

The City & County of Broomfield

PUBLIC ART MASTER PLAN



**Prepared by the
Public Art Committee**

**ADOPTED BY
Broomfield City Council**

ON

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**CULTURAL AFFAIRS DIVISION
COMMUNITY RESOURCES DEPARTMENT**

INTRODUCTION

In today's world, decisions are driven by assessment outcomes. Our society places great value on determining the "best and safest" including assessing the cities in which we live. In the assessments of our cities, intangible items *like Public Art* are one of the differentiating factors defining the top choices. A sense of community and a sense of place are key elements in cities that make the top tier of livable cities. How greatly these ratings affect the economic growth of a city is not well established. However, we can no longer overlook the intangibles if we want to be among the very best.

Broomfield has an excellent sense of community and great vision as evidenced in the 2004 City Council Priorities and discussed in the Creative Broomfield Master Plan for Cultural Development. Many of the items on the Priorities list, like gateway enhancements and streetscape images, the Farm House Plan, Old Westlake School and Brunner Reservoir Plan are directed towards improving the sense of place for Broomfield. All of these priorities provide opportunities to use Public Art to enhance the sense of place, increase our identity and create a focus for our community.

European cities rebuilding after World War II devoted a portion of their construction budgets for the acquisition of art. This concept was first adopted in Philadelphia in 1959, becoming our country's first 1% for art program using capital improvement funds. More than 350 similar programs have been developed nationwide and the number continues to grow. The reasons for initiating public art programs vary but they include:

- enhancing the public's appreciation for the arts
- elevating the quality of urban living
- strengthening community identity and pride
- providing opportunities for education and learning, and
- stimulating economic growth

In the 1970's, the concept of "plop art" generated lots of sculptures placed in plazas and parks with little planning or thought as to the relationship between the art and its location. More recent public art programs have sought to integrate art into the architecture and landscape to foster a greater sense of place. Creating a Public Art Program in Broomfield has the potential to positively impact our future as we develop a sense of place enhanced by Public Art.

Public Art can have a positive economic impact on our community. In addition to establishing a sense of identity and providing the community with an opportunity to experience art, Public Art projects draw attention to the city. The economic impact of Public Art projects is apparent in these three examples:

- The "Trail Drive" in Dallas, created five years ago, has become the 2nd most visited tourist attraction topped only by Dealy Plaza.

- The “Cows in Parade” in Chicago has generated over \$200 million in additional business revenues for the city in just a few months
- Christo’s “Wrapped Reichstag” in Berlin generated \$300 million in just three weeks

Compared to theaters and museums, Public Art has relatively low overhead, low staffing costs, and produces less waste or environmental damage.

Broomfield is surrounded by municipalities with Public Art programs. Denver has spent \$15 million on Public Art since 1988. A list comparing the programs of cities in the Denver metro area is attached. Nine of the fifteen cities have 1% for art programs using capital improvement funds. Others have different mechanisms for spending public funds on art.

It is time for Broomfield to join with its neighbors and adopt a 1% for art program. The benefit is enormous since Public Art can be enjoyed freely and continuously by all Broomfield citizens, providing enduring entertainment for future generations.

I. Vision

The Public Art Program will enhance the image of Broomfield and foster a “sense of place” for its residents and visitors.

II. Mission

The mission of the Broomfield Public Art Program is to create a more visually pleasing environment and to expand the opportunities for residents and visitors to experience quality works of art.

III. Goals

The goals of the Public Art Program are:

- A. Build a collection of Public Art in Broomfield that includes: selecting sites, acquiring and displaying art, and providing for maintenance, repair and deaccession of art.
- B. Integrate Public Art into all areas of the city and county to enhance the image of Broomfield and reflect the cultural and ethnic diversity of the community.
- C. Impact the quality of life in our community by fostering: advocacy, marketing, education and stewardship of public art that will create public understanding of the social and economic value of public art in the community.

IV. Marketing, Public Outreach and Education

Public outreach is necessary to gain the public’s acceptance and support. A Public Art Program will be successful in Broomfield if the perception is that funds have been spent wisely and contribute to the community’s sense of identity and place.

The Public Art Committee (PAC) will evaluate and assess the effectiveness of art selected through public opinion polls and other means. It will also provide comprehensive information about the context and content of the art selected.

