

The City of Greeley 2023 Art Master Plan



Rainbow Reef ~ 2022 Julia Williams



Hues of Colorado ~ 2022 Ana Marie Botero & Juan Botero



Of the Earth II ~ 2022 Wes Sam Bruce

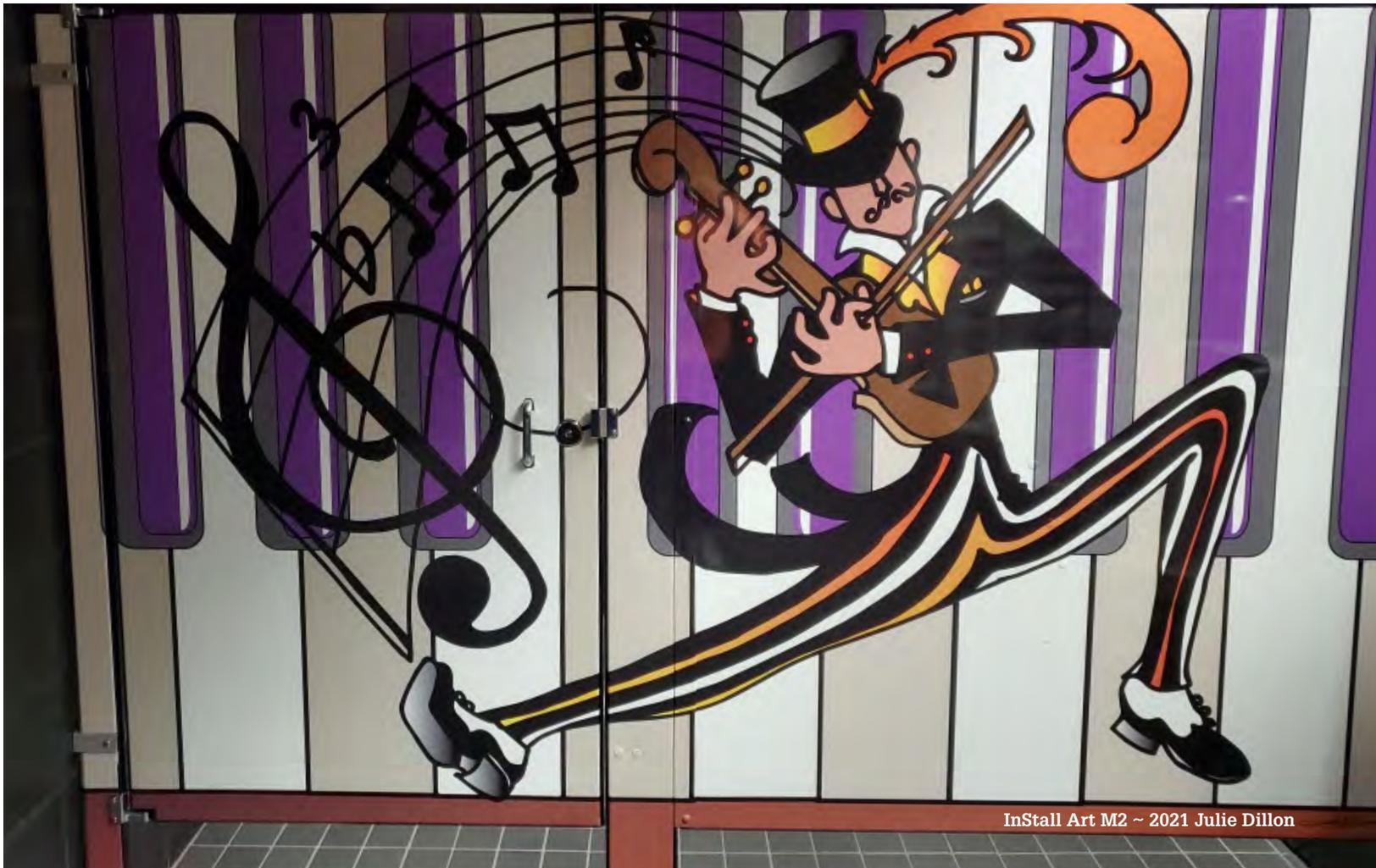


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InStall Art M2 ~ 2021 Julie Dillon

Executive Summary



The 2023 Art Master Plan will guide the creation of distinctive places through art. These projects will build awareness, appreciation, and understanding of what makes Greeley great.

The 2023 Art Master Plan supports many City of Greeley initiatives. Proposed artwork reinforces city council's community vision and the values of Greeley citizens. Throughout the plan, Greeley's Public Art Program outlines the following goals, cited from the Imagine Greeley 2060 Comprehensive Plan : HC-Historic and Cultural Resources, EH-Education, Health and Human Services, and ED-Economic Health and Diversification

The City of Greeley supports the creation of visual arts that enhance public spaces. Public art creates a sense of place. It adds vibrancy and creativity to the community. These works also highlight the history and diversity of Greeley's community.

Objective HC-3.4 – The Art in Public Places program supports opportunities like art installations in public infrastructure, facilities, amenities, and public spaces throughout the city.

Greeley City Council appoints the twelve members of the [Greeley Art Commission Board](#). This group manages the city's [public art ordinance](#), which guides the acquisition and display of artwork. Culture, Parks, and Recreation Department staff provide support to the board. These individuals receive and install new artwork. They also manage the inventory and maintenance of all permanent art collection works. All recommended projects receive final approval from city council by the adoption of each revision of the Art Master Plan as it is presented to them.

The Art in Public Places Program's mission is to integrate the work and thinking of artists into city planning and development. This collaboration results in the highest standards of design for the city. The program expands opportunities for residents to experience art and beautiful public spaces.

The City of Greeley recognizes the importance of art in public places and the diversity of the public who enjoy it.

Role of Art & Impact



The Impact of Art

The term “public art” refers to any art or design created specifically for the public domain. A vibrant art scene engages residents and reflects community values. It can impact economic vitality, property values, crime reduction, and a sense of happiness. It shapes public perception and the identity of Greeley.

