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Center of Wonder
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Theme 3- Town as Heart (Needs Public Art!)

Introduction: Bland Hoke is currently coordinating a Public Art Task Force to develop a Public Art Plan. This document will outline the framework of a Public Art Program, prospectively administered by the Cultural Council of Jackson Hole, for the Town of Jackson and Teton County. The Public Art Task Force meets the second and last Wednesday of the month at the Teton Art Lab at the Center for the Arts at 5 pm. Please contact Bland Hoke for additional information, or visit www.artspotinfo.org to review draft documents of the Public Art Plan.

Revisions to Theme 3 are listed below in an underlined format. Additionally, rationale is provided for background information/inspiration. It is hoped that public art will be considered as an integral aspect to specific sections within Theme 3. However, similar to Principle 3.6 ‘Preserve historic structures and sites’, a separate principle addressing ‘Arts and Culture’ (in which public art could be specifically addressed) may be necessary given the breadth and depth of the subject and it’s lack of representation in Theme 3.

Page 38 Revised- Jackson as Cultural and Social Hub

The Town of Jackson has long served as the cultural and social hub for the region and Teton County. It is the primary location for many art galleries, restaurants, cultural facilities and cultural activities for residents and tourists to enjoy. The growing reputation of Jackson as a cultural destination should be reinforced with public art, thoughtfully integrated into new development, contributing to the Town’s unique character, charm and culture assets. The town is also the primary location for municipal and county governments as well as regional headquarters for many state and federal agencies. It is also a “gateway” to the national parks and Bridger-Teton national Forest.

Rationale: This paragraph should highlight the presence of the numerous cultural institutions and social activities with cultural significance such as; the Center for the Arts, the National Museum of Wildlife Art, over 60 art galleries, the Art Fair, the Fall Arts Festival and the Western Design Conference. These are mentioned under ‘Art and Culture’ on the Town of Jackson website.

Additionally, the Town of Jackson and Teton County have made a large investment in the arts by providing 3.7 acres of downtown Jackson for the development of the Center for the Arts. This commitment to culture and local arts organizations is paramount, and should be reflected in the vision of ‘Town as Heart’.

Revised-Principle 3.5 –Recognize the importance of civic spaces and social functions as a part of maintaining a sense of community

Historically, the Town of Jackson has served as the cultural, social, and civic hub for the region and Teton County. Maintaining and enhancing public spaces and making strategic investments, increases the importance of Jackson as the regional center for tourism, the arts, government offices, and as a gateway to the nation’s parks and forests.

Revised- Policy 3.5.a: Maintain and improve public spaces

Public spaces are the building blocks of a thriving community. Jackson’s public spaces and civic facilities should be interesting, memorable, and reinforce our sense of community. The town will continue to promote high quality design of public spaces, including creating attractive gateways, preserving views, and providing attractive public right-of-way amenities. The practice of integrating fine arts professionals in the design of projects will be encouraged to create unique and visually engaging projects. New developments in the Town of Jackson should contribute to quality public spaces – including but not limited to sidewalks and walkways, parks, outdoor squares, landscaped areas and public art.

Rationale: Public art, integrated into the overall design of a project, will contribute to public spaces that are interesting, memorable and reinforce our sense of community. The elk antler arches reflect the concept of integrating public artwork into the overall design of a public space, thus making it a memorable and interesting space. This concept differs from ‘plopping’ a sculpture in front of a building, or within a park.

Revised- Policy 3.5.b: Make public investments in strategic locations

The community will continue to invest in public facilities such as government buildings, parks, recreation, trails, workforce housing, arts and cultural facilities, and public art projects in locations in town that enhance the town as a civic and cultural hub...

Rationale: Integrating artists in the design of public facilities, parks, trails and cultural facilities is an investment in cultural tourism. Additionally, public art projects can be generated by the community to address areas in need of aesthetic attention.

Revised- Policy 3.5.c.: Enhance Jackson gateways

The town gateways play a special role in setting the community tone and atmosphere for the millions of guests that visit the Town of Jackson every year. The town will work to enhance the three major gateways including upgrades to both the public realm and on private property. Public art projects, which are reflective of the community, environment and character of Jackson, will be encouraged to provide unique and interesting gateway enhancements.

Rationale: Public art is an integral component of many gateways to cities and towns around the US. It is a defining and creative feature that identifies the transition from one area to another.

Strategy 3.4: Develop a Public Art Plan

-Coordinate with the Public Art Task Force to write a Public Art Plan for the Town of Jackson and Teton County.

Indicator

7. Completion of Public Art Plan- -monitor- -1 yr-