

# WAUKEE IOWA

## **ART & CULTURE PLAN**

*Developed and Prepared by Group Creative Services for the City of Waukee, IA*

2023

# CONTENTS

<b>Introduction</b> . . . . .	<b>4</b>
Overview of the Plan . . . . .	5
Creation of the Plan . . . . .	6
Importance of Art and Culture . . . . .	7
What is Art and Culture?. . . . .	8
<b>Section 1: Vision, Themes &amp; Principles</b> . . . . .	<b>9</b>
<b>Section 2: Opportunities for Art &amp; Culture Additions in Waukee.</b> . . . . .	<b>16</b>
<b>Section 2A: Enliven the Established</b> . . . . .	<b>18</b>
Goal A: Create Interactive and Unique Experiences on Waukee Trails. . . . .	19
Goal B: Elevate the Assets of Centennial Park . . . . .	23
Goal C: “Enliven” the Downtown Triangle with Arts and Culture . . . . .	27
Goal D: Add Color and Interest to Waukee’s major corridors – Hickman, University, Alice’s Road, Douglas . . .	35
<b>Section 2B: Develop with Distinction</b> . . . . .	<b>39</b>
Goal E: Make the Future Civic Campus a “Central Gathering Place” . . . . .	40
Goal F: Bring Art to Stormwater Facilities, Such as Detention Ponds . . . . .	45
Goal G: Add Vibrancy to School Buildings with Art Installations. . . . .	49
Goal H: Create an Interactive Sculpture Park: A Legacy Project that Makes Waukee a Regional Art Destination	55
Goal J: Build on Kettlestone/Grand Prairie Parkway as Waukee’s Cultural Destination. . . . .	58
Goal K: Build up the Triumph Park Area as a Community Hub. . . . .	64

**Section 2C: Social Cohesion and Community Identity** . . . . . **67**

    Goal L: Develop and Celebrate Distinct Identities for Waukee’s Neighborhoods . . . . . 68

    Goal M: Bring More Art & Culture into Waukee’s Ribbon Cuttings, Events, Block Parties. . . . . 73

    Goal N: Teens: Provide Welcoming Hang-out Spaces, Engage them in Decision-making, and Showcase their talents . . . . . 74

**Section 3: Implementation** . . . . . **83**

    Framework of a Public Art Program . . . . . 83

    Public Art Advisory Commission - Annual Work Program . . . . . 84

    Community Partners . . . . . 85

    Funding . . . . . 86

    Best Practices for Public Art Programs . . . . . 88

    Implementation Summary Table . . . . . 89

**Credits** . . . . . **90**

**{ADDENDUM}** . . . . . **91**

# **INTRODUCTION**

Waukee's Arts and Culture Plan helps civic leaders and stakeholders rely on artists' attention to character and culture as the city continues strong growth. This plan guides integration of cultural production in all aspects of community development, aligning investments with civic initiatives to create distinction.

Building sustained financial support and systems for public art in Waukee directly addresses the community's challenges, identifying opportunities to draw on local assets, stories and talent to add beauty and interest that promotes lifelong emotional attachment to the community.

In this growing community, the recommended work focuses on strengthening a "sense of place," building local character and integrating artists in civic processes.

The plan's vision emerged from perspectives collected through months of primary and secondary research by Group Creative Services with support from the new Public Art Advisory Commission. It establishes a framework to integrate art into every city function, aligned with community plans.

---

---

***It's the right time to support  
more art in Waukee – to  
activate public art that builds  
and maintains character  
for residents and visitors.***

---

---

## **OVERVIEW OF THE PLAN**

The purpose of the art and culture plan is to create a guidebook for art and culture in Waukee, by providing:

- + An overview of Waukee's existing culture, character, aspirations and challenges (section 1)
- + Guiding principles and vision for art and culture initiatives in Waukee (section 1)

- + Recommendations for specific art and culture initiatives and policies that contribute to the vitality of the community, and advance shared community goals. (section 2)

- Most of these recommendations can be implemented in a 3-5 year timeline, though some are longer term.
- These recommendations are intended to be implemented by a combination of city government, civic organizations and local residents.

- + A framework to define a public art program, to be spearheaded by the city's Public Art Advisory Commission (section 3)
- + Policies and procedures to integrate art into all aspects of city functions (section 3)
- + Funding recommendations for public art (section 3)

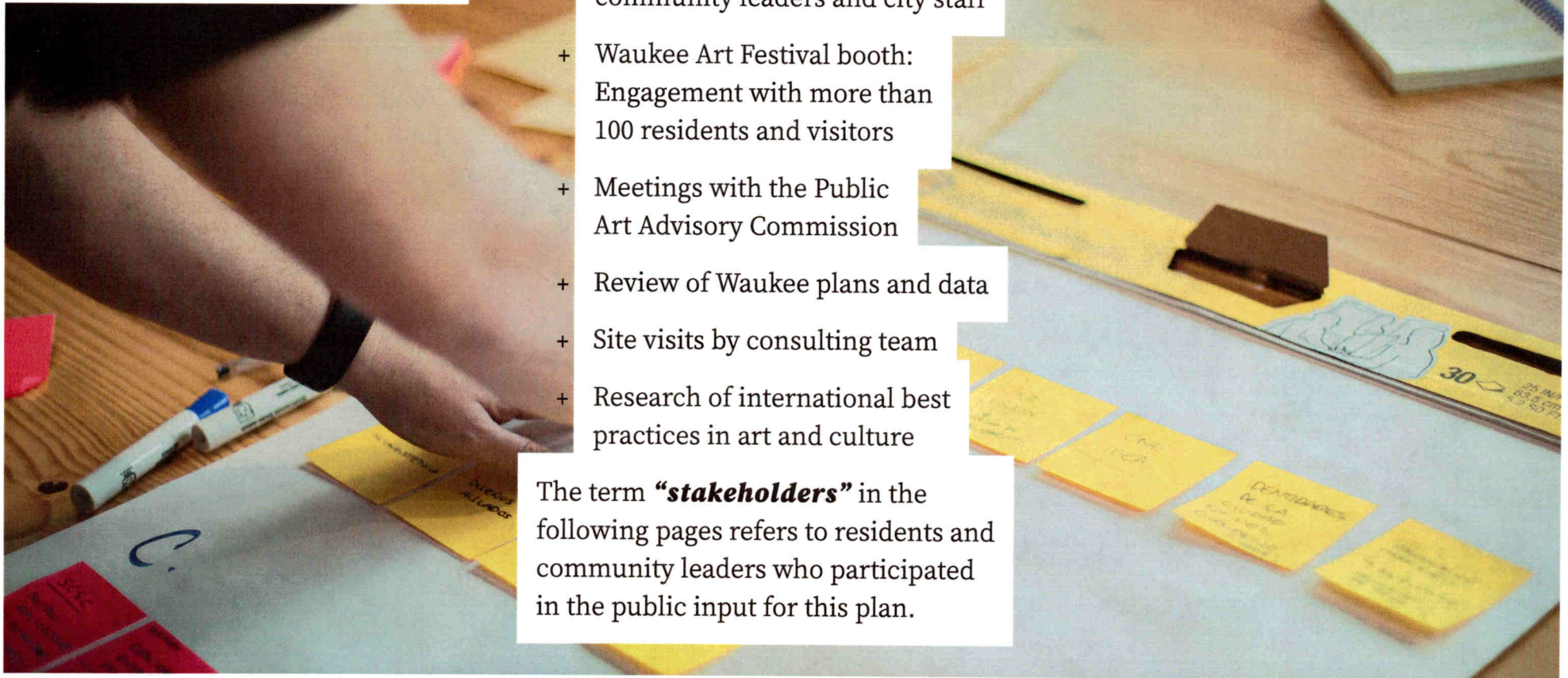
## CREATION OF THE PLAN

This plan was written by the consulting team at Group Creatives, under the direction of the Waukee City Council and Waukee Public Art Advisory Commission, with direction from the residents of Waukee.

Input to the plan included:

- + Online Survey with 370 responses
- + Two focus groups
- + 12 one-on-one interviews with community leaders and city staff
- + Waukee Art Festival booth: Engagement with more than 100 residents and visitors
- + Meetings with the Public Art Advisory Commission
- + Review of Waukee plans and data
- + Site visits by consulting team
- + Research of international best practices in art and culture

The term “**stakeholders**” in the following pages refers to residents and community leaders who participated in the public input for this plan.



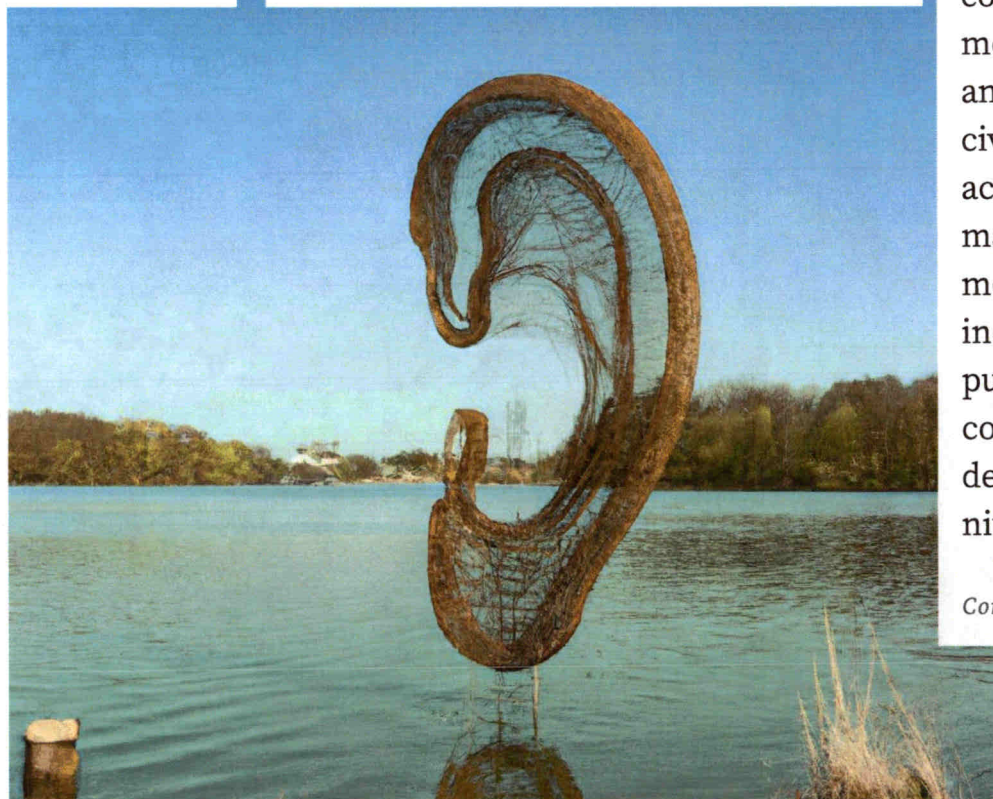
## **IMPORTANCE OF ART AND CULTURE**

Civic cultural support has become more complex, process-oriented, collaborative, and experimental. Artists of all disciplines wish to engage and enhance communities in new ways, creatively addressing community needs such as the environment, community health, cultural diversity, youth development, and tourism as identified by its citizens and stakeholders.

Civic goals are advanced by describing concepts, expressing community interests, providing distinct and novel character, and/or offering greater understanding and discussion around the art's site and its utility. For example, artwork located near the site of new stormwater infrastructure might facilitate understanding of watershed management as environmental stewardship.

Art can engage with its site such that “the medium is the message.”

As the placemaking and cultural fields rapidly expand, many cities scramble to update and improve the way they plan and manage their cultural programs. This includes finding new ways to maximize their investment in public art to the benefit of their economy, culture, and community. Cultural plans guide investment to maximize impact, reduce risk, and align cultural production with bigger civic goals. An arts and cultural plan is an actionable tool that will be used as a road map for city commissions, city departments, organizational stakeholders, and individual constituents to maximize public art in support of the goals of the community. The arts are more than decoration, they work hard for communities. They will work hard for Waukee.



