2017 Public Art Implementation Plan
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City of Boulder Office of Arts and Culture
Public Art Implementation Plan
DRAFT March 10, 2017
1. Background

1.1. Public Art and Cultural Programming in the City of Boulder – In 2016, the City of Boulder began implementing the Community Cultural Plan, which includes a call-to-action from residents for the agencies of city government to focus on six Community Priorities for Culture. One of those Priorities informs the public art program:

*Focus on the expression of culture and creativity in the public realm through public art, the urban landscape, culture in the neighborhoods, and serendipitous encounters with the arts.*

The city-wide public art program will accomplish this through a sophisticated process, the goal of which is that:

*Many individuals, businesses, organizations, and developers will be encouraged to invest in improvements to public spaces through the addition of meaningful, innovative, and quality works of art. The municipal investment in public art will be a model, using a system of publicly transparent, sustainable, and innovative practices to commission artworks of enduring cultural value.*

With this goal in mind, the city manager has adopted a Public Art Policy. With strong support of City Council, the Public Art Policy includes a purpose statement which provides a framework for the program:

*The City will acquire works of art which encourage creativity, contribute to a sense of place, spark conversation, tell our shared stories and capture our moment in time, foster the enjoyment of diverse works of art, and are thoughtfully designed contributions to the urban environment of our vibrant city.*

With the principle of collaborative leadership in mind, the Office of Arts and Culture will apply the programs and tools described in the Community Cultural Plan to inform this 2017 – 2019 Public Art Implementation Plan.

Content of the 2017 Public Art Implementation Plan is designed in response to city-wide feedback from the community and staff that has been captured at the Public Art Town, the Virtual Public Art Town Hall, and ongoing correspondence and project development. A portion of this content is reflected in the project-specific *Context and Theme*.

Additional resources and references are found at [www.boulderarts.org](http://www.boulderarts.org) and in Section 6: Resource Links (p 27):

- Boulder Community Cultural Plan
- City of Boulder Public Art Policy
- Public Art Implementation Plan Virtual Town Hall

1.2. Organizing Principles for Commissioning Public Art

*Context and Theme: Narrating Boulder’s Personality* – The City of Boulder will build a diverse and engaging collection of public art that is personal to this city, and informed by this community. The artworks will paint a picture of Boulder as a center for innovation and will speak to our most important and contemporary conversations we are having as a community.

When commissioning artwork that narrates the priorities of our community, we commit the results to be a “snapshot in time”. Certainly the permanent artworks will reflect “now,” and we can expect the conversations to change with future public art programming to be responsive. However, permanent works must be carefully thought through. In addition to narrating the commons, they must help to provide the platform for future ideas. In time, the collection will reflect these various moments in time for posterity.

*Criteria for Public Art* – Consistent commissioning criteria will be used by staff, members of the Boulder Arts Commission, and selection panel members when making decisions about public art in the city:

- Inherent Artistic Quality
- Context
- Ability to Maintain and Install
Time Horizon of Artwork
> Diversity – through the type of work, styles, narratives and media including experimental and established art forms; through the artists commissioned and through the broad audiences the work reaches
> Uniqueness

Each project may demand different interpretation of these criteria, or the addition of others. See Section IX.A: Acquisition Criteria of Public Art in the Public Art Policy (p 5).

1.3. **Participation**

Public Art Opportunities – will be publicly advertised through the Office of Arts and Culture. Each opportunity will include application criteria and will be a free application. To receive information for public art opportunities, please visit: [http://boulderarts.org/about-us/community-cultural-plan/join-up/](http://boulderarts.org/about-us/community-cultural-plan/join-up/)

Selection Panels – each project will have a unique selection panel featuring an artist, arts professional, Art Commissioner, and community members. These selection panels will be supported by a non-voting, advisory Technical Review Committee comprised of city staff and project representatives.

Community Engagement – Public engagement will help inform artists’ proposals and assist in finding the best artist for each public art project, building a lasting legacy for the citizens of Boulder. Each project will have multiple opportunities for the larger community to engage in the process – specifically designed to fit the project(s) and its community: public forum, town hall meetings, public lectures and presentations, digital presentations and digital engagement platforms.

For more information on involvement in any component of the public art process, please contact Mandy Vink, Public Art Coordinator, at 303-441-4342 or vinkm@bouldercolorado.gov

1.4. **Process**

Commissioning Process – the commissioning of public artwork will use a competitive process whenever possible. This will be done to ensure that a) the widest possible qualities of applicants are available for review by the selection panel, b) to ensure the most rigorous stewardship of the funds, and c) to facilitate the diversity of artists described in the criteria.

