



City of Denton Public Art Master Plan

Public Art Master Plan

City of Denton, Texas



The Legacy, Denton Enterprise Airport



Pops Carter, Quakertown Park

ABOUT DENTON:

The City of Denton has been engaging the community over the past nine months to develop a Public Art Master Plan (PAMP). The PAMP provides residents, property owners, city officials and staff a framework for making sound decisions.

The creation of the PAMP has involved collaboration between city staff, community organizations, business associations, property and business owners and managers, residents, and other stakeholders. The planning process involved working with these stakeholders to identify a vision and future direction for public art in Denton and to establish goals and action steps to implement the vision. Public meetings and an online survey provided opportunities for community input. The survey was optimized by the use of Facebook pages of Keep Denton Beautiful (KDB), Denton Parks, Recreation and Beautification Department, Downtown Denton, and Greater Denton Arts Council (GDAC).

In June 2015, stakeholder meetings and focus groups began. Invitations were extended to members of the Parks, Recreation and Beautification Board, the Parks Foundation, former and current members of the Public Art Committee (PAC), Convention and Visitors Bureau (CVB), city staff and other interested parties. The public art survey was formulated and went online in early September. It ran for three months; the survey was taken by 1,672 persons. Of those, 573 gave email addresses and requested to be sent information on public art. This contact information has been given to the Parks, Recreation and Beautification Department to promote and inform these persons about public art in the city.

During the fall, contact was made with civic organizations, Denton Independent School District (DISD) art teachers, University of North Texas (UNT), Texas Woman's University (TWU) and members of the general public to gain their input on public art. The City Council was brought up-to-date on the process. An outstanding cross-section of comments by was received from Dentonites. Data from the above sources helped to formulate the PAMP.

One of the focus groups noted that Denton needed to be branded. Survey takers were asked to state one word that exemplified Denton to them. The diversity of answers reflected the eclectic and multi-faceted community that is Denton. There is simply not one asset that rises to the top that singularly states 'this is Denton.' The public art should reflect the diversity of the city.

THE DEFINITION OF PUBLIC ART

The City of Denton Public Art Policy:

"Public art, as defined by this policy, encompasses the broadest definition of visual art including all artistic disciplines. Public art governed by this policy shall be art that is visually or physically accessible to the public and that is acquired by, donated to, and approved by the City of Denton. Public art that is neither paid for with public funds, nor created through special conditions by approval of the City of Denton, is not governed by this policy."

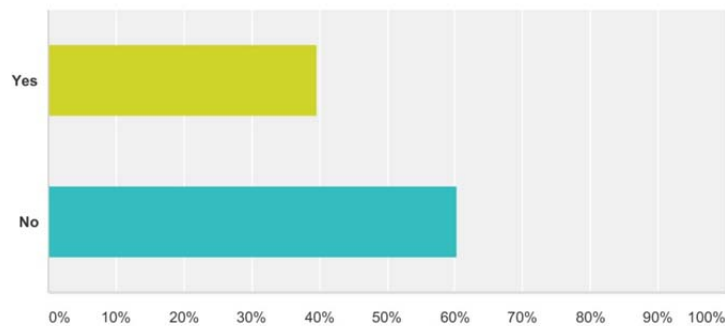
ONLINE DATA COLLECTION AND RESULTS:

The public art survey went online in September 2015 and ran through November 2015. It was administered by SWASH Labs. Listed below are the questions and results of the survey. Comments are included as to how to implement data for the PAMP.

Question 1

Q1 Are you aware that the City of Denton has a collection that includes more than 16 public art projects, located in public facilities and city-owned public spaces throughout the city?

Answered: 1,618 Skipped: 54



Conclusion:

As the graph shows, 60% of those taking the survey were unaware of the public art collection in the City of Denton.

This response indicates that the PAC should strengthen their efforts to educate citizens about the current collection and the value of public art in the city. The PAC should actively promote present pieces and gain more citizen involvement in future projects.

In the last bond election, the committee reported that all sub-committees viewed funding for public art as very important. From this one may conclude that the community values their creative culture.