*Concept art by Alex Braidwood*

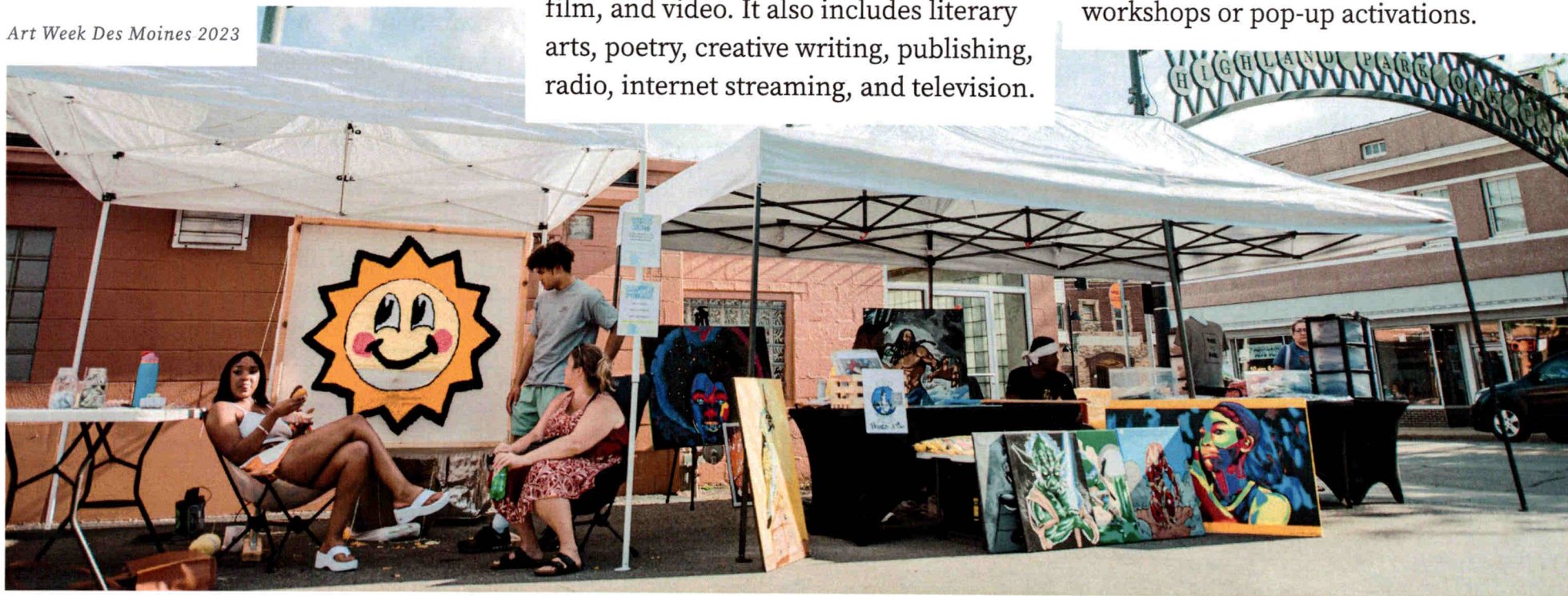
## WHAT IS ART AND CULTURE?

**Culture** refers to the customs, social institutions, arts, achievements, and traditions of a particular group. Cultural Assets include things like libraries, parks, theaters, galleries, heritage sites, community centers, and educational facilities.

Art Week Des Moines 2023

**Art** encompass a wide range of mediums, disciplines, and approaches. This includes visual arts such as painting, drawing, photography, and sculpture. It includes performance arts such as theater, music, sound art, installation, film, and video. It also includes literary arts, poetry, creative writing, publishing, radio, internet streaming, and television.

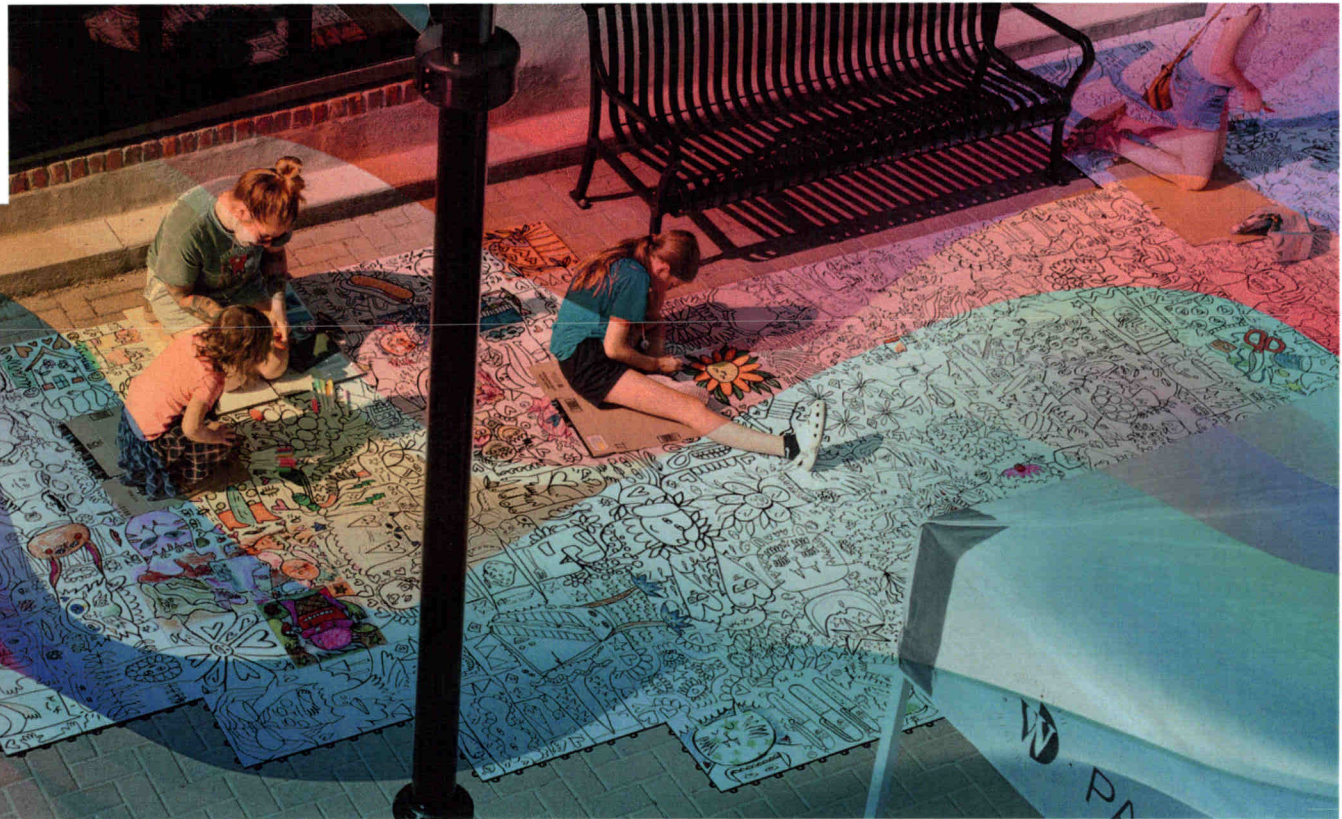
**Public Art** - The Art and Culture plan will look specifically at public art, which includes both physical art (e.g. murals, sculptures, lighting installations) and art programs or performances. It also includes temporary engagements like workshops or pop-up activations.



# SECTION 1: VISION, THEMES & PRINCIPLES

## PLAN VISION

Waukee will employ art and culture as a tool to enhance its “sense of place,” build local character, advance community goals, and provide unique experiences for its residents and visitors.



Art Week 2023 - Ramona Muse Lambert

## GUIDING PRINCIPLES FOR ART & CULTURE

Waukee will promote and create art and culture that:

- 1: Draws on local assets, stories and talent
- 2: Moves beyond traditional physical art (e.g. mural, sculpture), to also include light, sound, events, personal connections, and temporary installations
- 3: Serves multiple community goals
- 4: Provides both big impressions and little touches
- 5: Is interactive, engaging and playful

- 6: Considers the multiplicity of its audiences, and provides experiences that appeal to a variety of ages, genders, races, viewpoints, stages of life, physical abilities, tastes, etc.
- 7: Promotes lifelong emotional attachment to the community. Teens are a target age group for this principle - attachment created at this stage in life can be long-lasting and prompt teens to stay or return here as they become adults.



## WAUKEE'S CULTURE TODAY

Creating an art and culture plan requires an understanding of Waukee's culture today. Key cultural themes are summarized here, based on public input and research performed for this plan.

### **Waukee Pride is High**

Perceptions of Waukee by its residents and other stakeholders are very positive. 70% surveyed say they are proud to live in Waukee and 83% would recommend Waukee to a friend. Some of the specific things that residents are most proud of are:

- + Waukee public schools
- + Triumph Park & other parks/trails
- + The public library,
- + A strong sense of community
- + Community events
- + Strong growth



### **“Small town” Charm and Strong sense of community**

Waukee is no longer “small,” but many still feel it has that “small town” or “hometown” feel. People credit the small town vibe to:

- + An abundance of local events - like Waukee-palooza and Wauktoberfest - that have a “small town” vibe.
- + A strong sense of community within neighborhoods, especially at the block level. People know their neighbors and block parties are common.
- + A sense of collaboration and mutual support among community leaders, businesses and organizations in Waukee. Triumph Park was given as one example of many entities working together to achieve something monumental.

A smaller number of stakeholders worried that Waukee may lose its small town charm as it grows, and some felt that residents who are not in the majority (e.g. are not families with children) may be less included in Waukee’s strong sense of community.

### **The Schools are a Cornerstone of Waukee Culture**

The high quality of the schools is a tremendous asset, and a driving factor in Waukee’s growth. The school is a nexus of community identity, and plays an important role in resident (and non-resident) sense of belonging in Waukee. Many students and families who don’t live in Waukee, but attend the schools, feel they are part of Waukee. Residents are supportive of high quality schools – school officials report that bond issues pass at high rates.

### **Fast growth is the #1 community challenge, with cost of housing a close 2nd**

While many are excited by the fast growth, it was just as common to hear that it feels too fast. The City faces a challenge to keep up with growing needs for services and amenities, while balancing investment in new growth areas with maintenance of older areas. Stakeholders cited a ‘new vs. old’ dynamic that needs careful attention.

Along-side fast growth, the cost of housing was named as a top concern - many worry there is not enough housing that is affordable to the wide range of people who want to live in Waukee. These findings are consistent with those of the Waukee comprehensive plan.

### **More Art, Culture and Identity Wanted - Both By Residents and City leaders**

Wauke survey respondents reported a lack of arts and culture opportunities in their community, as well as a lack of identity. Fewer than 20% of those surveyed feel there are enough arts and culture opportunities available. A common answer to the survey question “what makes Wauke unique” was “not much.” Interviewees noted that people sometimes don’t know they’re in Wauke, given the proximity of other cities.

Respondents feel that the most important purposes of Wauke’s art and culture are to add beauty and interest to the city, create a sense of place and connection, and make spaces more pleasant.

City officials reported that arts and culture is a priority issue for them, and they believe that city government has an important role to play as a convener, planner and catalyst in this area.

### **Wauke stakeholders are big fans of the arts, but belief in the social impact of the arts is more moderate**

Survey respondents are attending art events and creating their own art at much higher rates than national data. For example: 78% had attended a fair or festival featuring the arts in the last 12 months, while 50% attended an art exhibit. 36% of respondents had done painting, drawing, sculpture or printmaking in the last year, while 45% reported singing and 37% had done some dancing.

However, survey respondents were less likely to agree with statements about the social impact of arts than their national counterparts. A majority agreed that “the arts help me understand other cultures better” or “the arts have a social impact, improving the quality and livability of my community” - but the rates of agreement were lower than the national sample.

Photo by Katya Austin Koyy



**Waukeee stakeholders support local government funding of the arts for youth, public spaces, and improving run-down areas**

Survey respondents showed very high levels of support for local government funding of the arts “to improve blighted, run-down or abandoned areas” (83% in favor), “engage at-risk youth in creative activities” (82% in favor) and “for art in parks, downtown areas and other public spaces” (76% in favor). These rates of support are comparable or higher than national survey responses. Even among respondents who did not report high levels of pride in Waukeee, support for arts funding was still high.



Art Week 2023

**Placemaking Themes:  
Telling Waukee's Stories**

Waukee's art projects and cultural events should endeavor to draw on local assets and stories, to help root their work in Waukee culture and establish a strong "sense of place" in Waukee. By highlighting something that is distinctive and meaningful to the community, art can help foster resident's feelings of fondness and connection to Waukee.



Concept art by Alex Braidwood

Examples of Waukee's unique assets and stories include:

- + "Don't Call me Shirley" – Shirley was the original name of Waukee. It means "bright meadow" or "I have a song."
- + Triangle – Waukee can enjoy being known as "a town with only half a square." The triangle is a motif that can be easily employed in artworks and event branding.
- + Seat Wars – Adel and Waukee battled for County seat in 1893. A local organization could start another good-natured contest between the two.

- + Mining Lore – Mining tunnels still run underground from Waukee's days as a mining town. These labyrinths could be brought to life above ground with sculptural mazes. Or art installations can consider Waukee's geologic history – how the coal came to be there, or by the same token, a reflection on the formation of Waukee's "kettle" land formations.
- + Waukee's "iconic views" - Views of places that people recognize immediately as Waukee: The view of the triangle and adjacent historic buildings; of Triumph park with the high school in the background; of the covered bridge nestled in Centennial Park. Artists could elevate and celebrate these views by creating drawings, paintings or prints that can be used on the walls of public buildings, in city marketing, on t-shirts and more.

# SECTION 2: OPPORTUNITIES FOR ART & CULTURE ADDITIONS IN WAUKEE

This section presents a series of **goals** and **opportunities** for art and culture, to be carried out by city government and civic organizations.