*Temporary commissions should also employ a competitive selection process, but may require more specific calls for entry such as an invitational call to ensure that the specific needs of the series, and the specific artists who are able to meet those needs, can be reasonably engaged.*
Most public art projects will run through the following standard approval process

**Alternative Processes** – Opportunities will arise that may not be suitable to the process describe above due to timeline, budget size or other considerations. Qualification of a project as being a “unique opportunity” will be determined through the recommendation of the Arts Commission. These unique opportunities will follow the above process as much as is possible, at the discretion of the manager of the Office of Arts and Culture. In addition to the selection criteria (see Section 2), the panel will consider a project’s feasibility within its existing parameters, including timeline and budget.

**Standing Selection Panel** – For these unique opportunities, donations, relocations and deaccessions, an additional standing public art selection panel and Technical Review Committee is assembled.

**Recommended Members of the Standing Selection Panel:**
- Felicia Furman, Boulder Arts Commission Co-chair (Arts Commission)
- Gabrielle Schuller, Arts Patron, Architect, App Developer (Community Member)
- Martha Russo (Artist)
- Beth Stade (Community Member, Structural Engineer, Artist)
- Jerry Shapins, Urban Planner (Community Member)
- Charlotte LaSasso, Director, Boulder County Arts Alliance (Arts Professional)

**Recommended Members of the Standing Technical Review Committee:**
- Finance: Devin Billingsley (Public Art Imp Plan component only)
- Parks & Recreation Planning: Jeff Haley (Public Art Imp Plan component only)
- PHS Planning: Caitlin Zacharias (Public Art Imp Plan component only)
- CAO: Janet Michels
- Communications: Jen Bray
- Community Vitality: Lane Landrith
FAM Representative: Sam Veucasoic
Development Services: Edward Stafford
Flood Plain Engineer/Greenways: Katie Knapp
Neighborhood Services: Amanda Nagl
Park Operations: Callie Hayden
PW Transportation – Capital Projects: Gerrit Slatter
PW Transportation – GO Boulder: Natalie Stiffler
PW Transportation – Maintenance: Doug Rink
Risk Management: Kevin Krayna

Anticipated Timeline – The following is an anticipated timeline for known projects:

<table>
<thead>
<tr>
<th>Project Description</th>
<th>2017 Q1</th>
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Key:
- Selection Process
- Design
- Fabrication
- Install
- Ongoing (Temporary)
- Study / Review (Donation)
   3.1 Experiments in Public Art: p 9
   3.2 Community, Culture and Safety Tax-funded Projects
      3.2.1 University Hill: pp 10-11
      3.2.2 Civic Area: 11th Street Spine Signature Artwork: pp 12-13
      3.2.3 North Boulder: pp 13-15
   3.3 1% Projects – New Transportation Underpasses
      3.3.1 Arapahoe Underpass: pp 15-17
      3.3.2 30th Street and Colorado Avenue Underpass: pp 17-18
      3.3.3 Foothills Underpass (near Colorado Ave.): pp 18-19
   3.4 Community Vitality Public Art
      3.4.1 CAGID Garage Art Public Art Program: pp 20-22
      3.4.2 Pearl Street Mall Opportunities: p 22
   3.5 Community-Initiated Concepts
      3.5.1 Criteria for Community-Initiated Concepts: p 23
      3.5.2 US Cycling Monument: p 23
      3.5.3 Nobel Circle Monument: p 23
   3.6 Mural Projects and Programming: p 24
3.1 Experiments in Public Art

3.1.1 2017 Experiments in Public Art

Project Introduction – Launched in 2015, Experiments in Public Art is an ongoing series of public interventions that serve as a city-wide laboratory expanding the potential of public art. At many sites across the city, this program is an opportunity to interact with the public in developing new approaches to interventions in civic space, and for the community to hold a conversation about all the possibilities of public art. Participating artists will be selected, in part, by incorporating innovative concepts and materials that extend beyond the notion of traditional art: How does an artist integrate science, nature, health, technology, or literacy into their process in a thought-provoking way? To see previous commissions, visit www.boulderarts.org/public-art/experiments-in-public-art

Artwork Location – These projects will occur across the city of Boulder. Some projects will have an emphasis on destinations like the Civic Area, Pearl Street Mall, and North Boulder but also specifically reaching into Boulder’s many and diverse neighborhoods.

Project Budget – Commissions: $10,000 - $50,000. Total 2017 series budget: $100,000 | Budget source: General Fund.

