Iowa City Public Art Strategic Plan 2020-2025

YOUR IOWA YOUR CITY YOUR ART

CITY OF IOWA CITY UNESCO CITY OF LITERATURE

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Executive Summary

Vision

The arts are at our core—they are a big part of what makes lowa City unique. Public art brings beauty and excitement to our surroundings. It sparks us to find wonder and inspiration in new and unexpected places. By promoting imaginative opportunities to experience and create art together, we can build a community that values and encourages diverse voices. We will continue to use the Public Art Program to nurture creative placemaking, and to inspire, educate and enrich our community and its visitors through visual and experiential art. We will work to make Iowa City the Greatest Small City for the Arts in America.

Mission

To create a stimulating public arts environment that reflects and celebrates lowa City's rich history, culture, diversity and character.

Purpose

To outline a five-year plan to create a more sustainable and diverse public art program designed to meet the interests and the needs of our growing community and to secure the funding necessary to support it.



Public art has the power to energize our public spaces and profoundly transform the places where we live, work, and play. It generates community identity by creating a unique atmosphere and enhancing a sense of place. In functioning both as destination and embellishment, public art plays an important role in sustaining the local economy.

In the pages that follow, we document the process we used to gather feedback from the public regarding the direction Iowa City's Public Art Program should take in the future. The process was exciting and energizing because of the high value people in our community place on the arts. Residents and visitors alike look to the arts as a source of beauty, whimsy, and inspiration, and also as a vehicle we can rely on to shake us out of our comfort zones and draw us together.

Public Art Goals and Strategies

After culling through survey responses and notes from thought-provoking conversations that occurred during public meetings and gatherings of arts professionals, we distilled five goals we will use to steer the Public Art Program for the next five years:

Goal 1

Review the existing Public Art Program. Adjust its policies, priorities and practices to better reflect our dynamic community. Devise creative ways to deliver a wide range of art opportunities—from performance art to permanent installations, participatory programs, and more to stimulate a vibrant public art environment that will enrich us all.

Goal 2 **Expand opportunities** to use public art to enliven and enhance areas throughout Iowa City to ensure that everyone in the community has a chance enjoy it.

Goal 3 Secure and manage funding to ensure an ongoing vibrant, sustainable Public Art Program as well as ensure the care and maintenance of existing public art assets.

Goal 4 Collaborate with municipal, civic, nonprofit and private sector organizations to create opportunities for public art.

Goal 5 Build awareness and promote understanding about public art and the benefits of the arts in general.



To ensure these goals are met, we have written a timeline with detailed action steps and tasks. This action plan will move us towards reaching the goals and strategies for arts and culture as outlined in the IC2030: Comprehensive Plan and Strategic Plan Update, adopted May 14, 2013.

To provide context for future discussions, we also offer a brief history of the major accomplishments of the Public Art Program from its inception in 1997 to the present.

Given the importance of public art in making lowa City both a vibrant place to live and an alluring destination for visitors, we are committed to securing stable funding sources to ensure the future of this vital program. We urge City Council to explore long-term funding options such as a hotel/motel tax set-aside, new requirements or incentives for private development projects, and other creative solutions.

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History of the Iowa City Public Art Program

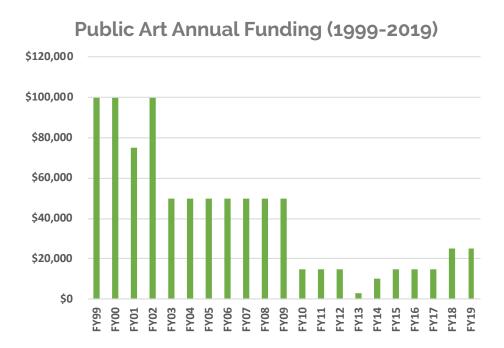
lowa City is defined by its flourishing arts and culture scene.

The Public Art Program was established by the City Council in 1997 to revitalize our public spaces and enhance lowa City's reputation as a cultural destination and vibrant place to live and work.

The Public Art Advisory Committee (PAAC) was established to oversee the program to manage the budget, determine potential art installation sites, oversee the proposal and selection process, and curate the collection. The City's permanent public art collection is now valued at over \$1,000,000.