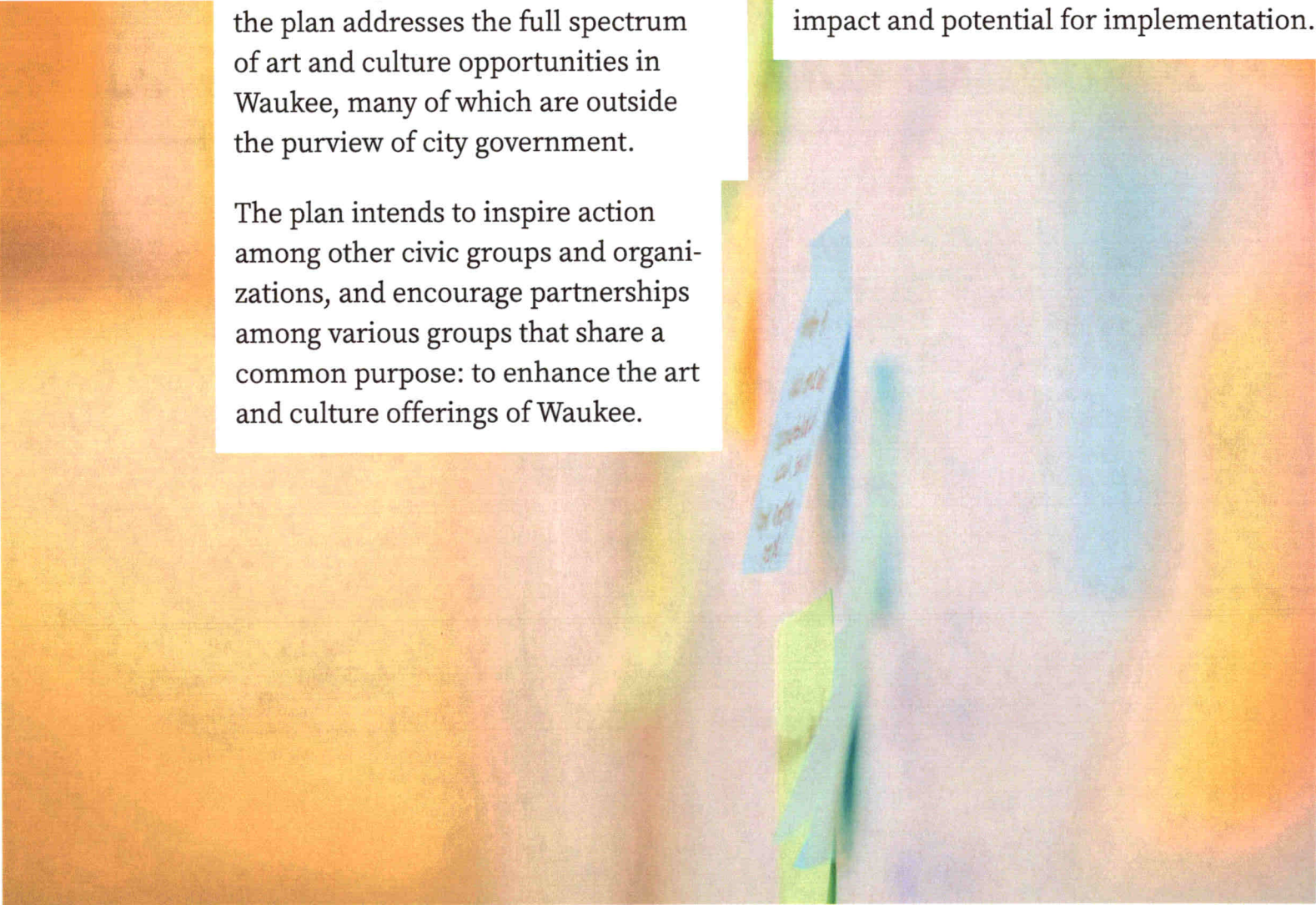
+ **Goals** are broad ideas of what arts and culture can and should accomplish in Waukee.

+ **Opportunities** are specific art pieces, programs or activities that:

- 1) Serve the goal
- 2) Are feasible for Waukee
- 3) Fit the local culture

+ We've also included **"food for thought"** in many sections, which are brief, undeveloped ideas, meant to provide inspiration for further brainstorming as necessary.

+ Completion of all opportunities is not expected in the 3-5 year time frame of the Art and Culture plan. Rather, the document attempts to illustrate a wide array of possibilities, so that organizations in Waukee can react to conditions in the moment - putting effort toward the areas that are most timely and feasible, and the projects that inspire the most support and passion.



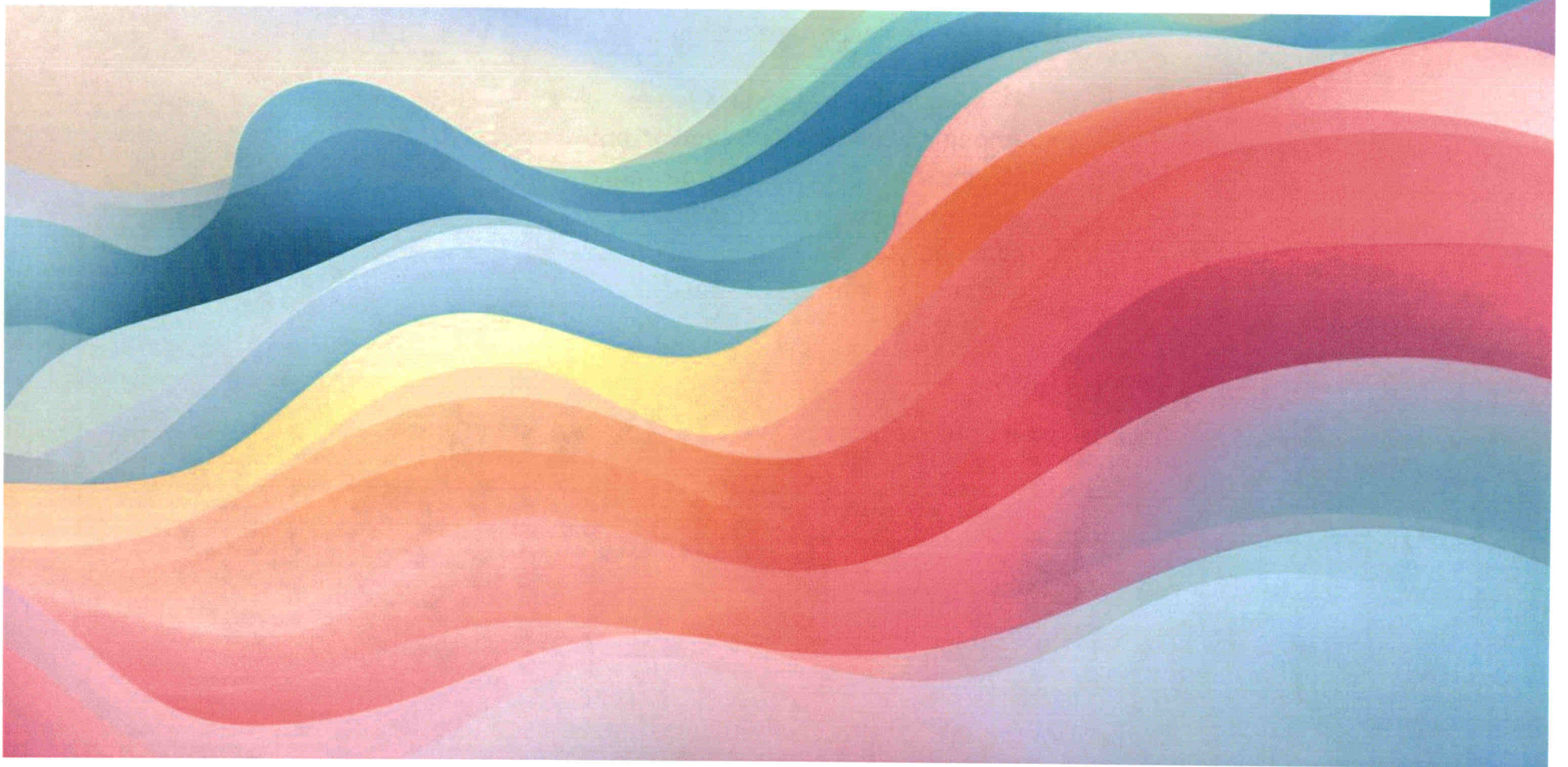
**Implementation partners:** This plan was commissioned by the City of Wauke, with oversight from the Public Art Advisory Commission. However, the plan addresses the full spectrum of art and culture opportunities in Wauke, many of which are outside the purview of city government.

The plan intends to inspire action among other civic groups and organizations, and encourage partnerships among various groups that share a common purpose: to enhance the art and culture offerings of Wauke.

**Priority:** Throughout the document, we have highlighted a handful of goals and opportunities that hold the most promise for Wauke – both in terms of impact and potential for implementation.

# **SECTION 2A: ENLIVEN THE ESTABLISHED**

**ADD ARTS AND CULTURE TO VALUABLE COMMUNITY ASSETS**

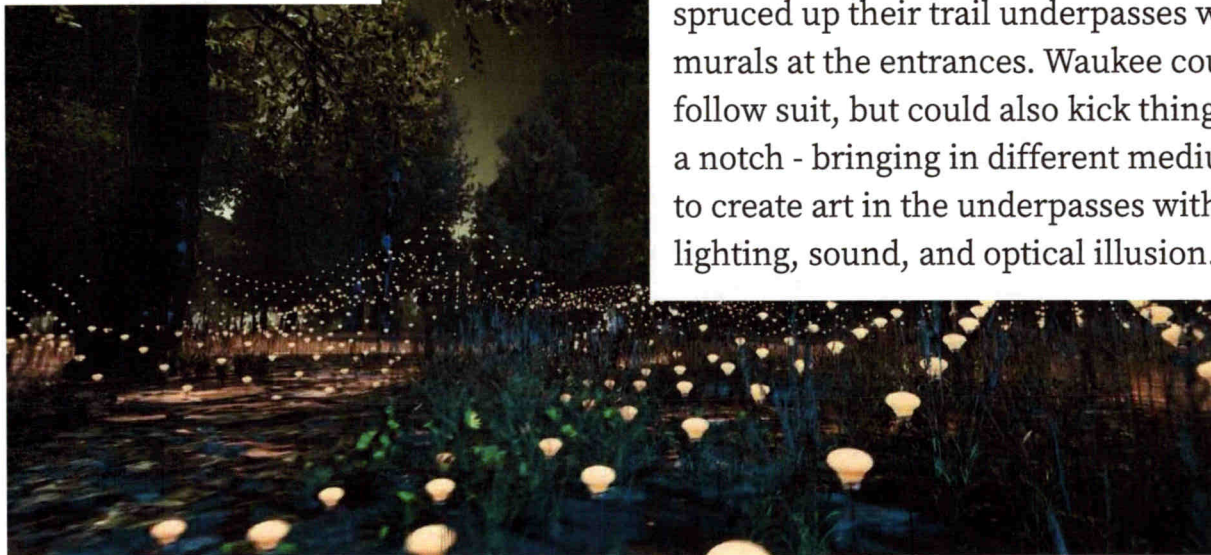


**GOAL A:  
CREATE INTERACTIVE AND UNIQUE EXPERIENCES ON WAUKEE TRAILS**

*Opportunity: Add Underpass Art to existing and new trail underpasses – moving beyond paint, to include light, sound, and motion.*

Waukee trails feature half a dozen pedestrian underpasses, with 6-7 more coming soon. These are a perfect opportunity area for art integration, to make the Waukee trail experience distinct, enjoyable and safe.

*Listening Forest - Rafael Lozano*

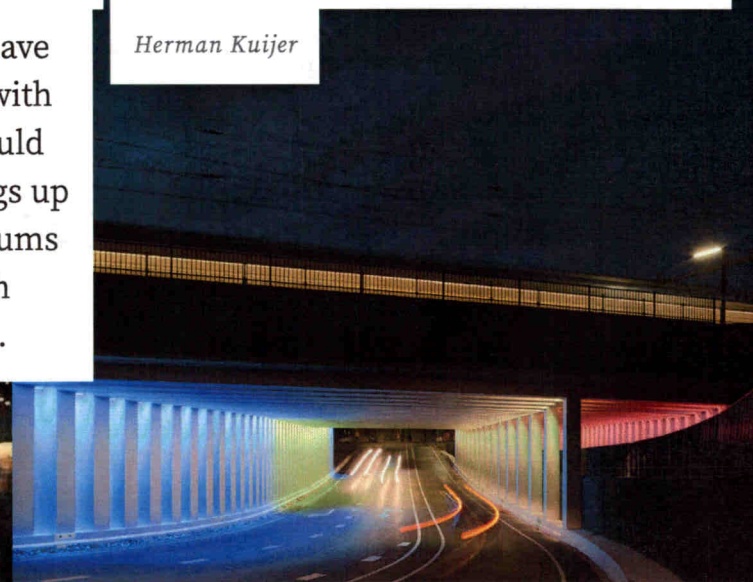


Art in the underpasses helps make these nominal spaces more approachable, whimsical and comfortable. It provides an opportunity to transform a blank slate into a platform for the community that communicates its values and character.

Several communities in the metro have spruced up their trail underpasses with murals at the entrances. Waukee could follow suit, but could also kick things up a notch - bringing in different mediums to create art in the underpasses with lighting, sound, and optical illusion.

