

PUBLIC ART
TASK FORCE

2016 PUBLIC ART PLAN



Public Art adds creativity to the every day through installations that inspire a walkable, connected community. Public art attracts cultural visitors and showcases the vibrant cultural scene. By branding Jackson Hole as a unique destination, public art further distinguishes the valley from other resort destinations.

Jackson Hole Public Art is building a world-class public art collection that educates people about the Greater Yellowstone Ecosystem, inspires conservation, and contributes to sustainability.

jackson hole
**PUBLIC
ART**

Connecting Art to Every Day!
www.JHPublicArt.org



Operating support for Jackson Hole Public Art is provided by these generous organizations and the many friends who support our work.

2015 ACCOMPLISHMENTS

As the Town-appointed review body, the Public Art Task Force (PAT) brings expertise in urban planning and aesthetic curation to the strategic review process. Task Force members tap their careers in construction, architecture, landscape architecture, law, business, museum curation and municipal planning.



WILLOW GROVE

The Public Art Task Force (PAT) has shown its effectiveness as a review body by successfully overseeing the **Willow Grove** installation by John Fleming. **Willow Grove** reconnects the 5-Way with the surrounding flora of Flat Creek and signals the shift from the traffic-centric focus of West Broadway into the pedestrian core of Town Square. The Town of Jackson owns, maintains and insures **Willow Grove**, a title that comes with a \$5,000 maintenance fund. **Willow Grove** was funded by a grant from the LOR Foundation.

NORTH CACHE PLACE OF POSSIBILITY

In August, Jackson Hole Public Art staged POP – Place of Possibility – event, which lured some 300 people to North Park. Visitors voted on the conceptual designs they’d like to see along North Cache – namely an elevated, sculptural viewing platform. POP was funded with grants from: The Wyoming Arts Council with support from the Wyoming State legislature and the NEA, Community Foundation of Jackson Hole, and the Center of Wonder.



PUBLIC ARTIST-ON-STAFF BLAND HOKE

Bland Hoke is JHPA’s public artist-on-staff. Bland brings an exquisite imagination, technical expertise, local knowledge and incredible energy to our program.

2015 ACCOMPLISHMENTS



MOBILE DESIGN STUDIO

The PAT helped JHPA envision the Mobile Design Studio, a roving placemaking kit-of-parts JHPA deploys at public events to engage the community in the public art process. By staging conceptual exercises, placemaking experiments, and temporary installations from the Mobile Studio, we transform the surrounding space through improvisational creativity. The Mobile Studio brings the work and process of the PAT to the community for public, participatory review.

COMMUNITY STREET FURNITURE

With community identity in mind, the PAT recognized the opportunity to design and produce a catalogue of JH-themed street furniture for integration in future Complete Streets projects. A talented team of local designers – selected specifically for the project – have channeled their creative brilliance into design submissions for Town approval. Already, the Town has approved the tree grate and waste receptacle designs; soon, the Council will review the final bench and bicycle rack prototypes.



GRANTS SECURED

As outlined in the 2015 annual plan, the PAT and JHPA began working on North Cache and secured an Our Town grant of \$50,000 from the National Endowment for the Arts – a significant leverage of the 1.5% budgetary pledge made by the Town. JHPA was one of only 90 finalists for a prestigious ArtPlace America grant. While we did not ultimately receive funding, we are invited to apply again.



**National
Endowment
for the Arts**
arts.gov

IN PROGRESS

NORTH CACHE GATEWAY

TOWN CIP BUDGET: \$1,200,000

1.5% FOR ART: \$15,000 - APPROVED



Concept rendering: Bland Hoke

DESCRIPTION

North Cache has the potential to communicate our community's connection to the national parks and Greater Yellowstone Ecosystem. Public input gathered through our POP (Place of Possibility) event winnowed the conceptual options down to an artist designed elevated viewing platform and walkways with interpretive features.

PROCESS & PARTNERS

Jackson Hole Public Art will lead an invitational process in search of an artist with excellent qualifications.

FINANCIAL IMPACT

Leveraging Town of Jackson funds, JHPA has secured a prestigious NEA Our Town grant (\$50,000) and further local funding to commission an artist to create a high-impact gateway installation. The design will transform North Cache into a vibrant community artery that stokes pedestrian and economic traffic.