An innovative climate invites tourism, attracting visitors to Greeley’s cultural assets and retail. Economic and cultural diversity also contribute to an enjoyable quality of life.

Public Art helps define a community, enhancing its image and appeal. Greeley’s art establishes unique and collective identities for its many sub-communities. As one Greeley Public Art commissioner stated, “I’m a huge believer that [public art] adds character and identity...when you have public art, that will completely differentiate you from another community.”

The History of Public Art in Greeley

In 1998 the City of Greeley and its city council made a commitment to enhance the city’s public art collection by adopting a [1% for Art Program](#). This program sets aside one percent of the cost of new capital improvement projects to fund city art. Funds from this program allow for Greeley’s public art collection to grow in proportion with the city. When times are tough and new construction is not happening, no funds go toward new artwork.

In 2009, city council asked the Greeley Art Commission to write an art master plan. This plan guides and supports the integration of art into public settings. It recognizes the city’s longstanding commitment to fostering a broad range of values through engaging public art.

Since then, city council has pushed for increased tourism in Greeley, as a destination for culture and innovation. Council promotes identifying opportunities for public art to collaborate with school districts and businesses.

This 2023 Art Master Plan integrates with the 2009, 2014, and 2018 master plans. The plan is in alignment with the Imagine Greeley 2060 Comprehensive Plan. It is proactive, advocating for the community and economic development, and aligns with city priorities.

Role of Art & Impact

A Plan for Growth of Population and Diversity

The 2023 Art Master Plan implements flexibility as it is hard to predict future growth and new opportunities.

In 2020, Greeley had a population of 107,000 people with a median age of 31.6. Greeley's population is growing and projected to reach nearly 260,000 residents by 2065. Nearly half of the people with college degrees and a majority of millennials say the availability of a "rich in the arts" community could impact their job search ("Speak Out Art," 2016, Americans for the Arts).

Over the past 20-40 years, Greeley experienced an influx of refugees and immigrants. There is also a significant Hispanic/Latino population. As Greeley grows in population and diversity, the art commission seeks to equitably represent all communities.

One challenge the public art division seeks to overcome is reaching residents from a variety of backgrounds. The goal is to get communities more aware of and more involved with the operations of the art commission. Marketing and outreach to all communities need targeted efforts and translation. Strategic marketing and outreach may result in a more diverse range of project applicants and art commission participants.

Although this key issue relates to the lack of representation on the commission, recent developments address the concerns of equal representation of community art. The art commission has and will continue to add artwork in wards that show less than the average across the city.

Analysis of Existing Art

In 2021, a UNC student intern, Sean Zimney, completed an analysis of City of Greeley Public Art. The dataset shared with Zimney contained details from 197 art projects from 2006-2019. Details included artist names, project titles, date of commission, art placement, and the cost of the project. The resulting assessment outlined the distribution of art across the city and funding allocation to artists of differing demographics/identities.

Even with limited data, the results are worth sharing with city council and other interested parties. The inclusion of nonwhite artists vs. white artists is representative of the population of Greeley. Other data shows that men receive more commissions than women. Public art questions if that is representative of the population of active public artists or if there are changes to make.

A significant result is that 40% of all commissioned artists were Greeley residents. Nearly 40% live in Colorado, but not in Greeley. The art commission made it a point to commission Greeley artists whenever appropriate and data supports this.

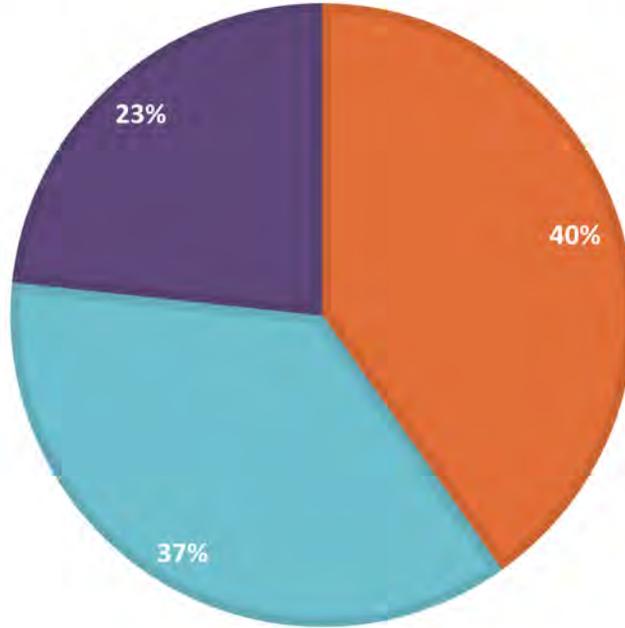


Spectrum ~ 2018 Frank Garza

Role of Art & Impact

Commissioned Artists Residency Greeley, Colorado, or Non-Colorado Residency

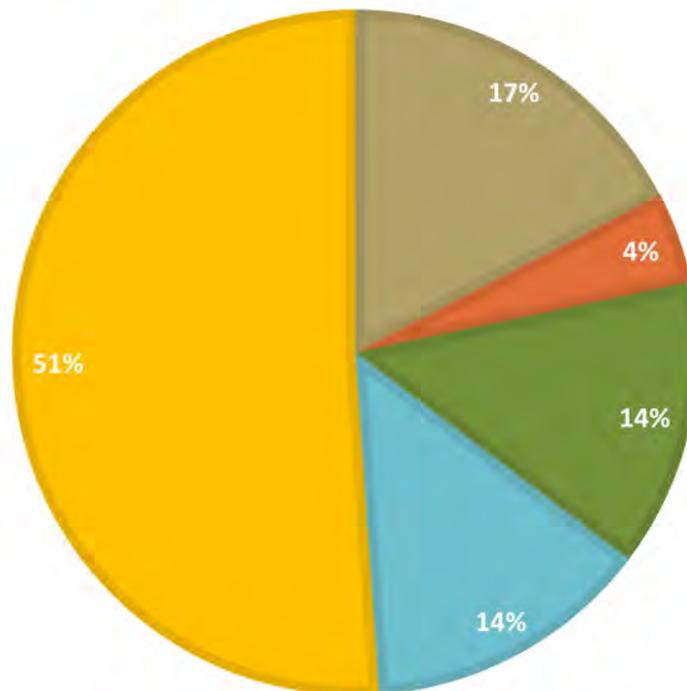
■ Greeley Resident ■ Colorado Resident ■ Non-Colorado Resident



Surprising data was the even distribution of artwork between east and west Greeley when the downtown area was not part of the equation. Also significant is that Ward II is considerably lacking artwork.