The Iowa City Public Art Program has sustained activity over the past twenty years despite regular adjustments to the funding levels.

Public art has the power to energize our public spaces, heighten our awareness, question our assumptions and profoundly transform the places where we live, work, and play. It generates community identity by creating a unique atmosphere and enhancing a sense of place. The Iowa City Public Art Program will continue to sustain and grow our investments in the arts.



History of the Iowa City Public Art Program Continued



Downtown

Weatherdance Fountain Five Pedestrian Mall Sculptures Iowa Avenue Literary Walk Irving Weber Sculpture Northside Literary Walk

Neighborhood Art

Goosetown and Northside Street Markers Longfellow Historic Markers and Wing's Return Wetherby Park Shelter Project Pheasant Hill Park Mosaic Bench and Plinth Grant Wood Neighborhood of Seasons Mosaic Column Woodland Walkway—Pheasant Hill Park

Parks

Just for Kicks—Kickers Soccer Park Bird in Flight—Sycamore Greenway Trail Walk in Beauty—Benton Hill Park Love is Strange—Willow Creek Park Simple Flight—Peninsula Park

City Buildings

Court Street Transportation Center Wayfinding Komorebi, Iowa City City Hall Lobby Playful Investigation, Mercer Aquatic Center Exploring Iowa's Renewable Energy, Robert A Lee Recreation Center Dancing Water Glass Panels, Robert A Lee Recreation Center

Murals

Whole—Under the College Street Bridge Step up Mural, Mercer Park Underwater Scene Mural, Fairmeadows Park

*Ongoing annual projects include Poetry in Public and Kidztent at the Iowa Arts Festival

Art in Iowa City's Comprehensive Plan

The Public Art Strategic Plan was developed to align with the goals and strategies for arts and culture as outlined in the Iowa City Comprehensive Plan (IC2030: Comprehensive Plan and Strategic Plan Update, adopted May 14, 2013):

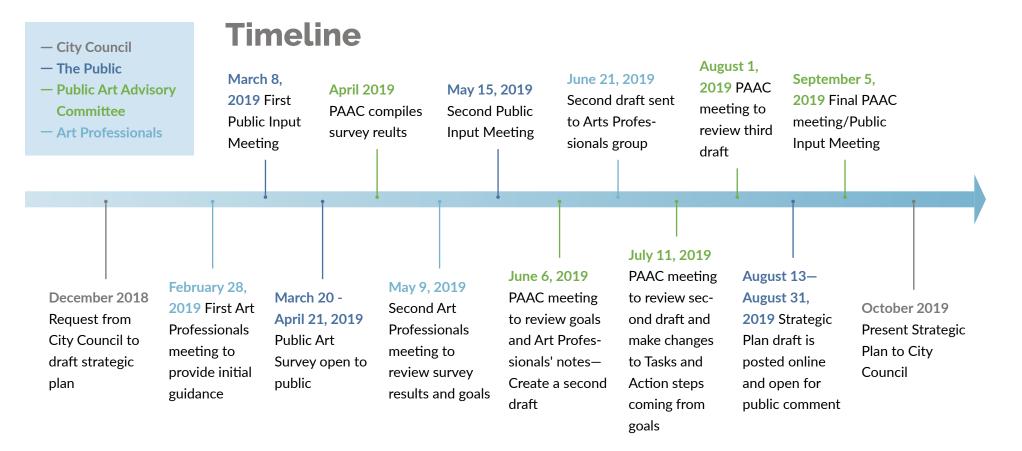
- Explore new funding sources for Arts and Culture projects and programs such as Hotel/Motel tax revenue, crowd-funding, a "percent for art" ordinance, and new grant funding.
- Seek the participation of diverse populations (e.g. young and old) when developing cultural programs.
- Increase visibility and awareness of Arts and Culture programs.
- Explore opportunities for new Arts and Culture venues that will attract visitors to Iowa City.
- Seek representation of diverse populations on the Public Arts Committee.
- Develop an Arts and Culture plan that includes all neighborhoods.
- Continue to provide opportunities for Neighborhood Art.



Strategic Planning Process

The Public Art Advisory Committee began the process for development of this plan in January 2019. A series of community engagement opportunities were developed that occurred over the next six months.