OUTCOME

A visual gateway highlighting the transition from town to public lands.

An experiential gateway designed to engage local youth and families with our public lands through free and accessible educational/interactive art installations.

A permanent gateway installation that doubles as a year-round cultural venue.

2016 RECOMMENDATIONS

- 1 PUBLIC ART IN HOUSING**
STRATEGIC FOCUS
- 2 REC CENTER EXPANSION**
1.5% FOR PUBLIC ART
- 3 SNOW KING TO MAPLE WAY**
\$10,000 COMMUNITY ENGAGEMENT
- 4 MURAL PROGRAM**
\$10,000 STARTUP
- 5 STREET FURNITURE V.2**
CONCEPTUAL APPROVAL
- 6 MAINTENANCE**
\$2,500 GENERAL FUND
- 7 PAT STRATEGIC CHANGES**
DEDICATED FUNDING & JOINTLY APPOINTED PAT
- 8 10 YEAR CIP**
GATEWAYS & PARKS, TRANSIT & HOUSING

The annual plan identifies the Snow King to Maple Way and Recreation Center Expansion as key projects for impactful integration of public art. The plan also invites the Mayor and Town Council to consider adopting a mural program. The non-profit Jackson Hole Public Art will seek to match at least 1:1 of any government funding allocated to public art with private funds.

In order to integrate artists into the design team at the earliest possible phase, the PAT has identified additional future projects prime for public art. By offering its recommendations, the PAT acknowledges the need for a coordinated process and sustainable funding, both of which enable supplementary fundraising to enhance budgets for public art.

1 PUBLIC ART IN HOUSING DEVELOPMENTS

STRATEGIC FOCUS



1.5% of the overall budget, leveraged with private investment and local/regional/national grants.

Confluence of Time and Space, Casper, Wyoming Housing development

DESCRIPTION

Public art in housing developments makes art accessible to all of our residents, adds inspiration to every day places, enhances open spaces where social interaction happens and therefore contributes to building a strong, connected community.

PROCESS & PARTNERS

Percent for art funds will be used to commission functional items or public works integrated into the open spaces of housing developments design to create people-oriented spaces for residents to gather and interact.

FINANCIAL IMPACT

1.5% of the overall budget, leveraged with private investment and local/regional/national grants.

OUTCOME

Public art will create a sense of pride and identity for new neighborhoods.

2 RECREATION CENTER EXPANSION

1.5% FOR PUBLIC ART



Laramie, Wyoming, Mural Project

DESCRIPTION

Considering the Recreation Center's wide and varied audience – from children of all ages to seniors exercising and families of diverse backgrounds – the project has the potential to impact nearly every layer of our community, making it a priority for the Public Art Task Force.

PROCESS & PARTNERS

Percent for art funds will be used to commission new public works integrated into the construction budget, replacing functional items or adding decorative features (indoors and out). The Recreation Center director, board and staff will identify opportunities for public art and Jackson Hole Public Art will manage a national call or invitational selection process (depending on the budget and timeline).

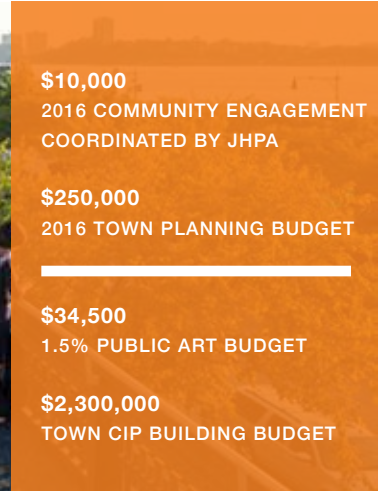
FINANCIAL IMPACT

1.5% of the overall budget, leveraged with private investment and local/regional/national grants.

OUTCOME

The Recreation Center makes wellness accessible to people of all ages and income levels, thereby providing a platform to do the same with art. Public art can augment the Center's ethos of play, good health and civility through installations that promulgate those core values.

3 SNOW KING TO MAPLE WAY \$10,000 COMMUNITY ENGAGEMENT



DESCRIPTION

Snow King Avenue, Maple Way and Scott Lane connect east and west Jackson to adjacent public lands. Planning funds will support community engagement through temporary installations designed to identify public needs in this corridor. Organized in collaboration with Town planning and engineers, public outreach will inform the future design of walkways, viewing platforms, pathways, seating, information kiosks and art in roundabouts.