Greeley Public Art by Location

■ Ward 1 ■ Ward 2 ■ Ward 3 ■ Ward 4 ■ Downtown



Role of Art & Impact

Of the artwork examined in the dataset, 73 (79.3%) of commissioned artists are white, and 19 (20.7%) are nonwhite. According to the most recent American Community Survey at the time of the analysis, the racial composition of Greeley was:

- **White: 88.56%**
- **Nonwhite: 11.44%**

As of 2017, Census Bureau estimates of United States Population were:

- **White Non-Hispanic: 60.6%**
- **Nonwhite: 39.4%**

By these numbers, Greeley Public Art’s inclusion

of nonwhite artists represents the population of Greeley, but not the country as a whole. Greeley Public Art will collect more detailed demographic information. Details will include race and gender and specific racial/ethnic identities beyond “white” and “nonwhite.” These details will further examine how public art distribution is across racial categories.

Figure 1 presents data on commissioned artists’ race. Public art obtained racial demographic information for 92 out of the 196 datapoints/artists (46.9%). **73 (79.3%) of commissioned artists are white, and 19 (20.7%) are nonwhite.**

Figure 2 presents data on commissioned artists’ gender. Public art obtained gender demographic information for 90 out of the 196 datapoints/artists (45.9%). **55 (61.1%) of commissioned artists are men, and 35 (38.9%) are women.** No identified artists identify as non-binary or transgender.

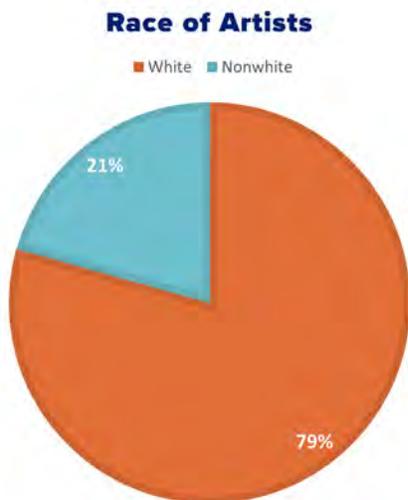


Figure 1

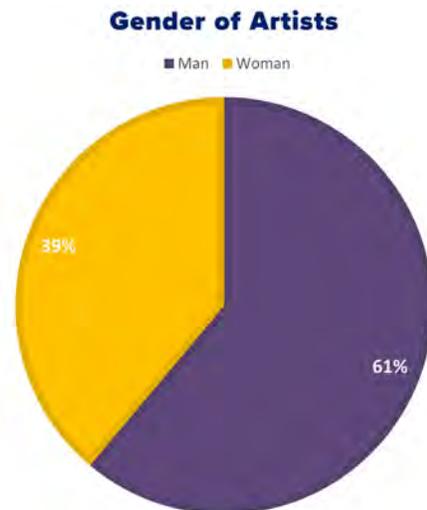


Figure 2

Role of Art & Impact

Maintenance & Installation Budget vs Project Manager



Current Art Assessment for Upkeep

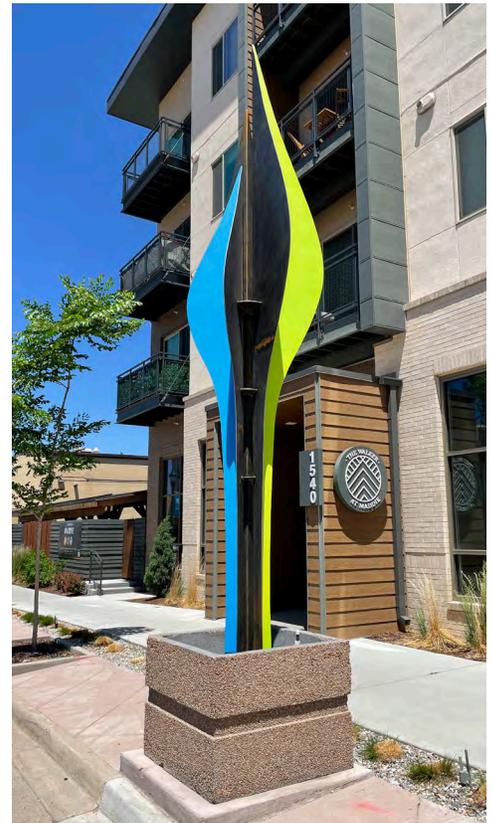
Public Art is a major focus for people living in and visiting Greeley. The city must keep the artwork in good appearance to maintain its own reputation and that of the artists. The collection, now valued at more than 4.5 million dollars, includes approximately 200 sculptures and murals. Most of these pieces are outdoors with 24/7 access to the public. Approximately 415 indoor pieces live in city building lobbies and offices.

As the Public Art Collection is growing and aging, additional assistance is required for maintenance and repair of existing sculptures. One of the art commission's tasks is to keep existing artwork free from safety issues that could cause harm to people. As seen in the graph above, maintenance needs are moving beyond what the project manager alone can do.

Community Input

Community feedback helps the art commission add to the collection in the coming years.

In July 2022, the art commission set up four voting boxes representing different types of art for community members to vote on. The boxes displayed images of existing city art as examples. A fifth box was open for comments. Voting was free. People of all ages, genders, ethnic backgrounds, and regional locations could vote. Results showed that the public wanted to see more murals (including utility cabinets) and abstract art. These results determined the priorities for new artwork moving forward. Included in the 2023 Art Master Plan Appendix are the full public engagement responses.