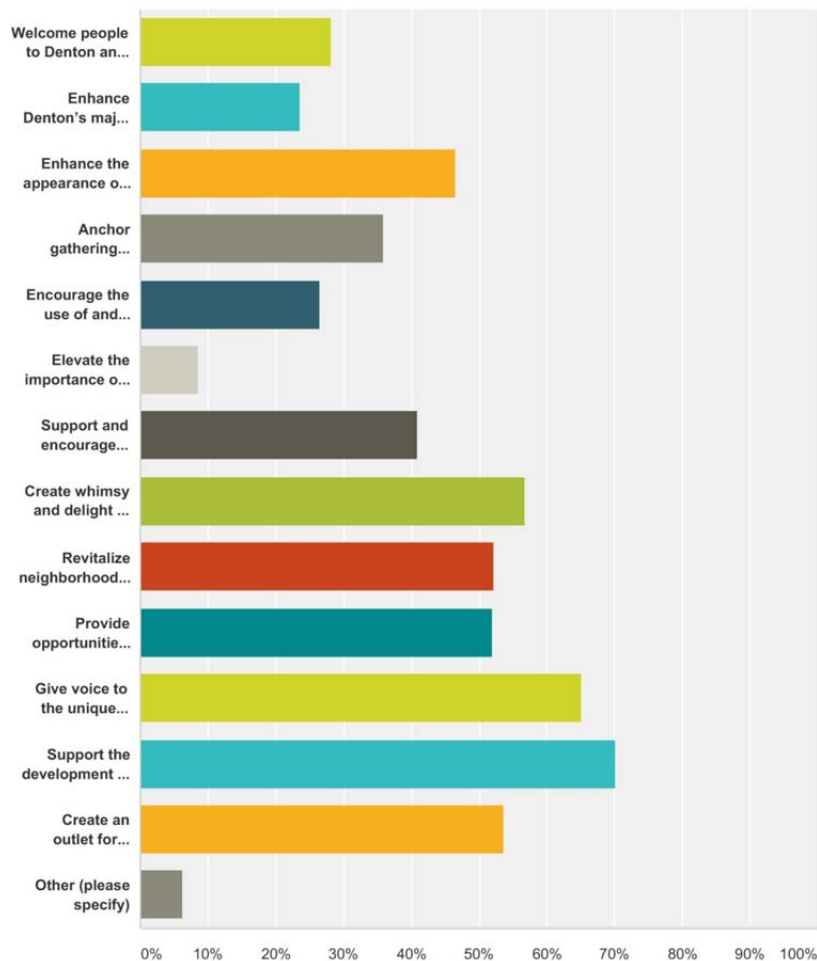
Public art is an economic engine. It encourages cultural tourism. It has been shown that art adds to the tax base significantly when marketed properly. It adds to quality of life and serves as an enhancement for companies to locate in Denton. The arts are known to enhance the quality of education. Investment in public art brings many benefits to a community.

Data indicates that the PAC should incorporate ways to educate the public as to the value and importance of public art and the contents of the current public art collection. Information about public art should be included in various reports to the citizens put out by the City. Use of the insert in the Denton Municipal Electric bills is a good example.

Question 2

Q2 In your opinion, which of the following are the most important goals for the Denton Public Art Program to focus on? (Please check up to six goals.)

Answered: 1,670 Skipped: 2



Data shows that citizens believe the top goals should be:

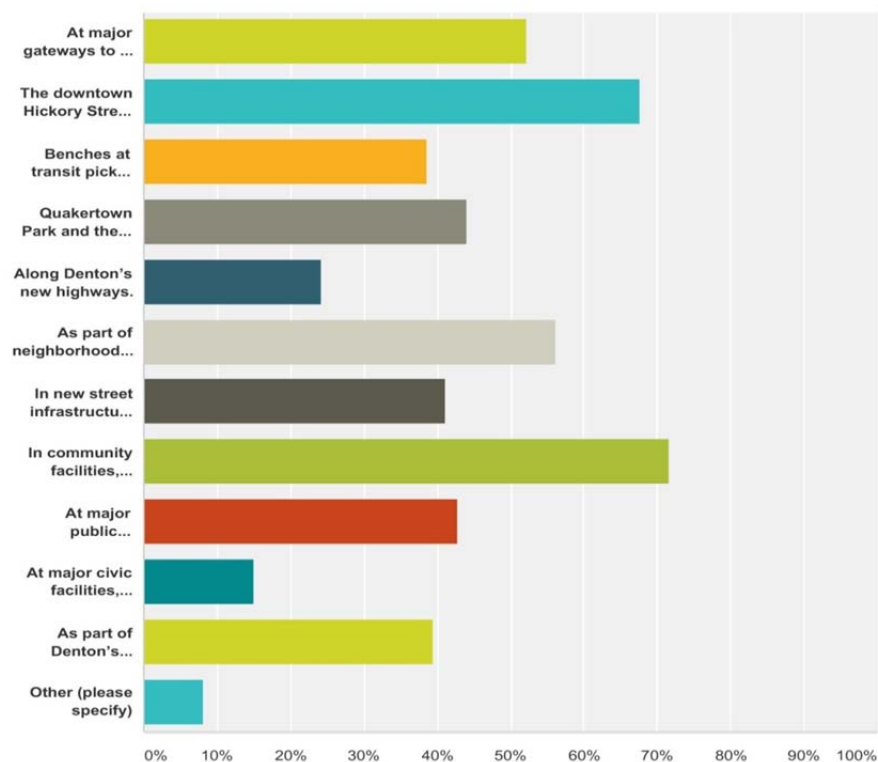
1. To support the development of local artists and art forms.
2. Give voice to the unique culture history and spirit of Denton.
3. Create whimsy and delight in everyday places.
4. Create an outlet for community creativity and expression.
5. Revitalize neighborhoods and engage communities.
6. Provide opportunities for people to connect with art that enriches their lives.