Lighting can tell a story and define a place. It can change in connection to data, time of year, celebration events, weather, etc. It can be a code to be decoded. It can be a platform for expression and experimentation.

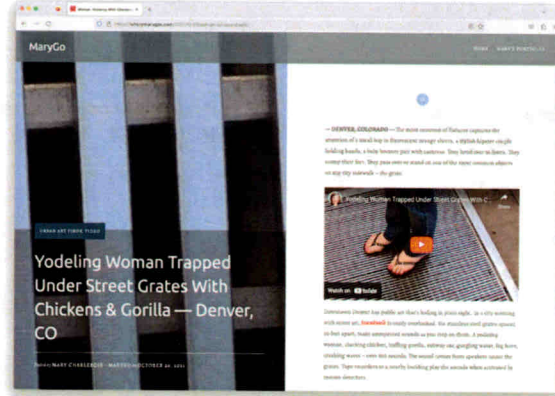
*Herman Kuijer*



## EXAMPLES: LIGHT, SOUND, AND MOTION



[Mass Transit Zoetrope](#) - This New York City installation features a series of still pictures that appear to move as users glide by on a subway train. A similar idea could be used with gliding bikers.



[Yodeling sidewalk grates](#) - A Denver sound installation surprises passersby with more than 100 rotating sounds emanating from beneath the sidewalk grates, triggered by motion detectors.



[Ballroom Luminoso](#) (see photo) A freeway underpass is beautified with recycled bike chandeliers. Photo © JB Public Art



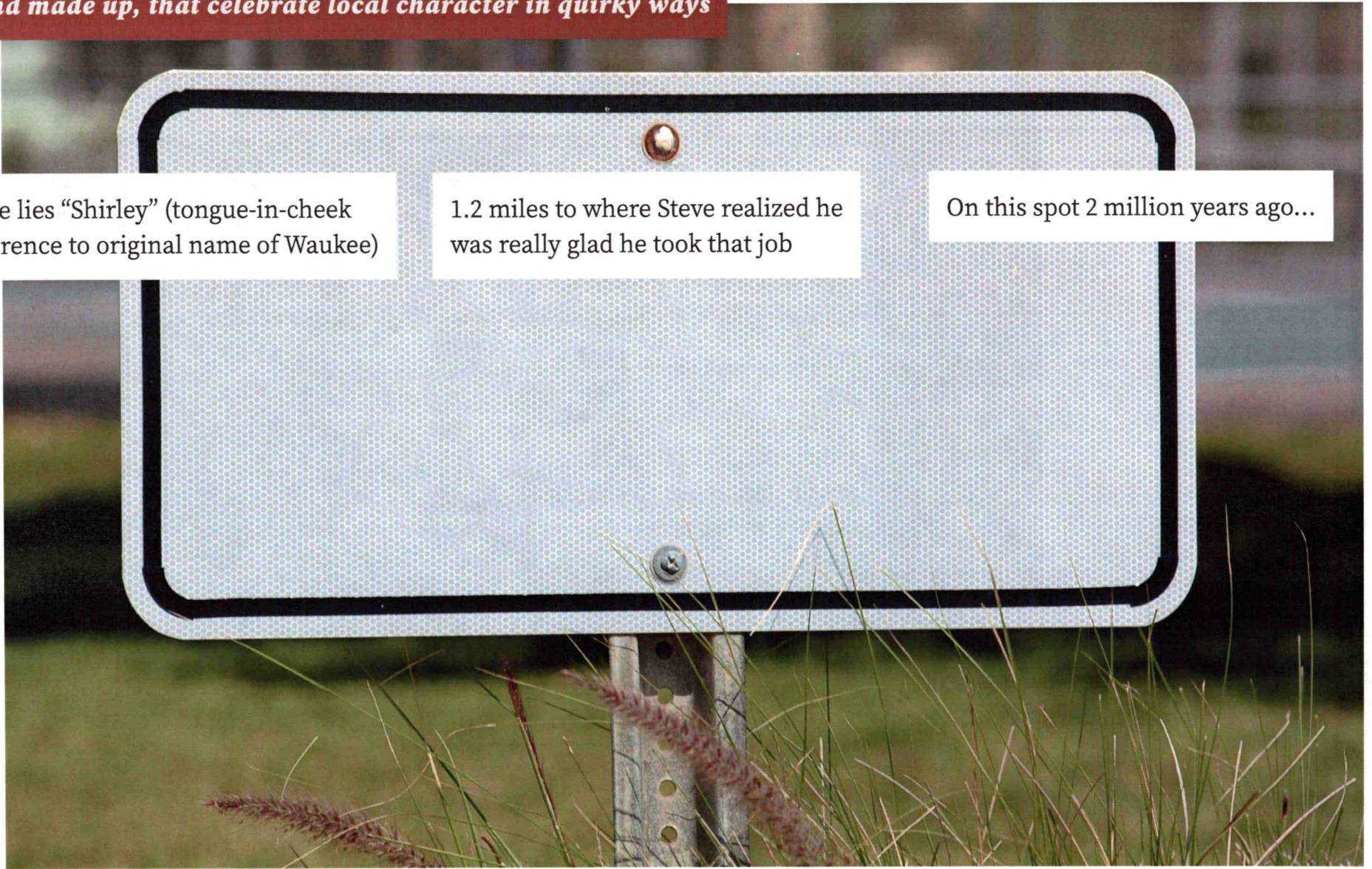
Creative lighting animates a [Greensboro Greenway underpass](#)

**Opportunity: Add entertaining storytelling signs, both real and made up, that celebrate local character in quirky ways**

Here lies "Shirley" (tongue-in-cheek reference to original name of Waukee)

1.2 miles to where Steve realized he was really glad he took that job

On this spot 2 million years ago...



### Food for thought: trail experiences

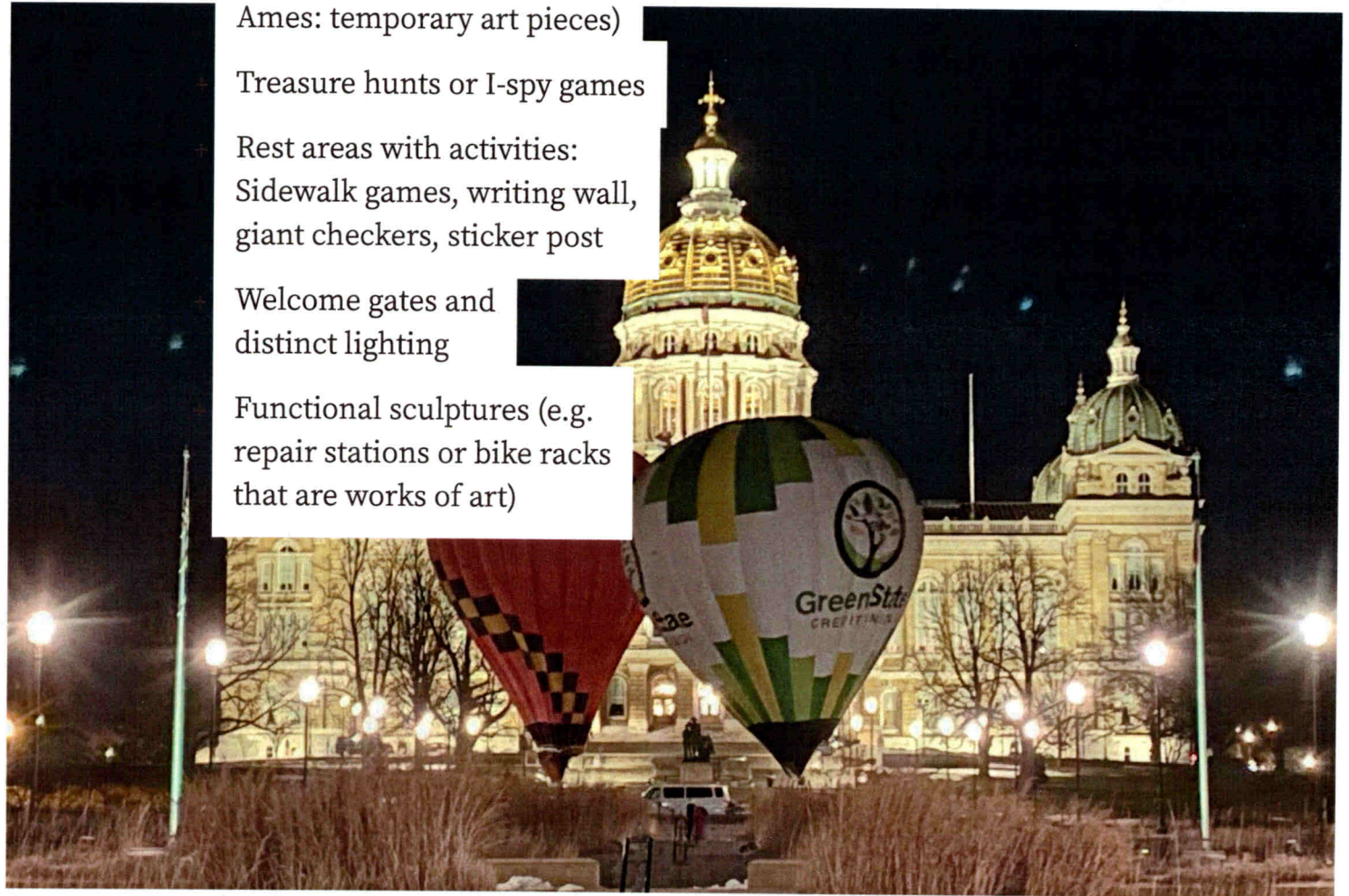
- + Temporary, inexpensive art installations (example: “[Art Vacancy: Free Floating](#)” in Ames: temporary art pieces)

Treasure hunts or I-spy games

Rest areas with activities:  
Sidewalk games, writing wall,  
giant checkers, sticker post

Welcome gates and  
distinct lighting

Functional sculptures (e.g.  
repair stations or bike racks  
that are works of art)



## GOAL B: ELEVATE THE ASSETS OF CENTENNIAL PARK

*Opportunity: Create an anchor art installation that:*

- + Integrates the path, so it stretches out along the park*
- + Centers the creek as a focal point*
- + Integrates the covered bridge*
- + Serves teens, since Waukee High School is adjacent to the park. Involve teens in the design phase.*

This large, older park is highly valued by the community, but in comparison to other Waukee parks, its amenities are limited. The park's wide open spaces present opportunities for art, events and other programming. The City is planning to do a master plan for Centennial Park within the next few years.



Tongnan Dafosi Wetland Park

## EXAMPLES: CENTENNIAL PARK ANCHOR ART INSTALLATION



[Hello Trees](#) - A series of lit archways, punctuated with “listening stations” that transform stroller’s voices into music that travels along the path



[The Red Folding Paper in the Greenway](#) - A half mile sculptural piece follows the path and incorporates seating and lighting.



**Opportunity: Activate the Covered Bridge**

The covered bridge here provides an iconic view of Waukee, and is the site of countless photoshoots. This space could be more active by programming it for small events or concerts, or by allowing seasonal displays for residents to put up messages like: “Congratulations Seniors” or Valentines.

The Centennial Park master plan should consider the following enhancements, to better activate the bridge as a Waukee landmark:

- + Incorporation into anchor art installation (see opportunity B2)
- + Paved path to bridge
- + Landscaping enhancements

- + Sound (or light) art installation inside bridge
- + Electrical connections and lighting to support events and concerts



***Food for thought: Centennial Park***

Support a temporary art installation in Centennial Park for the month of July to go alongside the Arts Festival



## GOAL C: "ENLIVEN" THE DOWNTOWN TRIANGLE WITH ARTS AND CULTURE

During the public outreach stage of the Art and Culture plan, when asked what areas need "enlivening" or hold "untapped potential," the triangle was named more than anywhere else.

