



PUBLIC ART UPDATES











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5G 73

<  Anita Eralie Schley  
1h · 

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I really do love living in Springville. I'll be honest, I was a little bit nervous about moving to Utah County. We wanted to be closer to my parents and to cut down Kevin's commute. I already loved the Springville Museum and we fell in love with our house the moment we saw it. But the city has been a pleasant surprise! Springville's nickname is Art City. And it really is. The town is small but we have an art museum, independent film theater that shows classic films, an arts festival, a Christmas market, an incredible library, and endless charm. I think all of my friends should move here haha.







# OUR WHY

WE VALUE THE  
POWER OF ART  
TO ELEVATE LIVES  
AND UNITE OUR  
COMMUNITY. WE  
BELIEVE ART IS A  
NECESSITY.

## THE ARTS IN SPRINGVILLE:

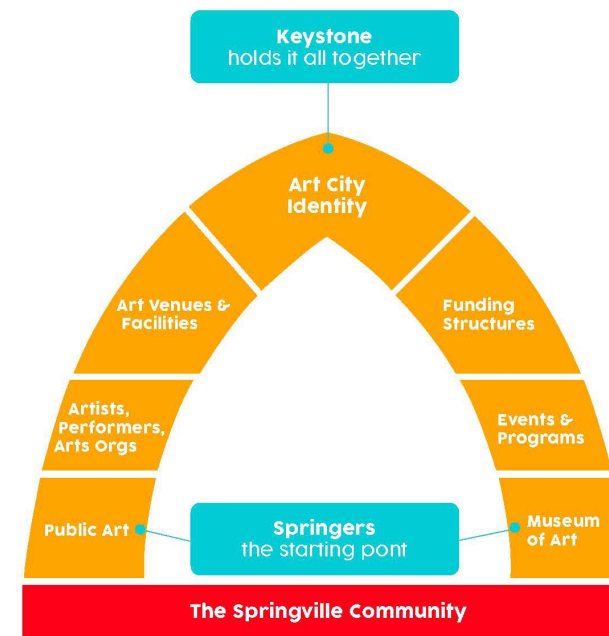
- Unite us across differences
- Showcase our humanity
- Create memorable experiences
- Influence our community's decision making

# BUILDING BLOCKS

The Building Blocks of this plan are the strategies and objectives of how Springville will accomplish its arts goals.

We chose to use the metaphor of an arch to illustrate that the “Art City Identity” is the keystone of this plan and its most important element. Without it, the rest of the arch will fall. The other components and areas of the plan all work together to support Springville’s “Art City Identity.” The City’s two funded and staffed arts divisions, the “Springville Museum of Art” and “Public Art,” are the cornerstones or springers that can oversee and carry out much of the work in this plan.

Iconic arches are everywhere in Springville, including several at the Springville Museum of Art. They inspired the design of this graphic and metaphor.







# Art City Identity

*Make Art City accessible, relevant, and welcoming to everyone - not just artists or those who have a special interest in the arts.*

## Enhance Springville's visual identity and sense of place

- Increase signage and placemaking efforts that reinforce Springville's Art City identity
- Incorporate art visibly into City infrastructure such as manhole covers, fire hydrants, street banners, lighting, benches, bike racks, transit stops, etc.
- Invest in gateway sculptures and signage at or along key entry points into the City

## Use Data and Research to support arts-related goals of the City and community

- Invest in further research that helps the City and community understand the economic, social, and community benefits of the arts in Springville
- Use Census and demographic data to ensure the Art City identity and all that it entails is representative of Springville's population
- Identify barriers for participation for all residents and demographics, and develop policies, programs, and solutions that remove barriers

## Enhance City policies, ordinances, structures, and processes to include and support the arts

- Encourage and provide opportunities and incentives for private developers and businesses to consider, include, and further the Art City identity through programs, funding mechanisms, and marketing efforts
- Increase community and stakeholder engagement efforts related to the arts - include artists, performers, and arts stakeholders in City planning efforts
- Continue direction for all City departments to integrate arts and contribute to Springville's community identity as Art City
- Advocate for changes to City zoning and policy that support artists and arts-related businesses during the City's General Plan rewrite and adoption

## Find creative ways, big and small, throughout the community to remind people Springville is the Art City and provide opportunities for residents and visitors to engage with the arts

- Integrate arts into broader City and community programs and events, especially recreation and sports
- Partner with arts organizations, artists, stakeholders and volunteers to have an arts presence at major community events and programs including but not limited to the Farmer's Market, large library events, and Art City Days
- Support increased arts opportunities within local Springville schools
- Collaborate with the Landmarks Commission, Springville Historical Society, Springville DUP, Art Museum, Nebo Title VI, and other historical and cultural organizations, for opportunities to highlight stories that communicate and celebrate Springville's Art City history through programs, projects, interpretation, and markers

