Living artfully

Life without the collective resources of our museums, libraries, theatres and galleries, or without the personal expression of literature, music and art, would be static and sterile; no creative arguments about the past, no diverse and stimulating present, and no dreams of the future.

Ivins City Arts Master Plan

PROPOSED PLAN: August 21, 2015

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IVINS CITY
ARTS MASTER PLAN

Steering Committee

In May 2015, Ivins City Mayor, Chris Hart, informally invited several community members to be a Steering Committee to present an Arts Master Plan to the Planning Commission. The following organizations and individuals participated:

Jan Bush (community representative)
Jeff Fisher (Tuacahn Center for the Arts)
Roger Head (community representative)
Judith Kapuscinski (Kayenta Arts Foundation) (Steering Committee Vice Chair)
Matt Marten (Kayenta Arts Village)
Lesley Mendenhall (City Council)
Mike Scott (Planning Commission) (Steering Committee Chair)
Cherie Stoddard (Gallery 873)
Rosanna Weeks (Tuacahn High School).

The Steering Committee met throughout the summer of 2015. Starting with a sample plan, the Steering Committee members systematically reviewed the sample plan, prepared revisions between meetings, and used meeting times to reach consensus on each section. In addition to references cited within this Arts Master Plan, the Steering Committee used various resources (See Appendix 8).

Introduction

Ivins City is about more than streets, water and sewer lines, and zoning ordinances. It is about a way of life with an identity and an image. As we plan for the future of Ivins City, we carefully need to brand ourselves not only as what we are, but as what we hope to become.

Sitting amidst the beautiful Red Mountain and home to Snow Canyon State Park, Ivins City long has offered recreational opportunities to residents and visitors alike. Perhaps because of its beautiful natural surroundings or the peaceful spirit that exists here, Ivins City also has attracted artists, art organizations, and art enthusiasts. Experiencing the natural and artistic environments of Ivins City is proving to be the basis for Ivins City as a destination city: a place where the arts and nature allow residents and visitors to "live artfully."

Why the Arts?

In today's society, persons of all economic, social, and cultural backgrounds recognize the value of sports and recreation to one's overall health and development. The arts receive less attention in our schools and society in general, and their value is less understood. The arts, whether visual or performing, feed our soul, open our hearts, challenge our minds, and expand our abilities. For many, art

- changes the way we see the world;
- is about the freedom to express oneself;
- is indispensable; gives us meaning;
- helps us understand our world;
- gives us a different insight into our history;
- makes a community more beautiful; makes the spaces we work in more interesting;
- includes heritage, recreation, the natural environment, public celebrations, and community-wide activities;
- includes visual arts, artisan/craftsperson, theater arts, music, audio-arts, dance, film and media, literary arts, design arts, and Native American art.

More specifically, when children are involved with the creation and appreciation of art, they benefit cognitively [emotionally] and physically. They develop and improve

- Language
- Problem solving skills and critical thinking
- Visual-spatial skills
- Innovativeness
- Motor skills
- Academic performance
- Cultural awareness.[1]

[1] Lynch, Grace Hwang. "The Importance of Art in Child Development." www.pbs.org.parents

Research findings[2] of the benefits of the arts for youth and adolescents include that

- arts-engaged low-income students were more likely than their non-arts-engaged peers to attend and do well in college, obtain employment, volunteer in their communities, and participate in the political process; and

- student behavior, measured by suspensions and discipline referrals, improved, as did academic performance.

Older Americans and persons with disabilities also have an improved quality of life when engaged in arts programs.[3]

While the cited works focused on programs which involved the populations in creating art or in some other participatory way, the mere presence of art in the community provides an entry into such participation, adds to the beauty of its surroundings, and improves the quality of life for everyone.

> *Life without the collective resources of our museums, libraries, theatres and galleries, or without the personal expression of literature, music and art, would be static and sterile; no creative arguments about the past, no diverse and stimulating present, and no dreams of the future.*[4]

What Is Public Art?