Anticipated Timeline – These projects are ongoing, with individual works temporary in nature, and a recurring selection process

Context and Theme – Experiments in Public Art was successfully piloted in 2016, with an eagerness from the community for more of these projects.
- Projects to be enjoyed across many communities in Boulder
- Temporary projects that tackle some of our community’s most challenging conversations
- Breadth of materials and media types

Selection Participants –

Experiments in Public Art Selection Panel
> *Alicia Gibb (BTU Lab Director, Library Commissioner, Open Source Expert)
> Libi Striegl (Documentary Arts, Film, Performance, SLIPPAGE: Performance, Culture, Tech)
> *Felicia Furman (Boulder Arts Commissioner)
> *Sandra Firmin (Director, CU Art Museum)
> *Amanda Berg Wilson (Artistic Director, The Catamounts) – tentative
> Justin Veach (Founder, Boulder Arts and Culture)
> Steven Frost (Artist: new media, fiber, performance, installation)
* Initial 2015 Selection Panel

Standing Technical Review Committee
3.2 CCS Projects

3.2.1 University Hill Temporary Series

**Project Introduction** – University Hill is a destination for both college students and for the entire Boulder community. The commercial district includes many historic icons, a vibrant music scene, varied dining options, and an eclectic housing mix. University Hill is a dynamic environment, and these temporary public art projects will complement that, specifically within University Hill’s commercial area. These public art opportunities will align with revitalization concepts already underway including University Hill as a summertime destination for the University Hill neighborhood and Boulder community and enhancing transition zones, which may include alleyways and additional multi-modal zones, through serendipitous encounters with art.

**Artwork Location** – Specific locations will be determined through the selection panel, within the University Hill area highlighted below:

![Map of University Hill area with highlighted project locations](image)

**Project Budget** – $95,000 (all-inclusive) | Budget Source: Community, Culture and Safety Tax
Context and Theme – University Hill is a location with particular interest from the CU population and University Hill Neighborhood, and has overall support from the community. Additional community thoughts include:

- Temporary opportunities to avoid maintenance expenses
- Permanent opportunities to anchor community
- Cross-pollinate student and community population through project
- Bring invisible/erased stories of area to light

Selection Participants –
Selection Panel
> Brian Fouhy, Designer (Arts Professional)
> Marcel DeLange, CU Faculty/Artist (Artist)
> Mike Mathis, Hill business owner (Community Member)
> KC Schneider, Hill property owner (Community Member)
> Lon McGowan, Resident (Arts Professional / Community Member)
> Kathleen McCormick (Boulder Arts Commissioner)

Technical Review Committee
> University Hill Development Coordinator: Sarah Wiebenson
> Transportation Representative: Jason Fell
> Transportation Operations: Bill Cowern or appointed
> Risk Management
> CAO
> Development Services

3.2.2 Civic Area: 11th Street Spine Signature Artwork
(formerly titled the Civic Area Magnet)

Project Introduction – The Civic Area is a civic and cultural hub invites its community to play, engage, learn, contemplate and converse. The public art opportunities will be temporary and permanent, all working together to create an “ever vibrant,” alive and constantly changing artistic environment that is exciting and engaging for all ages.

The civic area already serves as a destination for many cultural amenities:
> Performing arts including concerts, theater, and dance;
> outdoor cinema;
> street performers;
> the cultural destinations of BMoCA, the Dushanbe Teahouse, and the Boulder County Farmer’s Market;
> programming by the Main Library including concerts, cinema, and the maker space;
> cultural festivals; and
> permanent and temporary public art.
The Civic Area will be enhanced with further investments in cultural activity including destinations, events, and visual experiences. Through phased public art and programming, the goal is to create a highly-programmed setting in which anyone can expect to have an enlightening, edifying visit. Without checking a calendar or website, you will know that wonderful things will be happening when you visit the Civic Area.

**Artwork Location – 11th Street Spine Signature Artwork** at Canyon Blvd. The artwork site will be incorporated into the final design of the new park land layout within Boulder’s Civic Area. Artwork is desired to be located at the north end of the park along the newly aligned 11th Street pedestrian trail, located at approximately 40°00'55.6"N 105°16'49.5"W or approximately 1108 Boulder Canyon Drive. An additional location to consider is a threshold system along the newly aligned 11th Street. The finalist will have flexibility to identify a precise site within the areas adjacent. More information can be found at [https://bouldercolorado.gov/civic-area](https://bouldercolorado.gov/civic-area).