A 2022 downtown assessment has already identified a wide variety of possible improvements to the downtown, such as:

+ Integrating public art into the area

+ Supporting more informal, simple activities in the district, by providing things like games in the park, swings, or more places to sit

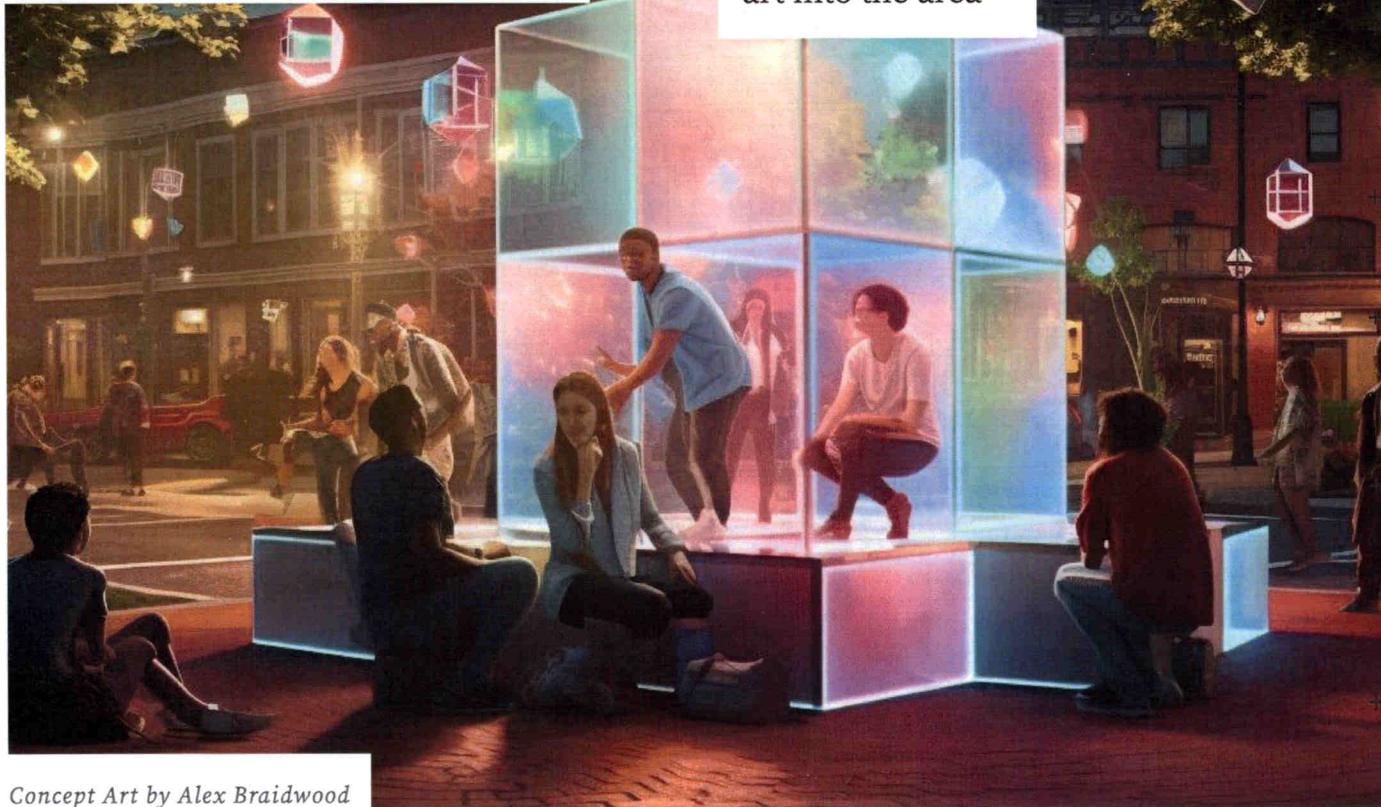
Adding comfort amenities such as seating, bike parking, flowers or/and landscaping

+ Developing pop-up shops along Walnut Street

Food: Organizing food truck events or pop-up opportunities for food vendors

+ Bringing school or community arts events to the district, such as a school concert or "teaser" of an upcoming play

+ General clean up and maintenance



Concept Art by Alex Braidwood



According to the downtown survey (500 responses), things that people would most like to see downtown include:

- + a restaurant
- + spaces for kids
- + public art
- + shopping
- + events

The Art and Culture plan supports the findings of the downtown plan, and builds on its recommendations with the following 3 ideas.

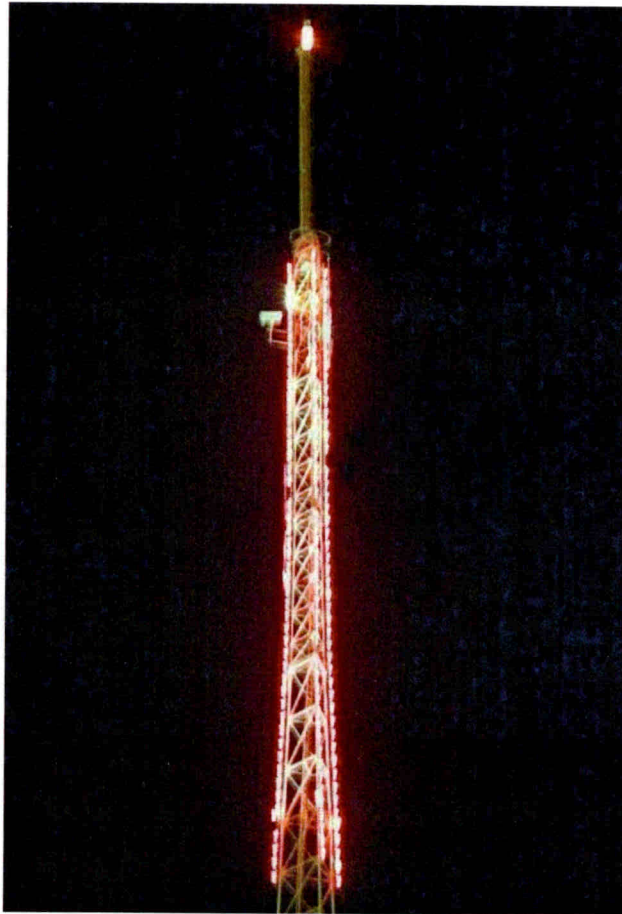
*Opportunity: Illuminate the silos with light or video projections, (or other unobtrusive installation)*

The silos in downtown Waukee add an important connection to the town's agricultural history (and present!) and enhance the "hometown" vibe. A partnership with the silo owners to install a light or video art application would provide an exciting draw for downtown without interfering with silo activity.

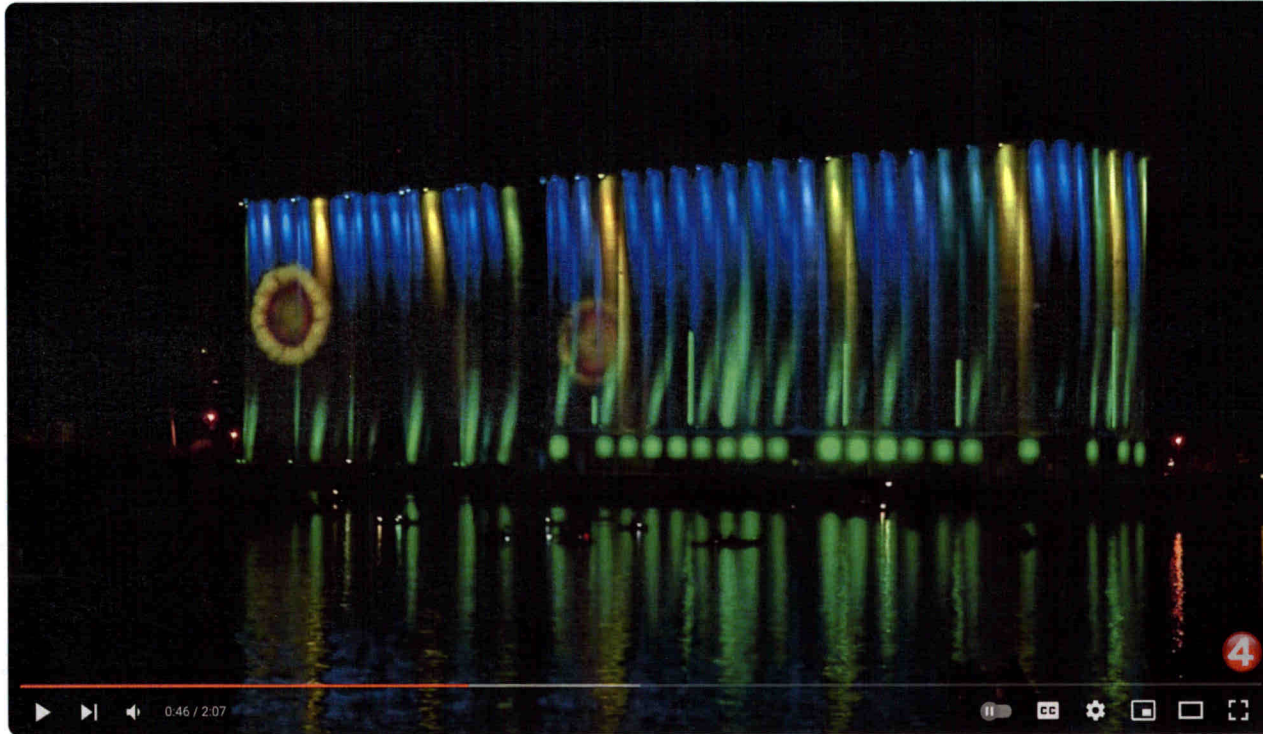
Moment Factory



## EXAMPLES: UNOBTRUSIVE INSTALLATION



Des Moines weather beacon - This tower that changed color according to the weather forecast became a cultural icon in downtown Des Moines for 35+ years. A similar idea could be used to illuminate the silos. The lights could change according to non-weather factors - perhaps with the season, or according to community events.



[Buffalo silo video projections](#) - 550 light fixtures project video images onto these silos in Buffalo, in a looping display that runs every night. (Artist: Ambiances Design Productions, Montreal)

Behind the grain elevator lights

4 WIVBTW 110K subscribers [Subscribe](#) [Like](#) 2 [Share](#) [Download](#) [Save](#) [More](#)

**Opportunity: Start a night market**

A “night market” is basically a farmer’s market at night. It is not a festival or a beer garden, but is focused on food and local vendors. It serves a different audience than a traditional farmer’s market - appealing more to teenagers and young adults. It would activate the downtown in the fall when the sun sets early and bring new customers for nearby businesses.



Photo by David Egon

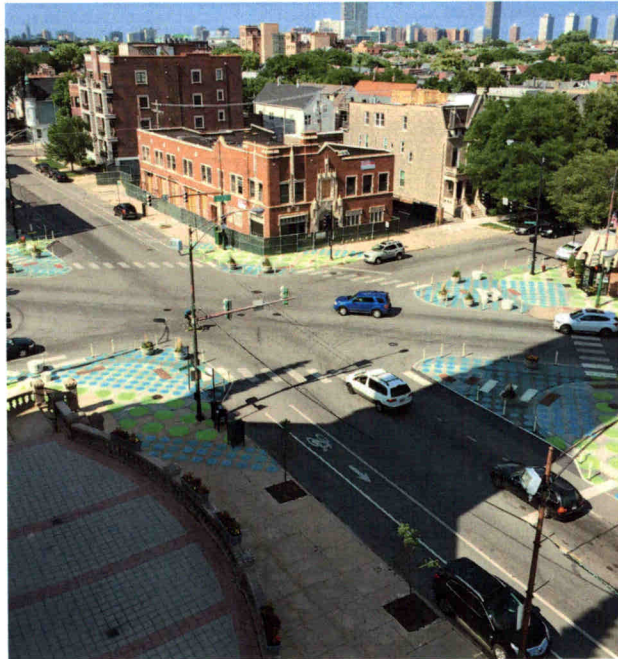
**Opportunity: Add Small, Paint-Based Art Installations**

Small, paint-based art installations provide a quick and relatively inexpensive way to add color and vibrancy to the district. A few possibilities are:



*Arlin*

Murals on private buildings – The Public Art Advisory Commission can encourage and support business owners who want to add art to their buildings. The City’s facade program can be applied to mural installations.



*Site Group*

Artist painted crosswalks at key intersections, such as next to the hardware store



Artist painted benches or triangle benches - this could be a partnership with volunteers, such as a local Scout troop, to construct the benches. Local or student artists could then paint them.