> *Public art has evolved so much that its definitions have been questioned and the meaning of "public" has transformed. A traditional definition would be "art placed in public places and spaces [that are] open to everyone to use and enjoy" (Knight, viii), but that only defines public art in terms of its physical accessibility. It leaves out the issues of public funding and ownership, the role of the public in the conception and design of the art, the public spirit that arises from its interaction and engagement with the people, and the issue of the identity of the "public." Yet all of these topics are necessary considerations and important aspects of public art*[5]

Throughout this Arts Master Plan, "public art" is used in the broadest way. It is to be interpreted as including visual arts and performing arts in various media and venues that are accessible to the public. It may be a free concert, play, or festival. It may be sculptures in roundabouts, parks, or on trails or paintings in public buildings. It may be a piece of art or a

[2] National Center for Creative Aging. "The Arts and Human Development" (white paper arising from convening by the National Endowment for the Arts in partnership with the U.S. Department of Health and Human Services). March 2011
[3] National Center for Creative Aging. "The Arts and Human Development" (white paper arising from convening by the National Endowment for the Arts in partnership with the U.S. Department of Health and Human Services). March 2011
[4] Arts Council England. "The value of Arts and Culture to People and Society" March 2014
[5] Deng, Cynthia, A History of Public Art in the U.S., ARCH 345, Yale, on www.siteproject.com

performance funded by public dollars or created or presented by private entities for the enjoyment of the public, or through a public-private partnership.

> Terrazzo floors, etched glass, ceiling panels, textiles, stair railings, risers, pavers, planters, landscape, fences and grates are just some of the possibilities for public art contributions to public spaces. The possibilities are as vast as the imaginations of artists and architects.[6]

Why Public Art?

When art, whether visual or performing, is public, i.e. readily available and accessible to the public, the community as a whole benefits.

- Public art enhances the community's quality of life; it educates and inspires our citizens and stimulates creativity.
- Public art is a powerful economic force; it can attract businesses, enhance tourism, support local and regional artists, and, thereby, encourage growth and development.
- Public art celebrates a city's rich history, its significant environmental assets, as well as salutes creativity, innovation, and artistic excellence.

Public art can take on a wide range of forms, sizes, and scales and can be temporary or permanent; it can include murals, sculpture, memorials, integrated architectural work, community art, digital new media, performances, and festivals.

Public art has historic and educational value as well. It can commemorate events, honor individuals, and identify historic locations. It also provides the opportunity to express our diversity and honor the unique character that is Ivins City.

Public art accompanied by well-designed trail systems and walkways can create corridors and destinations where Ivins' residents and visitors can gather, celebrate, and explore. Such design can enhance our overall community by beautifying what would otherwise be unremarkable public works infrastructure.

In short, when art is public, it can

- engage civic dialogue and community;
- attract attention and economic benefits;
- connect artists with communities; and
- enhance appreciation of art.[7]

The most traditional, and perhaps the most fundamental, reason for public art, is for the enjoyment of citizens and visitors alike.

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[6] Utah Division of Arts and Museums, heritage.utah.gov/arts-and-museums/public-art

[7] Becker, Jack. "Public Art: An Essential Component of Creating Communities" in Monograph a publication of Americans for the Arts, March 2004

Why an Arts Master Plan?

Ivins' population and its reputation as a destination city are growing. As this growth continues, City government wants to assure economic and recreational development are integrated with the arts to provide a community attractive and accessible to residents and visitors. This Arts Master Plan is one step in this process of integration.

With the creation of this Arts Master Plan, Ivins residents and policy makers are setting forth the goals and expectations for the City as it works with developers, businesses, artists, and others to maintain and enhance the reputation and experience of Ivins City as a place for living artfully. Publishing this Arts Master Plan online will allow residents and travelers the opportunity to understand the significance of the arts to the present and future of Ivins City.

In addition, this Arts Master Plan will:

- improve opportunities for receiving grants both for City sponsored arts projects (e.g. roundabout centerpieces) and for grants applied for by 501(c) (3) arts organizations within the City;
- improve the climate for artists, arts organizations, art schools, and art galleries who now enrich the community and those who are yet to come;
- provide guidance to those developing homes and businesses within the City;
- establish public and cultural art as an integral part of our current and future identity;
- provide a template for integrating both existing and future artwork into community plan; and
- create marketing opportunities to promote Ivins City as a destination for families and businesses.