## Improve marketing and communications to residents, visitors, artists, and performers

- Develop coordinated marketing strategy for Springville's Art City brand, identity, and arts programs
- Develop campaigns to cultivate regional tourism
- Develop methods for the City to support and promote private arts events, programs, and local artists
- Collaborate with the Parks and Recreation department and Information Technology division to continue developing a centralized calendar of arts events
- Dedicate personnel hours to arts marketing and communications efforts and coordinating marketing efforts across departments including but not limited to Recreation, Public Art, Administration, and Art Museum



## Public Art

*Invest in art in public spaces to make Springville truly “Art City,” not just a city with an art museum.*

**Increase Public Art presence throughout the City in ways that carefully beautify and enhance the City as a whole, and adhere to the City’s arts values and principles**

- Implement the Art Loops plan to create a distinct public art experience downtown
- Pursue the implementation, planning, and funding for projects identified in the Public Art Opportunities Chart
- Use public art to create a strong and cohesive visual identity in Springville, particularly at gateways and along major corridors
- Utilize Museum and City Permanent Collection artwork images as a resource to further Public Art goals and visual identity (vinyl wraps, banners, signage, etc)

**Collaborate with all City departments and divisions to identify creative opportunities to weave public art into City infrastructure, facilities, and programs**

- Invite City directors and superintendents to participate in annual Public Art planning brainstorm, processes, and selection committees
- Provide mechanisms for support, advisement, and collaboration from Public Art and Museum staff to other department’s City arts-related initiatives and goals
- Use public art projects to highlight the contributions, projects, and infrastructure of other City departments, especially Power and Public Works

**Further invest in and support the growth, quality, and operational effectiveness of the Public Art Program**

- Develop a Public Art operating and strategic plan that establishes principles for the placement of public art that carefully beautify and enhance the City as a whole
- Maintain, update, and implement a 5 year Public Art CIP plan
- Increase Public Art staffing

**Expand opportunities for residents and visitors to engage with Public Art and enhance their experience**

- Create interpretive materials, maps, activities, and guides for Public Art experiences in both print and digital formats
- Prioritize public art that is interactive, engaging, and kinetic







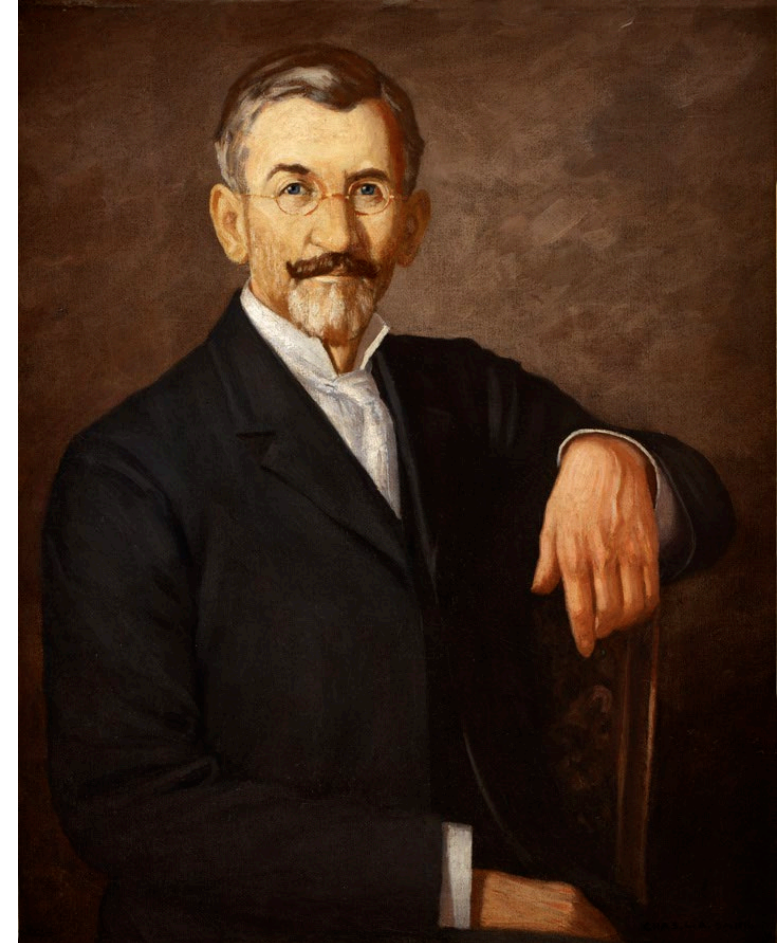








# STEFANIE ESKANDER & JOHN HAFEN



















# Art Loops Goals

## Connect Civic Assets

Creating intentional and interwoven paths of experience between many of Springville's great civic assets. These include well-established buildings such as the Civic Center, Library, and Museum of Art as well as currently underutilized assets such as the Carnegie Library, Memorial Hall, and several historic buildings throughout the Arts Loops area including multiple adjacent to the museum. These assets are currently quite fragmented from one another, but the Arts Loops will knit them together into a more seamless fabric—increasing their use and impact.