PROCESS & PARTNERS

A successful collaboration includes working with Parks & Recreation, Public Works, Pathways, and the Jackson Hole Land Trust. Tabled Town plans for Snow King and Maple Way include road realignment, streetscapes, bicycle improvements and possibly roundabouts. JHPA will produce temporary events designed to generate public input on an updated conceptual design in collaboration with the stakeholders.

FINANCIAL IMPACT

The Town of Jackson planning funds will be used to solicit public input through creative workshops exploring public art and civic design. Municipal funds will also be used to leverage in-kind time and resources provided by JH Public Art including use of the Mobile Design Studio as a community outreach tool.

OUTCOME

The Greenway will enhance livability along this important community connector by highlighting adjacent public lands and installing amenities that increase pedestrian vitality and support year-round alternative transportation. The guiding principal of the Greenway: Community connectivity.

4 MURAL PROGRAM

\$10,000 COMMUNITY ENGAGEMENT



Laramie, Wyoming, Mural Project

DESCRIPTION

As a follow-up to the wildly successful Town of Jackson Centennial Utility Box Wraps, the Mural Program will stoke community development and beautification by commissioning local artists to add community character to vacant walls that would otherwise invite graffiti.

PROCESS & PARTNERS

A biannual process, the PAT will identify prime wall spaces and approach land/business owners. The Mural Program will forge partnerships between the Town and private land and business owners. Local artists or arts organizations such as the National Museum of Wildlife Art and the Art Association will be invited to create murals by nationally-renowned visiting artists resulting in world-class installations.

FINANCIAL IMPACT

Tied to downtown improvement projects, a biannual investment from the Town will be leveraged with private funds from adjacent businesses and landowners and grants.

OUTCOME

The Mural Project will introduce community character in unexpected places. The murals will add vibrancy to downtown by encouraging pedestrian traffic to the fresh sites. Underused or rundown spaces will be revitalized. Communities the world over have become destinations for cultural tourism by blanketing alleyways in art.

5 STREET FURNITURE V2.0



CONCEPTUAL APPROVAL
PUBLIC ART DESIGN BUDGET
TO BE DISCUSSED WITH
DEPARTMENT HEADS

DESCRIPTION

Building on the success of the Street Furniture project, Version 2.0 will explore specialized amenities such as: portable parklets – pop-up community gathering places in parking spaces; bike parking add-ons to bus shelters; manhole covers, planters, custom pavers, retaining walls, modular newsstands for multiple publications; and pedestrian-scaled lighting; among others.

PROCESS & PARTNERS

Modeled after the current Street Furniture project, 2.0 will recruit a team of local designers and engage in a collaborative design process led by JHPA's Public Artist in Residence Bland Hoke. We will work with the agencies involved with Complete Streets projects including Pathways, Public Works, and Parks & Recreation, as well as private developers.

FINANCIAL IMPACT

Street Furniture 2.0 will work within municipal design budgets for Complete Streets projects by fulfilling the budgetary allotments for streetscape amenities and will work with private business to sponsor some projects.

OUTCOME

Instead of outfitting our streetscapes with factory-issued amenities, Jackson blocks will be beacons of community character with fixtures inspired by and designed in the Tetons. The JH amenities will stoke social interactions by creating spaces for pedestrians to pause and congregate, while also promoting a walkable community attuned to people.

