

TOWN OF VAIL ART IN PUBLIC PLACES STRATEGIC PLAN

ADOPTED NOVEMBER 6, 2001 BY THE VAIL TOWN COUNCIL

*Public art has the unique potential
to encourage the public to realize
their voice — their power —
in the public sphere.*

Erika Doss

Spirit Poles and Flying Pigs: Public Art and
Cultural Democracy in American Communities (1995)

ACKNOWLEDGEMENTS

The Art in Public Places Strategic Plan is the result of several years of public input, creative thinking, and hard work by the AIPP Board and other involved parties. The Vail AIPP Board would like to acknowledge the input and wisdom of the following groups and individuals who helped make this document and its implementation a reality.

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VAIL ART IN PUBLIC PLACES PROGRAM POLICIES AND GUIDELINES

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I. EXECUTIVE SUMMARY



The Town of Vail Art in Public Places (AIPP) Board, in conjunction with other Town boards, commissions, focus groups, and interested citizens, has developed this Strategic Plan to guide the Art in Public Places (AIPP) program in Vail. This Plan describes existing AIPP programs and outlines the future direction for Art in Public Places including options for future funding mechanisms. One of the major focal areas of the Plan is site-integrated art, which provides for the incorporation of public art in public and private areas throughout the Town. This plan is ultimately intended to promote public art in the Town of Vail.

The Plan clearly describes the overall goals of the AIPP Board as well as the following actions:

- Implement site-integrated public art program on public lands and projects throughout the Town of Vail.
- Adopt an ordinance implementing a percent for art program on public improvement projects.
- Encourage and strengthen relationships with private landowners and developers in order to incorporate artistic elements within development and redevelopment projects.
- Enforce existing zoning regulations that may require developers to provide streetscape and public art as mitigation for development impacts.
- Develop design guidelines that address public art and implement an administrative process to ensure AIPP involvement on substantial private projects.

The AIPP Board, when looking for guidance and direction on new endeavors and program goals, will refer to this Plan. The Plan is also intended as an educational document to help Town of Vail officials, private property owners, and interested citizens understand Vail's public art programs and activities.

Section II, Introduction, provides an overview of the AIPP Program and introduces the concept of site-integrated art. This section also provides a definition of public art and describes the current goals of the AIPP Board.

Section III, Opportunities for Public Art In Vail, provides details of all of the opportunities for public art in Vail including site-inte

grated art, acquisition of public art, temporary public art, and opportunities for private property participation in public art.

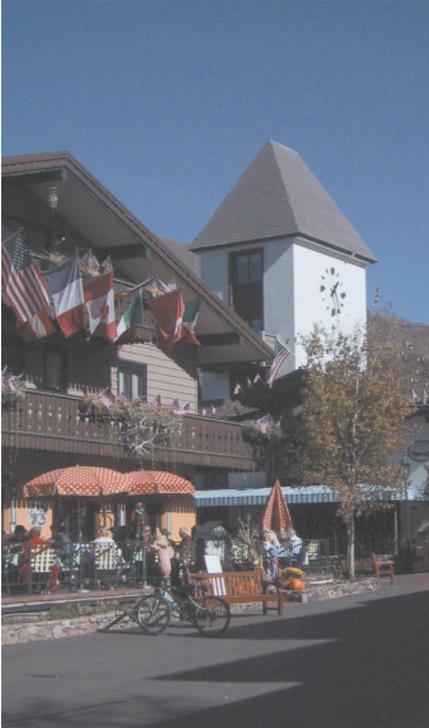
Section IV, Funding Mechanisms, describes the funding opportunities available to the Town for promoting public art. These opportunities include percent for art, direct Town funding, temporary donations of public art, donations and gifts, and fund raising and grants.

Section V, Implementation Activities, describes the recommended activities to fully implement this Strategic Plan. These activities include creating a program to ensure the inclusion of site-integrated art in public projects, adopting a percent for art program, and creating partnerships with the private sector.

Section VI, Relationship of Strategic Plan to Town Planning Documents, details the relevance of this plan to other Town planning documents.

Section VII, Strategic Plan Adoption Process, describes the process utilized to develop and make amendments to this plan.

II. INTRODUCTION



Vail is a Town with a unique natural setting; internationally known for its natural beauty, alpine environment, and man-made structures that are compatible with the environment. These characteristics have caused a significant number of people to visit Vail with many of these visitors eventually becoming permanent residents participating in community life (Vail Design Guidelines).

The founders of Vail originally planned the Town with a vision to make it memorable and strict guidelines were developed to make Vail a unique community and vacation destination. Much of the success of Vail as a resort and as a community has been a direct result of this original concept. Over the years this vision has manifested itself in Town policies and regulations used to direct growth and development. After nearly forty years, the Town has fully developed and is now undergoing a period of revitalization or renaissance. As buildings, streets, and public plazas are reborn, Vail has the opportunity to inject new life into the everyday experience of the resident and guest by using the resources offered by the Town's Art in Public Places program.