Hues of Colorado ~ 2022 Ana Marie Botero & Juan Botero

Role of Art & Impact



Range ~ 2020 Joshua Goss

As each new project begins, a selection committee guides the project to give input on art selection. Community members and business owners act as important stakeholders when art will be in their direct vicinity for 10-30 years or more.

2018-2022 Public Art Program Accomplishments

(see previous art master plan accomplishments in Appendix pg. 1)

1. First in the country to collaborate with Xcel Energy on painted utility boxes.
2. Installed large functional artwork in three skateparks, enhancing the space for youth.
3. Installed Greeley's first three Earthwork projects at Woodbriar, Campo Esperanza, and Balsam Parks - artwork in underserved communities.
4. Wrapped the bathroom stall walls inside the Union Colony Civic Center restrooms with art. Part of the vision was to place art in the unexpected places.
5. Received five donated outdoor works of art.
6. First Greeley student art design was "wrapped" on a traffic cabinet in 2022.
7. Repurposed the falcons from an Uptown Tree project into a trail sculpture.
8. Included graphic artists as a part of the public art scene with traffic cabinet art.
9. Gallery attendance and community engagement through programs like Día de los Muertos, Arts Picnic, and the D6 High School Art Show. Engaging the needs and cultures of the community through bilingual gallery signage and marketing materials.



Air Balloon & Waves ~ 2021 Gema Ortega ~ Student Art

Upcoming Projects & Planned Art Engagements

Scope and Implementation - The Art Master Plan

1. Implemented in accordance with the Greeley Public Art Ordinance and guidelines by the Greeley Art Commission. Supported by the Culture, Parks, and Recreation staff.
2. Informed by, aligned with, and responsive to existing City of Greeley values.
3. Supports cross-departmental and cross-discipline collaboration.
4. Creates unique opportunities ranging from large-scale projects to “discovery” sites.
5. Selects sites that encompass all areas of Greeley.
6. Secures best artists for public art projects: local, regional, national, and international.
7. Remains flexible to change.

Community Outreach – Art Awareness and Education

Outreach is critical to the success of the Public Art program. Public participation is encouraged in all aspects of the process. This includes serving on committees, developing projects with artists, attending art events, and participating in educational activities. The public art division takes care to foster relationships with public schools. Staff arrange artists’ visits, create public art curriculum, and involve students in public art projects.

Art commissioners advocate for more community outreach and targeted marketing for two reasons. One, they feel that the general public should be more informed on the purpose and function of the art commission. Second, targeted outreach may result in a more diverse pool of applicants for art projects and commission membership.

Information about the program is available through City of Greeley social media, maps, newsletters, and the city’s website. Community outreach funds can also commission artists for events like the annual Arts Picnic.

Education has always been a priority to Greeley as one founding principle. The art commission will focus on working with District 6 students to grow their public art knowledge.



Upcoming Projects & Planned Art Engagements

Objective GC-3.1 Community Character- Work with residents, businesses, and property owners to define and identify desirable characteristics of their neighborhoods or areas of the city to create neighborhood and special area plans. Reflect the community’s character through the design of new developments, streetscapes, public art, landscaping, and related features.

-- Imagine Greeley Comprehensive Plan 98

Public Engagement - Strategic Partnerships

The art commissioners will continue to meet with local businesses and developers to explore public art projects. The master plan will seek productive partnerships that deliver efficient services to the community by sharing facilities, funding, and programs, with mutual outreach and aid.

Partnerships and/or extended return of investments amount to more than \$1,113,000 since the inception of the Public Art Program, including the following:

Anonymous Private Citizens
AIMS
Banner Health
Xcel Energy
AIMS Community College
CDOT
Chamber of Commerce
Chase Bank
Doubletree Hotel
Downtown Businesses
Downtown Development Authority
Envision
Farr Family
Friends of Museums Guild
Greeley Chorale
Greeley Philharmonic Orchestra
Greeley Stampede

Greeley Tribune
High Plains Library
Historic Preservation Board
Individual artists and private donors
Monfort Family Foundation
National Board of Chiropractic Examiners
Poudre Heritage Alliance
Poudre Trail Board
Rodarte Kids
Robert G. Tointon
Shirley Holland
UNC College of Art & Design
Weld County Veterans Memorial Committee
Weld County Fallen Officers Memorial Fund
Weld County School District 6
Weld County Sheriff

Partnerships can promote mentorship, maximize achievement, and self-fulfillment with a climate of new ideas and innovations. (EH 4.7 Partnerships)

Incorporated Themes

Public art can commemorate events, honor individuals, or identify historic locations. It can add educational value. It can also express diversity and the unique character of a city and its people. As Greeley works to enhance the quality and character of its public buildings and spaces, there is an opportunity to illustrate the rich, visual

Upcoming Projects & Planned Art Engagements

heritage of the region. Public art within the city gives a sense of discovery and vibrancy to public spaces. Greeley committed to providing access to art and creating an environment of enrichment for all citizens. Celebrating cultures through art will be important as Greeley continues to become more diverse.

Sharing and Acceptance

Artist demographic information was obtained through two methods. First, artists in Greeley Public Art’s dataset received a survey asking about their race, age, and gender. Second, the primary researcher, Sean Zimny, independently conducted 32 interviews with artists. These interviews include demographic questions around race, gender, and age. The Greeley Public Art dataset then integrated the demographic information from these interviews. Demographic information was not obtained for every datapoint (commissioned artists) in the dataset. These findings around demographic information may not be representative of the dataset as a whole. Moving forward, the art commission will make diversity, inclusivity, and equity a priority. It will reach out to a broader and more diverse pool of applicants and provide assistance with language barriers. To gather more relevant statistics/data in the future, applications will include optional biometric questions for diversity and inclusivity metrics.