**Enhance walkability and pedestrian experience** by creating new pedestrian-focused infrastructure and public art. This will also be achieved through traffic-calming strategies, tactical urbanism, and active transportation planning throughout the Art Loops areas and surrounding neighborhoods.

**Bolster Downtown Springville's sense of place** by creating beautiful, active, fun, and memorable experiences throughout downtown and the adjacent neighborhoods. The public art installations, arts programming, branding, wayfinding, marketing, and overall experience of the Art Loops will all contribute to a renewed sense of place in Downtown.

**Amplify the Art City identity** by making the arts a more tangible, visible, and integrated part of downtown's fabric. Springville's long-held identity as Art City has primarily been expressed through the Museum of Art, but Art Loops creates opportunities to bring the impact of the Museum of Art into public spaces—ensuring Springville truly is Art City and not just a city with an art museum.

## Further the *Reframing Downtown* plan's priorities

The Arts Loops plan fulfills and supports all four of the *Reframing Downtown* priorities areas as well as many of the action items and projects listed within each priority area. The four priority areas are

- To, not through
- An intact downtown core
- Build on civic assets
- Lean into Art City

The Art Loops is a direct fulfillment of action item [4.2 Define an art walk](#) but many other action items and projects are directly and indirectly supported by the implementation of Arts Loops. These include:

### To, not through

#### Actions

1. EAST/WEST PEDESTRIAN CONNECTIONS (direct)
2. CONNECT TO HOBBLE CREEK (direct)
3. MULTIMODAL INFRASTRUCTURE (direct)
5. FESTIVAL STREETS (direct)
6. MAIN STREET IMPROVEMENTS (direct)

#### Projects

- MAIN STREET CORE (direct)
- MAIN STREET GATEWAY (direct)

### An intact downtown core

#### Actions

1. ENTREPRENEURIAL SUPPORT (indirect)
4. FACILITATE HISTORIC PRESERVATION (direct / indirect)
6. TRANSITION USES FOR CATALYTIC SITES (direct)