![Map of Civic Area](image)

**Project Budget** – Commission Budget: $355,000 (all-inclusive) | Budget Source: Community, Culture and Safety Tax.

**Anticipated Timeline** –

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<th>Year</th>
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**Context and Theme** – In the Civic Area Masterplan, this site is acknowledged as a cultural destination, and this public art commission will specifically reflect priorities contained within the Cultural Plan. Additional community thoughts include:

- Outdoor adaptive space/architectural pavilion: performance/educational/contemplative space
- Natural context: geological labyrinth, woven nest, edible landscape, climbing vines
- Introduction of Texture: knitted art, Chicago’s bean, lit/light towers, tactile experience
- Interactive and Illuminated

**11th Street Spine Artwork:** Signature Artwork – a meeting place on a civic scale: This project location will be highly visible, serving as a destination meeting space accomplished through art. It will be seen from across the campus and visually connected along Canyon and to Pearl Street. **Threshold System** – a system of “gateways” to announce your arrival in this special place.
Future Phasing – The Civic Area will be a feature destination of the City of Boulder, with a vision as a “place for community activity and arts.” When fully realized this vision will include a diversity of experiences, with many serendipitous encounters with the arts. Opportunities for ongoing public art commissions within the site will grow with related user-experience projects:

Temporary Interventions – Ongoing creative and civic engagement with this civic space: These temporary projects will introduce temporary, performative, and human-scale opportunities to the Civic Area. Initially, projects will occur in as engagement with the site’s reduced footprint while construction is occurring. However, projects will extend beyond that and will become an expected component of programming within the Civic Area.

Library Plaza Sculpture – An intimate, human-scale sculpture will be commissioned to greet visitors to the North Building of the library. (Initiate: 2020 or later)

Grand Stage – Serving as the backdrop to performances or as a work of art in itself, this architectural statement will be iconic, functional, and dynamic addition to the visual environment of the park. (Initiate: 2020 or later)

Selection Participants –
Selection Panel
> Yumi Roth: Assoc. Prof., CU Sculpture & Post-Studio Practice (Community Member / Artist)
> David Dadone: Exec. Dir. + Chief Curator, BMoCA (Community Member / Arts Professional)
> Rachel Lee: Architect, Mosaic Architects (Community Member / Arts Professional)
> Zoe Larkins: Curator (Community Member / Arts Professional)
> Ann Moss (Community Member)
> Felicia Furman (Boulder Arts Commissioner)

Technical Review Committee
> Civic Area Project Management Team: Jeff Haley & Doug Godfrey, Project Leads
> Park Operations: Callie Hayden & Josh Benedict
> Transportation Representative: Noreen Walsh (Canyon Complete Streets Rep)
> Go Boulder: appointed by Kathleen Bracke
> Library and Arts: David Farnan
> Project Design Team: Erik Prince, Tom Leader Studio
> Risk Management
> CAO
> Development Services

3.2.3 North Boulder
Project Introduction – An arts destination. This urban place-making opportunity will reflect this arts district and the concentration of creativity in this part of town. The public art opportunity will also visually acknowledge North Boulder as an entry point into the city. North Boulder benefits from multiple projects: both a Community, Culture, and Safety Tax Public Art Project as well as an Urban Design opportunity included in the North Broadway Maintenance Project (Violet – Yarmouth). The goal of the CCS Project is to create a placemaker for North Boulder, with the urban design component to further remind folks they are in a creative place: North Boulder is a creative destination, embarking on becoming the city’s first formal Arts District.
**Artwork Location** – specific location tbd with Selection Panel

**Project Budget** – **$175,000** total (all-inclusive): **$95,000** | Budget Source: Community, Culture and Safety Tax; **$80,000** | Budget Source: 1% Capital Project. It may be determined this budget is granted in its entirety to one artist/project or separated into two commissions/projects.

**Anticipated Timeline** –

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**Context and Theme** – North Boulder and NoBo have long been creative destinations. This public art opportunity is an additional aspect of the formalization of NoBo as a Creative District.

**North Boulder Context:**
> A high concentration of artists and the art district,
> The Broadway Corridor is evidence of the growing city. It’s north east side shows evidence of recent development, with an eclectic concentration of commercial and warehouse facilities on the west side of the street
> Comprised of neighborhoods and commercial
> History of the site
> Geography of the location: natural landscape (proximity to foothills, creeks, nearby farmland); its built landscape (Hwy 36 and Broadway as main arterials of Boulder)
Additional community thoughts include:

- Gateway/archway (see San Diego)
- PAINT: more painted pianos, storage bins, how to color the district?
- Fruit orchard as public art
- Interactive: narratives that engage the public
- “Scavenger Hunt” installation
- Activate the art walk; strengthen integration with art spaces across city
- Collaborative/Performative

**Selection Participants** –

**Selection Panel**
> Ana Maria Hernando (Artist, Community Member)
> Lisa Nesmith, NoBo Arts District Director (Arts Professional)
> tbd (Community Member)
> Tom Sunderland, owner of Native Edge (Community Member)
> Mark Villarreal, visual artist (Boulder Arts Commissioner)