Vision

Ivins City integrates recreational venues and programs and access to the arts to assure residents and visitors experience living artfully.

Ivins City has a strong Parks and Recreation Department working towards this Vision. With this Arts Master Plan, Ivins City commits to encouraging and promoting arts and culture, artists, art installations, activities and education to create a welcoming environment and enrich the lives of residents and visitors.

Mission

To encourage, foster, and promote arts and cultural organizations, arts-related activities, and artists, and to identify arts-related funding opportunities to enrich the quality of life in Ivins City.

Guiding Principles

In implementing this Arts Master Plan, the implementing body shall

- actively seek ideas and participation from all segments of our community;
- work collaboratively to generate arts experiences and activities throughout the City;
- strive for artistic excellence in artwork and art experiences and seize opportunities of artists to play a leadership role in creating dynamic places;
- be a catalyst for education and building awareness about the arts and their benefits for enhancing the quality of life and the economic vitality of our community;
- provide leadership for arts initiatives in partnership with the broader artistic community;
- assure public art is in prominent locations that are visually accessible to the public, and where public life occurs, such as parks and trails;
- build a diverse public art collection that incorporates various art media styles and themes;
- assure public art engages aspects of Ivins City's landscape, history, and culture; and
- consider possible incentives to bring art and art venues into the City and engage the private sector in commissioning and presenting public art in publicly accessible places.

Goals and Action Steps

These goals and action steps foster this Arts Master Plan's Mission, assure progress towards its Vision, and direct its implementation. For each of the following goals, the implementing body is to create evaluation measures and use the results to recommend revisions to the goals and action steps.

Goal 1: Understand the art resources in Ivins City. (Inventory)

Ivins City already has a significant amount of public art funded by public entities, private citizens/organizations or through private-public partnerships. Documenting the arts in Ivins City provides a showcase to celebrate art and its meaning in our community.

Action Steps:

- Create an inventory of the arts in Ivins City that
    - includes the performing arts, arts education, art festivals/activities/events, and installed public art (publicly funded or private public or private and donated), private publicly accessible art, galleries, and artists living and/or working in Ivins City; and
    - to the extent feasible, names the art and artist, describes the art, includes photographs, and discusses its artistic and cultural relevance to the City.
- When completed, the inventory is to be included in the Arts Master Plan as Appendix 1.
- Timeline: Complete in 2016 and update at least annually.

Goal 2: Enliven and enhance spaces throughout Ivins City for the community and visitors to enjoy public art and art activities. (Site Selection)

Site planning will have two aspects. One is focused on the location itself, its suitability and sustainability for artwork, and its ability to create an appealing, memorable, and meaningful community. Another consideration is what types of public art experiences can be designed to animate various places around the City to provide educational opportunities, entertainment or enjoyment, give expression to community values or tell the community's stories and celebrate its history and culture.

Initial identification of locations in all parts of the City is a priority to engage and benefit more citizens.

Action Steps:

- Identify appropriate sites throughout the City for public art and art-related activity, including
    - exterior public locations such as City parks, the spaces surrounding City buildings, along City streets, in medians, and at entrances to the City;
    - locations to reinforce people's connection to nature, such as parks, trails, and bike paths; and
    - interior spaces such as recreation centers and City buildings.
- Analyze the character and use of identified locations and develop a list of media and scale that may be appropriate for artwork at each location.
- When completed, site recommendations are to be included in the Plan as Appendix 2.
- Timeline: Complete in 2016 and update at least annually.

Goal 3: Create a more walkable city and weave together culture, people, neighborhoods, and ideas through public art to create a memorable urban landscape that respects the past and builds for the future. (Acquisition & Disposition)

Acquisition of art may include direct purchase, grants, public/private partnerships, private donations, and other public support of artistic endeavors. Decisions regarding acquisition shall consider cost, scale, subject matter, artistic style, ongoing maintenance cost, and general adherence to the Plan's goals. Similar guidelines shall be considered when considering the removal of a particular piece, particularly when deterioration is beyond reasonable repair.