These goals may be accomplished by several methods. These goals and implementation are interwoven throughout this report.

Question 3

Q3 What are the most important places for public art to be located in Denton? (Please check up to six locations.)

Answered: 1,665 Skipped: 7



Data shows the top six locations are:

1. In community facilities, such as libraries, parks, recreation centers and senior centers.
2. The downtown Hickory Street Arts Corridor.
3. As part of neighborhood transportation projects, such as artist-designed pedestrian improvements and traffic calming.
4. At major gateways to the City.
5. Quakertown Park and the Civic Center.
6. At major public buildings such as City Hall.

By definition public art is visual art that is located on or in properties owned by the City of Denton. However, art in public places is art in public view, but owned by private entities. As the Public Art Master Plan (PAMP) progressed, many of the locations mentioned in survey responses were addressed by the PAC.

The Hickory Street Arts Corridor (the area from Locust to Bell) has become saturated with public art. It is beginning to be a source of visual clutter. Proposed artwork in front of the Central Fire Station will become an iconic piece worthy of national recognition. The Arts Walk of Fame will be framed with two poems by karla k morton, 2010 Texas State Poet Laureate. The work, *November Devil* by David Illes sits on the corner of Hickory and Locust. *Above All Else, Integrity* by George Cadell is located in the courtyard of City Hall East. There are murals on the eastern exterior wall of the Patterson-Appleton Arts Center.

Quakertown Park now has several pieces of public art, i.e. *Oh Be Joyful*, *Pops Carter* and *Festival in Motion*. The Civic Center is home to the *Historic Quakertown* brick mural by local artist Paula Collins. City facilities contain artworks and poems from *Passion, Art, Community: Denton, Texas in Word and Image*.

It is time to expand to other locations for public art outside the perimeters of the Hickory Street Arts Corridor. The Arts Corridor should be extended across Bell to the south east corner of Hickory and Exposition across from the Police Station at the site of the future Community Market.

Many cities have used public art for traffic calming. Dialogue should begin with the Streets Division of the City as to how this can be accomplished and included in future public art commissions.

Public art maybe used for placemaking. Signage designating areas or neighborhoods can be a joint project of the neighborhoods, PAC and KDB. In this project four or five neighborhoods would be selected each year. A committee made up of residents of the area, KDB, PAC, GDAC would work together on locations and designs. Local artists would be chosen and paid a stipend for their work. The signage should be of like size and materials for all neighborhoods. The designs would be presented to the PAC with final approval by City Council. These projects could be planned two or three years out and implemented in orderly succession using Hotel Occupancy Tax (HOT) funds. Signage would be on city easements. These projects would be

considered temporary art projects with a limited life span. They would not be eligible for continued maintenance. When replacement is needed, the same process could be applied.

City Hall contains many outstanding works of art by Denton area artists. The art exemplifies the tradition of the creative community from the 1930's forward. Works by outstanding female artists who taught at TWU as Carlotta Corpron and other nationally recognized artists have been added to the collection. They supply historic narrative and give depth to the collection and the history of Denton.