**Technical Review Committee**
> Project Management Team: Alex May, Construction Project Manager
> Project Outreach: Noreen Walsh
> Go Boulder: Natalie Stiffler
> Park Representative: Callie Hayden
> Project Design Team: tbd
> Risk Management
> CAO
> Development Services

### 3.3 1% for Art

#### 3.3.1 Arapahoe Underpass

**Project Introduction** – The City of Boulder has initiated planning and design for the Boulder Creek & Arapahoe Underpass (Arapahoe & 13th) project to provide a safer, more accessible and less flood prone underpass along the Boulder Creek Path at Arapahoe Avenue, near 13th Street. The public art opportunities will be temporary and permanent, encompass a variety of art types and media, and include innovative approaches in the ways artists can address these overlooked places in the urban environment of Boulder. Additional project information can be found at [https://bouldercolorado.gov/pages/boulder-creek-arapahoe-and-13th-underpass](https://bouldercolorado.gov/pages/boulder-creek-arapahoe-and-13th-underpass)
**Artwork Location** – Two locations have been identified as potential artwork opportunities: 1. Within the underpass; 2. Placemaker at the northwest corner of 13th and Arapahoe

**Project Budget** – **$50,000** (all-inclusive) | Budget Source: 1% Capital Project

**Anticipated Timeline** –

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<th>2017</th>
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<td>Design</td>
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**Context and Theme** – The community has expressed familiarity with underpass projects, and would like to broaden the opportunity and reach of these projects. Additional community thoughts include:
- An arts destination like the High Line Canal
- Inviting, performative, illuminated, light or sensor activated
- Enhance feelings of safety
- Poet wall with additional line completion
- Live performances on or near site; pop-up community events (dance, theater, poetry, music)
- Gateways, residential, cheerful
- Dynamic, changes over time

**Selection Participants** –
Selection Panel
> Carissa Samaniego (Artist)
> Virginia Schick, Boulder High Art Teacher (Community Member / Arts Professional)
> Brian Coppom, Director, Boulder County Farmers Market (Community Member)
> Nicole Dial-Kay, BMoCA Director of Education (Community Member / Arts Professional)
> Tamil Maldonando (Boulder Arts Commissioner)

Technical Review Committee
> Arapahoe Underpass Project Management Team: Bryant Gonsalvez and Melanie Sloan
> Representative from the Center for People with Disabilities: David Robinson
> Park Operations: Callie Hayden or Josh Benedict
> Go Boulder
> Transportation (Maintenance): Doug Rink
> Project Design Team: Carol Adams, Architect/Designer at Studio Terra
> Risk Management
> CAO
> Development Services: Elizabeth Lokocz
> Development Services: Jessica Stevens, Floodplain Permitting

3.3.2 30th and Colorado

Project Introduction – The City of Boulder has initiated planning and design for a new underpass at 30th Street and Colorado Avenue. These projects will provide safer, more accessible, and uninterrupted traffic flow. The public art opportunities will be temporary and permanent, encompass a variety of art types and media, and include innovative approaches in the ways artists can address these overlooked places in the urban environment of Boulder.

Artwork Location –

![Artwork Location Image](image_url)

Project Budget – $80,000 (all-inclusive) | Budget Source: 1% Capital Project
### Anticipated Timeline

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<tr>
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<th>2017 Q1</th>
<th>2018 Q1</th>
<th>2018 Q2</th>
<th>2018 Q3</th>
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### Context and Theme

The community has expressed familiarity with underpass projects, and would like to broaden the opportunity and reach of these projects. Additional community thoughts include:

- An arts destination like the High Line Canal
- Inviting, performative, illuminated, light or sensor activated
- Enhance feelings of safety
- Poet wall with additional line completion
- Live performances on or near site; pop-up community events (dance, theater, poetry, music)
- Gateways, residential, cheerful

### Selection Participants

**Selection Panel**
- Beth Stade (Artist/Engineer)
- Kecia Benvenuto (Arts Professional)
- Anjali Maus, Community Programs Manager, CU Science Discovery (Community Member)
- tbd (Community Member)
- Mark Villarreal (Arts Commissioner)

**Technical Review Committee**
- Project Management Team: Jason Fell
- Project Design Team: tbd
- Go Boulder
- Transportation (Maintenance): Doug Rink
- Project Design Team: tbd
- Risk Management
- CAO
- Development Services

### 3.3.3 Foothills Underpass

**Project Introduction**

The City of Boulder has initiated planning and design for new underpass at Foothills Underpass just south of Colorado Avenue. These projects will provide safer, more accessible and uninterrupted traffic flow. The public art opportunities will be temporary and permanent, encompass a variety of art types and media, and include innovative approaches in the ways artists can address these overlooked places in the urban environment of Boulder.