6 MAINTENANCE

\$2,500 ANNUALLY



\$2,500
REQUESTED ANNUAL
MAINTENANCE FUND

Laramie, Wyoming, Mural Project

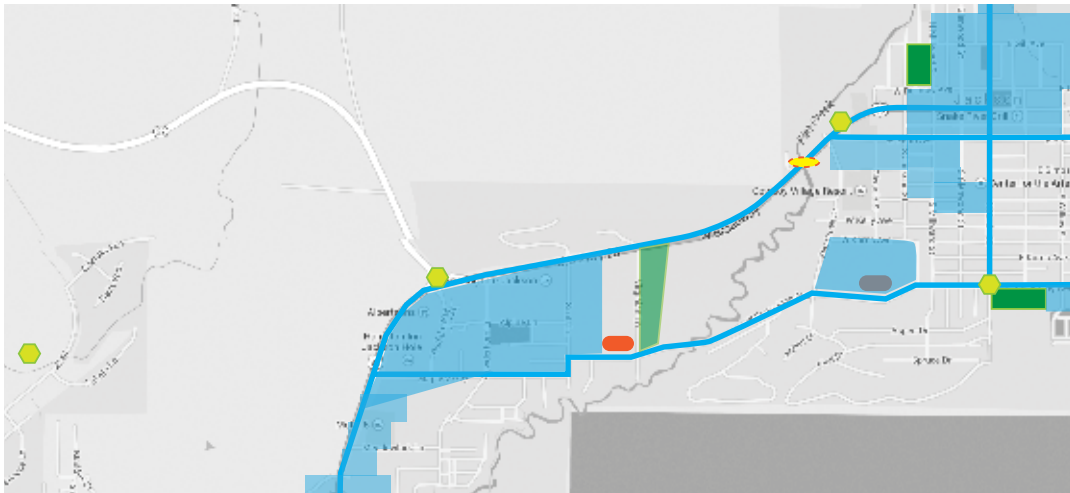
DESCRIPTION

Maintenance of the existing Town of Jackson public art collection remains an unaddressed need. Funds should be set aside annually to clean and wax sculptures and address conservation of the town's existing collection. Budget's for new works of art will include funds set aside for long-term maintenance.

OUTCOME

Current needs: conservation work on the Bud Boeller cowboy on the Town Square and annual cleaning and waxing of Mr. Old Bill and Margory Torrey's Swan bronze. Currently, no one cleans and waxes memorials located in Town right-of-ways. Dedicated funding for this work will ensure the longevity and highest aesthetic quality for these assets.

7 STRATEGIC CHANGES FOR CONSIDERATION



IN JUST FIVE YEARS, JACKSON HOLE PUBLIC ART HAS OVERSEEN PROJECTS TOTALING OVER \$700,000, ALL OF WHICH ENHANCE THE BUILT ENVIRONMENT. PUBLIC ART IS PART OF OUR COMMUNITY INFRASTRUCTURE. ESTABLISHING A PERCENT FOR ART ORDINANCE AND DEDICATED FUNDING TO SUPPORT A PART-TIME PUBLIC ART COORDINATOR POSITION SHOULD BE A COMMUNITY PRIORITY.

OPERATING FUNDING SCENARIOS

Line item budget from Town and County to support part-time public art coordinator position.

Community Development or social service grant funds to support operating costs.

Operating funds from 40% Lodging Tax that supports public art as community infrastructure.

Direct funding from departments.

% FOR ART

Town adoption of a Percent for Art Ordinance will result in increased quality in the design of civic spaces and the quality of public art.

JOINTLY APPOINTED TASK FORCE

Many of the upcoming projects that hold great promise for our residents are jointly-funded, therefore a jointly-appointed Task Force would be the most appropriate body to lead the integration and commissioning process.

PLANNING REVIEW PROCESS

The Public Art coordinator should attend pre-application conference meetings for private developments over 15,000 square feet.

8 10 YEAR CIP PROJECT LIST

GATEWAYS & PARKS, TRANSIT & HOUSING



Laramie, Wyoming, Mural Project

DESCRIPTION

Gateways and parks, transit and housing developments are areas where public art reaches diverse audiences, integrates local character into the manmade environment, and increases visual connectivity between civic infrastructure, thereby promoting a walkable community.

COMMUNITY GATEWAYS

Community gateways remain under-realized, including core conduits through Wilson and Hoback, and the downtown entrance of High School Road and the Y Intersection. Such sites could profoundly communicate community character and vitality.

HOBACK JUNCTION ROUNDABOUT

The southern entrance to Town, much like the northern terminus, fails to leave a lasting impression reflective of the vibrant downtown core that lies ahead. A gateway installation would cultivate a sense of community identity and announce your arrival in Jackson Hole.

HOBACK JUNCTION PARK & RIDE

The current Park & Ride lot cannot accommodate buses, one of the primary users of the site. The pull-out is not liked by the surrounding neighborhood, thereby offering an opportunity to engage disgruntled neighbors in the redesign process. The site lacks community character, a bad first impression among visitors traveling to Jackson through the Hoback Canyon. The Park & Ride thus becomes a prime opportunity to articulate the value of canyon commuters and appreciation for their contributions to the community.