Examples of Traffic Calming Art:

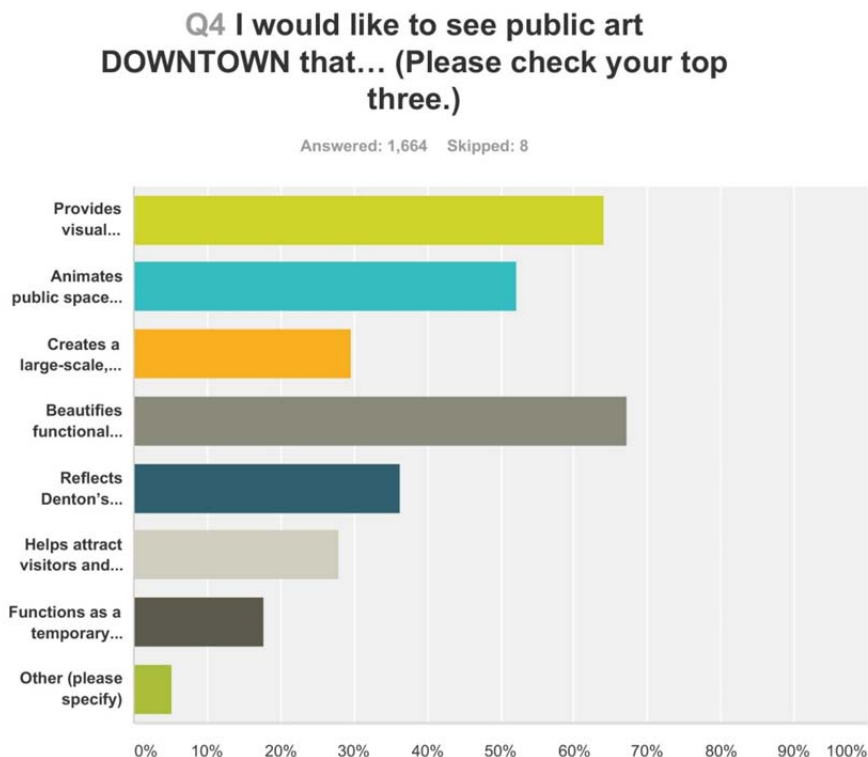


City of Rochester/Boulevard Art



Trompe l'oeil

Question 4



Data shows the citizens would like downtown art to:

1. Beautifies functional elements in the streetscape (artist-designed benches, bike racks, crosswalks, wrapped traffic control boxes).
2. Provides visual surprises for people walking around downtown.
3. Animates public spaces and draws people downtown from all over Denton.

During stakeholder and focus group meetings, there was marked interest in artist-designed or decorated benches, particularly at transportation stops by DCTA buses. This specifically addresses the downtown area, not only the Hickory Street Arts Corridor. Art should be used as an expansion tool for the downtown area.

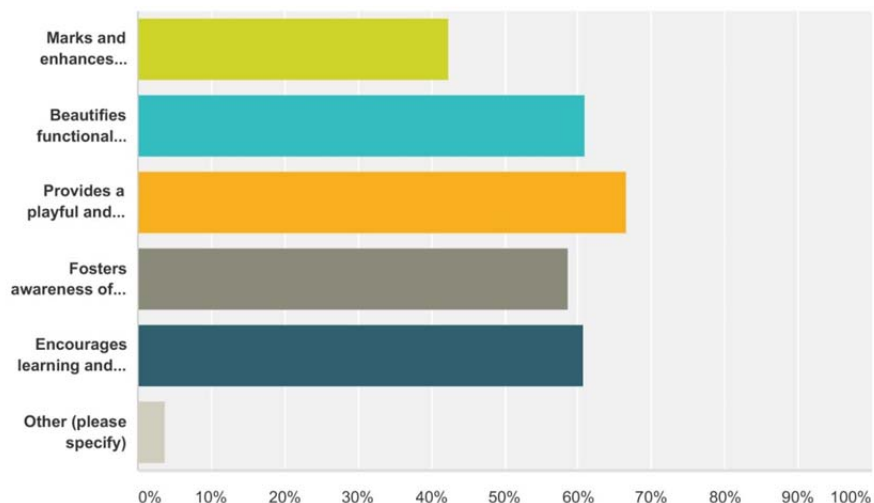
Comments included in the survey stated that too much space was being lost for pedestrians by the addition of bike racks and sculpture pieces that took up valuable walk space. As visual art expands off the Downtown Square, it is critical to allow ample space for pedestrian areas.

Many cities have wrapped traffic control boxes with artist designed wraps. A perfect area to use this technique is Carroll Boulevard. This would expand visual art along a major thoroughfare. Cities using this technique have experienced outstanding results. The flavor of the city is captured by local artists. The wraps cost about \$ 1,000 each.

Question 5

Q5 I would like to see public art in PARKS AND OPEN SPACES that... (Please check your top three.)

