nature together.





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