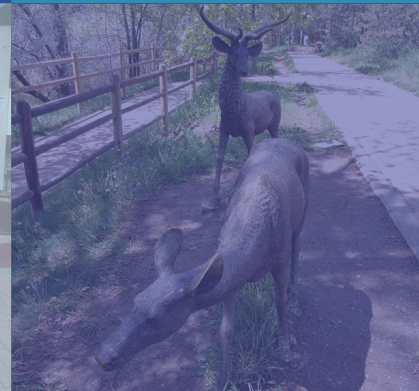
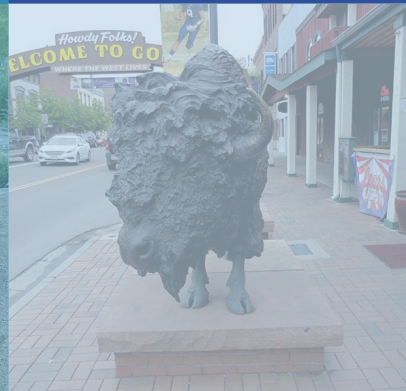




PUBLIC ART FRAMEWORK

ART PLAN





City of
Golden

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PAC

GOLDEN PUBLIC ART COMMISSION

December 13, 2022

To the City of Golden,

The arts are an essential component of Golden's past, present and future. In the City of Golden, the Public Art Commission (PAC), appointed by the Golden City Council, is responsible for the ongoing stewardship of the City's public art collection. This Public Art Framework Plan was developed in cooperation with expert consultants, ThereSquared LLC and MIG, and formulated with valuable input from the PAC Board, Golden's elected officials and staff, and the community at large. Adopted by the Golden City Council, the Public Art Framework Plan, is intended to guide the board's work and collection policies for the next several years by articulating the vision, goals, and strategies for enriching the public art experience for our residents and visitors.

Thank you for your continued support and enthusiasm for arts in Golden, particularly our public art program.

Sincerely,

Kristie Brice
Chair, City of Golden Public Art Commission

ACKNOWLEDGMENTS

A special thank you to the Golden Art in Public Places Public Art Commission and the City staff and community members who thoughtfully engaged in the Public Art Framework Planning process and helped to shape this document:



PUBLIC ART COMMISSIONERS

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Howdy F
WELCOME TO
WHERE THE WE
NOW ON EXHIBIT
ROCKY MOUNTAIN NATIONAL WATER
/ **FOOTHILLS ART CENT**





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Howdy Folks
WELCOME TO
WHERE THE WEST LIVES

 **BUFFALO BILL DAYS**
JULY 27-31

Golden
Nimal



CHAPTER 1

PROJECT & PROCESS

Introduction & AIPP History

Golden is a scenic, bustling, former gold rush town, resting between two mesas at the base of the Rocky Mountain foothills. The City's Art in Public Places Program (AIPP Program) was established in 2013 to help the City of Golden continue to build and maintain their collection of city-owned artwork. The Public Art Commission (PAC) is the board appointed to guide the program. The AIPP program has helped to create a unique, vibrant, and art-filled downtown area and beyond, and the public art collection contributes to the quality and cultural identity of our community.

This Public Art Framework Plan (PAFP) has the purpose of guiding and aligning the PAC's goals for the next five years of the AIPP Program. However, this document is a working or living document that may change from year to year, as priorities evolve, and as different opportunities present themselves.



The Public Art Commission (PAC)

The purpose of the Public Art Commission (PAC) is to act as stewards of the AIPP Program for the City of Golden. As such, they are charged with oversight of acquiring, managing, and maintaining the public art collection. Furthermore, the PAC serves as program spokespeople and champions of importance for visual arts in the entire community. Members of the PAC are appointed by City Council to carry out the duties and responsibilities of the AIPP Program for the City of Golden. The establishment and responsibilities of PAC were first defined in Golden Municipal Code Chapter 2.64 and are further detailed in the 2022 Public Art Handbook.

Each calendar year, the PAC shall review the recommendations and strategies contained in this Framework Plan, using it as guidance for the creation of a yearly work plan to submit to City Council.