### Build on civic assets

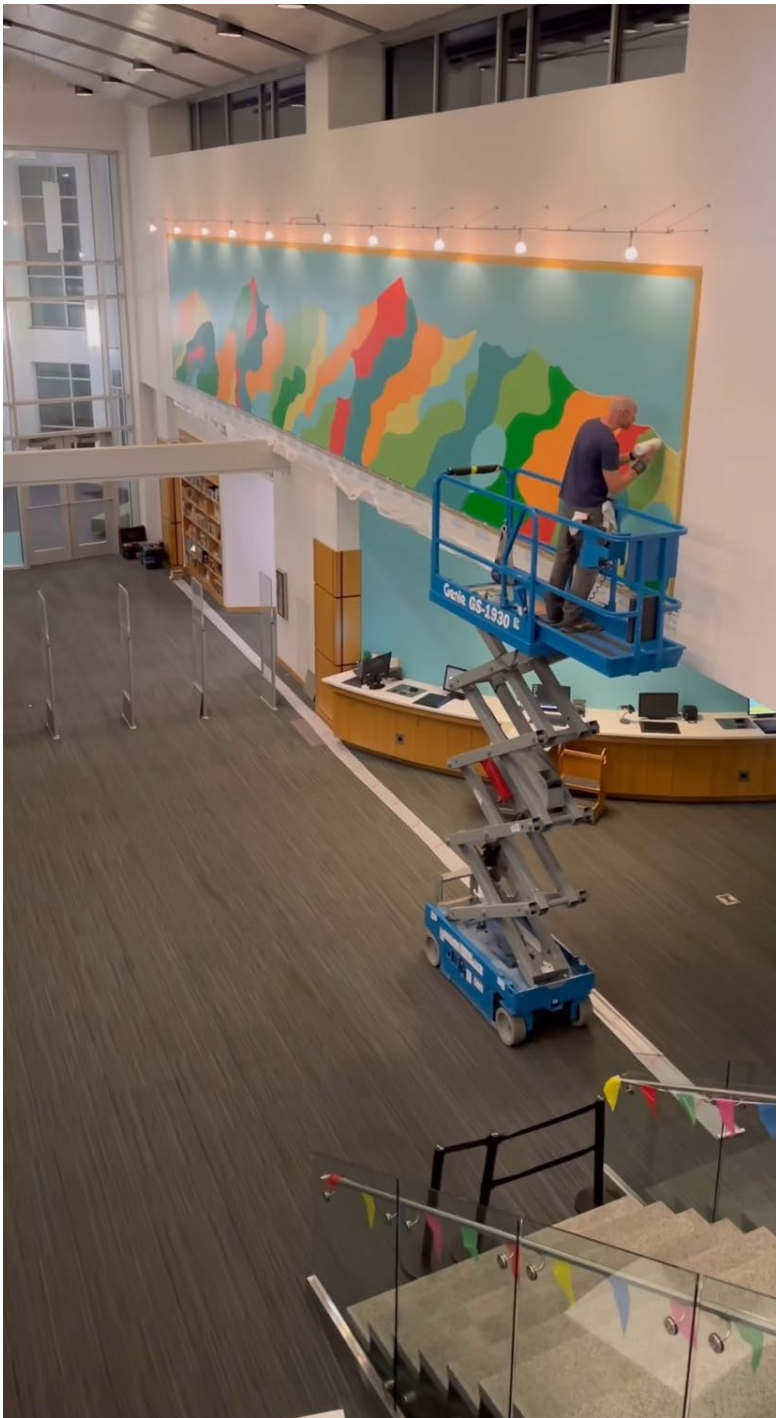
#### Actions

1. CARNEGIE LIBRARY AND MEMORIAL HALL AS DAILY PUBLIC USE (direct)
2. CENTER STREET MARKET (indirect)
3. CONNECT MUSEUM AND MAIN STREET (direct)