The Town of Vail's Art In Public Places (AIPP) program was officially adopted in 1992 to "promote and encourage the development and public awareness of fine arts." The ordinance adopting the AIPP program and establishing an AIPP Board was based on the Art in Public Places program Policies and Guidelines adopted in July of 1989. The AIPP Board and the AIPP program were further refined in 1996 establishing the eleven-member AIPP Board, as it exists today. The AIPP program Policies and Guidelines describe the process and criteria to be used to evaluate potential public art pieces and projects. These Guidelines also detail the administration of the AIPP Board and program. The AIPP Board is the governing body overseeing and maintaining all public art installations in the Town.

The current AIPP program focuses largely on commissioning art pieces for specific locations within the community and providing for the placement throughout the Town of temporary art sculptures on loan from galleries. The AIPP program has relied upon the generosity of artists and galleries to provide temporary art and the Town Council to fund specific art projects.

The following is a definition of public art as used by this Strategic Plan.

Public art or Art in Public Places, defined in its broadest sense, is any original creation of visual art that is:

- Acquired with public monies,
- Acquired with a combination of public/private funding,
- Donated or loaned to the Town's Art in Public Places program, or
- Privately sponsored artwork that is located on publicly owned land.

Public art may also be artwork that is created or on display on private property to be viewed by the general public. Examples of public art include, but are not limited to:

- Paintings of all media, including both portable and permanently affixed works such as frescoes and murals;
- Sculpture of any form and in any material or combination of materials. This includes statues, monuments, fountains, arches, or other structures intended for ornamentation or commemoration;
- Crafts and folk art works in clay, fiber, textiles, glass, wood, metal, mosaics, plastics, and other materials; or
- Site-integrated artwork created by landscape designers and artists which includes landscapes and earth-works, integration of natural and man made materials, and other functional art pieces. Site-integrated works may include building features, gates, street furniture, and paving materials.



10th Mountain Division Memorial

This Strategic Plan establishes a new direction for the AIPP program, including proposed funding sources, site-integrated art, and public/private partnerships.

All of the concepts developed in this Strategic Plan help to implement the mission and vision statements of the Vail AIPP Board:

- Vision:** Enrich our community through public exposure to the arts.
- Mission:** To develop artistic projects and programs that involve and educate the community and enhance its vitality.

Many public art programs throughout the country have evolved from programs that place art sculptures within a community to programs that weave public art into the everyday experience of a community. This evolution reflects the idea that artwork and public landscape do not have to be separate ideas; rather they can be developed as one integrated concept. Site-integrated art can be as simple as:

- Using creative or interesting materials and patterns in the paving of sidewalks,
- Creating unique and interesting benches, or
- Re-design of a gate, fence, or playground equipment.



This type of public art creates lasting impressions on those who experience it and makes Vail a distinctive town.

Site-integrated art is not limited to public projects. The opportunity exists to have private landowners with proposed improvements adjacent to public spaces create unique and memorable streetscape improvements, landmark features, or other opportunities to place art on private property.

This Strategic Plan addresses consistent funding of AIPP programs through a new approach for funding art in Vail called percent for art. This funding mechanism allows the Art In Public Places program to establish a stable funding source by requiring the Town of Vail to dedicate a percentage of its budget for public improvement projects to art. This will allow a dedicated funding source for the purpose of redeveloping Vail's public spaces and buildings with attention to uniqueness and creativity.

The following list of goals and objectives describe the guiding ideals for the AIPP Program and the Town of Vail. These policies should be referred to when making decisions about program direction and when pursuing public art projects throughout the Town.

Goal 1: Integrate the creative work of artists into public projects to thereby improve the tourist's experience and the economic vitality of the Town through the enhancement of public spaces in general and the pedestrian landscape in particular.

- Objective 1.1: Provide site-integrated art within streetscape improvements on public projects.
- Objective 1.2: Identify logical locations and sites for landmark art features, large monuments, fountains, and plazas within the Town.
- Objective 1.3: Adopt a percent for art ordinance that requires a percentage of the budget allocated to a public improvement project go directly to fund a public art component.

Goal 2: Create a visually and functionally superior environment for Vail's residents and visitors.

Objective 2.1: Implement the site-integrated art program on public projects.

Objective 2.2: Continue to encourage the siting of public art pieces throughout the Town of Vail on both public and private lands.

Objective 2.3: Encourage private property owners to include public art in the redevelopment of properties throughout the Town.