Original AIPP Goals

The original goals for the AIPP program were outlined in City of Golden Municipal Code Chapter 2.60. These goals shifted slightly in the original 2013 Public Art Handbook and have been completely revised for the publication Public Art Framework Plan, as detailed later in this document. The original goals were:

- Enrich the public environment for residents and visitors through the incorporation of the visual arts;
- Increase the livability and artistic richness of the Golden community;
- Enable Golden to attain recognition on state and national levels as a leader in the visual arts;
- Increase public access to works of art and to promote understanding and awareness of the visual arts in the public environment;
- To make the mundane interesting, fun, playful or inspiring;
- To promote diversity and pluralism in public art and to reflect a wide range of multi-cultural expression; and
- To contribute to the economic vitality, quality of life, and civic pride of the Golden community.

Golden's Public Art Collection

BACKGROUND

Golden's public art collection began in the 1990's with many generous donations of traditional bronze sculpture to the City. At the time, there was no group overseeing that donation process, and there were no over-arching goals or criteria to guide the program. These initial sculptures tended to reflect the early history of Golden's foundations and heritage.

Since the establishment of the PAC in 2013, the collection has grown and become more diverse. Furthermore, it has been integrated throughout the larger Golden community. It is beginning to tell a new, more contemporary story about Golden, its community and its bright future. As the City continues to grow and develop, the AIPP Program will continue to evolve along with it, communicating its collective history and shared vision for the future.

COLLECTION AUDIT & ANALYSIS REPORT (2021)

The PAC commissioned an Audit and Analysis of the collection in 2021 with a focus on summarizing the collection's strengths and weaknesses, themes, and gaps. The report (see Appendix) provided with PAC with some key observations:

- Golden is a community that values public art and sites artwork in prominent locations for residents and visitors to the community, mostly in the downtown area.
- Much of the collection is represented by traditional bronze, figural artwork depicting historic or allegorical figures and western animals.
- The community and visitors truly enjoy the collection and engage with it regularly.
- The collection is not very diverse, whether in location, siting, or materials, nor artist genders, genders depicted or styles. However, this is improving with the addition of murals and more contemporary pieces.



Public Art Framework Plan (PAFP)

PURPOSE & NEED

Building from the findings of the Audit and Analysis which focused on the collection itself, in late 2021, the PAC began work on a Public Art Framework Plan to better understand the current program's strengths, weaknesses and opportunities. For this plan, consultants reviewed the audit of the existing collection, conducted interviews, surveyed the community, and held several study sessions with the PAC to understand how the AIPP program can diversify its strategies, expand partnerships, identify funding, and clarify its mission moving forward. The plan was finalized in fall of 2022. The result will be a collection of short, longer-term, and ongoing strategies to enhance and improve both the collection and the Art in Public Places program and Golden's creative community.

ORDINANCE & HANDBOOK REVIEW

In January 2022, the PAC met with consultants to review and discuss the existing public art ordinances and existing Public Art Handbook. Both of the public art ordinances that guide the PAC and the AIPP program are straightforward, however they could benefit from some additional language to better support the PAC's new goals to include language to allow for arts education programming in the future after consultation and approval by Council.

The Public Art Handbook outlines the AIPP program policies. It was originally drafted in 2013 and edited again in 2016 and 2017. The document was missing some key components (mural policy, conflict of interest) and some sections were underdeveloped and needed editing. It was determined that the Handbook needed to be re-written and updated as a part of the consultant's scope of work. The final document was presented and approved in fall of 2022.

PAC ENGAGEMENT

Throughout the process, the PAC functioned as a steering committee, vetting initial products, guiding community engagement, and reviewing final deliverables. The PAC met several times throughout the process, with some meetings functioning as general updates and project report-outs, and others focused on more detailed discussions such as in the crafting of the plan goals and review of the engagement findings.

COMMUNITY & STAKEHOLDER ENGAGEMENT

Beyond the PAC, the PAFP process engaged the broader community to establish a better understanding of resident priorities as it relates to the role of art and types of art most appropriate for Golden. The types of events and activities varied by time of day, time of year, and method of input.

Early engagement, such as during the Autumn Fest in fall of 2021, focused on introducing the public to the project and the

PAC and announcing future engagement opportunities. Activities at this event were framed more in a "did you know?" format, with different boards and handouts highlighting the current state of area in Golden.