Arts Professional Steering Committee Meetings

The Public Art Advisory Committee convened a group of local arts professionals to act as a steering committee to help guide the process for developing the Public Art Strategic Plan. The Steering Committee met twice. At the first meeting, the group helped fine tune the mechanisms used to solicit ideas and feedback from the public. At the second meeting, members helped evaluate the public input received. They also reviewed proposed goals and action plans and provided insights and suggestions of additional areas to be considered for inclusion in the strategic plan.

Public Meetings



The Public Art Advisory Committee hosted two Public Input meetings. The first meeting provided opportunities for general feedback regarding topics such as:

Where should public art be located? What should public art do? What form should public art take? What other types of art would you like to see?

At the second meeting, the PAAC solicited comments on the results of the public survey outlined below. In addition to many general comments regarding the survey results, there was extensive discussion regarding the potential role of the City in supporting the creation of a public art center in lowa City.

Online Survey

The feedback received at the public meetings was used to guide development of a Public Art Survey that was made available online for public responses over a three-week period in April 2019. A public display was also placed in the Iowa City Public Library that provided the opportunity for visitors to respond. Members of the Public Art Advisory Committee also participated in one-on-one canvassing of visitors to the Iowa City Pedestrian Mall one Saturday afternoon.

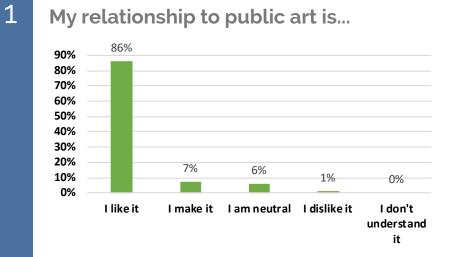
Survey Results

The amount of input and enthusiasm that was exhibited in the responses to the survey demonstrates that the citizens of lowa City consider public art to be an important, if not critical component to the quality of life in the community.

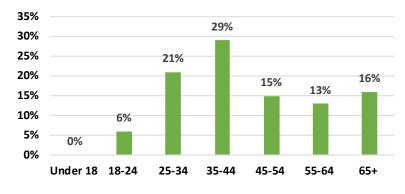
Who Participated?

Five hundred responses were received to the online survey with almost 100% completion of each survey. Visitors to the library completed 22 surveys and pedestrian mall visitors completed another 23 surveys.

Survey Questions and Results



3 What is your age?

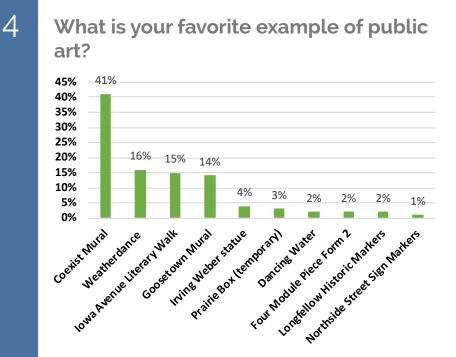


Age Categories of Survey Participants

Where do you live in Iowa City? 28% 30% 25% 20% 14% 11% 10% 15% 8% 7% 7% 10% 6% 4% 3% 5% 1% 0% Other areal city. Northeast NorthCorridor Southeast sourthwest Northwest Downtown Southcentral central North

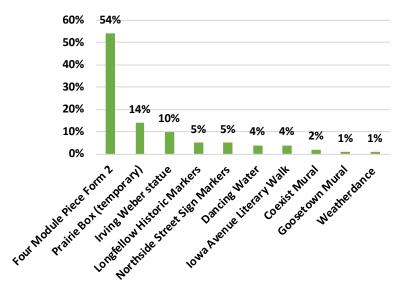


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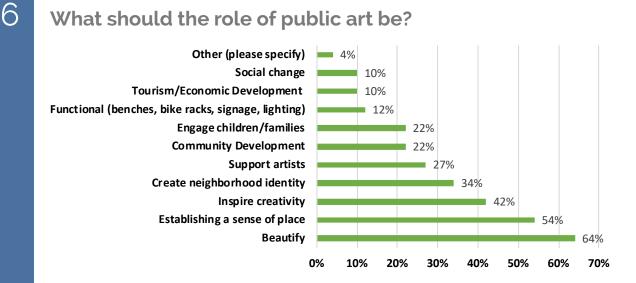
Write in comments included the Pedestrian Mall Benchmarks project and murals in general.