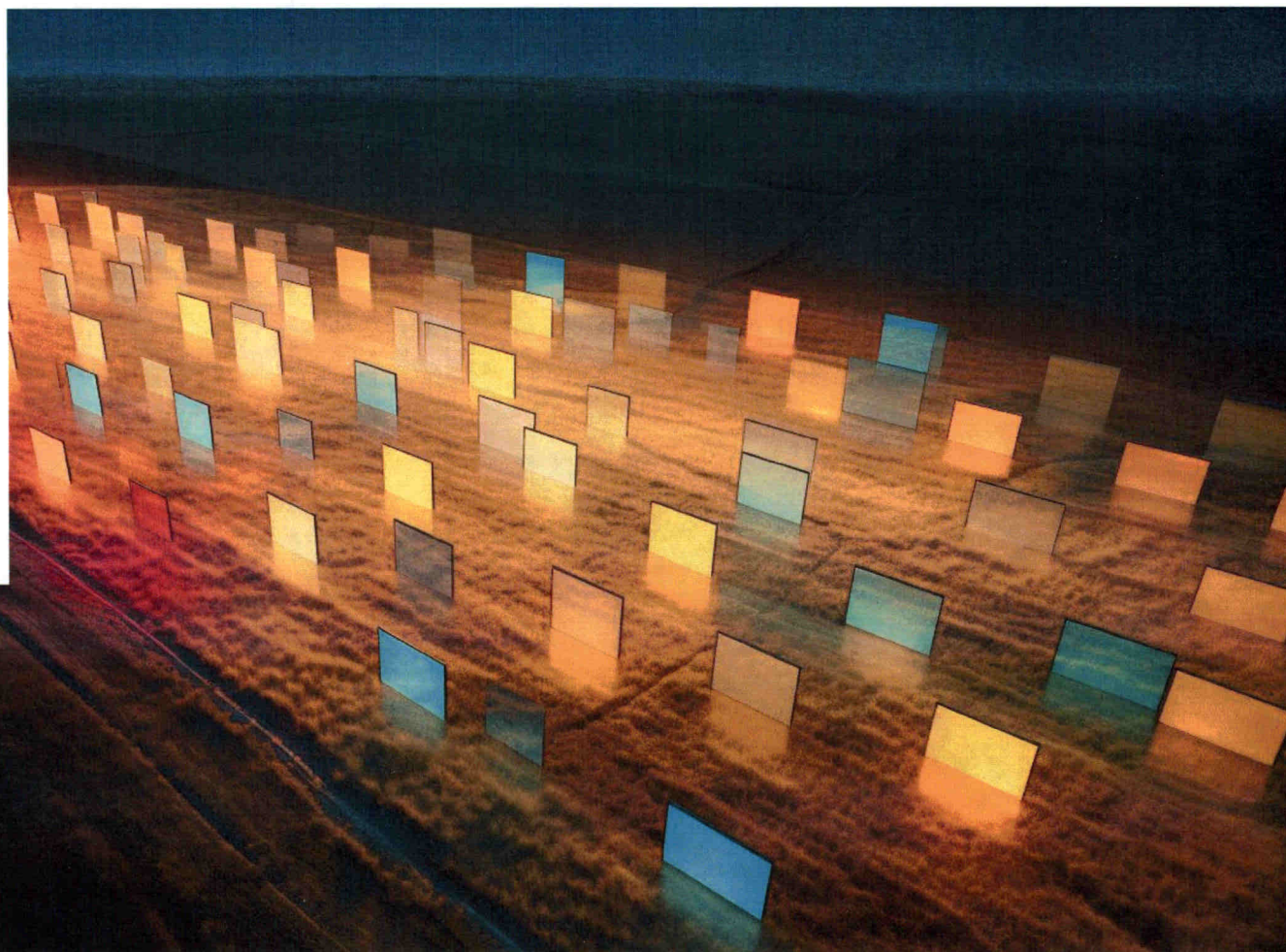
## **Best Practices for Murals**



- 1: **Identify space:** Incentivize building owners to offer their walls for public art. Review any signage policies that may limit the creation of murals.
- 2: **Develop concepts:** Hire artists to develop designs for selected surfaces. In the design phase, offer direction and feedback. If there are any questions about the choices in the design, ask the artist. Dialogue about the shared goals of the mural to help select a meaningful art piece.
- 3: **Community:** Generate a connection between hired artists and Waukee residents. Consider getting the community involved in the process - perhaps by having volunteers help prepare the wall for painting.
- 4: **Duration:** Agree upon the time frame the mural will be on view. A shorter time frame might help take more risks in mural style and concept. As the practice of murals in Waukee is solidified, longer term, high budget mural pieces can be planned, building off previous success.
- 5: **Map of Public Art:** When people travel to Waukee, make it easy for them to visit your investments in public art through marketing. Offer maps where people look to learn about what Waukee has to offer.

## GOAL D: ADD COLOR AND INTEREST TO WAUKEE'S MAJOR CORRIDORS – HICKMAN, UNIVERSITY, ALICE'S ROAD, DOUGLAS

Hickman, University, Alice's Road and Douglas are a big part of what residents and visitors see of Waukee every day. Yet the scale of these wide open spaces is designed primarily for cars, not people. Art integrations could be used to add more color and visual interest, and add meaning and a sense of place along the corridors. Two street segments in particular are good candidates for these pieces: the planned extension of University; the segment of Grand Prairie Parkway in the Kettlestone District (see also goal J).



Concept Art by Alex Braidwood

***Opportunity: Gateway Monuments and Landmark Signage***

Waukee already has community markers for wayfinding and identity, such as the monument sign on University on the eastern border of town. Large art pieces could serve a complementary function of distinguishing entryways and important destinations, while adding variety and interest.



*Concept Art by Alex Braidwood*

**Opportunity: Large scale art installations in ROW and medians**

Art along roadways needs to be large and vibrant to make an impact, but can be done in a wide variety of mediums - creative lighting, digital projections, land art, hard or soft sculpture are all possibilities.



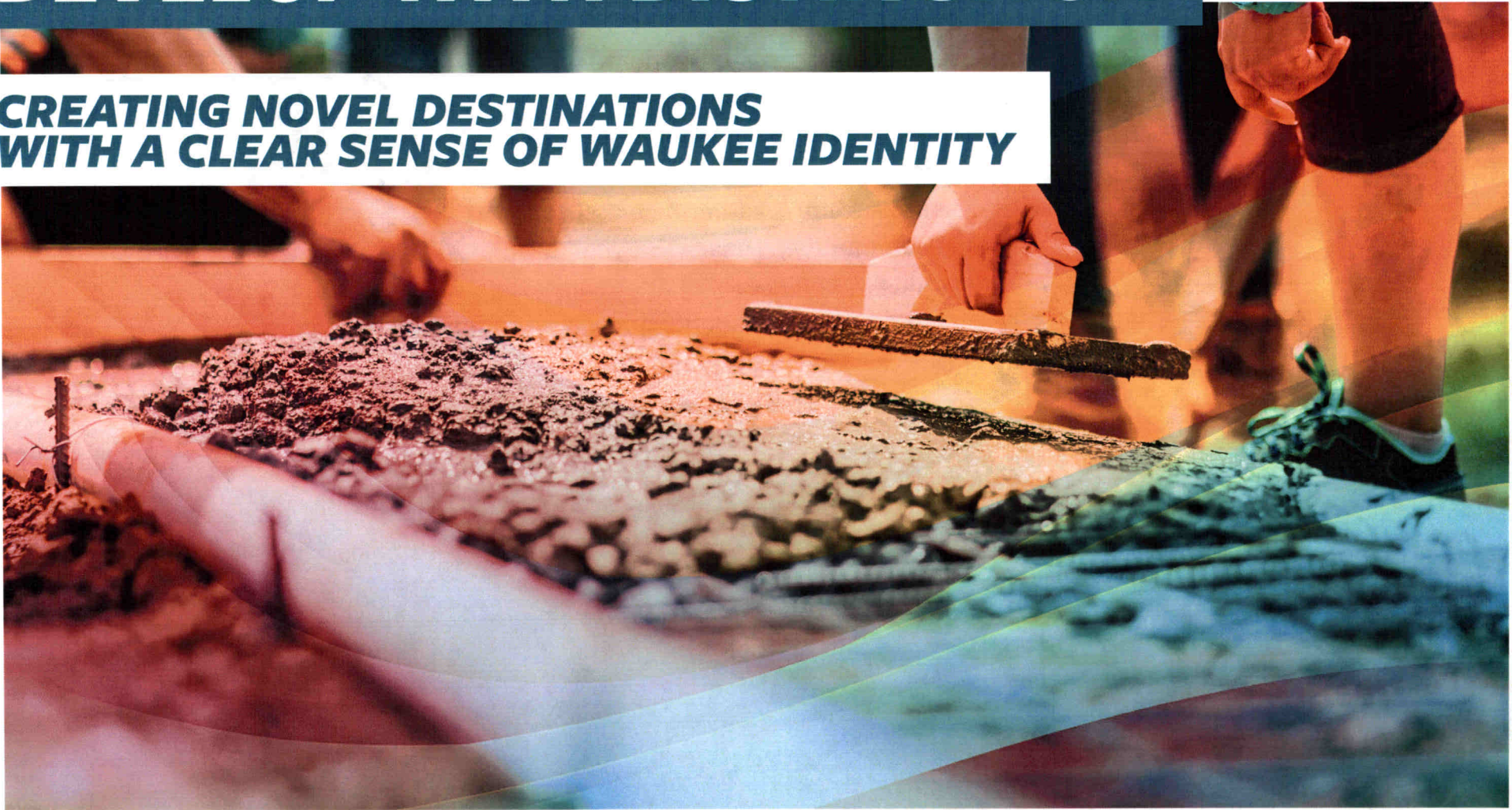
***Food for thought: paint, monuments, and landmarks***

- + Artist-designed light pole banners could add a colorful variety of designs throughout the community. Scale is important here - on large arterials, banners need to also be oversized.
- + Add color to large storage/warehouse buildings with bright blocks of paint - this is not quite a mural, but would be done under direction of an artist or designer.
- + Integrate artists in the design and development of basic street-side infrastructure such as entrance gates, noise abatement walls, electrical boxes, parking screens



# **SECTION 2B: DEVELOP WITH DISTINCTION**

**CREATING NOVEL DESTINATIONS  
WITH A CLEAR SENSE OF WAUKEE IDENTITY**



**GOAL E: MAKE THE FUTURE CIVIC CAMPUS A “CENTRAL GATHERING PLACE”**

The new civic campus - anticipated future home of city hall, the library, recreational complexes, and more - is envisioned in the Waukee comprehensive plan as a “central gathering place” for the community. To reach this goal, the campus will need careful attention to building design, public gathering spaces, and event programming.



Studio Gang

**Opportunity: Choose building designs that reinforce Waukee's values of being welcoming and transparent**

Studio Gang

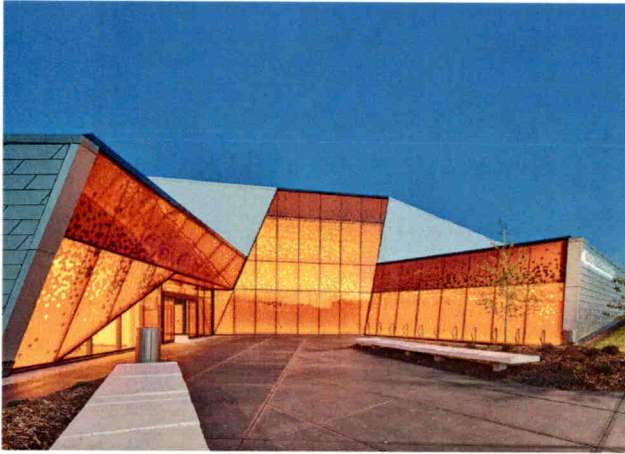


Architectural design choices on the civic campus should reinforce Waukee's values of providing a welcoming and transparent government that residents can engage with. Traditional government building design sometimes focuses on "commanding respect" with imposing, grand structures, rather than building trust with welcoming spaces that are more vibrant and human-scale.

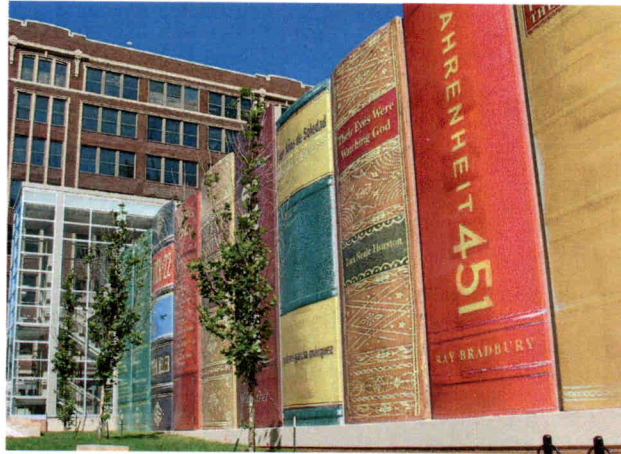
The City can work with its architects and interior designers to address considerations such as:

- + Human-scale size and shape
- + Building materials that provide visual definition and variation
- + Prominent public entrances that help residents feel at ease when entering the space
- + Integration of art into the structure of the building, such as mosaic inlays or brick and tile patterns in the walls, facades and floors)
- + Welcoming interior design choices and layout
- + Further reading: [How Mayors Can Help Design Public Spaces That Are More Welcoming for All](#)

## EXAMPLES: WELCOMING AND TRANSPARENT BUILDING DESIGNS



Calgary Recreation Center - The warm, amber-colored space creates a clear and welcoming entrance that invites people to enter.



Kansas City Library - This playful book facade has made the library's parking garage into a local icon.

**Opportunity: Provide active and passive public spaces, and program them with public events**

The Civic campus should include inviting public spaces on the grounds.

This includes both **large, open outdoor areas** that can be used for events and **informal, passive spaces, such as small plazas** or grassy spots with seating, shade, art and water features.

As the campus is built, it should install event infrastructure upfront, such as electrical hook-ups, water/bathroom access, places to clip tents and park food trucks, hard surface gathering spaces, seating and shade structures.

These spaces will allow the civic campus to host events and programs that **attract residents and encourage them to take pride and ownership in their civic buildings**. A resident that has been to the City Hall grounds for a movie night or small festival will be more comfortable returning there to engage with their local government.

The city's parks and recreation department already has a strong set of public events and programs, some of which could be hosted here. The City can also make its outdoor and indoor spaces available for events hosted by local organizations such as the Chamber, Rotary, or the school district.