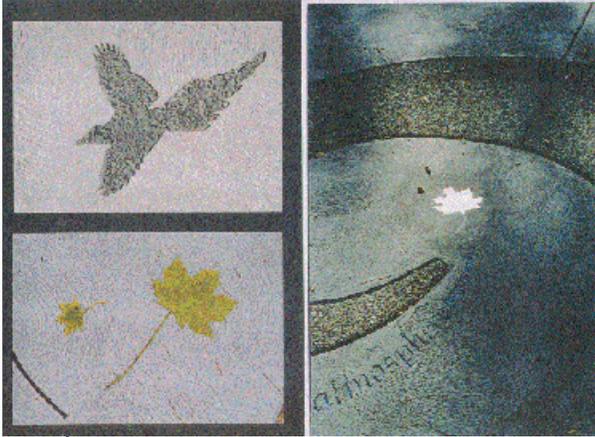
Objective 2.4: Seek public art projects that reference the recreational, international, and unique character of the Town and region.

Goal 3: Reinforce Vail's relationship to the natural alpine landscape.

Objective 3.1: Seek public art improvements that include natural landscape features and elements found in the local area.

Objective 3.2: Provide site-integrated art to allow for the appreciation of the natural landscape.

III. OPPORTUNITIES FOR PUBLIC ART IN VAIL



This section describes the opportunities for promoting public art in Vail including site-integrated art, acquisition of public art, temporary public art, and private development projects.

A. Site-Integrated Art

The aesthetic character of the built environment is largely shaped by necessity. Increasingly however, visionary planners, landowners, developers, architects, government agencies, tourism boards, and community associations are recognizing and seizing opportunities to enhance and redevelop the aesthetic character of public places. Artistic elements incorporated in the design of public

spaces gives the Town the opportunity to build whimsical streetscapes while at the same time making the spaces functional.

This Strategic Plan focuses the AIPP program on the creation of these special environments otherwise known as "place-making." This approach, consistent with national trends in public art, is termed site-integrated public art, which is the creation of art through common everyday public improvements. Site-integrated art is the process of integrating creative and artful features into such things as paving, sidewalks, public benches, lampposts, gates, and landscape features. For example, instead of paving a sidewalk with concrete, the Town might:

- Vary the paving materials in terms of textures and colors
- Vary pattern of pavers
- Introduce designs in the pavement

Examples of Site Integrated Art

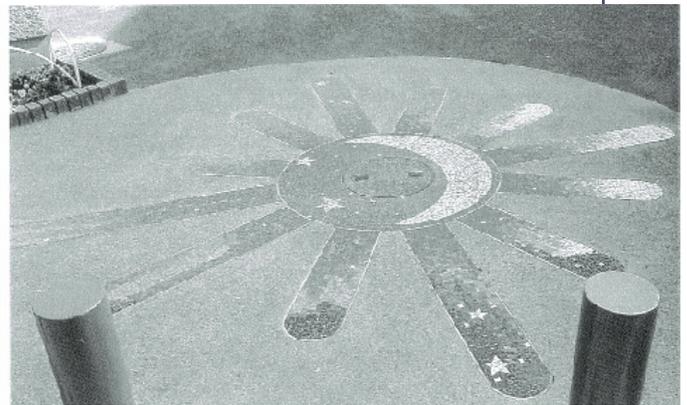
The following is a broad list of places and ideas for integrating public art. This list emerged from site visits, feedback from the local focus groups and meetings with town staff, the Design Review Board, the Planning and Environmental Commission, and the Town Council. The graphics in this section help to describe the opportunities for creating public art. While some of the photos are examples from other towns and cities throughout the country, the types of art and quality of art shown in these pictures could be incorporated into Vail's built environment.

I. Paving

The 1991 Town of Vail Streetscape Master Plan recognizes and addresses the importance of quality hardscape in Vail. This plan calls for a continuity of surfaces throughout town. Exceptions to this standard paving are special areas designed to prevent monotony and create accent. These accent areas are where creative designers can best contribute. The Town continually upgrades and repaves sidewalks, plaza spaces, and streets throughout the town. The introduction of artwork in the pavement, use of varied paving materials, color and texture are simple ways to create a special feeling about our environment without the vertical space commonly needed for art. Because the climate and snow removal are so destructive to hardscape surfacing integrated art paving requires rigorous material selection and thoughtful application.

Possible areas of focus:

- The pedestrian connection between Lionshead and Vail Village
- Heated arrival points
- Main core areas of the Town
- Pedestrian exits of parking structures
- Stair risers on parking structures
- Major intersections



Unique paving treatment can create interest and a sense of place.

2. Walls and Fences

Retaining walls are common features in mountain towns. In addition, cast concrete walls are very much a part of standard building practice. In Vail, many of these walls are faced in stone making them more attractive and compatible with the alpine character of the town. Another option for treating walls is to introduce artistic methods such as mosaic, creative painting, staining, sandblasting, murals, and sculptural concrete.

Unique wall treatments offer another alternative for enhancing the aesthetics of the town. Temporary construction fences and barriers present opportunities for the AIPP program to work with local school children or artists to create playful designs and artwork on improvements that are ordinarily sterile or industrial.