5 What is your least favorite example of public art?

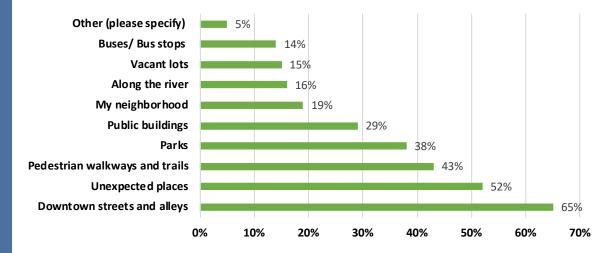


Write in comments included a dislike of the Iowa Avenue Literary Walk. Respondents said the bronze plaques were slippery in the winter and on rainy days.





I want to see public art in this location...

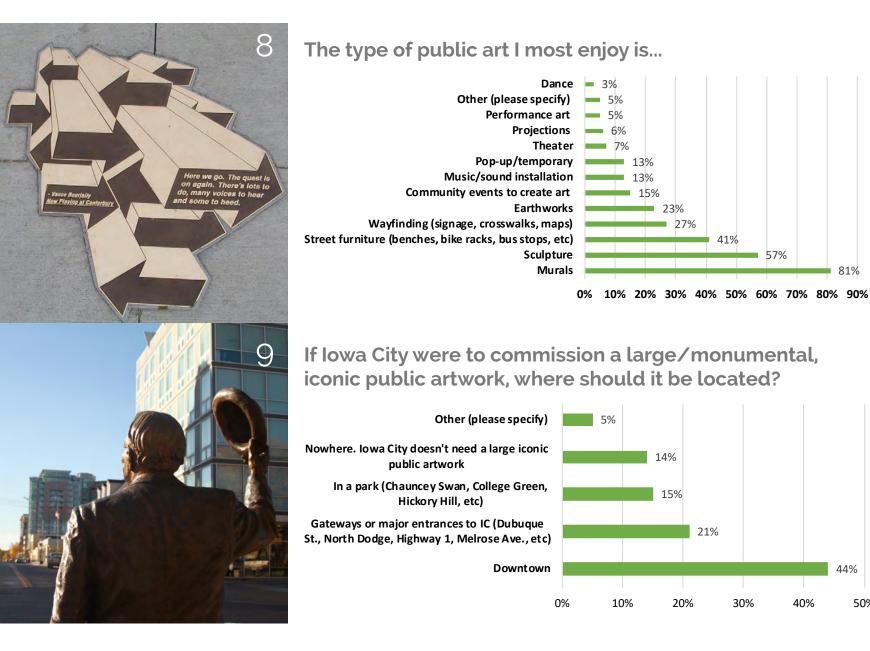




City of Iowa City Strategic Art Plan

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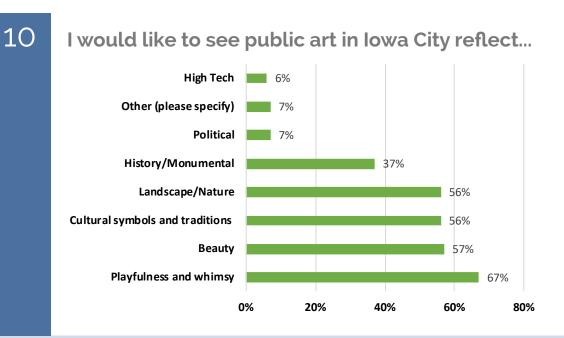
50%

44%

40%

81%







The survey provided an opportunity for people to make any comment they wished related to public art. Over 150 people -approximately 30% of the respondents- provided comments. These comments were compiled into common themes and provide an even broader sense of how people feel about public art in Iowa City. The top 10 topics/comments included:

More public art outside of downtown/in neighborhoods – 26 More engaging/interactive public art – 13 More art by local artists – 13 More public art in Iowa City's marginalized/lower income neighborhoods – 12 Public Art should reflect a community's cultural diversity – 11 Concern over cost of public art – particularly if taxes are used to fund it – 10 Concern over a large "iconic" piece of public art – 10 More murals – 10 Involve community members/kids in creation of art – 10 Creation of a community art center – 8