The PAC will promote the value of Public Art to the community through activities and publications. It will advocate to build visibility of Public Art by using the City & County of Broomfield’s website and traditional media.

Several communication strategies will be implemented to garner public support for the Public Art Program. There will be two stages (pre-acceptance and ongoing education). Some of these ideas include:

A. Developing and Disseminating Information. A contemporary brochure will be assembled describing the Public Art Program, as art is acquired and as new projects are planned. The brochure will be easily updated and expanded as the program grows.

B. Developing Community Awareness. Numerous opportunities exist to foster strategic relationships between the arts and the media such as:

1. panel shows concerning public art
2. open house activities to see the work of finalists before a selection is made for a public art project
3. art exhibits
4. portrayal of artists at work
5. human interest stories profiling artists or citizens and how art makes a difference in their lives.

C. Dissemination of Information can be accomplished through:

1. Websites
2. Presentations to community and groups present at events
3. Press releases and packages
4. Paid advertisements
5. Email lists
6. Posters of art work, public art exhibitions
7. Newsletter
8. Catalog/brochure of art collection
9. Distribution sites

The PAC, with the help of city staff, the Broomfield Cultural Council and community, will develop a series of celebrations and festivals for Public Art. These events will reflect ongoing plans for public art and will have educational components that will inform the citizens about the Public Art Program. Other forms of art will be integrated into these festivities in an effort to attract a large and diverse audience.

V. Maintenance

Along with the acquisition of art comes the responsibility for the City and County to act as steward of its collection. Any Public Art owned by the City and County of Broomfield is an investment with the potential to appreciate in value. As stated in the Visual Artists' Rights Act (VARA) of 1990, the City and County of Broomfield will be responsible for protecting the value, integrity and authenticity of artwork that is acquired. The Public Art Program must allocate funds and time to the assessment, maintenance, and repair of the collection. If maintenance is done regularly, it can be simple and inexpensive. Neglect can be very costly.

The agencies responsible for the facility, land or public improvement in which the public art is located will be responsible for its maintenance. Care should be taken to train individuals within those agencies on proper everyday maintenance techniques for the artworks under their care. Measures should be in place which simultaneously allow public access and appreciation of the artworks, while protecting the artworks from possible abuse by irresponsible or careless individuals.

VI. Inventory

The PAC will maintain an inventory and condition assessment of the Broomfield's public art collection and its surrounding environment. In accordance with the ordinance creating the committee, an annual report will be provided to City Council. While Broomfield's collection is small, the PAC will delegate condition assessment duties to its members.

VII. Funding

There are many ways to fund a public art program in Broomfield, with a percent-for-art ordinance and city seed money having the best potential of setting in motion attainment of city goals.

OPTIONS:

A. Percent-For-Art Ordinance. The PAC sees this funding as the backbone of a successful Public Art Program in Broomfield. At least 1% of the CIP budget should be allocated to a fund providing for acquisition, placement, maintenance, advocacy and education.

B. Start-Up Funds. The PAC also seeks start-up funds to initiate projects similar to those presented in the Addendum. These funds would fulfill the goals of CREATIVE BROOMFIELD: A MASTER PLAN FOR CULTURAL DEVELOPMENT adopted in 2001, as well as the 2003 ordinance creating the PAC.

C. Private Development Ordinance. Public art should be installed throughout Broomfield's old and new neighborhoods. An ordinance should be adopted to "provide incentives for the incorporation of art into private development" and

“encourage the inclusion of artwork in large-scale, commercial and residential development.” (Creative Broomfield, p.19). This ordinance would cover new neighborhoods. For older neighborhoods, funding might be provided by an increase in the service expansion fee (SEF).

The PAC encourages any policy or ordinance that would send the message to developers that public art is an important part of Broomfield’s cultural identity. Developer funding of public art could significantly impact “how Broomfield looks, how it feels, and the image it projects to the outside world.” (Creative Broomfield, p. 1) It makes sense that any public art project taken on by a developer should include input and assistance from the PAC to assure the project is consistent with the image and standards Broomfield adopts for its Public Art Program.

D. Foundation. A 501(c)(3) nonprofit corporation may be created to accept donations from community businesses, organizations, and individuals interested in contributing to Public Art for community enrichment. Collaborations with individuals, organizations, or businesses must occur. The PAC encourages city staff to work with them and any foundation created to aggressively apply for grants that fund specific projects.