Action Steps:

- Develop guidelines for the acquisition and disposition of public art, including such things as
    - criteria for appropriate public art
    - criteria for acquisition and disposition

    - Procedures for the various methods for selecting art, which methods may include:
        - invitational – artists and organizations invited to submit proposals, not open to the public,
        - open competition,
        - purchase of completed works,
        - gifts/donations of art in general,
        - gifts/donations of site-specific art,
        - loaned/temporary installations,
        - privately funded and installed art created for development credits
- When completed, the guide is to be included in the Arts Master Plan as Appendix 3.
- Timeline: Complete in 2016 and update at no less frequently than every 3 years.

Goal 4: Obtain public and private financial support for public art. (Funding)

Action Steps:

- Identify potential funding sources and strategies to secure funding. Consider:
    - Municipal grants,
    - Public/private partnerships,
    - Private donations of art,
    - Art on loan for temporary exhibition,
    - Voluntary developer contributions (in return for density or other credits)
    - The establishment of a percent-for-the-arts program,
- Consider possible incentives to bring art venues into the City.
- Consider costs for maintenance and insurance against liability.
- Develop recommendations for five-year funding goals and a funding plan to achieve those goals.
- When completed, the funding plan is to be included in the Arts Master Plan as Appendix 4.
- Timeline: Complete in 2016 and update at least annually.

Goal 5: Maintain public art for future generations. (Maintenance)

Like any other infrastructure, public art requires maintenance. The maintenance needs of particular pieces of art need to be considered in the acquisition and disposition process and then reasonable steps must be taken to protect and maintain public art.

Action Steps:

- Identify strategies to cover maintenance and conservation of public art, such as
    - an Adopt-a-Sculpture program for volunteers with appropriate training in maintenance techniques;
    - collaborations and partnerships with individuals and community organizations to assist with maintenance and conservation with appropriate training in maintenance techniques.
- Assure 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 disposition.
- When completed, the maintenance plan is to be included in the Arts Master Plan as Appendix 5.
- Timeline: Complete in 2016 and update no less frequently than every two years.

Goal 6: Build awareness and promote understanding about public art and the benefits of the arts. (Education & Marketing)

The Inventory of Goal 1, Appendix 1, can serve as an educational and marketing tool when available to residents, visitors, developers, and others. These materials can be combined with public meetings and discussions about public art and arts and cultural resources in Ivins City.

Action Steps:

- Develop a promotional campaign about the City's public art collection that targets all available media and that will reach all segments of the population.
- Reproduce the Inventory in a variety of media (PDFs, PowerPoint, printed booklets, etc.).
- Identify and implement community awareness strategies for every public art project installed or performed.
- Identify and widely publicize events and/or opportunities associated with or in proximity to artworks and highlight the artwork, its unique history and the artist.
- Promote the role of public art and cultural activity in enhancing economic development efforts.
- Provide banner posts on the parkway and elsewhere and consistent with maintaining the integrity of the natural environment to advertise upcoming art festivals and events.
- Develop a plan to support arts and cultural education, the expansion of performance art, and cultural activities.
- Promote living artfully.
- Identify and implement ways to recognize, support, and promote the artists living and/or working in Ivins City.
- When completed, the education and marketing plan is to be included in the Arts Master Plan as Appendix 6.

Goal 7: Ensure appropriate accountability to the City. (Evaluation)

Action Steps:

- Beginning in 2016, present periodic status reports to the City Council on progress on the action steps in this Arts Master Plan.
- Create a framework for items to include in an annual report.
- Prepare an annual report, by the end of 2016 and then annually, describing accomplishments for the year and recommendations for revisions, if any, to the Arts Master Plan.
- Present the annual report to the City Council at a regularly scheduled Council meeting.
- Revise this Arts Master Plan in accordance with recommendations approved by the City Council.
- When completed, the framework for the annual report is to be included in the Arts Master Plan as Appendix 7.