**Artwork Location**

Foothills just south of Colorado Avenue
Project Budget – $40,000 (all-inclusive) | Budget Source: 1% Capital Project

Anticipated Timeline –

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Context and Theme – The community has expressed familiarity with underpass projects, and would like to broaden the opportunity and reach of these projects. Additional community thoughts include:

- An arts destination like the High Line Canal
- Inviting, performative, illuminated, light or sensor activated
- Enhance feelings of safety
- Poet wall with additional line completion
- Live performances on or near site; pop-up community events (dance, theater, poetry, music)
- Gateways, residential, cheerful

Selection Participants –

Selection Panel
> Beth Stade (Artist/Engineer)
> Kecia Benvenuto (Arts Professional)
> Anjali Maus, Community Programs Manager, CU Science Discovery (Community Member)
> tbd (Community Member)
> Mark Villarreal (Arts Commissioner)

Technical Review Committee
> Project Management Team: Brian Wiltshire
> Project Design Team: tbd
> Go Boulder
> Transportation (Maintenance): Doug Rink
> Project Design Team: tbd
> Risk Management
> CAO
> Development Services
3.4 Community Vitality Projects

3.4.1 CAGID Garage Public Art Program

Project Introduction – The Central Area General Improvement District (CAGID) Garage Public Art Plan is a collaboration between Community Vitality and the Office of Arts and Culture, to redefine the art that addresses the moment of entry through compelling temporary and permanent creative commissions across Boulder’s publicly-accessible parking garages.

This phased project commences with the development of a strategic work plan which serves as the guiding framework for an ongoing series of public art projects in Boulder’s municipal parking garages. The resulting projects will be temporary and permanent, encompass a variety of art types and media, and include innovative approaches in the ways artists can address these overlooked places in the urban environment of Boulder. The resulting projects will also take into account the Community Priorities for Culture and other recommendations for public art found in the Community Cultural Plan.

This Public Art Implementation Plan identifies goals and phases necessary to successful implementation.

Artwork Locations –

<table>
<thead>
<tr>
<th>GARAGE/LOCATION</th>
<th>APPROX. SPACES</th>
<th>HOURS STAFFED</th>
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<tbody>
<tr>
<td>11th and Walnut (Randolph Center)</td>
<td>about 250</td>
<td>9 a.m. - 11 p.m. Monday through Wednesday</td>
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<td>9 a.m. - 2 a.m. Thursday and Friday</td>
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<tr>
<td>11th and Spruce</td>
<td>about 350</td>
<td>9 a.m. - 11 p.m. Monday through Wednesday</td>
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<tr>
<td></td>
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<td>9 a.m. - 2 a.m. Thursday and Friday</td>
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<tr>
<td>15th and Pearl (Parking Services)</td>
<td>about 600</td>
<td>9 a.m. - 11 p.m. Monday through Friday</td>
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<tr>
<td>10th and Walnut (St. Julien Hotel)</td>
<td>about 500</td>
<td>9 a.m. - 11 p.m. Monday through Friday</td>
</tr>
<tr>
<td>14th and Walnut (RTD Bus Station)</td>
<td>about 250</td>
<td>9 a.m. - 11 p.m. Monday through Friday</td>
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Project Budget –

2017 Program (Strategic Work Plan, Infrastructure Review, Pilot Projects): $50,000
Temporary Projects: tbd
Permanent Commissions: tbd
Budget Source: Central Area General Improvement District (CAGID) Revenues

Staff –
The CAGID Garage Art Program will be a collaboration between Community Vitality and Office of Arts and Culture. The Office of Arts and Culture Public Art Coordinator will oversee the implementation of this program.

Anticipated Timeline –

- Strategic Work Plan: Completed over the course of 2017. The timeline for temporary and permanent commissions will be determined in the strategic work plan, and contingent on funding
- Permanent Commissions: Anticipated distribution of the RFQ for permanent works is anticipated for Fall 2017, project installation anticipated to begin Fall 2018.
Temporary Projects: Anticipated distribution of the CAGID “Artist-in-Residence” Fellowship is anticipated for distribution Summer 2018, with the first “Artist-in-Residence” Fellowship anticipated to begin Spring 2019.