Answered: 1,566 Skipped: 106



Data shows citizens would like the following in parks and open spaces:

1. Provides a playful and interactive experience.
2. Beautifies functional elements (artist-designed benches, bike racks, crosswalks).
3. Encourages learning and exploration.

Answers revealed that citizens would like fun, playful and exuberant art in the parks. Eureka 2 located in South Lakes Park was noted several times as a perfect place for art by and for children. Some noted that a sculpture of various ethnicities playing together would show Denton's diversity. Others thought that a playful wall with children's art would be appropriate. Currently the PAC is considering a project brought forward by DISD art teachers. Elementary schools would each produce a tile representing their school. These tiles would be a welcome wall to the park. This would bring children's art to South Lakes Park. Other ideas of a more playful, colorful installation were put forward. The *Leap Frogs* at North Lakes Park are an excellent example of whimsy and interactive play.

Benches and kinetic pieces could be considered along running trails. The kinetic pieces could be reminiscent of those produced by Donald Knaack, the Junkman. Knaack is a trained percussionist and composer who performs on and composes for recycled materials exclusively. This could tie into Denton's 'green programs' and reach out to the UNT College of Music to create a percussive joint artistic venture. Consideration could be given to invite Donald Knaack to come to Denton and begin the dialogue for the project with a return visit once the project is complete.

Location of public art in parks.



Harmony in South Lakes Park

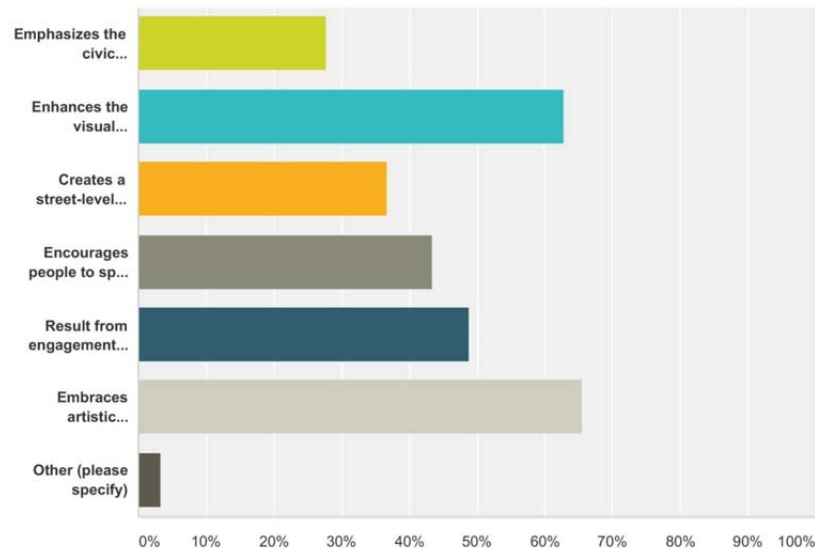


Leap Frogs in North Lakes Park

Question 6

Q6 I would like to see public art in CIVIC AND COMMUNITY BUILDINGS (libraries, athletic complexes, recreation centers, city government buildings, the landfill, the animal shelter) that... (Please check your top three.)

Answered: 1,564 Skipped: 108



The survey revealed the citizens would like the following in civic buildings:

1. Artistic approaches, such as murals that build on the community's artistic traditions.
2. Enhances the visual appearance of these facilities.
3. Result from engagement between artists and the communities where the facilities are located.

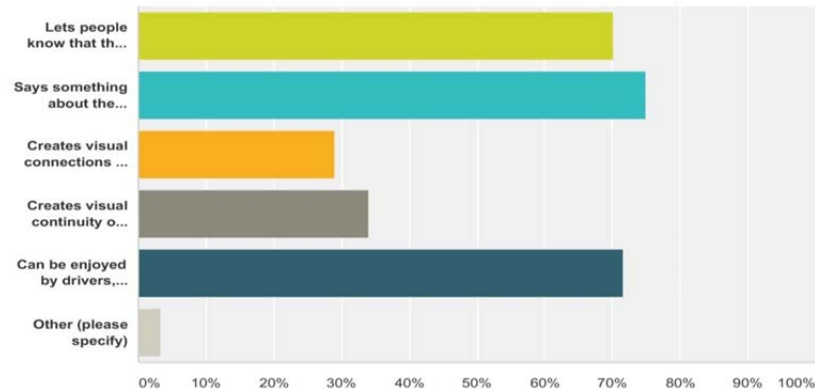
As city buildings are renovated or new ones built, 2% or 4% for art should be included. The last Capital Improvement Program (CIP) Bond election saw the inclusion of public art in many of the projects. The outstanding art works in the new fire stations are examples of this. Murals could be painted, done in mosaics or stained glass. Collaboration between the City, the community where the facility is located, artists and the architects can achieve outstanding results and reflect various facets of the community.