4. CATALYTIC SITE AT SPRINGVILLE LIBRARY (indirect)
5. 100 SOUTH PROMENADE (indirect)

### Lean into Art City

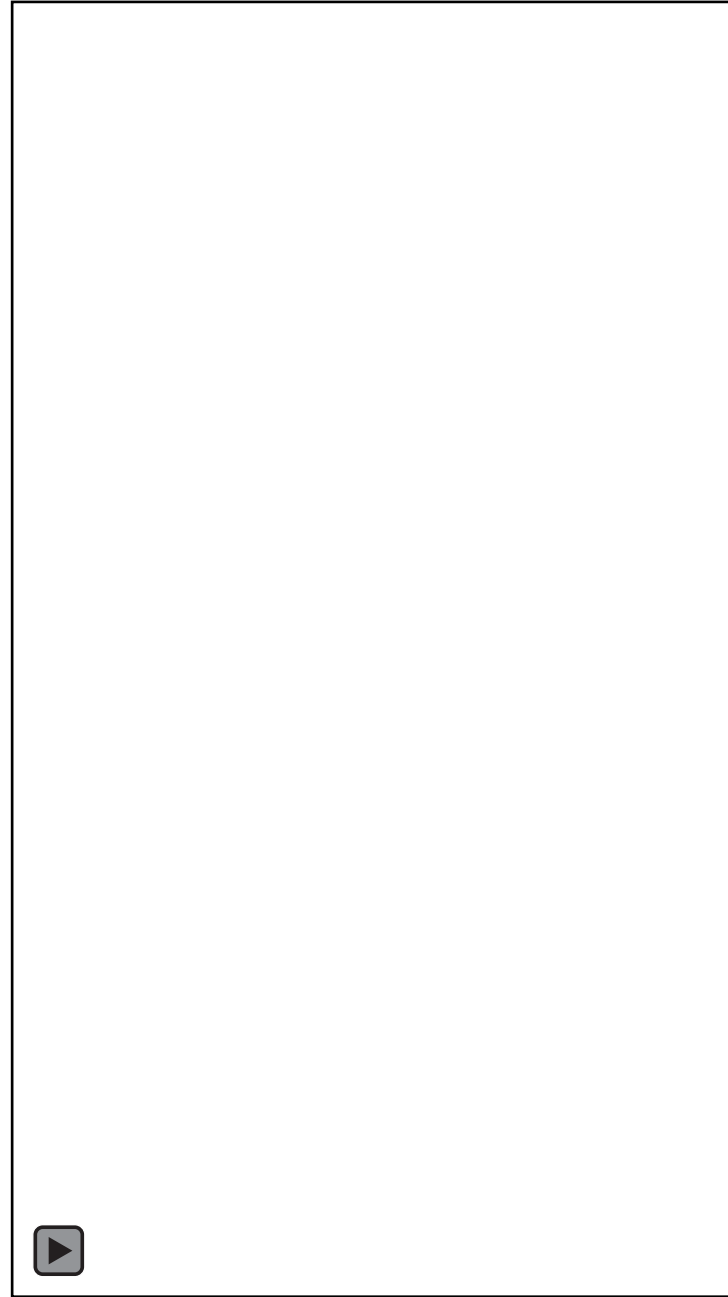
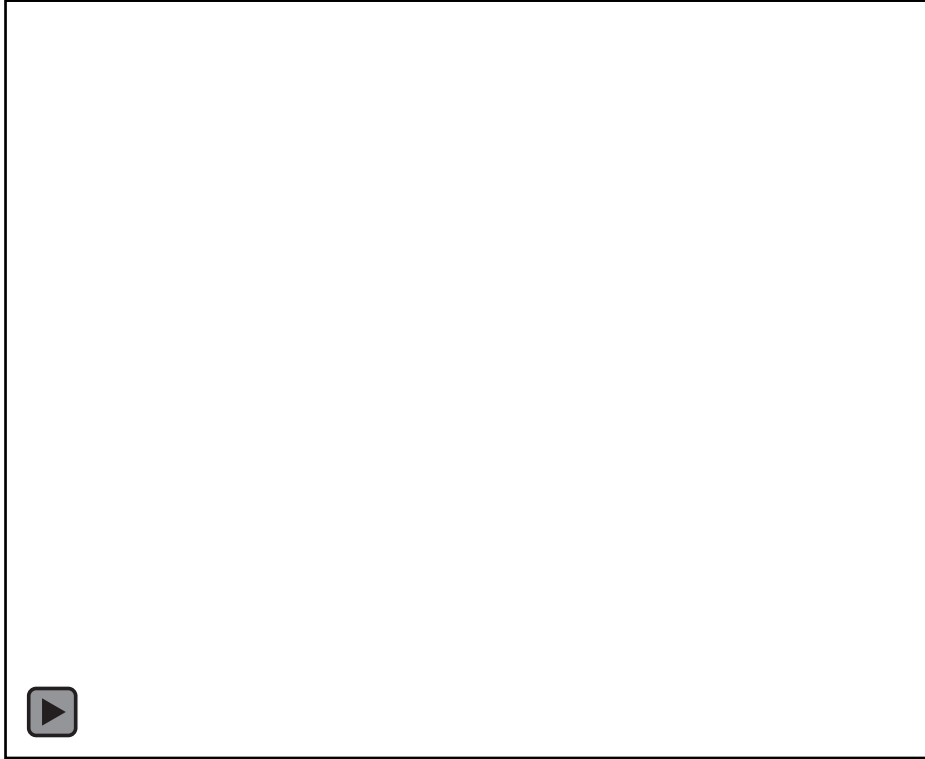
#### Actions