*Newport Beach Civic Center*

*Open to the public: A large grassy area for events faces a low profile, open glass facade on this civic building*

**Opportunity: Display art in civic buildings that reflects the community.**

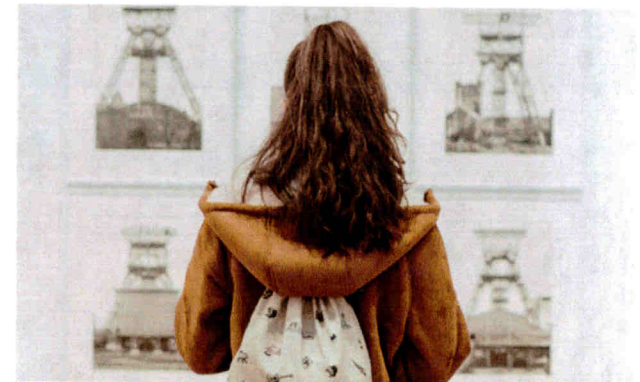
Consider the following actions to help curate art for Waukee's civic buildings:

**Represent all residents with diverse artwork.** The choice of images displayed in city buildings, and the choice of who gets represented in those images, is an important reflection of community values. Pieces should be done in a variety of styles and themes, to appeal to the diverse spectrum of local residents. Art provides an opportunity to make all residents feel included and welcome, and encourages a sense of personal ownership in the space. Consider identifying a place to create a collaborative art piece with community members.

**Plan ahead for art during construction.** Efficiencies can be gained by planning ahead for art pieces during the construction phase, both inside and out. Inside: designate visible, public-oriented spaces that are lit and can allow rotation of artwork as needed. Outside: concrete slabs with a nearby electrical connection allow installation of a lit sculpture.

**Expand the library's rotating art program.** The existing rotating art display in the Waukee library is currently booked out years in advance. The new civic campus should provide spaces where this idea can be expanded.

**Create a strategy for acquiring pieces.** The Public Art Advisory Commission can create a system to direct the acquisition of pieces for civic buildings - from photos on the wall to large sculptures. A fun goal, like 200 art pieces by Waukee's 200th anniversary (2078), could help guide the process.

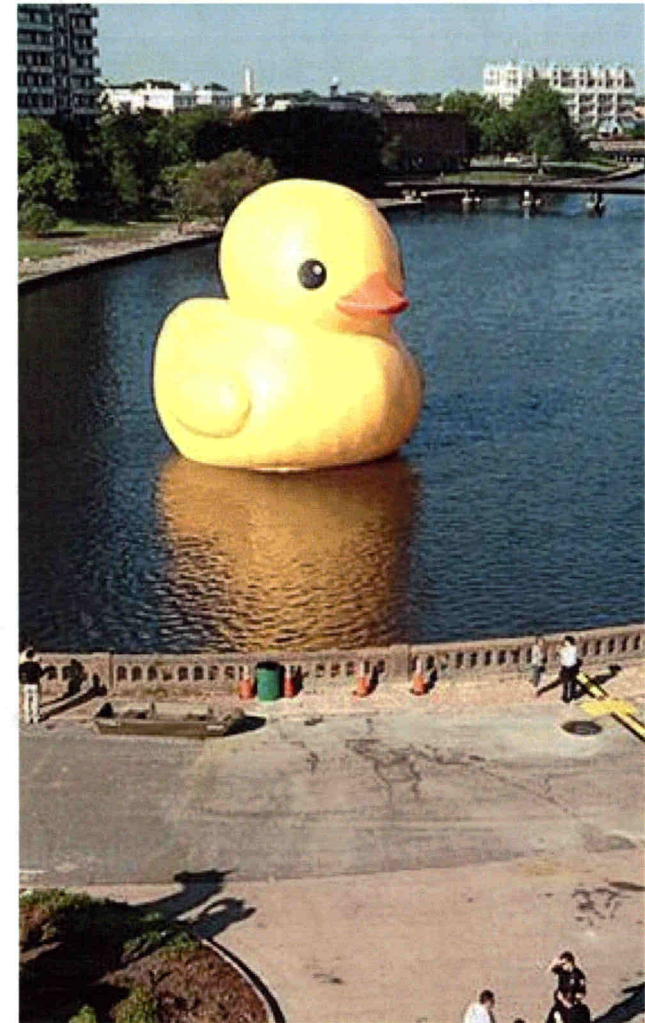
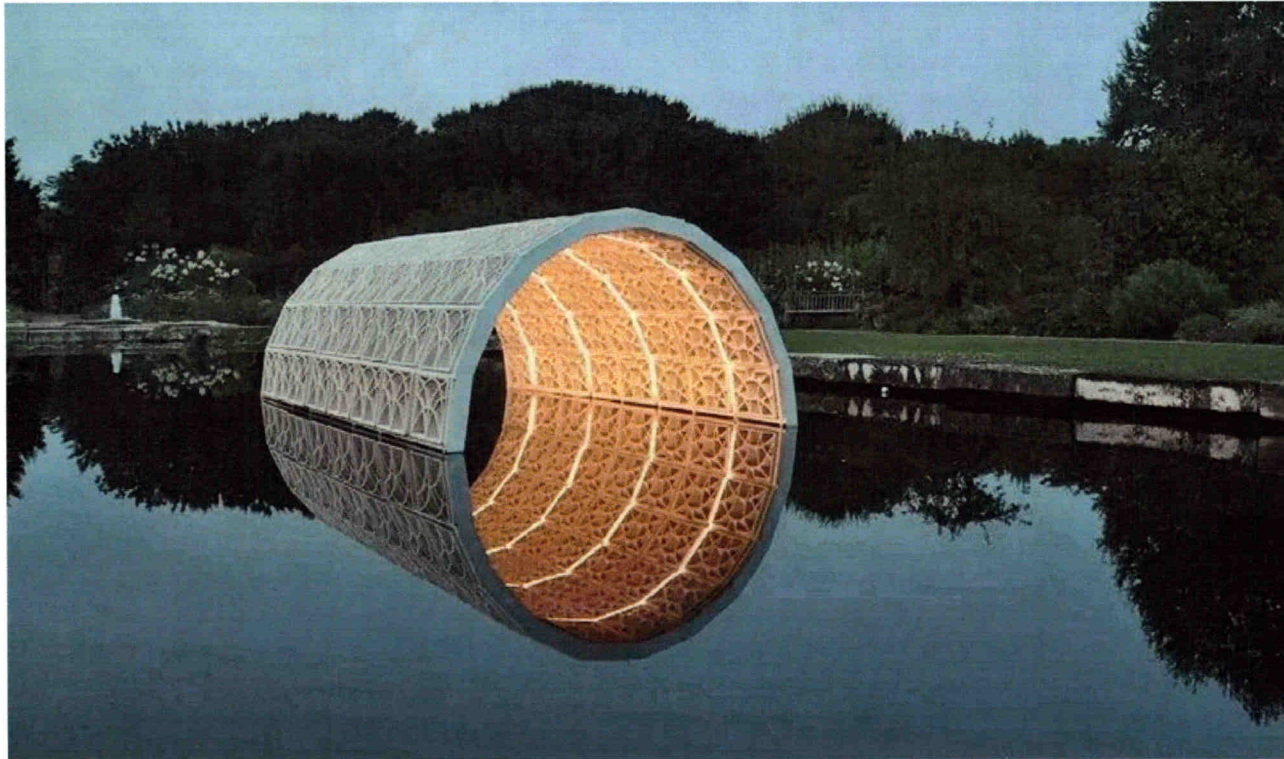


## GOAL F: BRING ART TO STORMWATER FACILITIES, SUCH AS DETENTION PONDS

### *Opportunity: Add art in and around existing detention ponds*

Art can be placed next to detention ponds, especially those with trails around them. But perhaps the most interesting opportunity for these

spaces is to place art in the water, or floating on top. The examples below show a wide range of examples, from classic to playful to educational.

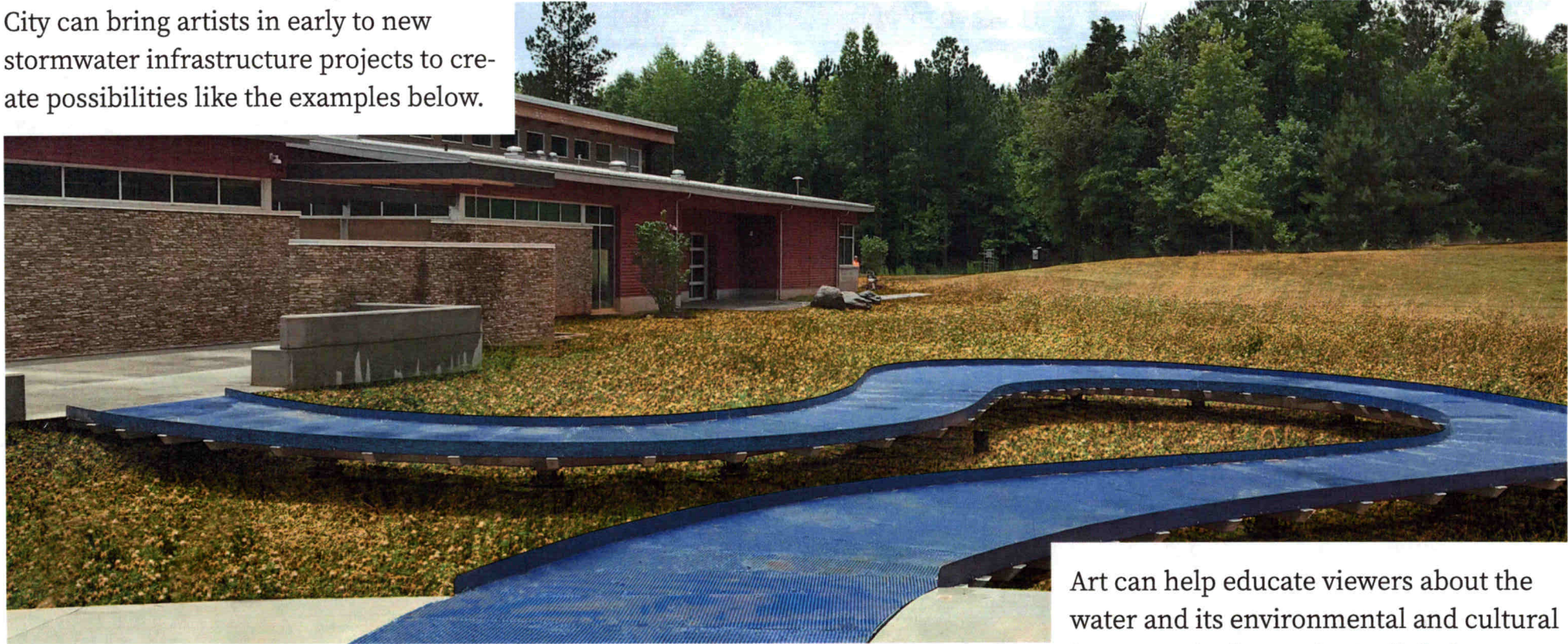




*This sculpture by Marta Pan floats freely at the Kröller-Müller museum in the Netherlands*

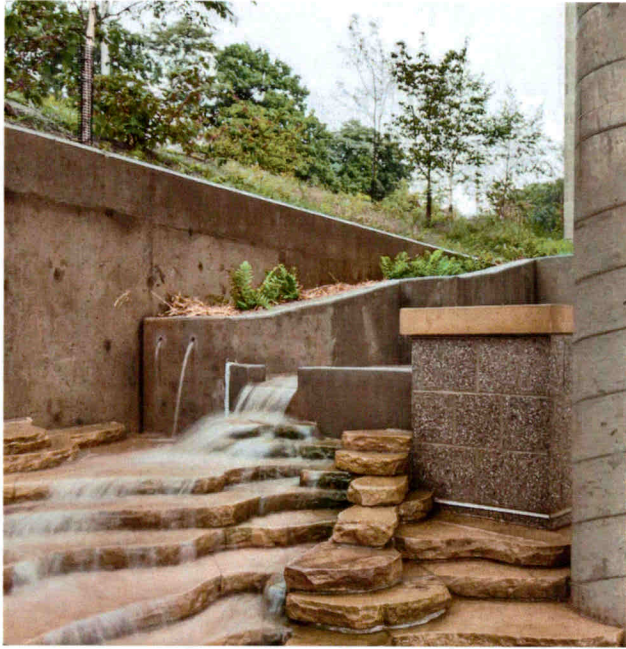
***Opportunity: Design New Stormwater facilities as a work of art in itself***

Art in the stormwater system can be more than an add-on - the facility itself can be artistically designed and integrate art into the function of the system. The City can bring artists in early to new stormwater infrastructure projects to create possibilities like the examples below.



Art can help educate viewers about the water and its environmental and cultural impacts. The “Meander Walk,” above, glides over a wetland, leading visitors at the Stevens Creek Nature Preserve from the parking lot to the educational center.