Possible areas of focus:

- New and existing retaining walls, planter walls, site walls, and foundation walls
- Sound walls on I-70



Introduction of art in walls



Vail parking structure wall

- Exterior walls on Village and Lionshead parking structures
- Interior walls and entrances of parking structures
- I-70 underpasses
- Construction fencing and barriers
- Building facades



Artistic fence/wall treatment

3. Trails and Paths

One of the unique features of Vail is the extensive area devoted to pedestrians. The Village core, Lionshead, streamwalks, and the recreation paths that run the length of town provide opportunities for walking and bicycling. This trail system is an asset; however, pedestrians and cyclists are often unable to determine where they are in relation to major landmarks and destinations while on these trails. The most consistent response from citizen feedback is the need to link and enhance the trail system. As trail markers, directional signage and pedestrian bridges are redeveloped; the Town has the opportunity to add uniqueness and quality to the experience of those using the trails. This can be done with trail markers etched in stone or interesting paving patterns that provide the clear direction of travel and locations of primary destinations within the Town.



Pedestrian bridge opportunity for art

Possible sites and opportunities:

- Pedestrian overpasses (existing and new)
- Frontage road bicycle/pedestrian paths
- Pedestrian ways to Town from parking structures
- Town access routes to hiking and biking trails
- Pedestrian routes between the Village and Lionshead
- Recreation paths
- Trails to Ford Park and the Amphitheater
- Trail markers
- Directional signage and maps
- Directional paving patterns

4. Seating

Seating plays an important role by providing places for people to pause, gather, rest and take in the view. As seating areas are created, the Town has the opportunity to

provide artistically inspired seating that is compatible with the natural setting, unique, memorable, and even whimsical.



Creative seating and paving designs

Possible areas of focus:

- Along major pedestrian corridors and activity areas within the Lionshead and Vail Village core areas
- Public plazas
- Bus stops
- Pedestrian Bridges
- Public parks
- Along recreational paths and at trailheads



Town of Vail existing seating

5. Bridges and Railings

As the town replaces or enhances bridges, artists and designers can become involved by designing railings, accents or even the entire bridge.

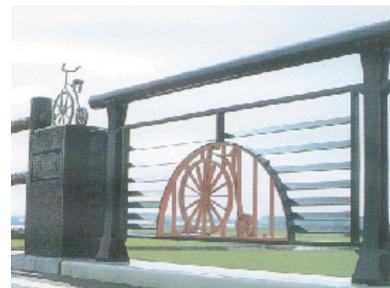
The artistic treatment of railings can extend beyond bridges. Balcony rails, stair handrails and queuing rails can all be enhanced through creative treatment.

Possible areas of focus:

- Pedestrian bridge and skiers bridge in Lionshead (VA property)
- Pedestrian overpass on I-70
- All pedestrian, trail, and skiers' bridges
- Stair and deck railings



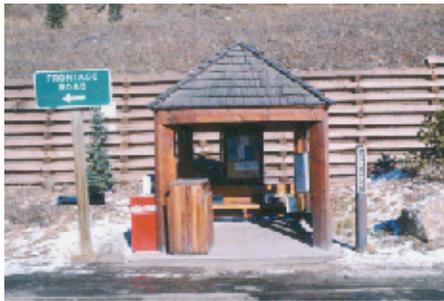
Vail's pedestrian overpass



Fence rail developed into artistic form

6. Utilities and Street Furnishings

Trash cans, newspaper dispensers, electric transformer boxes, air vents, and manhole covers are all part of the Town of Vail's infrastructure. These utilities are conceived of as purely functional and their visual impact is often overlooked. Artists and designers can help rethink and redesign streetscapes and utility facilities as they are replaced or upgraded to help conceal or accentuate these elements.



Existing Town bus stop



History of the Gore Valley

Possible areas of focus:

- Bus stops
- Trash cans
- Newspaper dispensers
- Transformer and switching boxes
- Parking structure air vents
- Traffic control gates
- Bike and ski racks
- Ticket booths
- Water intake and pumping facilities
- Light poles and fixtures
- Manhole covers



Example of artistic air duct



Air vent in Vail

7. Recreation

Play is at the core of the Vail experience. Facilities for recreation should embody a playful spirit. Pirate Ship Park is an excellent example of the playful spirit being introduced to a park setting. Artists should participate in the design of new areas and play equipment, as well as create elements to enhance existing facilities.

Possible areas and opportunities of focus:

- All public parks and gathering places
- Kayak area
- Skateboard park
- Civic Centers
- Dobson Ice Arena
- Play equipment



Ptarmigan play sculpture – Ford Park

8. Landmarks and Portals

A landmark is a significant architectural element that visitors to Vail can identify and remember. Landmarks signify important points of entry, turning points, and critical intersections in the pedestrian network. Landmarks also identify destinations and serve as visual reference points. Landmarks and portals are integral to an overall wayfinding system. People tend to think of landmark features as buildings and structures, but they can also include plazas, intersections, fountains, works of art, and unique natural features. Site integrated art can help create

landmark features by creating unique spaces and building improvements that people are able to easily identify and remember.