1. INTEGRATE ART INTO SPRINGVILLE (direct)
2. DEFINE ART WALK (direct)
3. IMPROVE THE RIVOLI THEATER (indirect)
4. ART & CULINARY-FOCUSED RETAIL (indirect)
5. ART & CULINARY-FOCUSED PROGRAMS & EVENTS (direct)

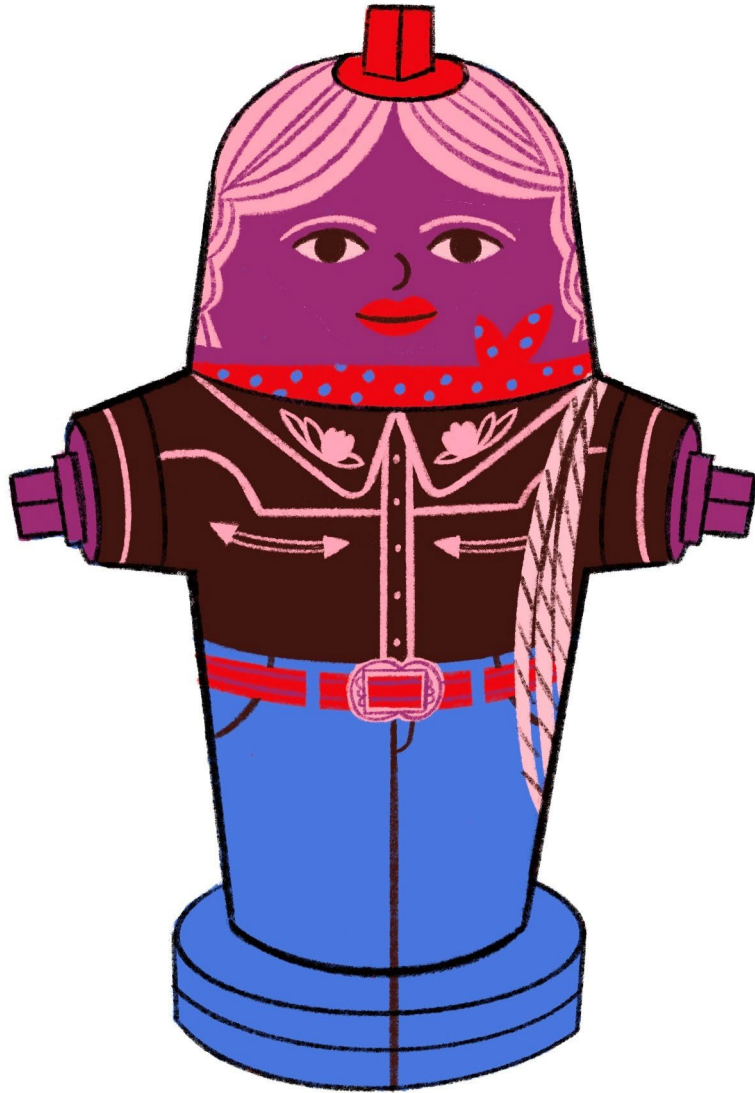




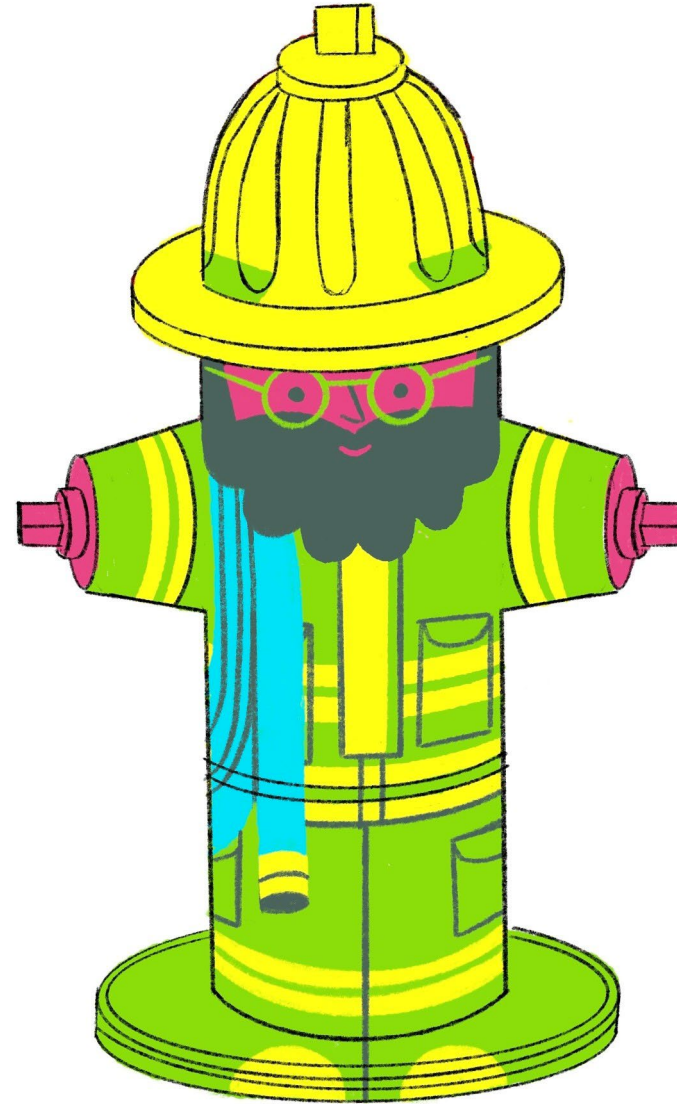








400 S. 200 E.



200 S. 200 E.













COMING  
SOON!