Future Trends

With the anticipated growth of Greeley over the next 20 years, the scope and number of Capital Improvement Projects (CIP) will increase. The public art budget will increase and the request for art projects will increase at CIP locations.

As the public art collection grows and ages, the city will need more help for maintenance and repair. It will also need assistance with the management of additional 1% projects. One of the art commission’s tasks is to prevent safety issues from existing artwork. Another responsibility is to keep the city’s valuable assets appealing to the community and outside visitors.

Site Selection

Public art should contribute to city life and people’s enjoyment of public places. Sites may be chosen for a variety of reasons. The selection criteria should equitably represent all demographics, ethnicities, and socio-economic statuses. It may be a historically significant story about a person or an event or the community. Site selection may be due to visibility or property development opportunities. Public art can welcome people to town, mark a town



Upcoming Projects & Planned Art Engagements

center, or provide shade and resting places for its visitors. Sometimes art resides in high-traffic areas or locations frequented by pedestrians. Other common sites may include entryways, public buildings, neighborhoods, schools, police and fire stations, parks, and town centers.

City council finds that all water and sewer and stormwater funds used for the Art in Public Places Program better those utilities. The acquisition, lease, maintenance, repair, and display of works of art is also beneficial to the ratepayers.

Public art can advance urban design by beautifying otherwise dull aspects of infrastructure. The intention of public art placement and selection is to build meaning and community, serving a variety of people.

Project Selection

The size and character of a work of art should reflect and enhance the size and character of its landscape

setting. The 2023 Art Master Plan identifies areas for the placement of both monumental and intimate scale artwork. The plan also recommends sites for a series of artwork. Conceived as one work, pieces in a series can relate to commonly found landscapes. Some examples are the Poudre Trail Markers, the Centennial Village Art Fence, Uptown Trees, and the Alleyway Murals.

Public art of a monumental scale makes a large impression. It's visible and creates landmarks that often become meaningful and architecturally prominent.

Public art of an intimate scale tends to relate personally to the individual experience. While both can create landmarks, intimately scaled public art enhances discovery, adding to the pedestrian experience.



Woven Nature ~ 2022 Kiki Goti

Upcoming Projects & Planned Art Engagements

Capital Improvement Projects are prioritized using the following criteria:

- Alignment with public art guidelines.
- Significance to Greeley’s culture, history, and community.
- Potential to maximize funds for art purchases.
- Visibility and impact of aesthetic characteristics.
- Ability to incorporate into other city plans and objectives.
- Art awareness and education opportunities.
- Collaborations with public and private organizations.
- Budget and administration time.

Maintenance

It is important to consider the durability, future maintenance, and appropriateness of each work. This ensures the highest quality presentation of public art. Construction details include mounting and anchoring hardware, support structures, and other physical connections. These should be thoughtfully designed and implemented with care. Special attention should be given to landscape design for outdoor works. This includes the topography around the work of art. Long-term outdoor installations should withstand UV exposure, wind, rain, and other natural forces. Greeley’s Public Art Program has a comprehensive maintenance plan. The plan retains 2% of the value of the art collection for ongoing maintenance and repair. It has been imperative to contract the work out as the collection continues to grow with the city and as it ages.

The art commission had discussions with individual project managers. They then reviewed the projected five-year CIP and recommended those most appropriate for art (listed in chapter 4 of this document). City council approved these projects in 2022. In the future, the commission is open to add unexpected CIP to the list.

CIP will generally guide/define the 1% Art Projects. The art commission determined the following artwork appropriate for the next five years: three parks, one roundabout, four street renovations, two highway overpasses, and two civic buildings.

Ongoing projects include Community Outreach, Paint the Town murals, and Uptown Trees. Public art will develop a new ongoing program with District 6, engaging public art projects within the schools.

The commission will seek new partnerships with Greeley-Weld County Airport, District 6 art departments, and LINC Library. It will continue partnerships with the Downtown Development Authority, and other established partners.

Implementation

When approved by city council, the 2023 Art Master Plan will create the framework for public art projects related to the City of Greeley's missions and values with maximize community exposure to the arts. The plan is founded on the principle that public art can create remarkable places, forming a sense of identity and place. The beauty and function of public art projects will encourage public interest. They will involve education through District 6 school collaborations. The plan will integrate art into public infrastructure when feasible and appropriate.

Action Plan

Public art will measure success by the 80% completion of the five-year project list, on time and within budget with substitutions as directed. We will collect metrics by improving future surveys and serve the public by activating the following:

- Regular surveys with a variety of questions based on previous feedback.
- Type of projects (mural, sculpture etc.), subject matter, or visual approaches (abstract, historic, realism, etc.) will be different categories and questions.
- Multiple polling locations throughout the year to produce a more diverse audience response.

The art commission recognizes the importance of keeping funds in the city. We will continue to focus on Greeley and Colorado artists while still reaching beyond our borders to bring in a variety of art. Artists from other states and countries are encouraged to use local businesses and contractors to create their artwork.



Overflow ~ 2019 Joshua Goss

Implementation

2023-2028 Recommended Projects

Paths, Parks, and Natural Areas Greeley has over 752.3 acres of developed parkland. From largest to smallest, Greeley’s park types include regional parks, community parks and sports complexes, neighborhood parks, special purpose parks, and pocket parks. The city created a new Natural Areas and Trails Division in 2019 to protect, restore, and manage open lands as Greeley grows.



Archibeque Park The Sunrise Neighborhood is loosely defined as the area between 8th St. (north), 16th St. (south), Highway 85 (east), and the Union Pacific Railroad (west). This area will see a large stormwater capital improvement project over the next several years. The City of Greeley is working with residents in the Sunrise Neighborhood. The community is a mix of residential and industrial zones with many of the parcels being single-family homes. As public art is added to the Sunrise Neighborhood, Archibeque Park will be a key location when determining the placement of artwork.