Context and Theme – This program is one that has the community’s ear, with a unique opportunity to enhance and support the overall economy of Boulder’s downtown. Additional community thoughts include:

- Place artwork where it can be enjoyed by the most viewers/participants
- Help garages to feel safer; introduce creative experiences while keeping flow through the spaces
- Consider air-purifying billboards like the University of Engineering and Technology (UTEC) in Peru
- Ensure safety is the top priority
- Projects that are compelling from different users and vantage points that do not compete with the functionality of the structures, instead engage with the whole site including integrated transit stops and pedestrian access points

Selection Participants –

Selection Panel – Selection panel participants and process will be identified in the forthcoming strategic work plan

Technical Review Committee

> Community Vitality: appointed by Molly Winter
> Community Vitality: Pat Judd
> Community Vitality: Melissa Yates
> Program Consultant
> Risk Management
> CAO
> Development Services

About Central Area General Improvement District (CAGID) – The Central Area General Improvement District (CAGID) is a general improvement district formed pursuant to Chapter 8-4, BRC 1981 for the sole purpose of parking and parking related improvements within the CAGID boundaries in the downtown area. Other general improvement districts within Boulder include: the University Hill General Improvement District, the Boulder Junction Access Districts, and the Forest Glen Eco Pass District. The city council serves as the board of directors of CAGID and the other GID’s. All general improvement districts levy an additional tax on properties within their boundaries for specific purposes. Within CAGID, there are five parking structures and one surface lot that are owned and operated by CAGID to fulfill CAGID’s purpose. The revenues for CAGID are derived from the property tax levied and the revenues generated from the parking operations – long term permits, short term parking and other parking products. CAGID expenditures are those directly related to the existing parking facilities – debt payments; operations and capital improvements and replacement; constructing or acquiring additional parking improvements; as well as funding a portion of the downtown employee Eco Pass program to the extent the program reduces parking demand for CAGID; the balance of the Eco Pass program is funded by the general fund. The on-street parking kiosks and meters, and the Neighborhood Parking Permit program, are general fund programs, not CAGID programs, as they are located on city of Boulder property, rather than CAGID facilities. These different parking revenues and expenditures (CAGID and General funds) are separated through bifurcation within the Community Vitality budget to ensure the integrity of the funds and in compliance with city ordinances. Enhancements to the
CAGID parking structures, such as public art, are paid by CAGID revenues that are dedicated funds to CAGID purposes only.

As a practical matter to the public, the parking and access system is operated as a whole, integrated system – the on-street kiosks, the NPP program and the off-street CAGID facilities - to provide variety of options to the community for seamless access to the city’s commercial areas and neighborhoods.

3.4.2 Pearl Street Mall Improvements

Project Introduction – The Pearl Street Mall is a four block pedestrian mall, from 11th Street to 15th Street on Pearl Street. Dedicated in August 1977, this Boulder destination is now in its 40th year and has unique opportunities for community engagement through public art.

Artwork Location – These projects will contribute to the function and destination of Pearl Street and may feature collaborative partnerships with local communities. These projects locations include the information kiosks at 11th Street and 15th Street, but will also explore additional opportunities. Through some *Experiments in Public Art* projects, temporary public art projects will also be sited along Pearl Street Mall.

Project Budget – To be explored over 2017. Initial kiosk budget: $10,000 | Budget source: General Fund

Anticipated Timeline – These will be collaborative projects with Community Vitality, and will explore opportunities annually based on funding possibilities.

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Context and Theme – Pearl Street Mall is a cultural destination, and introducing public art through a partnership with community leaders with have the most positive impact. Additional community thoughts include:

- Project opportunities will be community-focused
- Opportunities will engage various perspectives, including Boulder’s youth
- Breadth of project durations and media types
- Reflect the personality of the Pearl Street Mall

Selection Participants –

**Standing Public Art Selection Panel**
DMC Representative
DBP Representative

**Standing Technical Review Committee**
Community Vitality Staff
DMP Staff
3.5 Community-Initiated Projects

3.5.1 Criteria for Community-Initiated Concepts

Criteria for Community-Initiated Concepts (Proposals and/or Donations) – Community-initiated concept proposals and/or works of art may be presented to the City of Boulder. All proposals and/or donations must be submitted to the Office of Arts and Culture by the proposing party. Any works proposed for exhibition exceeding two years will be considered a donation and will adhere to donation process identified in the public art policy.

Community-initiated concept proposals shall contain all aspects of a project abstract: Project Introduction, Preferred Location, Anticipated Budget and Funding Strategy, Anticipated Timeline, Community Feedback, and Context & Themes. In addition, project concepts must be reviewed and endorsed by all affected departments and/or site/facility owners prior to inclusion in the final Public Art Implementation Plan. The inclusion of a community-initiated concept in the draft or final Implementation Plan does not guarantee that a project will be funded or proceed to the selection phase.

Community Feedback – proposed concepts and/or donations must include community feedback about the proposed donation. If a site is proposed, the community feedback must represent the views of residents adjacent to the site or other stakeholders to the site.