Dialogue between the citizens and PAC and all interested parties should be encouraged with an open forum on the site selection and type of artwork desired.

Question 7

Q7 I would like to see public art at MAJOR GATEWAYS and along MAJOR CORRIDORS that... (Please check your top three.)

Answered: 1,555 Skipped: 117



The citizens state that the gateways and major corridors should have art that:

1. Says something about the personality of Denton.
2. Can be enjoyed by drivers, transit riders, cyclists, and pedestrians alike.
3. Let's people know that they have arrived in a place that values creative, quality design.

Major gateways to the city are excellent opportunities for a community to express who they are. A major piece of art could be located near the juncture of I-35 E and I-35 W. It could reflect the diversity that is Denton or the history of the area. An appropriate piece could focus on the history of the area i.e. the Butterfield Stage. Another historical concept would be a longhorn cattle drive.

The Pioneer Plaza Cattle Drive, Dallas, Texas



Another area to be considered for public art is the City property on Dallas Drive near the Eagle Drive intersection. It runs from the overpass to the entry of Southeast Denton neighborhood. This area lends itself to a mosaic mural depicting all genres of art that encompass the Denton vibe.

RECOMMENDATIONS:

- The PAC should reflect representation of Denton’s diverse cultural makeup. Composition should include citizens in business, education, volunteers and those interested in the arts.
- An annual retreat of the PAC members and City staff to review the public arts policy and understand how the PAC functions within the framework of the City. It is recommended that this retreat be facilitated by an outside consultant.
- In recent years the numbers of artists responding to the Request for Proposals (RFP) has been declining. Many cities have gone to a system of pre-vetting for both established and emerging artists. This enables projects to move forward quickly. Both Dallas and Fort Worth have approved lists of selected artists from which to work. Dallas has a working model of this system, as does Fort Worth. It is strongly recommended that this type of system be employed by Denton. Artists are given guidelines and encouraged to be listed. This is a benefit for the artists because (1) they are already approved for Denton commissions and (2) entities desiring to commission a specific type of art can use this list as a resource tool. Inclusion gives artists immediate credibility. In depth information on the Cultural Arts Department of Dallas has been given to City staff. It could easily be adapted for use by Denton.
- Survey shows 60% of citizens were unaware of the public art collection. Better education and understanding of Denton’s public art and its value to the community needs to be done. Public programs focusing on the outstanding pieces should be given. Each member of the PAC should have an ‘elevator speech’ on the value of public art. Programs about public art should be offered to civic organizations around the city. A professional video/power point presentation for these programs would provide a valuable, visual tool.
- Employment of a full-time Public Art Administrator for the City and/or the establishment of a Cultural Arts Department within the City is necessary to achieve the goals stated in the PAMP. As the public art collection expands, it will be critical to have one person engaged in all facets of the program.
- Funding—a line item in the City budget annually shows commitment to the program. This would be in addition to the annual HOT funds allocation. Grants should be sought on a local, state, national level. Collaborations with the art departments of UNT and TWU should be encouraged. Public art should be included in all voter approved bonds.

- There should be a mechanism to build and add to maintenance funds for the public art collection.
- User friendly, standalone PAC website--tied to City of Denton website by URL. This would be a showcase for the public arts. If possible, it should be tied to the universities and CVB...include maps for walking and riding tours. The website can facilitate education about the value of public art and the importance of public art to the community.

LOCATIONS:

- Eureka 2 Playground in South Lakes Park.
- City Hall.
- Central Fire Station.
- Placemaking in neighborhoods.
- Carroll Boulevard.
- Hickory Street and Exposition future site of the Community Market.
- Dallas Drive and Eagle Drive.
- Cooperative projects with KDB, GDAC, City of Denton Water Department and Solid Waste Departments, Denton Municipal Electric, and neighborhood groups. A sub-committee comprised of PAC members and interested participants meet and begin dialogue on these projects.
- Pieces of temporary nature –i.e. pop up art; murals; placemaking signage—three-year paint over in contract.
- Artistic wraps for traffic control boxes. The wraps would be designed by local artists and could be located at various places around the city. It would not be the responsibility of the City's Traffic Department to maintain the wraps. They would be considered temporary art and removed if defaced or damaged.