Goals and Strategies Work Plan

Goal 1 Review the existing Public Art Program. Adjust its policies, priorities and practices to better reflect our dynamic community. Devise creative ways to deliver a wide range of art opportunities—from performance art to permanent installations, participatory programs, and more—to stimulate a vibrant public art environment that will enrich us all.

| | Action Steps | Tasks | Timeline |
|---|---|---|--------------------------------|
| A | Review and update existing policies and proce- dures for selection, installation, maintenance and conservation of artworks in public spaces and civic facilities | Review existing policies and procedures - update as necessary PAAC adoption and City Council presentation | November 2019 December 2019 |
| В | Evaluate structure, size, practices and accessibility of the Public Art Advisory Committee | Review existing by-laws Consider expansion of committee membership Consider meeting time in the evening to encourage more public participation Reevaluate location of meeting | November 2019 December 2019 |
| С | Encourage people to see art in new ways, in unexpected places and spaces | Develop projects/programs/criteria that encourage these opportunities Expand opportunities to create functional art installations Expand opportunities to engage public in unexpected ephemeral art experiences | Ongoing |
| D | Collaborate with other community arts entities to encourage innovative projects and public arts activities that make lowa City a public art destination | Incorporate opportunities that encourage fresh ideas/ creative interpretation Ensure programming draws new audiences and generates helpful feedback | Ongoing |

Goal 1 Continued

| | Action Steps | Tasks | Timeline |
|---|---|---|----------------------|
| E | Develop a method by which the public can provide ongoing input. | Evaluate digital media opportunities to solicit feedback. Incorporate audience feedback for programs/projects where possible. Conduct annual survey for general public input. Initiate annual gathering of arts organizations/professionals to optimize coordination among partners. | January 2020 |
| F | Seek opportunities to prioritize the involvement of our large pool of talented local artists. | Determine geographic area for the term "local artists". Develop a baseline of information about activities in which local artists have participated. Determine needs of local artists that can be addressed by public art programs and activities. Ensure that programs that respond to these needs are developed and involve local artists. | Ongoing |
| G | Develop criteria to define what determines progress; quantitative and qualitative. Review annually. | • Programming outcomes are reviewed annually and this information is used to refine programming for the year. | January 2020/ongoing |

Expand opportunities to use public art to enliven and enhance areas throughout Iowa Goal 2 City to ensure that everyone in the community has a chance to enjoy it.

| | Action Steps | Tasks | Timeline |
|---|---|--|-----------------------|
| Α | Conduct an inventory and prioritize potential areas for future consideration of public art and arts activities throughout Iowa City, particularly underserved areas; update annually. | Sites identified and prioritized including interior and exterior. Seek out non-traditional locations. Each site/location evaluated for arts options encouraging fresh ideas for opportunities. Information used to refine projects and activities for next year. | February 2020/ongoing |
| В | Create a framework to define how these locations can be made available for temporary art exhibits as well as an evaluation process by which an artist can propose a project in an undiscovered public location. | Revisit draft of Temporary Art Installation Policy. Research Art on Loan program and determine how or if to pursue this option. | February 2020/ongoing |
| С | Generate community involvement with art projects: 1. Reinstitute the Neighborhood Art Program which enables neighborhoods to work with local artists to develop public art installation/s that reflects the identity of the neighborhood. 2. Encourage interactive or performance arts activities or workshops in various locations for all ages. 3. Encourage private property owners to incorporate art on their own property for public enjoyment. 4. Promote our local artists by providing opportunities to showcase their work through studio tours, neighborhood art festivals, etc. | Review Neighborhood Art Program guidelines, adjust as necessary. Determine method of implementation/level of funding. Develop program/methods for expanding interactive/ performing arts/events. Evaluate existing Public Art in Private Places program to encourage private investment in visual arts on private property. Evaluate incentives/consider funding programs to encourage involvement. Evaluate opportunities for hosting private artist exhibits/ events including City facilities, parks, coordination opportunities with existing programming, etc. Consider funding directed towards coordination/administration costs. | March 2020/ongoing |