Possible sites and opportunities for landmark improvements:

- Intersection of Vail Road and Meadow Drive
- Major entries to Lionshead pedestrian mall
- Vista Bahn ski yard
- Intersection of Willow Bridge Road and East Meadow Drive (Crossroad's area)
- Highway exits
- Fountains, sculpture, and paving



Covered Bridge – Vail Village

9. Information Sites and Facilities

Many visitors to Vail are here for the first time. These newcomers need a way to orient themselves within the community. Wayfinding requires more than good street signage. Subtle cues, locator maps and significant landmarks are all important indicators that help people learn their way through a new town. Focus groups and Town leaders have expressed a need to enhance the sense of arrival and wayfinding in Vail. Integrated art elements can be a part of an effective and whimsical orientation program. These elements range from sculptural sign holders and trail markers to artistic gateways and monuments that become significant landmarks.



Checkpoint Charlie information center

The Town has adopted and is implementing a wayfinding and signage program that will greatly enhance the guest's ability to navigate through the Town. Public art can augment the signage system by creating memorable places and features that pedestrians can use to remember where they have been and determine where they want to go.

Possible areas of focus and opportunities:

- Highway exits
- Landmarks on frontage roads
- Important intersections
- Portals to Vail Mountain
- Parking structures
- Information booths
- Recreation paths
- Trail markers
- Signs and icons
- Wayfinding maps
- Pedestrian signage in the Village and Lionshead
- Parks
- Round-a-bouts



Unique Signage



Lionshead Information Center

B. Acquisition of Public Art

One of the opportunities for public art is the current program of acquiring art through commissioning site-specific work, direct purchase, or donation of an art object.

A commissioned work of public art typically involves selecting an established artist to develop a piece of artwork for an identified location or use. If site specific, the artwork must respond to the program developed by the AIPP Board regarding the site's functional context, its architecture, its location, its relationship to the adjacent terrain, and its social context. If a work is commissioned for a specific use it must again meet the requirements set forth by the Board.

The Town may wish to consider the acquisition of a renowned piece of sculpture. In that case, the artwork itself becomes the destination and an integrated element of an existing or newly developed space. Therefore, the AIPP Board should be sensitive to the meaning and effect of placing the work of art in a particular context, location, and circumstance.

The Board, with the assistance of the AIPP Coordinator, is entrusted to develop the criteria for commissioned projects and to site other acquired works. The Board's administrative policies and selection and placement criteria are further detailed in the AIPP Program Policies and Guidelines.

Periodically the Town of Vail or the AIPP Program will be offered donations of artwork. Donations are subject to the same policies and criteria of the AIPP Program as any other work of art being considered by the AIPP Board. The AIPP Board has the discretion, subject to the program policies, to accept or reject any work of art offered to the Town for public art purposes.



Kaikoo III

Examples of Commissioned or Acquired Art:



Seibert Circle



The Need to Know – Vail Library

C. Temporary Public Art

At present, fourteen exterior sites are available within Vail Village and Lionshead for the temporary display of artwork. Each site was carefully selected for its visibility and access to both visitors and residents of the Vail Valley. This program is designed to enrich the community and provide exposure to artists working within the sculptural realm.

The selected artwork must exemplify commitment to quality and innovation. The Temporary Art Program was designed to create a mutually beneficial partnership between the Town of Vail and artists working both within and outside of the community.

Selected artists enter into a standard lease agreement with the Town of Vail for each piece of artwork proposed for a site. The length of the lease may be for six months or one year. A two-percent sales commission is collected for any artwork sold. These AIPP policies are further detailed in the AIPP Program Policies and Guidelines.

Examples of Temporary Art:



D. Private Development Projects

Another opportunity for public art is the creation of partnerships with private landowners and developers. As private development and redevelopment in Vail continues, there is the potential for public art opportunities to evolve from a partnership between the AIPP Board and private entities. Visual enhancements or works of art that may emerge from these developments may greatly contribute to our community's aesthetic and pedestrian experience and cultural awareness. When one considers the size and scale of the Town and its myriad of offerings, the boundary between public and private spaces is really a conceptual distinction not recognized by the typical observer. With this in mind, the Town and the AIPP Board should encourage developers and property owners to enhance private development with publicly viewed art in the form of site integration, landmark development, architectural enhancement, sculpture, and other techniques described in this document.