Longview Park Located near Promontory Parkway and 18th Street Rd, this park will serve as a social and recreational space. It will provide opportunities for interaction with nature and relief from the built environment for nearby residents. The surrounding neighborhood consists of new construction with primarily residential dwellings. It is largely accessible by foot, bicycle, or car, providing easy access, especially for children and senior adults. Visitors can enjoy fresh air, physical activity, nature, community wellness, or a shared connection space.

Red Tail Park The city will build a new parkway near 10th St. and 71st Ave. that will wind through an existing community. It will serve the neighboring homes and businesses as a place to play or take a break. Art will follow a wildlife theme and integrate into the overall plan.



Island Grove Regional Park Island Grove Regional Park has a reputation as one of the most picturesque and versatile event complexes in the nation. It features trees planted as early as 1869, spacious lawns, and facilities that border the Poudre River. Island Grove is a multi-use events complex owned by the City of Greeley and Weld County located on 145 acres. The 2017 Island Grove Master Plan suggested many areas as options for art locations.

Implementation



Poudre Trail, Ponds and Heritage Corridor Greeley’s natural areas are primarily focused along the Sheep Draw drainage and the Poudre River corridor. These lands serve as conservation, outdoor recreation, and educational sites. The art commission will integrate art with the protection and education of natural resources, wildlife habitats, vegetation, and water resources.

Streets and Entryways Most often, the initial image of a community is formed by the traveling public along its major roadways. The addition of artwork will help accomplish the goal of creating a “hometown” character. Blending our agricultural heritage with progressive cultural qualities will help build community pride.

Art installations along Greeley’s heavily traveled main highways are a bit sparse. The addition of outdoor sculptures would share the message to all who drive these four locations that Greeley appreciates the arts:

- **Roundabout O St. and 59th Ave.**
- **83rd Ave. and 12 St. to 10th St.**
- **20th St. Clubhouse to 59th Ave.**
- **59th Ave. and Northridge School connection**



16th Street Corridor Artwork in the four-block area of 16th St. between 7th Ave. and 11th Ave. will help promote the area as a place to live, work, and play. A goal of the street improvement project is to improve a key community travel corridor. Street improvements increase safety and mobility. The projects activate the pedestrian and shop areas by improving the public realm experience.

Transportation and Mobility 4.5: Enhance the main travel corridors used to travel to and from the airport with special attention to way-finding signage, well-defined and complete roadway systems, and attractive landscaping, public art, or other distinctive community features. (Imagine Greeley Comprehensive Plan)

Civic & Private Buildings

- **New Park/Fleet Shop**
- **Meeker House Art**

Implementation

Special Projects For the many visitors entering Greeley from the north, including those heading to and from the airport, their first glimpse of our city is dull and uninviting. A creative, lively, and welcoming work of art may help prospective citizens see Greeley as a potential home or encourage visitors.

12th St. Outfall project



Greeley-Weld County Airport Large-scale buildings and a high visibility entryway off of 8th St. provide endless options for adding artwork. A call to artists will be put out to see what the artists' minds can conjure up.



Ongoing Projects

Community Outreach The greeleyart.com website includes a link to the interactive Art Finder map. The map was upgraded with a dynamic content tool to show locations and information about each piece the city owns. The City of Greeley also reaches out to the community by printing public art trading cards and public art coloring books for District 6 third-grade students. The art commission also tends a booth each summer at the annual Arts Picnic in Lincoln Park to talk about the public art programs. Visitors give input on art they like and would like to see more of. The art commission would like to add a new interactive artist demonstration area in their booth each year.

Paint the Town Murals The art commission selects artists to create murals that acknowledge the diversity of our community. The artwork displays a broad range of social, cultural, historic, or abstract imagery. The commission places importance on the artistic design, craftsmanship, and quality of materials. All murals include anti-graffiti coatings for maintenance purposes. Many of them are in collaboration with local business owners. Types of murals can be innovative and currently include:

- Wall Murals – all sizes can mitigate graffiti while adding new life to the area.
- Utility Cabinets – traffic control cabinets come in a variety of shapes and sizes that can showcase a broad range of artwork. Artists submit designs for purchase and a professional installs them as vinyl art wraps.
- Mobile Murals – the Rodarte Center buses will continue to be wrapped with kids' designs from the afterschool programs.
- Stall Art- the latest innovative idea. Original artists' designs were added as vinyl art wraps on the UCCC restroom stalls to add a performance flair and to help mitigate graffiti.

Implementation

Uptown Trees The Uptown Tree project enhances 8th Ave. with a variety of original “Art Trees.” It also recognizes Greeley as a designated “Tree City.” Artwork for this ongoing project along 8th Ave. between 5th St. and 17th St. will continue as Right of Way/street renovations progress. Interpretive “sculptural trees” are purchased from artists and integrated into the corridor as permanent works of art. Each tree is completely unique. Art tree designs may range from literal to surreal, interactive to musical, and some that are just plain fun. There may be abstract sculptures that don’t appear to have anything arboreal about them. Any form balanced in a tree-like pose, sculpted around a “trunk,” and “rooted” in a large planter box will meet the tree definition of this program.