Goal 2 Continued

| | Action Steps | Tasks | Timeline |
|---|--|--|-----------------------|
| D | Expand the concept of public art with spontaneous arts experiences in non-traditional settings. | Develop special arts experiences in unique settings designed and/or organized when feasible. | Ongoing |
| Ε | Develop and implement a policy for soliciting and accepting donations, memorial gifts or loans of artwork. | Review existing policies and amend/add as necessary. Promote opportunities on regular basis. | February 2020/ongoing |
| F | Continue to seek opportunities for temporary exhibitions of artwork throughout the community both in public and private locations. | Develop program/process that encourages these opportunities. Promote on a regular basis. Consider establishment of sculpture garden, annual rotating art exhibit or other. | February 2020/ongoing |

Goal 3 Secure and manage funding for the public art program and the care and maintenance of public art assets.

| | Action Steps | Tasks | Timeline |
|---|---|---|------------|
| Α | Develop a staffing and resource model to ensure the goals of the Public Art Program are achieved. | Develop Public Art Program goals and outcomes. Determine programming priorities for five-year period. Determine estimate of administrative requirements. Determine funding sources/opportunities for administrative costs. Revisit draft of Temporary Art Installation Policy. Research Art on Loan program and determine how or if to pursue this option. | July 2020 |
| B | Identify and secure funding sources that will provide for a sustainable, reliable resource to ensure the realization of the Public Art Strategic Plan. Options could include: Hotel/motel tax set-aside Private development percent for art - Enables development bonus (density/height/etc.) if private developers provide a percent of total development costs to be utilized for the arts. Currently available in the Riverfront Crossings Redevelopment Area. Percent for public art - Consider including percent of capital project costs to install public art as part of the project (bridges, streetscapes, etc.) if deemed appropriate. General Fund annual allocation Endowment Fund (Community Foundation of Johnson County) Grants Private fundraising | Evaluate options, develop recommendation and propose to the City Council. Continue to evaluate supplementary funding sources and/or partnerships as they become available. Evaluate funding annually and incorporate strategic increases as necessary. | March 2020 |

Goal 3 Continued

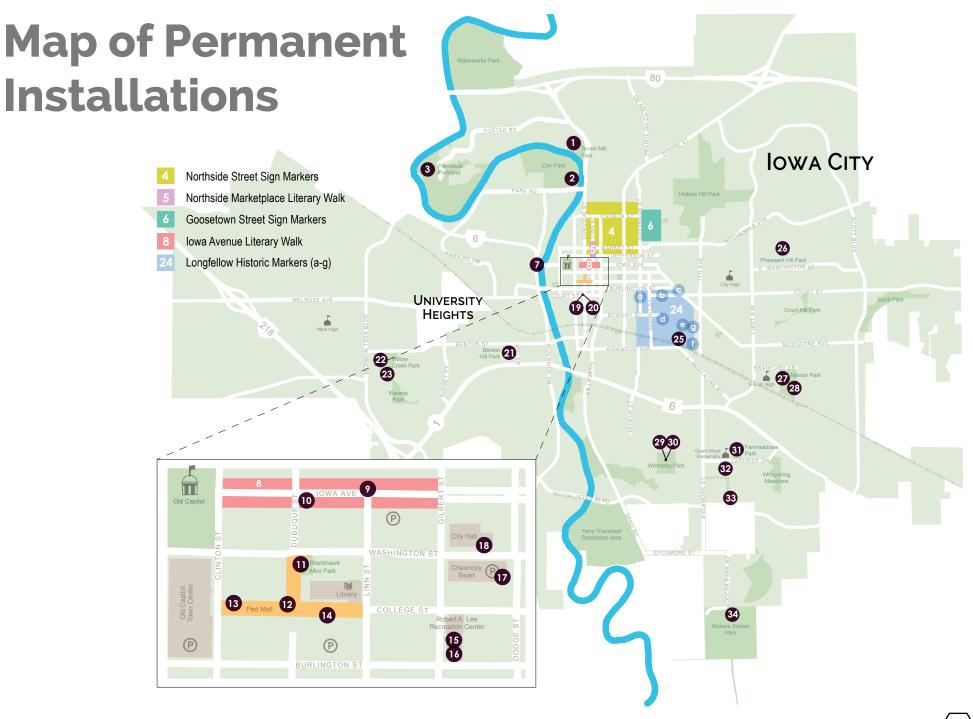
| | Action Steps | Tasks | Timeline |
|---|--|---|----------|
| С | Identify strategies to cover maintenance and conservation of public art. | Conduct a regular condition assessment of all the artworks in the City's public art collection to determine which pieces need maintenance or conservation, or should be evaluated for deaccessioning. Prioritize conservation needs. Identify and secure funding to provide the necessary treatment, and secure those funds in a revolving fund accessible when needed. Secure the services of a professional conservator for assessment and/or conservation if necessary. Conditional assessments of the entire public art collection conducted and priorities developed. | Ongoing |