The Town has adopted regulations in three zone districts that require a developer or landowner seeking redevelopment to consider potential off-site impacts including streetscape and art opportunities. The AIPP Board, working closely with citizens and the Community Development Department, may explore expanding the responsibility for public art to other commercial zone districts such as the Commercial Core 1 and Commercial Core 3 districts. Additionally, the AIPP Board may pursue amending the Town's regulations to provide a clear understanding of potential public art responsibilities of large-scale development and redevelopment projects in Vail.

IV. FUNDING MECHANISMS



Exuberance Village Parking Structure

This section describes the recommended funding mechanisms necessary to fully implement this strategic plan. These mechanisms include the adoption of a new and stable funding source for public art known as percent for art.

A. Percent for Art

Requiring percent for art on public projects is not a new concept in the United States. Cities, towns, and states around the country have been implementing similar programs and ordinances since the State of Hawaii, City of San Francisco, and other communities pioneered the concept in the 1960's. Cities such as Austin, Texas, Greeley, Colorado, Denver, Colorado, and Seattle, Washington are just a few of the hundreds of communities with percent for art programs.

Public improvement projects, involving streetscapes, roads, pedestrian trails, public buildings, parks, and bridges, have major impacts on the aesthetics and quality of our environment. Therefore, these types of projects are targeted for the inclusion of public art and in many cases site-integrated public art. The public art enhancements of the project are funded by requiring that a percentage of the total project budget be set aside for artistic improvements.

Many communities require 1% to 2% of the total budget to fund the art components of a public project. Some communities limit application of the percent for art program to projects with budgets over a set amount and cap the amount available for a specific project. All percent for art ordinances include criteria for determining which public projects are appropriate for inclusion in the program. These criteria are generally based on the visibility of the improvements. For example, utility projects that are completely underground may be excluded. The funds are usually utilized directly within the specific project; however, some programs include provisions for reserving or pooling the funds of several projects to fund another priority public art project.

The AIPP Program has never enjoyed a stable and reliable funding source for public art installations or the administration of the program. Without a stable funding source like percent for art the program is less effective in supporting the Town's image as a world-class resort and community.

B. Direct Town Funding

The Town Council has provided funding to cover the costs of the administration of the AIPP Program and the AIPP coordinator position within the Public Works Department budget. Additionally, the Town Council has directly funded several public art projects. Generally, the AIPP Board must request this funding as a supplemental appropriation as public art projects to-date have rarely been considered in the overall budget process for the Town. This process makes it difficult for the AIPP Board to plan for new projects and tends to be an unstable method of funding public art projects.

C. Temporary Donations of Art

A temporary donation of artwork is another area that has been explored and implemented successfully in the past. The temporary donation of art allows the community to take advantage of artwork it may not otherwise be able to afford to commission. It also allows for a variety of art pieces to be displayed over the course of a year or a season. The temporary art program is regulated by the program guidelines and policies adopted by the AIPP Board.

D. Donation and Gifts

Donations and gifts have helped fund or provide for public art in the Town. The acceptance of donations and gifts is further regulated by the program guidelines and policies adopted by the AIPP Board. This program will remain a source of funding and acquisition.

E. Fund Raising and Grants

Fund raising and grants may be other sources of funding for public art projects in the Town of Vail. For fund raising to be truly effective there would need to be a commitment of staff and financial resources. Efforts to have the community participate financially in the promotion of art may be a means of funding art.

F. Real Estate Transfer Tax

Another opportunity to fund public art is the Real Estate Transfer Tax. The stated purpose of these funds is to acquire, improve, maintain, and repair real property for parks, recreation, and open space. The funds may also be used for construction, maintenance, or repair of park and recreation buildings and construction, maintenance and landscaping recreation paths. Public art, as long as completed in conjunction with these stated purposes, may be funded utilizing RETT funds. For example artful paving materials can be utilized in the construction of a recreation path, artistic elements incorporated into site furnishings, and play equipment custom designed for its setting. RETT funds may be the source of the percent for art funds on a park or trail related development or redevelopment project.



Terra Haute – Mayor's Park

V. IMPLEMENTATION ACTIVITIES



Seibert Circle Construction

This section describes the recommended activities to fully implement this Strategic Plan. These activities include creating a program to ensure the inclusion of site-integrated art in public projects, adopting a percent for art program, and working with the private sector.

A. Town of Vail Site-Integrated Art Program

To ensure that site-integrated art is included in Town of Vail projects, the AIPP Board will develop criteria to identify capital improvement projects that are appropriate for AIPP involvement. These criteria will be presented to the Town Council for its approval and will become the basis for the program.

The AIPP Board will annually review the list of capital improvement projects and recommend which projects meet the program criteria. The AIPP Board will partner with the Community Development Department and Public Works Department to incorporate site-integrated art and thus provide funds in the overall budget for art improvements on these projects.

B. Town of Vail Percent for Art Program

In order to provide a stable funding source for including art in Town of Vail projects, the AIPP Board will create a percent for art program. The first step will be to review percent for art programs currently in place in other communities. From this research, the Board will develop a proposed percent for art program for the Town. The program will address the type of projects to be included, the percent for art allocated, basis for funding allocation, and an appropriate administrative process.