Conclusion

Through implementation of this Arts Master Plan, Ivins City will enhance the natural beauty of its geographical setting and establish itself as a center of public art. The integration of public art with the City's extensive parks and recreational venues will enable residents and visitors to experience living artfully.

Appendix 1: Inventory

[Sample Only]

The following arts inventory should include descriptive information, where appropriate, about each item on the list, such as: Name of art piece, artist, description, how it was funded, photo (?).

Performing arts:

- Tuacahn Center for the Performing Arts
- Kayenta

Arts education:

- Tuacahn High School
- Vista School

Installed public art (publicly funded or private public or private and donated):

- Bronze horse sculptures by Edward Hlavka (Snow Canyon Pkwy & Splitrock Dr.)
- New sculpture piece (Snow Canyon Drive & Snow Canyon Parkway)
- Rocks in roundabout (art?) (Center & 200 E)
- Desert Rose Labyrinth (Kwavasa Dr. & Kayenta Pkwy)
- Petroglyphs (not in Ivins City but we are closest)
- Wind sculptures by Lyman Whittaker (Southern Utah Veterans Home)
- Eagle sculpture (Southern Utah Veterans Home)
- City's glass stained piece

Private, publicly accessible art:

- Sculpture piece at Movara Fitness Resort & Spa

Art festivals, activities, events:

- Kayenta Street Painting Festival (April)
- Art in Kayenta (October)
- President's Day Weekend Artists Street Market and Gallery Walk (February)

Galleries and artists living/working in Ivins City:

- Coyote Gulch Art Village
    - Juniper Sky Fine Art Gallery
    - Datura Gallery
    - Zia Pottery Studio
    - Gallery 873
    - Blue Raven Art Studio
    - Mystic Canyon Light Gallery
    - Purple Sage Studios
    - Whitaker Studio

Artists living in Ivins City:

- Collins, Gary& Cheryl
- Dolittle, Beverly
- Callison, Linda
- Kramer, Andrew
- Shreeve, Carol
- Hiner, Kathy
- Moore, Charly
- Warren, Sherrie
- Teeples,Julie Thompson,
- Lynette Moulton,
- Mike & Elaine Stoddard
- Middleton, Beverly
- Webb, Ruth
- Ragland,Greg & Hollie
- Moyes, Marilyn & John
- Viers, Joe
- Bradshaw, Dean
- Breckenridge,Cherie
- Foreman, Nancy
- Kolob, John
- Aspenberg, Sharon
- Lawrence, Jim & Kate
- Klobes, Lavelle
- Northcott, Ginny

Appendix 2: Site Recommendations

[Sample Only]

- Entrance to Ivins City at Hwy 91 – marked in red (Note: Planning on this site can begin now.)
    - *Note: Terry and Matt Marten have been working on a contemporary logo design that could be incorporated into this site.*



- Current roundabout at center Street and 400W
- Future roundabouts identified in the Transportation Master Plan
    - These create an opportunity for a "drive through gallery" concept to create an outdoor gallery loop through the city featuring permanent (the mustangs) and "on loan sculptures" (like is done in St. George).
        - (List roundabouts here – review Ivins City Transportation Master Plan)
- (List other locations here)
- Anasazi Valley (if Ivins City is able to acquire)

Appendix 3: Acquisition and Disposition Guidelines

[Sample Only]

Acquisition criteria:

- Context: Works of art must be compatible in scale, materials, form and content with their surroundings. Consideration shall be given to the architectural, historical, geographical, and social/cultural context of the site.
- Response: Works of art should reflect the culture and history of Ivins City, or its visions for the future. Works of art should also elicit an emotional connection or response from viewers.
- Artistic quality: Works of art must be unique and shall include excellence in craftsmanship, originality in conception, and integrity of materials.
- Media: All forms of media may be considered. Works may be portable, permanently affixed, or incorporated in the design and/or function of a public space. Temporary exhibits or installations may also be considered for extended periods of time.
- Permanence: For permanently installed works, due consideration shall be given to the work's structural and surface soundness, and to inherent resistance to theft, vandalism, weathering, and excessive maintenance or repair costs.
- Public safety: All works of art or temporary installations shall be evaluated to ensure their compliance with public safety requirements.