Collaborate with municipal, civic, nonprofit and private sector organizations to create Goal 4 opportunities for public art.

| | Action Steps | Tasks | Timeline |
|---|--|--|----------------------|
| Α | Develop a process to incorporate Public Art Program staff, the PAAC and/or artists into early design discussions and planning for capital projects including infrastructure, public facilities and open spaces. | Inform and involve City departments about the plans and potential for implementation of the Public Art Master Plan and the Guidelines and Procedures for Public Art. Identify and meet with key departments where public art partnerships and collaboration can be developed, and identify opportunities for partnerships and collaboration or later. Work with existing City departments/committees considering wayfinding projects that may incorporate artwork. | April 2020/ongoing |
| В | Cultivate partnerships in all sectors of the community (Artifactory, Public Space One, Summer of the Arts, Iowa City Downtown District, Stanley Art Museum, University of Iowa School of Art, University of Iowa Hospitals and Clinics Proj- ect Art, etc.) to assist with acquisition of artwork and spaces for artwork and/or arts activities. | Determine all potential partners. Include in all meeting notifications and planning processes. Consider annual joint meeting to share projects/ideas/etc. | January 2020/ongoing |
| С | Support efforts by local arts organizations to create a community art center that provides a place for the public to learn, practice, and exhibit fine arts and crafts by continuing engagement and providing resources as available. | Encourage and maintain ongoing communication with involved entities. Evaluate and seek out funding opportunities as available. Act as resource/advocate as appropriate. | Ongoing |
| D | Promote incorporation of public art in private development. | Encourage City staff to work with private developers on the potential value of public art and possible opportunities to include art as part of their developments. Explore the feasibility for an ordinance requiring public art in private development; provide incentives as possible. | March 2020/ongoing |

Goal 5 Build awareness and promote understanding about public art and the benefits of the arts in general.

| | Action Steps | Tasks | Timeline |
|---|--|--|--------------------|
| A | Develop a promotional campaign about the City's public art collection that targets all available media and reaches all segments of the population: Identify and implement community awareness strategies for every public art project installed. Identify new ways to get the word out about arts events and opportunities. Highlight specific artworks, telling the story of the artist and the history of the work . Explore using digital media application to create a self-guided tour of the City's public art, including the opportunity to crowdsource feedback by the public regarding art installations. | Identify target audiences and develop promotional campaign. Develop community awareness strategies and implement for all public art projects. Capture and utilize other promotional opportunities. Identify and widely publicize events and/or opportunities. Explore digital media opportunities that would enable the public to learn about public art through a self-guided tour application. | March 2020/ongoing |
| В | Assemble and maintain a variety of communication and/or media networks to target audiences of all ages and backgrounds. | Identify various communication and/or media networks, and cultivate and activate for promotional efforts. | March 2020/ongoing |
| С | Coordinate with other arts organizations to sponsor regular events to showcase art projects/ programs/opportunities. | Develop artists database to feature local artists and their work. Make publicly available. Create an e-source bank of programming opportunities, networks and contact information for communities to access if desired. | June 2020/ongoing |
| D | Develop annual report to be presented to the City Council detailing accomplishments and spending over the past year. | • Reinstitute an annual report. | Ongoing |



Catalogue of Permanent Public Art Projects

IOWA CITY A UNESCO

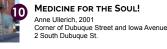
TAKE A WALK Tour these Iowa City public art installations by foot