The proposed percent for art program will be presented to the Town Council for its review and approval. Upon approval by the Town Council, a Town of Vail Percent for Art ordinance will be drafted which will clearly state the purpose, process, requirements, and funding of the program.

C. Public and Private Partnerships

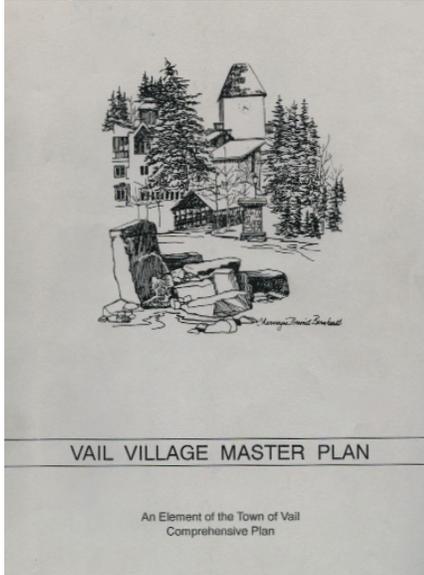
The Town has adopted regulations in three zone districts that require a developer or landowner seeking redevelopment to consider potential off-site impacts including streetscape and art opportunities. It is the responsibility of the Community Development Department, and other Town agencies, to review and consider the impacts produced by these development and redevelopment projects. The Community Development

Department should help to inform developers and landowners of their potential obligations to streetscape and public art improvements as properties are developed or redeveloped. Additionally, the AIPP Coordinator should continue to be informed of such applications to the Town and be afforded an opportunity to provide input on relevant issues with respect to streetscape and public art opportunities.

Another option in the area of coordination that could help to improve the development review process would be to have a representative from the AIPP Board attend meetings involving private projects where public art may be required. This action would help with the communication between the AIPP, the PEC or DRB, and the applicant.

A formal administrative process for such AIPP involvement should be developed by the Town to allow for formal AIPP review using adopted guidelines. Further, the AIPP may seek to amend Town regulations, design guidelines, and other commercial zone districts through the ordinance approval process to clarify and encourage public art on certain types of private projects.

VI. RELATIONSHIP OF STRATEGIC PLAN TO TOWN PLANNING DOCUMENTS



The provision of public art and community aesthetics has always been one of the cornerstones of Vail's development. This is evidenced in many of the physical improvements as well as through many of the Town's land use planning documents. The following sections document the relevance of this planning document to others adopted and utilized by the Town.

A. Vail Village Master Plan

The Vail Village Master Plan provides stated goals about how Vail should develop to enhance the pedestrian experience and strengthen the experience of the tourist. These stated goals match many of those goals being established by the AIPP Strategic Plan. Public art is an element of the landscape that can assist the Vail Village in the achievement of goals by making the village experience both unique and rich. The following excerpts from the Vail Village Master Plan mirror the AIPP Program goals.

"As the physical development of the original Village began to take place in the early 1960's, so too did its unique character. The free form layout of the streets and the human scale expressed by many of its earliest buildings began to establish a pleasant pedestrian environment. As the Town grew, the development of numerous outdoor dining decks and public plazas served to strengthen the pedestrian experience. More than anything else, it was the emphasis on the pedestrian that contributed to the unique character and charm of Vail Village."

The existing Vail Village Master Plan addresses the current situation - it's inconsistencies as well as its promise. That Plan provides six goals as a framework for guiding public improvements as well as private sector development for the entire Vail Village area. The six goals are:

- Encourage high quality redevelopment while preserving the unique architectural scale of the village in order to sustain its sense of community and identity.
- To foster a strong tourist industry and promote year-around economic health and viability for the Village and for the community as a whole.
- To recognize as a top priority the enhancement of the walking experience throughout the Village.
- To preserve existing open space areas and expand green space opportunities.

- Increase and improve the capacity, efficiency, and aesthetics of the transportation and circulation system throughout the Village.
- To ensure the continued improvement of the vital operational elements of the Village.

B. Lionshead Redevelopment Master Plan

The Lionshead Redevelopment Master Plan recognizes the need for the integration of art into public spaces. This plan contains the following statement in Chapter 6: Site Design Guidelines:

An objective of the community is to enhance the beauty of our environment by incorporating quality visual art in highly accessible and visible places, both privately and publicly owned, for the enjoyment of residents and guests. The master plan encourages art installations as permanent elements integral to the design of exterior spaces, architectural components, site furnishings, and paving. Artistic site furnishings and accessories could include, but are not limited to, benches, railings, bike racks, ski racks, signage, trash receptacles, lighting and utilities. Art is particularly effective in activity areas, at entrances, at the intersections of pedestrian corridors, and where views terminate. Art that is interesting and specific to the regional context of the valley is encouraged. Interactive artwork that can be enjoyed by both children and adults, such as found in the Boulder pedestrian retail mall, is highly encouraged. Artwork accessible to the public must be constructed of durable materials and be easy to maintain.