During the winter of 2021-2022, the consultants conducted one-on-one or small group interviews with over fifteen stakeholders identified by the staff and PAC members. Each interview focused on the AIPP program, its impact, and views on how the program could be improved. Interviews were kept confidential, and the consultants distilled the comments into themes which added insight into the PAFP.

Later engagement deployed both in-person and online opportunities to solicit input from the larger community. During Golden Civic Foundation's Summer Jam hosted in June of 2022, local Golden residents were provided with a variety of crafts and art activities, aimed at both creating art with a paint-balloon splash wall and tissue paper flowers and encouraging conversations around art. During these art-based activities, a dot-preference board provided the opportunity to indicate which types of art were most appropriate for Golden moving forward.

Online engagement was hosted through Guiding Golden (www.guidinggolden.com) An arts-focused online survey was open from June-August 2022, inquiring about various aspects of art in Golden, from personal priorities to the role of commissions and committees.

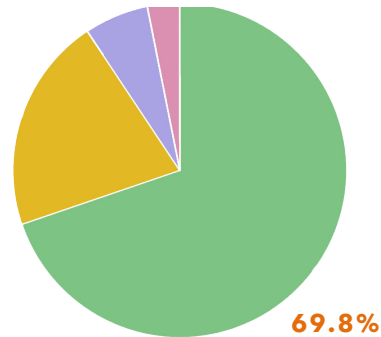
PAFP: NEW AIPP PROGRAM, MISSION, & GOALS

The AIPP program has long operated under the goals and vision from the original ordinances. Through the planning process, the recommended Mission, Vision, and Goals for the AIPP program have been redefined, updated, and broadened.

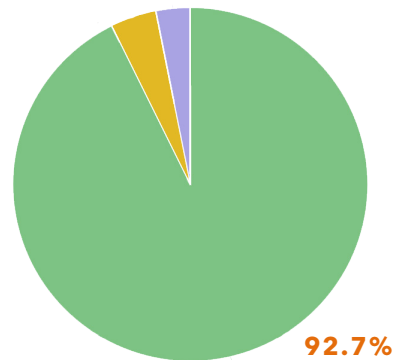


Public Art Survey

An overwhelming majority (nearly 70%) believe it is very important to experience the arts.



Over 90% responded that Public Art adds value to the Golden community.



When asked what types of artwork they would like to see more of in and around the community, they majority stated they would like more functional artwork (benches, bike racks, etc.) as well as more murals. Kinetic/interactive artwork as well as environmental artwork also scored high.

All of these suggestions from the community will be taken into account as the PAC develops their criteria for acquiring artwork in the next five years.





CHAPTER 2

MISSION, VISION, & GOALS

New AIPP Mission

To enrich the public environment and experience for residents and visitors through the arts.

New AIPP Vision

To create and support diverse arts projects and programs of and for the entire Golden community, through leadership, stewardship, and partnerships.

Updated AIPP Goals

GOAL A: ADVOCATE FOR ADVANCING THE ARTS IN GOLDEN

Art contributes to our quality of life, civic pride and economic vitality. We will be the City's key advocates for including art in all City decisions, planning, and construction, where possible. We will support City leadership as it considers establishing broader support for arts and culture and we will embrace and elevate all arts in Golden.

GOAL B: CREATE A DIVERSE & ACCESSIBLE COLLECTION FOR GOLDEN

As stewards of the City's public art collection, we will create a collection of permanent and temporary artwork that:

- Features work of the highest level of artistic excellence;
- Features work by a broad and diverse group of artists, working in a variety of methods and media;
- Explores and reflects a diversity of themes, subjects and traditions; and
- Enriches public spaces in all parts of our City and is accessible and available to everyone.

GOAL C: MAINTAIN OUR COLLECTION FOR GOLDEN

Golden's collection of artwork is an asset to our community. We will maintain, conserve and care for the collection for generations to come.

GOAL D: PROMOTE THE ARTS FOR GOLDEN & BEYOND

Golden's public art collection will inspire, educate, and create conversation. We will promote and inform the public about Golden's public art and seek to increase public understanding through education, media, and events.