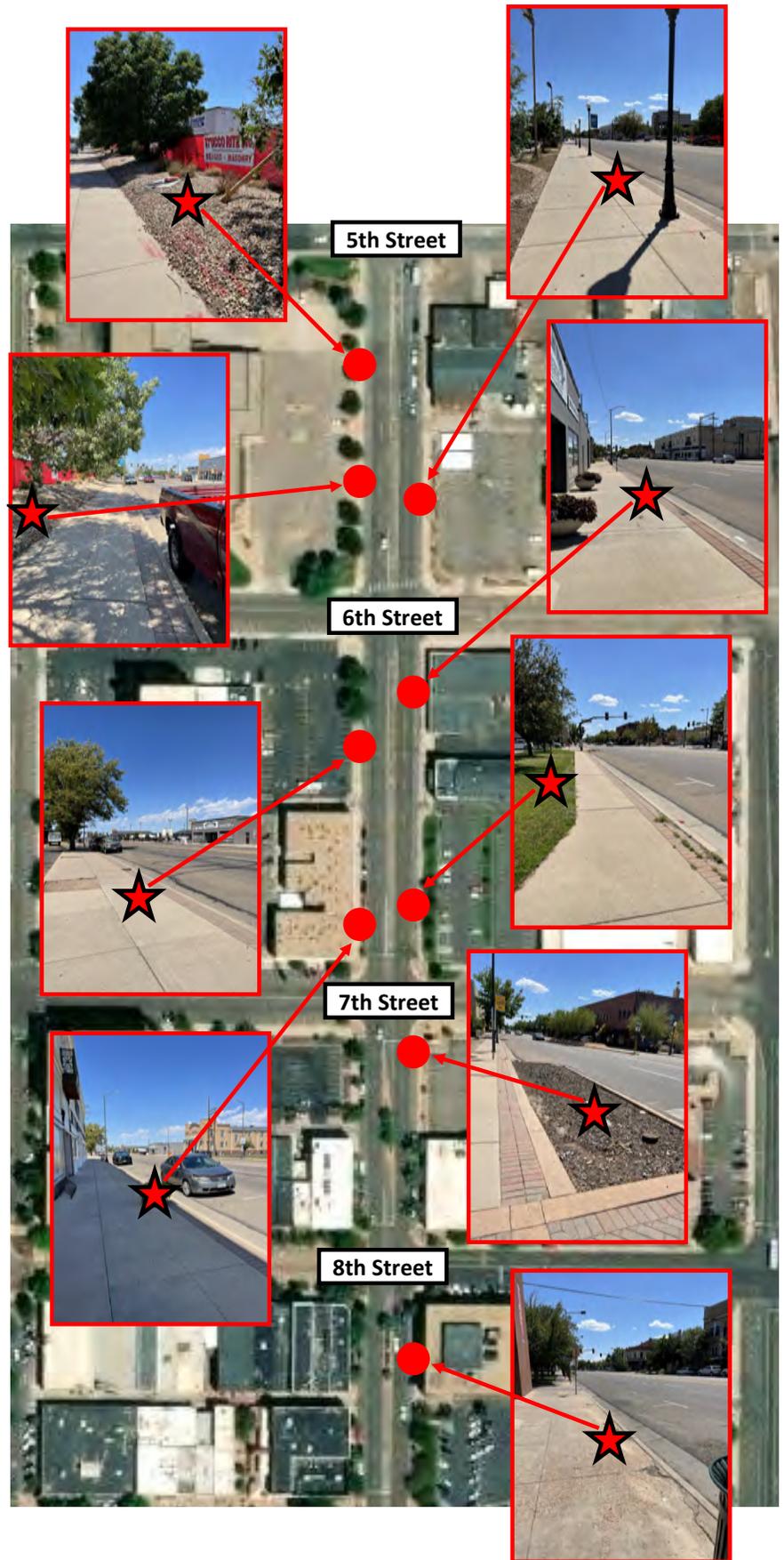
8th Ave Art Trees - Potential Sites

West Side

- North of 7th Street by Academy of Natural Therapy
- South of 6th Street by 609 Studios
- 1 or 2 Mid block between 6th and 5th Streets (LINC)

East Side

- 1 Mid block between 6th and 5th Streets (WeldWerks)
- Steamway - 602 8th Ave
- Courage Mural parking lot
- Clarion bulbout at 7th Street
- Wells Fargo - 800 8th Ave



Implementation

District 6 Art in Schools The public art program encourages emerging artists to improve and expand their artistic skills. The art commission and District 6 art educators will collaborate to install loaned city artwork in the schools. Students will help with the design process and work with an artist to learn about the installation process and the care of the artwork.

EH – education has always been a priority to Greeley as one of the city’s founding principles.

2029-2034 Recommended Projects

Sustainable Water and Demonstration Gardens

A project that shows how water from the western slope transforms an arid desert. The scope and operations of this complex project will be better understood by children and adults when viewed on a smaller scale.

West Greeley Parks and Natural Areas

- Apex Vista
- Westgate Park
- Cobblestone Park
- Ashcroft Draw
- The Cache
- Lake Bluffs
- Poudre Heights
- Natural Areas

Greeley Entryways and Overpasses

- Entryway I - Highway 34 and 35th Ave New Overpass
- Entryway II – Highway 34 and 47th Ave New Overpass



Water Works: Maintaining the Flow ~ Laurie Lundquist and Matrix Design Group.

Implementation

Opportunities for Future Artwork

Project/site options for full-scale projects and location options for art acquisitions and donated artwork:

General Locations

- Centerplace near 47th Ave. & Hwy 34
- Ward II

Paths, Parks, and Byways

- Sheepdraw Trail
- Farr Park
- Epple Park

Civic and Private Buildings

- Libraries
- Fire Stations
- NCMC

Streets and Entryways

- N. 8th Ave. Entryway



Call to Action ~ 2023 James Lynxwiller

Appendix

Full Public Engagement Summary

Public Engagement Summary – Community Feedback from Arts Picnic 2022

Four main categories and number of tickets tallied were:

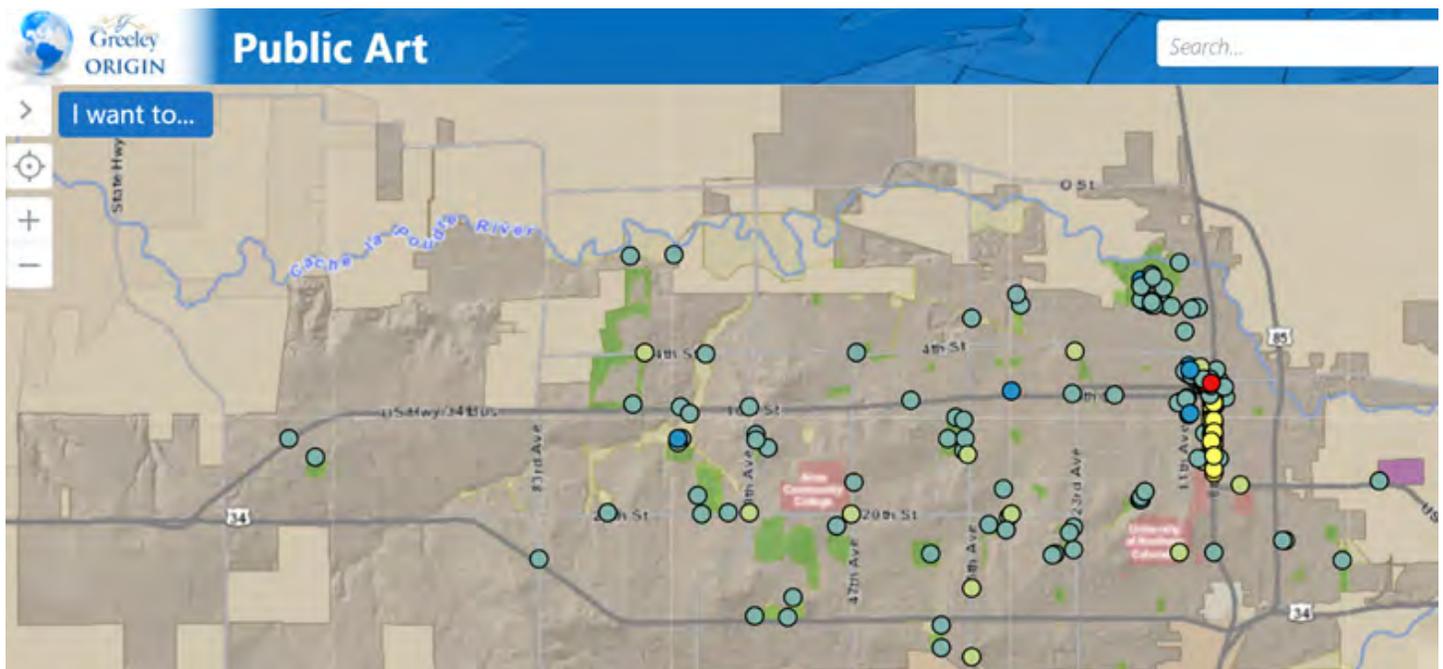
- Murals – 331
- Abstract – 217
- Historic – 188
- Realistic – 145

The following comments were handwritten and dropped into the fifth box.

Traffic Cabinets	
Murals	
Abstract/Art that says, what is it?	
Kinetic Art	
Interactive Art	
Western/Ag art	
Uptown Trees	
Butterflies	
Student art on Traffic cabs	

IMP HC-3.3 - Retool the city's art program to expand community awareness, experience, and involvement through hands-on demonstrations.

For a comprehensive look at current outdoor public art locations, artist names, and photos, visit the art finder map at Greeleyart.com.



Appendix

2009—2018 Completed Goals

1. Received celebratory recognition from Greeley Unexpected.
2. Began a new Utility Cabinet Mural program with three completed traffic control cabinets.
3. Collaborated with the Downtown Development Authority to complete 13 murals in the downtown Art Alleyway.
4. Completed the 4-year project “Go West” with artist Lisa Cameron Russell, a project that includes 32 images painted on metal panels from historical photos within approximately 2,000 linear feet of artistic fencing.
5. Proposed, developed, and managed the four-year, \$300,000 Uptown Trees project which resulted in the addition of thirty-one artistic tree sculptures along 8th Avenue and earned a short segment on 9 News.
6. Connected UNC to Downtown Greeley with artwork along 8th Avenue.
7. Deepened the city’s relationship with the Colorado Department of Transportation with the collaborative installation of “Double Spinner” at their new west Greeley facility.
8. Created and distributed complimentary Public Art coloring books to all 3rd graders every March starting in 2015 in recognition of Youth Art Month. Created and distributed public art coloring sheets to local restaurants.
9. Developed new collaborations with Envision and the Double Tree Hotel.
10. Created the new online Art Finder Map and Public Art Catalog.
11. Dedicated the Art on Loan program to the downtown area.
12. Expanded the City of Greeley Permanent Art Collection, increasing the value of the collection by 50% from 2009-2013 through 1% projects, purchases, and generous donations.
13. Placed artwork in prominent places.
14. Implemented the 2009-2013 City of Greeley Art Master Plan.
15. Collaborated with UNC College of Art and Design, Weld County School District 6, Rodarte Kids, National Board of Chiropractic Examiners, Chase Bank, Monfort Family, Farr Family, Downtown Development Authority, Poudre Trail Board, Friends of Museums Guild, Weld County Sheriff, Weld County Fallen Officers Memorial Fund, Greeley Tribune, downtown businesses, individual art donors, Historic Preservation Board, and city departments.
16. Reorganization of funds to create one “Public Art Fund,” combining Water, Sewer, Stormwater, and General funds used for the Art in Public Places Program for better transparency.
17. Improved community outreach through community events and private collaborations, such as the Trail-athlon and the National Board of Chiropractic Examiners.

Acknowledgements

Special thanks to the Greeley Art Commission, Greeley City Council, and staff who dedicated time and energy to the 2023 Art Master Plan.

Appendix

Greeley City Council

Mayor John Gates

Tommy Butler, Ward I

Deb DeBoutez Ward II

Johnny Olson, Ward III

Dale Hall, Ward IV

Ed Clark, At Large

Brett Payton, At Large, Mayor Pro Tem

Greeley Art Commission Board

Robb Casseday	Chair/Architect
Dik Munson	Vice Chair/Professor Emeritus of Art
Eddie Mirick	Builder/Designer
Danyelle Butler	Artist
Louisa Andersen	Educator
Thomas DeVore	At-Large/Artist
Sandy Magnuson	Ward II
Dominic Anaya	Ward III
Michelle Booren	Ward IV
Jeff Carlson	Planning Commission Representative
Louise Williams	Parks & Recreation Board Representative
Tony Miller	Water & Sewer Board Representative