Creative BROOMFIELD

Information and Examples of Public Art in Private Development

2022
Why Public Art?

Public art breathes life and energy into our community. The City and County of Broomfield is excited to engage developers and artists in partnerships that reflect a vibrant artistic landscape. Public Art contributes to a sense of place and offers an opportunity to create an identity for your development.

In partnership with various city departments and the Arts, History and Cultural Council, Creative Broomfield is currently developing processes, policies and resources for privately-funded public art to support businesses, private development and individual residents to include art in everyday spaces.

The vision of this initiative is to support artistic endeavors throughout the city, empower businesses and residents to engage with artists and to develop the creative economy.
What Are The Options?

Developers have a variety of options for including public art on their properties:

1. Oversee and manage the public art process directly through a Call to Artists, direct commission, direct purchase or through donation
2. Hire an arts consultant or firm to support their public art needs
3. Request support through partnership for Call and/or selection process from the City and County of Broomfield, through the Arts & History staff (Creative Broomfield) and AHCC.
4. Request co-sponsorship of public art projects, including partnership with Arts & History staff (Creative Broomfield) and AHCC to support full process and potential matching funds

**Partnerships and/or co-sponsorship through the City and County of Broomfield will be determined on a case-by-case basis, with considerations for capacity, AIPP Project Plan, timelines and goal alignment.**

Resources:

- [CODAworx: Find & Commission Talent for Artwork Projects](#)
Funding of Developer-Initiated Projects

- Developers are encouraged to spend a minimum of 1% of their total project budget on public art.
- In the event a proposed Developer-Initiated Project is presented to the City and has significant potential to meet AIPP Plan goals and City priorities, Arts & History staff will work with the developer to create a co-proposal for inclusion in the AIPP Project Plan. Final approvals will include Department Director, CCOB and AHCC. With approvals, the City may enter into an agreement with the developer to provide both selection process support and matching funds, whether from City sources, grants or donations.
**Public Art Project Types**

**Artist-Made Building Components or Elements**

These projects use an artist to create and build components or building elements that are already part of the construction or remodel design such as benches, cement stamping or landscaping. The artist designed project can have the same budget as the line item or be enhanced with additional funding.

*Example:* Springside Rain Wall & Garden, 2009 Philadelphia, PA, by Stacy Levy

**Integrated Artworks**

These types of public art projects typically begin early. The artist is brought into the design process to integrate the artwork into the structure. They may be part of the design team and have a defined role in the project.

*Example:* Enteractive at 11th and Flower, 2005, Los Angeles, CA by cameron Mcnall and Damon Seeley

**Design Teams**

These types of public art projects typically begin early. The artist is brought into the design process to integrate the artwork into the structure. They may be part of the design team and have a defined role in the project.

*Example:* Allegheny Riverfront Park, 2001, Pittsburgh, PA by Ann Hamilton and Michael Van Valkenburgh

**Freestanding Works of Art**

These types of public art projects typically begin early. The artist is brought into the design process to integrate the artwork into the structure. They may be part of the design team and have a defined role in the project.

*Example:* I See What You Mean, 2005 Denver, CO by Lawrence Argent
In Broomfield, CO, the United Properties Denver team had a vision of transforming a city street corner into a 7-Eleven. Initially, that proposal didn’t quite catch the attention of the city. With a plan to make the space more meaningful with public art and innovative design elements, while working closely with the city’s council members, an imagined possibility became a reality for the Denver team.

The artwork is by Denver street artists and muralists Pat Milberry (a Minnesota native) and Pat McKinney, as part of the So-Gnar Creative Division, with the help of Josh Deitchman (who goes by @lowkey_creative on Instagram). The mural reflects aspects quintessential to Colorado.
Never stop dreaming: New Charlie Blackmon mural in Broomfield designed to inspire

The owners of the plaza commissioned Denver-based muralist Austin Zucchini-Fowler to bring the blank 18-foot tall and 44-foot wide wall to life. The artist spent close to 20 hours and at least 20 cans of spray paint on the project through four work sessions.

The Broomfield Plaza shopping center is owned by NewMark Merrill Mountain States. Danaria McCoy, the company’s vice president of operations and marketing said the mural is part of NewMark Merrill’s community art initiative, designed to bring engaging art to shopping centers throughout the country. She said she found Zucchini-Fowler through some of his other recent murals.

McCoy said the company plans to add seating and other enhancements near the mural to make it a place for shoppers to hangout or for parents to wait on kids in the plaza’s Colorado Swim School and Kidcreate Studio.
Located in Broomfield, CO - FlatIron Crossing is a super-regional shopping center with popular retailers like Apple, Dillard's, Macy's, AMC Theatres, and Crate & Barrel, and restaurants including Bad Daddy's Burger Bar, California Pizza Kitchen, Gordon Biersch Brewery, P.F. Chang's, and Red Robin.

Throughout the mall, visitors can find murals, art installations and a host of cultural events throughout the year. In addition, Flatirons Crossing supports arts organizations as a sponsor.

FlatIron Crossing is hosting the first PULSE Gathering event, a meeting of creatives presented by Creative Broomfield, in March of 2022.
Broomfield Examples

Anthem Colorado in Broomfield

The Anthem villages in Broomfield include Anthem Highlands for families and all-ages, Anthem Reserve with custom homes, and Anthem Ranch 55+.

Throughout the Anthem villages, sculptures of buffalo and landmark-style installations accompany signage to create a sense of place and celebrate the local feel of the community.
The Broomfield Town Square Development plans include developer-funded public art and other cultural opportunities as part of the project.
The **Baseline master planned development** will be the new home to the Butterfly Pavilion and will incorporate pollinator corridors throughout the community. Public art, an amphitheater, connection to the City’s ARTery creative corridor project and other cultural elements are included in the current development plan.
Ideas for Public Art in Private Development

- Rotating mural exhibits either directly on wall or can be painted or fabricated off site and installed, as well as removed.
- Removable panels could be sold for fundraisers, donated, or given back to artists (on loan)
- Could provide community input, panels represent artists to vote on for larger, permanent city murals
- Could provide platform to mentor and support artists to gain experience creating larger-scale murals
- Could provide a 'prequalified' list of artists the city can share with developers or private property owners interested in commissioning works
- Could be affixed to wall, or standalone structures
- Would serve as a pilot program to show other businesses art options
Ideas for Public Art in Private Development

- Provides functional artwork and design
- Builds a pilot program for artist-designed bike racks throughout the city
- Connects with Broomfield’s transportation plan
Idea for Public Art in Private Development

- Commission nationally-recognized artist to create mural with content informed by engagement with the community
- AR technology enhances experience with the mural and creates update possibilities for the future
Ideas for Public Art in Private Development

- Install sculpture pads or plinths to support rotating 3D artwork exhibits, including future program to support artists to learn to work with fabricators for larger-scale outdoor works.
Other City Projects: The ARTery

Inspired by creative corridors found across the country, the ARTery aims to enhance the low-stress network of walk and bike paths and trails with engaging art and culture experiences.

- ARTery Phase 1: The first phase is a pilot segment connecting two hubs, The Field Open Space and Broomfield Commons Open Space, and includes proposed public art installations.

Images from the City and County of Broomfield Public Art Collection
Thank you for your interest in arts and culture!

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