Based on the these goals set forth, the following recommendations and strategies have been organized in a phase approach. These account for a five-year planning window; revisit every year and re-work strategies after year five. **NEAR-TERM** activities are expected to be activated within a one- to two-year window. **LONG-TERM** activities are expected to be activated sometime in the later part of the five-year planning window. **ONGOING** activities should be happening year-round and simultaneous to all near- and long-term activities.



Goal A: Advocate for Advancing the Arts in Golden.

A.1. NEAR-TERM TASKS AND STRATEGIES

A.1.a. AIPP Ordinance Changes

- Review current ordinance with an eye to updating it to new goals, the makeup of the PAC, and other clarifications.
- Include option for Arts Education in the new ordinance wording in case the PAC would like to add programming in this area.

A.1.b. Support Golden's Arts & Culture Master Plan

- Assist Council as needed.
- Encourage and advocate for inclusion of public art in all City plans moving forward.

A.1.c. Advocate for Proper Placement of the Public Art Program

- Advocate for further research into which department can best support the PAC and its activities into the future.

A.1.d. Create an Advocacy Document/ White Paper for Public Art

- The white paper could evolve out of the Frequently Asked Questions document (written in Summer 2022). Include an outline of goals, future projects, and advocacy.



A.2. LONG-TERM TASKS AND STRATEGIES

A.2.a. Investigate refining the PAC recruitment and appointment process.

- Create questions for potential PAC/Arts Commission members to be asked in recruitment interviews.
- Investigate adjusting the eligibility requirements for a new, redefined PAC/Arts Commission to make it more balanced and diverse.

A.2.b. Investigate partnerships for creating more arts education programming through the AIPP program.

A.2.c. Advocate for the expansion of City-funded arts programming and events.

A.3. ONGOING TASKS AND STRATEGIES

A.3.a. Advocate for 1% funding for qualified Capital Improvement Projects (CIP).

- Assign a PAC member to accompany staff to meetings where these projects are discussed/planned.

A.3.b. Encourage and advocate for inclusion of the arts in all new City plans moving forward.

A.3.c. Ensure art is a consideration for all City projects.

- Establish regular communications between the PAC and Public Works and Parks to make sure new projects include options for public art.
- Advocate for arts inclusion in the Heart of Golden project.
- Advocate for public/private collaborations and cross-promotion of Golden's industries.

Goal B: Create a Diverse & Accessible Collection for Golden

B.1. NEAR-TERM TASKS AND STRATEGIES

B.1.a. Create a yearly report and work plan.

- Using this document, add, review, and re-prioritize yearly strategies.
- Using this document, review yearly accomplishments and activities.
- Create a forward-looking yearly work plan to guide and track yearly activities and give presentations.
- An annual report can be useful for tracking yearly activities according to the work plan and reporting to City Council.

B.1.b. Update the Public Art Handbook for adoption and alignment with the new goals, mission, and vision and policies.

B.1.c. Review all legal documents, application forms and templates for alignment with new policies in the Public Art Handbook.

B.1.d. Reinforce the PAC's role for funding/selecting/approving public art projects in the City of Golden (DDA, Parks, Public Works); continue to educate community about this role.



B.2. LONG-TERM TASKS AND STRATEGIES

B.2.a. Create a 5-year collection plan to establish new parameters, locations, and budgets for Golden's Public Art collection.

- Refer to the 2021 Audit Report and 2022 Community Survey results from (in Appendix) to guide the PAC on the creation of the collection plan and art selection criteria.
- Identify specific catalytic art opportunities,
- Consider establishing a collection philosophy (criteria of what you may and may not consider for the collection for the next five years),
- Establish primary and secondary art locations.
- Focus on diversity of artists, mediums, scale, location, and subjects.
- Consider art that is contextual and thematic--beyond just "Western."
- Catalogue potential and preferred types of sculpture and artwork for the collection.
- Locate art intentionally and contextually.
- Encourage artwork that educates and engages all ages.