24 25

IRVING WEBER Steve Maxon & Doris Parks, 2007 Intersection of Iowa Avenue and Linn Street 300 Iowa Ave





WEATHERDANCE

Myklebust-Sears, 1999

Pedestrian Mall

Gary Alsum 2002

TIES THAT BIND

Jane DeDecker, 2001

Pedestrian Mall

Next to Yotopia off Clinton Street

Outside the Iowa City Public Library

Pedestrian Mall

JAZZ

SOLAR MARKER AND BALANCE In Black Hawk Mini Park





20

LOVE IS STRANGE Seth Goddard, 2005

STEEL GARDE

David Dahlquist, 2005

380 South Dubuque St.

NATURE'S WAY

David Dahlquist, 2005 Court Street Transportation Center

380 South Dubuque St

WALK IN BEAUTY

Benton Hill Park Entrance

Joe Prescher, 2005

615 West Benton St.

Court Street Transportation Center

Willow Creek Park 1117 Teg Dr.

23



KOVALEV SCULPTURES (5) Valery Koyaley 2010

LONGFELLOW HISTORIC MARKERS Will Thomson 2004



OAKS BRICKWORKS & "1142" 1142 East Court St.

CORNER MARKET & MOFFIT COTTAGES 1331 Muscatine Ave.

THE HOUSE AMERICA WAS WAITING FOR & CAMP POPE 705 Clark St.

CRAFT GUILD OF IC & O.S. KELLY FACTORY Approx, 1312 Sheridan Ave. **RUNDELL PARK & KING LITRELL**

808 Rundell St.





WING'S RETURN Will Thomson, 2004 Longfellow Trail South of Sheridan Avenue near Grant St.





PLAYFUL INVESTIGATION Jo Myers-Walker, 2017 Mercer Park Aquatic Center 2701 Bradford Dr.



STEP UP Jesa Townsend, 2014 Mercer Park 2701 Bradford Dr.



GLOBE RELIEF John Coyne, 2006 Rails of Wetherby Park Shelter 2400 Taylor Dr.



UNNAMED Elizabeth Tate Students, 2008 Inside Wetherby Park Shelter 2400 Taylor Dr.



UNDERWATER SCENE Taylor Ross, 2014 Fairmeadows Park Splash Pad 2500 Miami Dr.

GRANT WOOD:



A NEIGHBORHOOD OF SEASONS Jill Harper & Students, 2014 Sycamore Greenway Trail Entrance 1930 Lakeside Dr



BIRDS IN FLIGHT Mark LaMair 2006 Sycamore Greenway Trail South on trail across from Grant Wood School



JUST FOR KICKS Don Mitchell, 2006 Kickers Soccer Park 4400 Soccer Park Rd.



TRIAXAL HEMICYLINDRICAL Richard Field, 1974 City Park 200 East Park Rd.

FOUR MODULE PIECE FORM 2

Kenneth Snelson, 1968

1209 North Dubuque St.

Terrell Mill Park



SIMPLE FLIGHT Jason Messier 2011 Peninsula Park West end of Foster Road

NORTHSIDE STREET SIGN

MARKERS

John Coyne, 2005

Northside Neighborhood



NORTHSIDE MARKETPLACE LITERARY WALK Steve/Doris Maxon & John Covne, 2011 Linn and Market Streets



GOOSETOWN STREET SIGN MARKERS John Coyne, 2004 Goosetown Neighborhood



IMPERMANENCE IS INEVITABLE Brian Fritz, 2008 Pedestrian Bridge Corner of Iowa Avenue and Riverside Drive



IOWA AVENUE LITERARY WALK Gregg LeFevre, 2001 Iowa Avenue between Clinton and Gilbert Street

City of Iowa City Strategic Art Plan



EXPLORING IOWA'S RENEWABLE ENERGY UI Faculty/Students & Dana Keeton, 2017 Robert A. Lee Community Recreation Center

220 South Gilbert St. DANCING WATER 16

BJ Katz, 2008 Robert A Lee Recreation Center Pool 220 South Gilbert St.



WHOLE 17 Brock Muench, 2014 Chauncey Sway Parking Ramp Underneath the College Street Bridge





