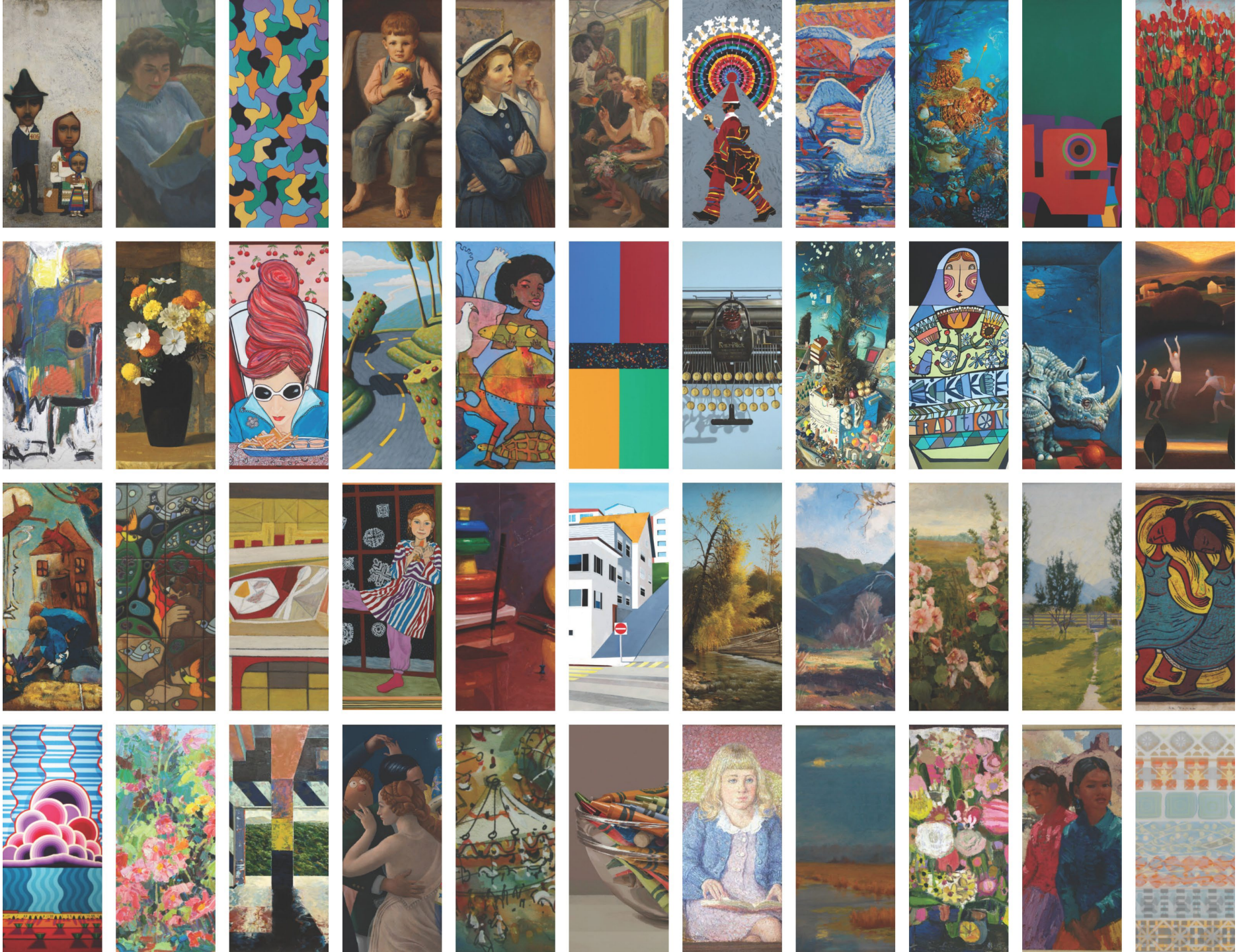




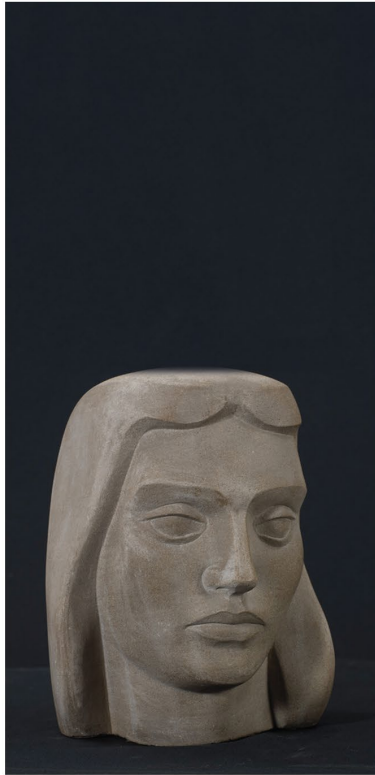












*Head of a  
Woman  
(Opus 41)*

Joseph V.  
Desantis



*Puff*

Lee Deffebach



*Buddha in the  
Beehive*

Frank  
McEntire



*Saddlin' Up*

Hughes  
William Curtis

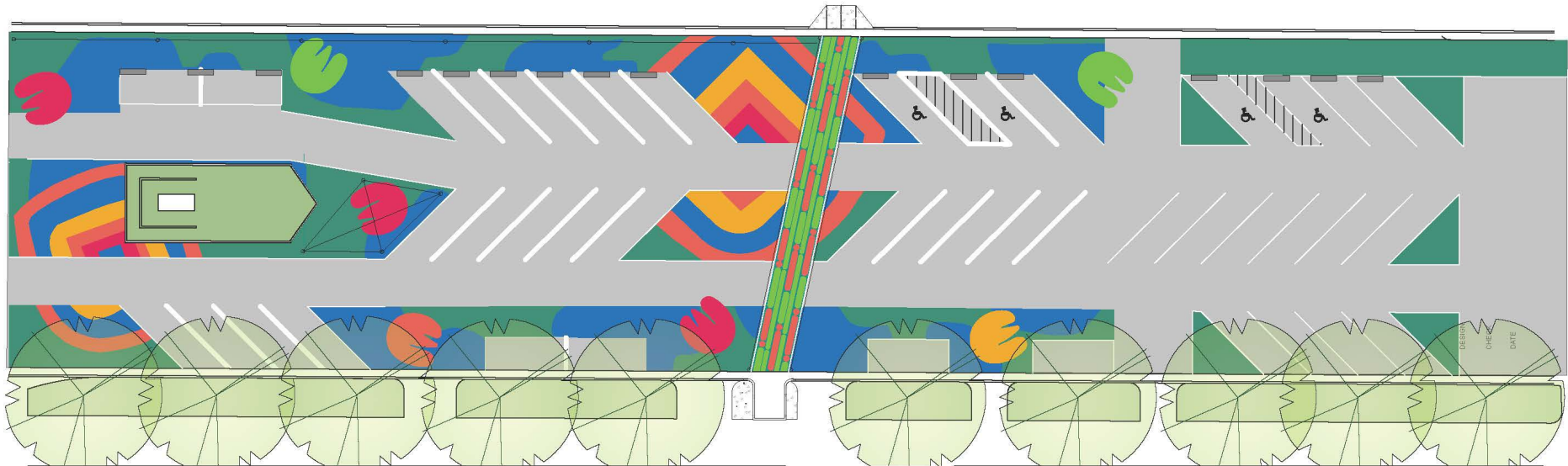
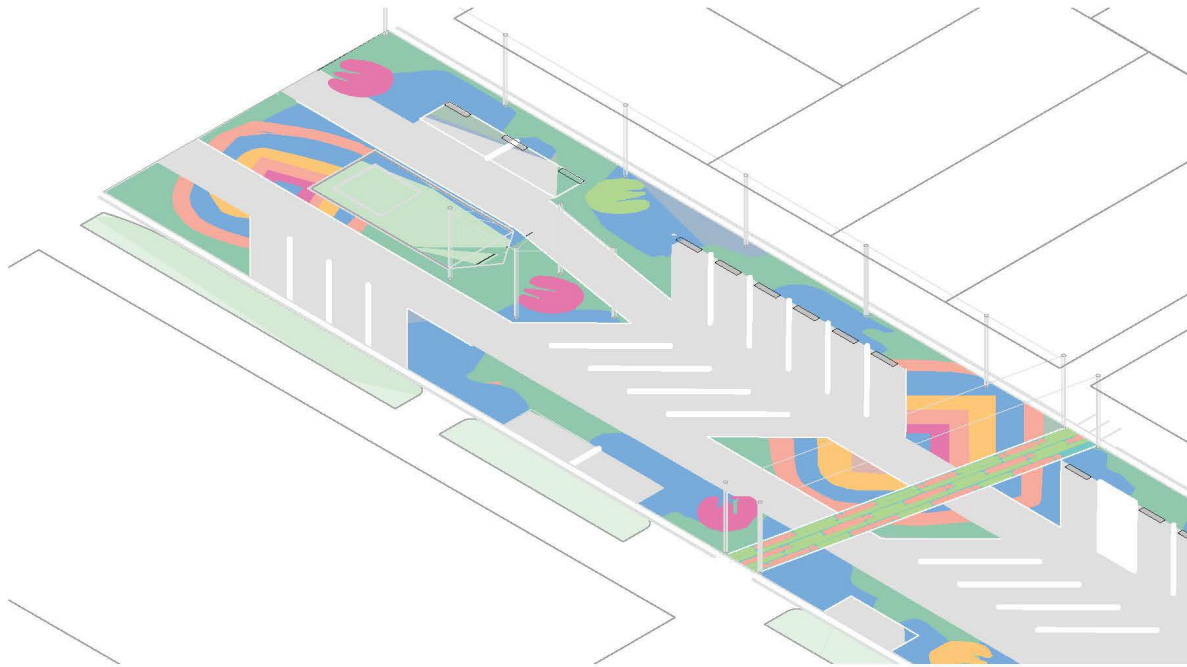






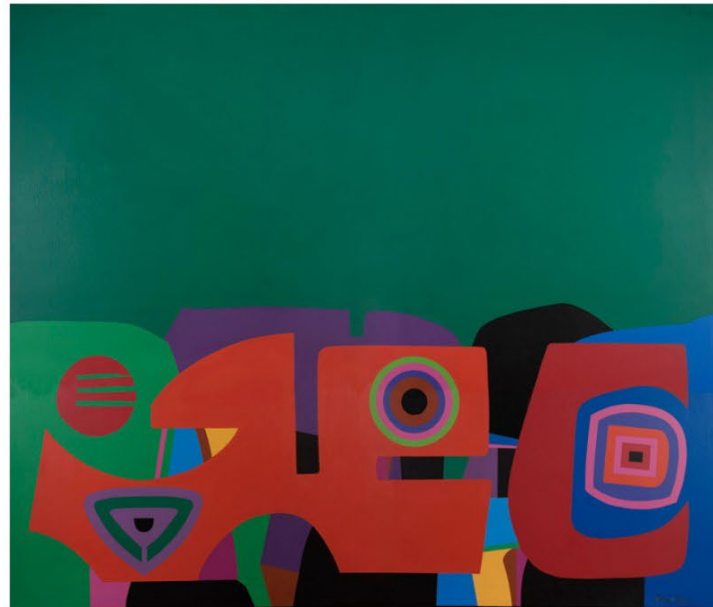




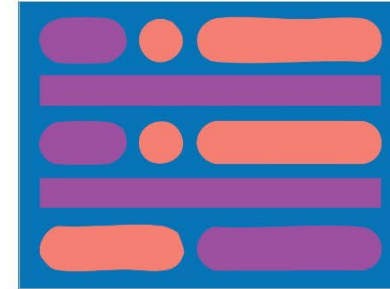


1 Site Plan  
SCALE: 1" = 30'-0"





Color story & pattern inspired by two works from the museum's collection. Fishermen (left) and Chelsea VI (above).











# IN PROGRESS













## OTHER THINGS TO LOOK FOR

- Mosaic on Riverwalk
- Shade Structures
- Hydrophobic Murals - Riverwalk
- Sidewalk activities - Youth Art Walk