PROPOSED CONCEPTS

3.5.2 US Cycling Monument

Project Introduction – The U. S. Cycling Monument is a proposed landmark sculpture that commemorates the legendary Red Zinger/Coors Classic Race that lit up the City of Boulder from 1975-1988, and honor all the elite cyclists who have made Colorado their home for training and competition. The monument will honor Boulder’s contributions to the international cycling community, and recognizes the strong influence of the sport on Boulder’s cultural identity.

Artwork Location – tbd as contextually appropriate

Project Budget – tbd as contextually appropriate; some private contributions may be available

3.5.3 Nobel Circle Monument

Project Introduction – The Nobel Circle Monument is a proposed landmark artwork to inspire young students to high achievement, using Boulder’s five Nobel Prize winners as role models. This proposed monument will be privately funded and donated to the city. The Nobel Circle Monument Community Stakeholder Team has selected artist Larry Kirkland for their concept, and hopes to build out the project timeline and budget after a site has been approved by the city.

Artwork Location – tbd as contextually appropriate; this project will not be pursued in earnest until a location

Project Budget – tbd as contextually appropriate; some private contributions may be available
3.6 Mural Projects and Programming

3.6.1 Mural Projects and Programming

Project Introduction – Murals and street art are incredible tools to communicate the personality and pulse of a community. These artworks bring together an array of communities, are quick to deploy, and have lasting impact with minimal upkeep. 2017 is an opportunity to collectively promote disparate commissions from public, private, and communities. A mural process for the city of Boulder and its communities will be explored in 2017, with many projects occurring in 2017 and 2018. It will be beneficial to roll these efforts into a concentrated program for muralists, community engagement, and tourism: Boulder’s “Mural Month.”

Project Budget – To be explored over 2017

Anticipated Timeline – 2017 projects will be ad hoc with the goal of a mural-focused festival to occur in 2018.

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<th>Strategic Work</th>
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Selection Participants –

Standing Public Art Selection Panel

Standing Technical Review Committee
4 Sustainable Funding – Study & Implementation

**Introduction** – A sustainable funding approach will support the long-term development of a healthy public art program commissioning schedule. The Office of Arts and Culture will explore a source and mechanism for commissioning and project maintenance in 2017, to be introduced in the 2018 budget. An important consideration will be the ability to create a robust program through commissioning several new works of art every year. Public art needs to be considered in terms of decades, with a funding structure to achieve a vibrant public art program well after the time horizon of this plan. To do this, a diverse portfolio of various sources of funding is needed. It should be secure, flexible, and at an adequate level to acquire and maintain new works of art on a regular basis.

**Project Budget** – To be explored in 2017, introduced in 2018.

**Anticipated Timeline** – 2017 projects will be ad hoc with the goal of introducing a sustainable funding approach in the 2018 budget. A preliminary recommendation will be presented at the March 2017 Executive Budget Meeting, with deeper research based on initial feedback from the preliminary recommendation.

**Staff** – Sustainable funding recommendations will be conducted by the Office of Arts and Culture, supported by the Finance and Planning departments. A consultant is working with the Office of Arts and Culture for the preliminary recommendation.

**Unfunded 2017-2018 Public Art Projects**
- Boulder Junction Public Art (Parking Garage Façade)
- 2017 Mural Festival

5 2017 – 2019 Maintenance Plan

**Introduction** – Maintaining a functional asset management system for the permanent collection of public artworks and record of temporary artworks ensures these commissions as an enduring legacy for future generations. Proper stewardship of the collection is a responsibility of the Office of Arts and Culture.

**2017 Maintenance Budget** – $55,000 | Budget Source: Community, Culture and Safety Tax

5.1 **2017 Condition Survey** – a comprehensive survey of the collection, including 2D and portable works, permanent and traditional works, and an archive survey of temporary projects will identify permanent projects in need of conservation and build a comprehensive report of the collection in its entirety. This scope of work will be conducted by a contractor.

**2017 Condition Survey** – $15,000 | Budget Source: Community, Culture and Safety Tax

5.2 **Treatment priorities** – Based on findings from the 2017 Condition Survey, maintenance priorities will be determined. Conservation and maintenance projects will be prioritized based on these findings and budget availability.

**2017 Treatment Budget** – $40,000 | Budget Source: Community, Culture and Safety Tax

5.3 **Rebuild collection database and public-facing website database** – Using the 2017 Condition Survey as a foundation, a streamlined collection database will be developed. This data will build back-end development for the boulderarts.org/public-art site

**2017 Collection Database Budget** – $tbd | Budget Source: O&M Budget (General Fund)
6 Resource Links

6.1 Community Cultural Plan –

6.2 Public Art Policy –

6.3 Virtual Public Art Town Hall –
http://www.surveygizmo.com/s3/3364362/Public-Art-Survey