Summer Haze, City Council Work Session Room

FIVE YEAR PLAN:

Year 1 –

Firefighter’s Memorial—Central Fire Station funding-- Bond Election \$ 200,000-250,000.



Concept Renderings of 9/11 Firefighters Memorial Bell Tower, Central Fire Station

The 9/11 Firefighters Memorial Bell Tower is reflective of the architectural style of Central Fire Station. It uses a piece from the World Trade Center and utilizes the fire bell from an earlier Denton Fire Station. The designer’s fee has been donated for the project. It honors the bravery of firefighters. Structural engineering, lighting focus and other cost considerations are currently

under way on the project. The firemen are very pleased over the design. It will be an outstanding addition to anchor the Hickory Street Arts Corridor.

***Granite Slab Fountain, 2004* by Jesus Moroles located in the courtyard of City Hall**
Funding--Parks, Recreation and Beautification—Bond Election \$ 135,000-150,000



Granite Slab Fountain, 2004 Jesus Moroles



Concept of *Granite Slab Fountain, 2004* City Hall courtyard

Granite Slab Fountain, 2004 by Jesus Moroles. Jesus Moroles studied at UNT and became a world renowned sculptor. It was hoped that he would be commissioned to create an original piece for Denton. His untimely death in 2015 ended this dream. A private collector will sell/donate the *Granite Slab Fountain, 2004* they commissioned from Jesus Moroles. The piece has been appraised for \$ 80,000. This price does not reflect in the increase in value following his death. Moroles works sell for \$ 300,000 and up. This piece will be a treasure to add to the City's art collection. The fee for the fountain does not include transport and installation.

| | | |
|--|-------------------------------|---------------------|
| Hiring of a full-time public art Administrator. | Line Item, City Budget | \$ 45,000 |
| Public art website up and running. | HOT Funds | \$ 5,000 |
| PAC Annual Retreat. | | \$ 750-1,000 |

Year 2—

| | |
|---|-------------------------|
| City of Denton Landfill at ECO-W.E.R.C.S.—Sculpture made from recycled materials | |
| HOT funds and the City of Denton Landfill at ECO-W.E.R.C.S. | \$ 50,000-75,000 |



White House Millennium Project, Lawton, Oklahoma

The City of Denton’s award-winning Landfill at ECO-W.E.R.C.S. has requested a piece of public art. This could be an outstanding project using the style of Donald Knaack, mentioned above. The project would be inclusive of design, musicality and expand many possibilities for citizens to be involved. This project would be collaboration between PAC/UNT College of Music/UNT College of Visual Art and Design.

| | | |
|-----------------------------|------------------|----------------------|
| Placemaking signage. | HOT Funds | \$ 500- 1,000 |
|-----------------------------|------------------|----------------------|

| | |
|--|-----------------------|
| Artist embellished benches for the Downtown Area expansion of public art. | \$ 1,500-3,000 |
|--|-----------------------|

Local stores/companies could fund a small stipend to an artist to paint a bench or design a wrap for traffic control boxes. Possible collaborators could be DCTA, businesses, KDB, PAC and GDAC. The City would purchase benches that were compliant with ordinances and ADA requirements. Local businesses or citizens would pay a stipend to an artist of \$ 100 for the art work. All designs would need approval of the PAC and City Council.

| | | |
|--|-------------------------------|------------------|
| A full-time public art Administrator. | Line Item, City Budget | \$ 45,000 |
|--|-------------------------------|------------------|

| | |
|----------------------------|---------------------|
| PAC Annual Retreat. | \$ 750-1,000 |
|----------------------------|---------------------|

Year 3—

Eureka 2 Playground in South Lakes Park

Parks, Recreation and Beautification Department.

\$ 50,000- 75,000

Collaborate with DISD elementary art teachers to produce interactive work. This project would engage another facet of the Denton arts community.

Placemaking signage and utility box wraps would continue.

\$ 4,500-7,000

Traffic calming options tested.

\$ 1,500-3,000

A full-time public art Administrator.

Line Item, City Budget \$ 45,000

PAC Annual Retreat.

\$ 750-1,000

PAC involved in the planning of the proposed City Hall. A minimum of 2% of the project should be dedicated to public art. Citizen education for the project should begin.

Year 4—

Work in conjunction with the Convention Center planners for public art to be part of the project. An outstanding example is in the Fort Worth Convention Center. The suspended star sculpture is made of hats of Fort Worth citizens. It is a point of pride for the citizens and an important statement of what Fort Worth represents. This type of project could become an iconic piece for Denton.