Disposition criteria:

Artwork may be removed from Ivins City's art collection following approval by the City Council if:

- The artwork's physical or structural condition poses a threat to public safety.
- The artwork requires excessive maintenance, has faulty design or workmanship, and repair or remedy is impractical or unfeasible.
- The artwork has been damaged and repair or remedy is impractical or unfeasible.
- The condition or security of the artwork cannot be reasonably guaranteed.
- Significant changes in the use, character, or design of the site has occurred which affects the integrity of the artwork.
- Significant, adverse public reaction has continued unabated over an extended period of time.
- Removal is requested by the artist or donor.

The City Council has the final authority for removal of public art. Removal should be a seldom-employed action that operates with a strong presumption against removing works from the collection. Removal will be undertaken only in extreme circumstances, and primarily when the condition of the artwork makes conservation impossible for technical or financial reason.

Methods for Selecting Public Art

- Invitational—artists invited to submit proposals, not open to the public
- Arts Commission develops a project plan
    - Define and prioritize goals
    - Define scope
    - Define budget for acquisition and maintenance and funding sources
    - Review challenges and opportunities of site
    - Consider potential liability issues and costs to insure against liability.
    - Identify potential stakeholders
    - Recommendation of project plan to the appropriate City body
- Artist selection
    - Arts Commission creates Requests for Proposals (RFP)
    - Selection of artists to receive RFP
    - Arts Commission selects finalists from submitted proposals
- Approval of finalists by City council
- Stakeholders
    - Identify stakeholders
    - Present project to stakeholders
- Agreement with artist
    - Schedule of completion
    - Payment
    - Contract
- Fabrication and Installation of work

Appendix 4: Funding Plan

[TBA]

Appendix 5: Maintenance Plan

[TBA]

Appendix 6: Education and Marketing Plan

[TBA]

Appendix 7: Annual Report

[TBA]

Appendix 8: Resources for Arts Master Plan Development

The following resources have been used to help develop this sample plan:

- Public Art Master Planning for Municipal Governments: core components and common practices (Martin School of Public Policy and administration, spring 2011)
  http://uknowledge.uky.edu/mpampp_etds/100/
- Redwood City CA (population approximately 81,000)
  http://www.redwoodcity.org/government/bcc/cultural/public_art/index.html
- Lakewood CO Public Art Master Plan (population approximately 147,000)
  Note: Good section with a matrix of Goals, action steps, tasks, and timing.
  http://www.lakewood.org/PublicArtMasterPlan/
- Pasadena CA Public Arts Master Plan (population approximately 140,000)
  http://www.ci.pasadena.ca.us/arts/Public_Art_Master_Plan/
- City of Decatur GA Cultural Arts Master Plan (population approximately 20,000)
  Note: Good section with a matrix of Goals, action steps, tasks, and timing.
  Note: Volume 2 is their final report – very detailed
  http://www.decaturga.com/index.aspx?page=154
- Arlington VA Public Art Master Plan (population approximately 225,000)
  http://publicart.arlingtonva.us/about/
- Salem MA Art Master Plan (population approximately 43,000)
  http://www.salem.com/pages/salemma_dpcd/studiesreports/artMasterPlan.pdf
- Renton WA Arts and culture master Plan (population approximately 97,000)
  http://rentonwa.gov/government/default.aspx?id=27098
- Fort Worth TX Public Art Master Plan (population approximately 793,000)
  http://www.fwpublicart.org/UserFiles/File/Master_Plan_And_Appendicies.pdf
- City of Santa Cruz Arts Master Plan (population approximately 63,000)
  http://www.cityofsantacruz.com/home/showdocument?id=8274
- City of Encinitas Arts Master Plan (population approximately 62,000)
  http://www.ci.encinitas.ca.us/modules/showdocument.aspx?documentid=2177
- City of San Marcos Arts Master Plan (population approximately 54,000)
  http://www.sanmarcostx.gov/modules/showdocument.aspx?documentid=4233