8 10 YEAR CIP PROJECT LIST

GATEWAYS & PARKS, TRANSIT & HOUSING



THE START FACILITY: PHASE II

The START Barn's massive walls tower above Karns Meadow, making them highly visible from all directions. The facility has an enormous presence in an otherwise natural park. Every effort should be made to integrate the structure into the natural landscaping. Public art could soften the building's presence and better integrate the structure into the site and/or communicate the value of alternative transportation.

As part of the Complete Streets initiative, new START shelters should include artwork that transforms the glass walls of the bus shelters into opportunities to discover interesting facts about the Greater Yellowstone Ecosystem and local history.

NORTH KING STREET CHARTER BUS PARKING

A custom-designed charter bus stop would leave a lasting impression on visitors and communicate community values.

SOUTH HIGHWAY 89 PATHWAY

Public art amenities should continue to be added to the world-class pathways system. Public art along the pathways system encourages use, adds creativity to the experience and engages youth, seniors, visitors and residents with artwork that celebrates our natural resources and cultural heritage. Custom concrete form liners could be designed and used repeatedly.

KARNS MEADOW PATHWAY

Public art for Karns Meadow should be integrated into the Snow King Greenway project; such features could be educational and functional, developed as naturalistic, aesthetically attractive installations that highlight park entrances and/or artist-designed interpretive features, trails and small pedestrian bridges. All amenities would be consistent with applicable conservation easements.

8 10 YEAR CIP PROJECT LIST GATEWAYS & PARKS, TRANSIT & HOUSING



Tim Hawkinson

WAYNE MAY PARK

Budgetary line items for amenities like benches could be funneled into more community-centric public art fixtures such as custom benches for elders, natural/interactive sculptures and/or interpretative features highlighting the history of homesteading.



GREGORY LANE COMPLETE STREET

Gregory Lane is a busy street used by a treacherous combination of school children, industrial workers and parents and teens speeding to and from school. This artery is scheduled for future water, sewer and street improvements.

Imagine safe sidewalks that encourage children to walk to school through a series of playful interventions that ignite young imaginations and offer small discoveries on the way to school.

Imagine public art that reminds youth to be responsible, engaged citizens and encourages them to aspire to great things.

Imagine public spaces that shout school and community pride. Pocket parks and street amenities could celebrate our growing Latino culture, providing a recreational venue for this contributing sector.

JACKSON HOLE PUBLIC ART BOARD, PAT MEMBERS & STAFF

Phillip A. Coosaia– Chair

Meaghan Tozzi

Jed Mixter

Cathryn L. Brodie - Vice Chair

Scotty Craighead

Lisa Flood

Andy Ankeny – Treasurer

Catherine Bradford

Logan Sanders

Eric Logan , Emeritus

STAFF

Carrie Geraci, Executive Director

Carrie directs all projects and initiatives for Jackson Hole Public Art, including coordination of art commissions through the Public Art Task Force for the Town of Jackson. Carrie founded JHPA in 2010. Carrie's background includes non-profit start-up, art education and professional art making.

Bland Hoke, Public Artist-on-Staff

Bland oversees temporary art installations, the mobile design studio, and supports public art education and outreach programs. Raised in Jackson, Bland is a public artist specializing in collaborative design, resourceful thinking, and strategic project planning.

Shawn Meisl, Project Manager

Shawn coordinates the particulars of public art projects and events. Her background includes twenty years of marketing and fundraising for non-profit organizations, including creative programming and event planning.

Katy Niner, Communications

Katy wraps creative writing around public art projects and programs. She is a roving writer with field experience and a background in business and art journalism.

TOWN OF JACKSON

PUBLIC ART TASKFORCE [PAT]

The Town of Jackson Public Art Guidelines are referenced by the Public Art Task Force when overseeing the commissioning process and creating the Annual Public Art Plan.

Tyler Sinclair

JOINT PLANNING DIRECTOR

Adam Harris

CURATOR NATIONAL MUSEUM OF WILDLIFE ART

John Frechette

MADE JH

Sam Ankeny

CLB ARCHITECTS

Heidi Leeds

LANDSCAPE ARCHITECT

Jason Berning

GE JOHNSON PROJECT MANAGER

Cathryn Brodie

JACKSON HOLE PUBLIC ART BOARD