Planning begins for a significant gateway piece of historic nature. The Butterfield Stage or a longhorn cattle drive would be outstanding subjects. This will take at least two years to formulate and execute. The accumulation of HOT funds for the project should be requested as well as additional monies from the City budget.

Begin plans to update the Master Plan.

PAC involved in the planning of the proposed City Hall. A minimum of 2% of the project should be dedicated to public art. Plans for Citizen Involvement begun.

| | | |
|---|--------------------------------|-------------------------|
| Public Art Administrator. | Line Item, City Budget. | \$ 45,000-50,000 |
| Placemaking signage and utility box wraps. | | \$ 4,500-7,000 |
| Traffic calming options. | | \$ 1,500-3,000 |
| PAC Annual Retreat. | | \$ 750-1,000 |

Year 5—

New Master Plan completed.

Continued PAC involvement in the planning of the proposed City Hall. A minimum of 2% of the project should be dedicated to public art. Plans for citizen involvement initiated.

Significant Gateway piece finished and dedicated.

| | |
|--------------------------------|---------------------------|
| Public Art Coordinator. | \$ 45,000 – 50,000 |
|--------------------------------|---------------------------|

| | |
|----------------------------|---------------------|
| PAC Annual Retreat. | \$ 750-1,000 |
|----------------------------|---------------------|

| | |
|--|-----------------------|
| Placemaking signage and utility box wraps continue. | \$ 4,500-7,000 |
|--|-----------------------|

| | |
|---------------------------------|-----------------------|
| Traffic calming options. | \$ 1,500-3,000 |
|---------------------------------|-----------------------|

Current locations for public art:

- Downtown.
- Courtyard of the City Hall.
- Central Fire Station.

Future sites:

- Eureka 2 at South Lakes Park.
- Denton Municipal City of Denton Landfill at ECO-W.E.R.K.S.
- Running trails.
- Benches at transit stops and downtown.
- Community Market site.
- Neighborhoods.
- Traffic control boxes, beginning with Carroll Boulevard.
- Traffic calming intersections.
- Convention Center.
- Gateway.

OBSERVATIONS:

Hickory Street Arts Corridor is becoming saturated with art. Visual clutter will not enhance the public art pieces that now exist and are currently proposed. To avoid the visual clutter; expand downtown arts to nearby streets. Make the entire downtown area appealing by use of murals, utility box wraps and artistic benches. Public art should serve all people in each area of the city. The placemaking signage will aid in reaching this goal.

After an artist receives a commission or purchase of their work; that artist is ineligible for consideration for three years. Look toward diversity of artists and projects.

Funding should include grants, joint ventures, line item funding annually and the building of a \$ 500,000 public art fund for future major undertakings.

Maintenance should begin three years following installation. An evaluation of reviewing current pieces should happen each year. Documentation of evaluations should be kept on all pieces. Forms developed for evaluations, accessions, and deaccessions.

FINAL COMMENTS:

Denton has a reputation for being an arts and cultural center. A solid foundation has been built for public art over the past ten years. The leadership in Denton should be commended for understanding the importance of public art. Continued orderly growth will insure that the future of public art will flourish.



Historic Quakertown, Civic Center

ACKNOWLEDGEMENTS:

The City of Denton Public Art Master Plan is the product of the hard work and creative input of many people. I appreciate the thoughtfulness, time and energy contributed by numerous stakeholders, focus groups, citizens and representatives from the City.

The Denton City Council

Mayor Chris Watts
Kevin Roden, District 1
Keely Briggs, District 2
Kathleen Wazny, District 3
Joey Hawkins, District 4
Dalton Gregory, At Large Place 5
Greg Johnson, At Large Place 6

City of Denton

John Cabrales, Jr., Assistant City Manager
Emerson Vorel, Director Parks and
Recreation Department
Janie McLeod, Community Events
Coordinator

The Public Art Committee

Jim Clement, Chair
Millie Giles
Gerri Veeder
Frank Mayhew
Mike Barrow
Guy Bruggeman
Glen Farris
George Neil
Bryan Wheeler
Tracy Bays-Booth, ex-officio GDAC

Denton Parks Foundation
Parks, Recreation and Beautification Board
Keep Denton Beautiful
Greater Denton Arts Council
Downtown Denton
Main Street Association
SWASH Labs

Margaret Edge Chalfant

Chalfant Consulting
chalfantconsultant@gmail.com 940-300-3544