B.2.b. Investigate establishing a sculpture park to combine the outdoors and sculpture. Incorporate art into the parks and natural landscapes

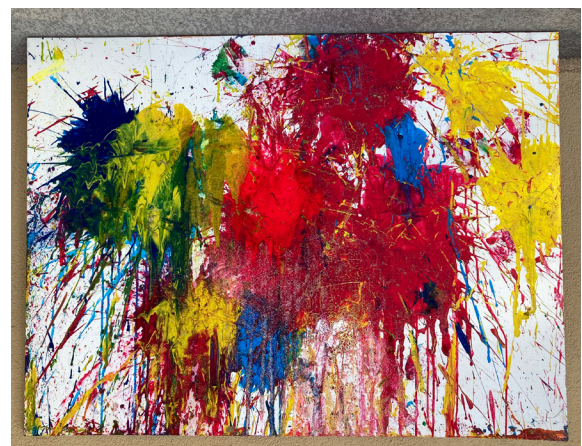
B.2.c. Operate the Downtown/Creekside area as a Public Arts District (a place/destination and a program with outreach to visitors and community)

B.3. ONGOING TASKS AND STRATEGIES

B.3.a. Integrate consideration of public art in all City programs and funding decisions.

B.3.b. Integrate public art into projects across the City, particularly projects outside of Downtown.

B.3.c. Always work to enact a fair and transparent public selection process with clear criteria for selection.



Goal C: Maintain Our Collection for Golden

C.1. NEAR-TERM TASKS AND STRATEGIES

C.1.a. Establish a dedicated maintenance fund in addition to public art capital and programming funding; assure that it rolls over each year.

C.1.b. Formalize a maintenance program.

- Establish regular maintenance needs for all City-owned art.
- Prioritize yearly maintenance needs.

C.1.c. Establish a new policy of requesting maintenance funding for donated artwork

C.1.d. Clarify ownership of all Golden public art pieces, including interior artwork, murals etc.

- Include new artwork in the regular maintenance plan.

C.1.e. Establish a policy recommendation for the restoration/maintenance of historic murals in Golden.



Goal D: Promote the Public Art Collection for Golden & Beyond

D.1. NEAR-TERM TASKS AND STRATEGIES

D.1.a. Formalize recurring public art events (e.g. the Itty Bitty Art Program.)

D.2. LONG-TERM TASKS AND STRATEGIES

D.2.a. Update and improve public art collateral.

- Create a public art tour(s) and include artwork that is not owned by the City.
- Revise public art map.
- Consider a smaller Downtown area art map including non-City artwork.
- Prioritize website improvements and user-friendly formatting (a site off of City site?).
- Create downloadable “Arts Walks” for visitors.

D.2.b. Investigate applying for the Downtown as a Certified Creative District for Colorado.

D.2.c. Establish community events to feature the arts and the public art collection.

D.2.d. Establish areas where the arts can be in service of established local events, city initiatives, etc.

D.3. ONGOING TASKS AND STRATEGIES

D.3.a. Continue to promote Golden as an art district/destination through coordinated marketing with Visit Golden and City communications.

D.3.b. Advocate for tourism websites outside Golden to feature and market the Golden Arts District.







CHAPTER 3

IMPLEMENTATION

Implementation

YEARLY WORK PLANS

From this Framework Plan, review yearly activities at the end of the year, and implement yearly work plans for the next year's activities.

ANNUAL REPORTS

From this Framework Plan, review yearly activities at the end of the year and develop an annual report for City Council, other City staff, and the community.

ORDINANCE CHANGE

At a time to be determined, update the new public art ordinance that better reflects the AIPP program goals (in this PAFP document).

ART IN PUBLIC PLACES HANDBOOK UPDATE

If the ordinance changes or other rules and regulations change that affect the AIPP program, issue changes to the AIPP Handbook accordingly.

SUPPORT CITY LEADERSHIP IN ITS ARTS & CULTURE MASTER PLAN

As mentioned in AIPP Goal A, the PAC will follow and support City leadership as it considers establishing broader support for arts and culture.

CONTINUE TO ENGAGE THE COMMUNITY

Though the work of the PAFP process, the PAC now better understands its role in the community and the need for the community to embrace and support the program. The PAC presence at community events helped elevate the PAC's status and importance and helped to educate the community about PAC activities. This outreach to the community should continue, particularly as the PAC implements the PAFP strategies over the next several years.