C. Streetscape Master Plan

An integrated approach to public art is also most in keeping with the 1991 Town of Vail Streetscape Master Plan. The Streetscape Master Plan emphasizes the importance of craftsmanship and creative design and cites the importance of public art as part of the pedestrian experience. The concept of site-integrated art is already a concept endorsed by the Town as the Streetscape Master Plan states:

"Public art should not be limited to free-standing sculpture. Art can and should be incorporated into the design of common streetscape elements such as a bench, a planter wall, (or) tree grate."

The section of the streetscape plan that outlines site furnishings also advocates an artistic approach. The plan states that site furnishings (manhole covers, benches, light fixtures, and trashcans) offer another opportunity for the introduction of public art, that this approach could be adapted for Vail and the result would be a fun, novel design that would enhance the streetscape.

The Streetscape Master Plan also calls out specific locations for art. The Plan earmarked three plaza and feature sites in the East Village, and a new site in the village core at Willow Bridge and Gore Creek Drive. Moving west, the streetscape plan marks five art locations along East and West Meadow Drive as well as a final location on East Lionshead Circle. These sites should not simply be thought of as places to put a sculpture. All have the potential to become fully integrated works of art if undertaken as a part of the redesign and construction of the streetscape.

VII. STRATEGIC PLAN ADOPTION PROCESS



Is Anyone Listening – Lionshead Parking Structure

This section describes the formal Town of Vail review process utilized to obtain approval of this document. The section also describes the process by which this document may be amended in the future.

A. Public and Professional Input

In 1998 the AIPP Board hired the firms of Artscapes, LLC and Public Art Advisory Services to initiate the strategic planning process, drafting portions of the strategic plan, and conduct interviews and public workshops in order to introduce the concept of site-integrated public art and understand how the community viewed public art. Community leaders, arts activists, residents, civic leaders, and planning professionals all participated as focus groups in these workshops so that varied opinions and views could be solicited. The consultants also conducted work-sessions with the Town's Design Review Board, Planning and Environmental Commission, and Town staff to help understand the perspectives of these groups. Ultimately, Braun Associates, Inc. was hired to work with the AIPP Strategic Plan Taskforce to bring all of this input and work together in this strategic-planning document.

B. Adoption

The formal Town review process utilized for the review and adoption of this strategic plan was as follows:

- Review and recommendation by AIPP Board to the Town Council
- Review by the Planning and Environmental Commission and the Design Review Board
- Review and adoption by resolution by the Town Council

C. Amendments to the Plan

Town Council may adopt amendments to the plan by resolution upon a recommendation from the AIPP Board.

VIII. AIPP ART COLLECTION

Artwork

Blue Bird of Paradise
Michael Anderson
Painted steel, 1990

Children's Fountain
Dennis Smith
Bronze, 1986

History of the Gore Valley
Children of the Gore Valley
Ceramic tile, 1985

Exuberance
Dan Dailey
Glass Block, 1993

The Need to Know
Hollis Williford
Bronze, 1984

Clip Man
Don Wilson
Neon, 1991

Kaikoo III
Betty Gold
Donation by David and Micki Chatkin
Painted Steel, 1990

The Lift
Susan Grant Raymond
Bronze, 1985

Rocky Mountain Majesty
Stephen LeBlanc
Bronze, 1990

Inventory

West End of Lionshead

Vail Village

Bus Stop Base of Vail Parking Structure

Parking Structure Steps

Behind Library

East Entry, Lionshead Parking Structure

Near Library

Lionshead

Lionshead, Sundial Plaza

Is Anyone Listening
Donald Mitchell
Painted steel, 1992

Front of Lionshead Parking Structure

Terre Haute
Brian Hunt
Donated by Chuck Rosenquist and Family
Bronze, 1993

Mayors Park

The 10th Mountain Division Memorial
Scott Stearman & Victor Issa
Donated by Dured E. Townsend Memorial Fund
Bronze, 1998

Slifer Plaza

Granite Amphitheater
Jesus Bautista Moroles
Granite, 1998

Seibert Circle

Spirit of the Skier
Michael Meszaros
Gift from Sister Resort Mt. Buller Australia
Bronze, 1998

Gold Peak

Check Point Charlie
Margarette Johannes
Acrylic on wood, 1998

Vail Village, Checkpoint Charlie

Fishing Pole and tin can for Vail
Claes Oldenburg
Donated by Chuck Rosenquist
Mixed media, 1982

Public Works Building, Elkhorn Drive

Ptarmigans
Robert Tulley
Granite, 2000

Ford Park Playground