## EXAMPLES: STORMWATER FACILITIES AND DETENTION PONDS INTEGRATIONS

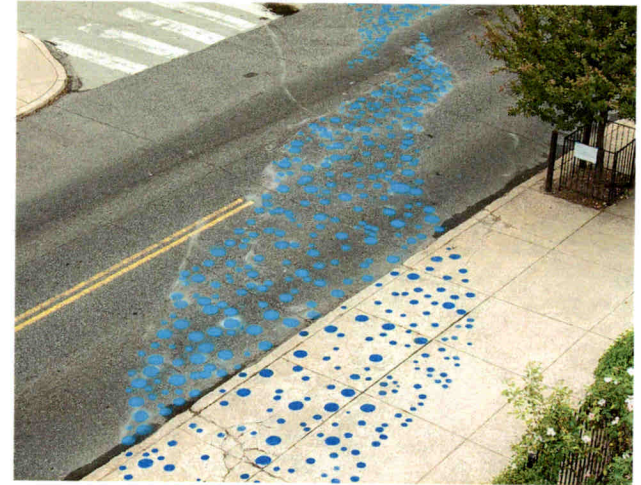


This shale waterway ushers water from the roof of Pennsylvania's Frick Environmental Center, down to spaces where it can be naturally absorbed. The waterway is open for visitors to walk on and interact with. (artist: [Stacy Levy](#). photo Jeremy Marshall)

Wooden platforms invite exploration of this constructed wetland at the Children's Garden in Ohio. ([Terra Design Studios](#))



This low cost installation draws attention to stormwater even on dry days, painting the natural [path of water onto the street](#).



## GOAL G: ADD VIBRANCY TO SCHOOL BUILDINGS WITH ART INSTALLATIONS

Schools in Waukee set the tone for the whole city, and are a central feature of Waukee's culture. The Waukee Community School District is adding nearly one new building each year. The buildings are designed in a similar style, to create a cohesive look and function throughout the district.

However, each school can also express their own unique personality through art installations and programming, both inside and outside the building. Several schools have already done murals or similar installations.

The guidance and examples below could help encourage more art in and on school buildings, and help integrate planning for art into the overall planning process for school facilities.

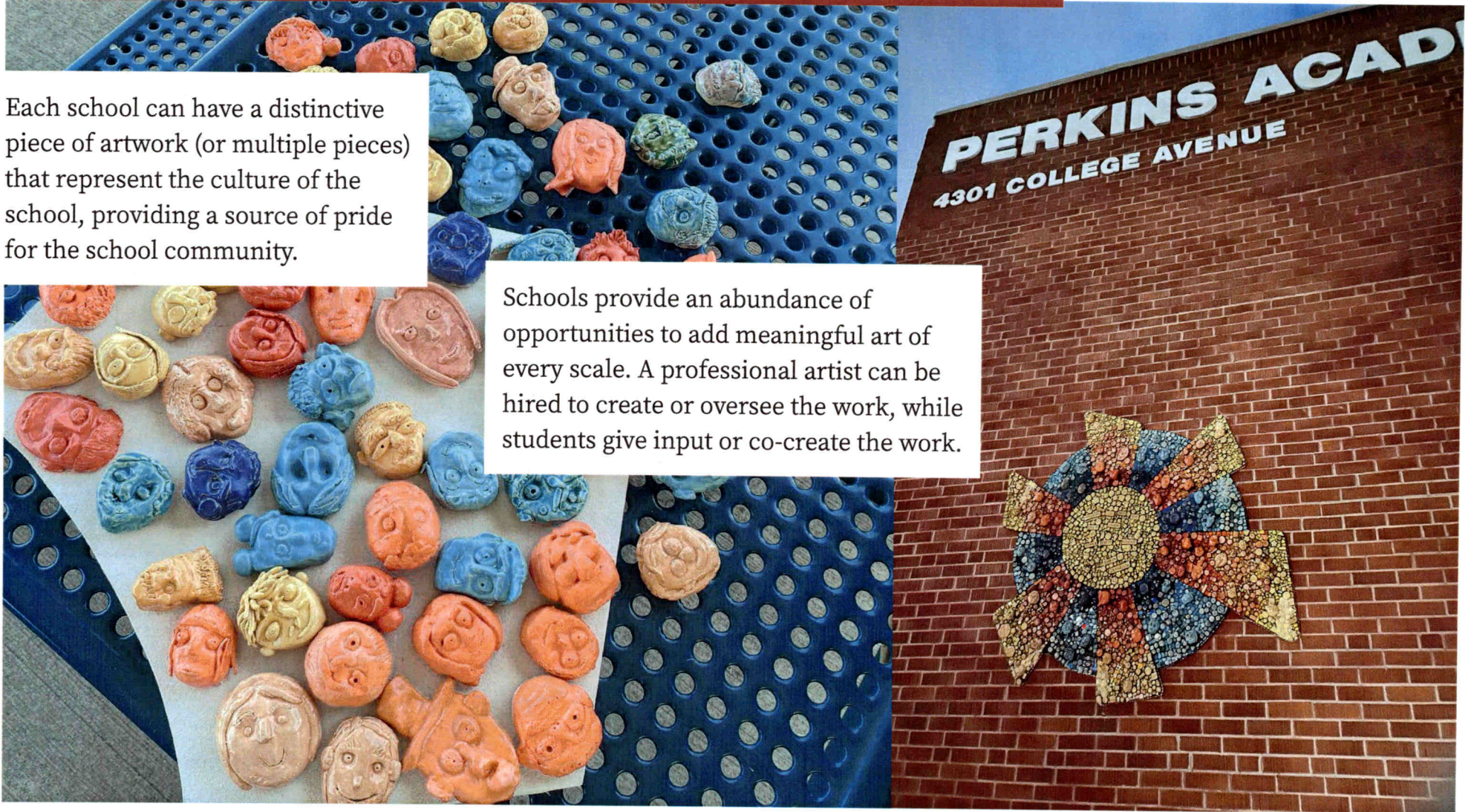


LAAB

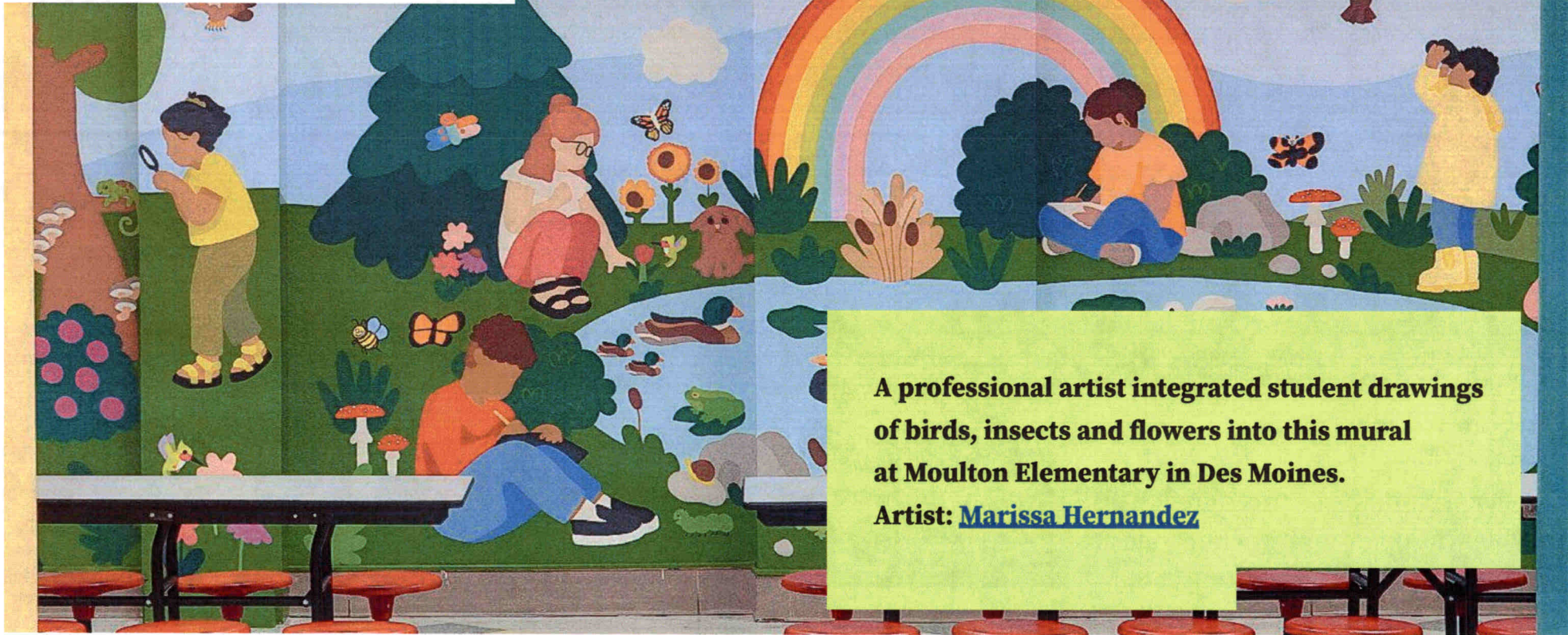
**Opportunity: Create a district-wide initiative to provide a character-defining art piece on the exterior of each school building (as well as interior artwork)**

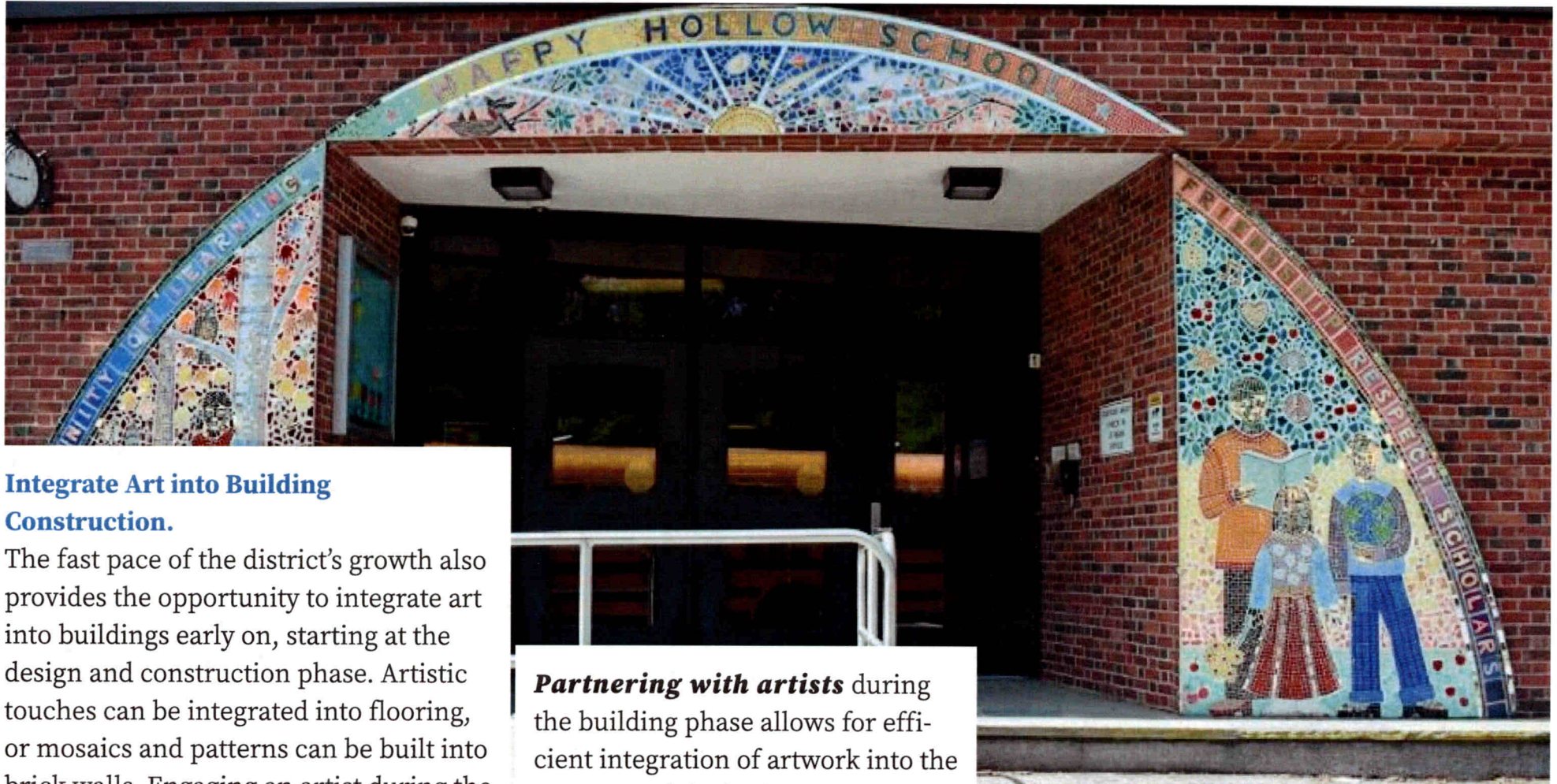
Each school can have a distinctive piece of artwork (or multiple pieces) that represent the culture of the school, providing a source of pride for the school community.

Schools provide an abundance of opportunities to add meaningful art of every scale. A professional artist can be hired to create or oversee the work, while students give input or co-create the work.



**EXAMPLES: SCHOOL BUILDINGS**





### **Integrate Art into Building Construction.**

The fast pace of the district's growth also provides the opportunity to integrate art into buildings early on, starting at the design and construction phase. Artistic touches can be integrated into flooring, or mosaics and patterns can be built into brick walls. Engaging an artist during the design phase of a building can identify these opportunities early on, leading to greater cost efficiencies (as opposed to adding the elements on later).

**Partnering with artists** during the building phase allows for efficient integration of artwork into the structure of the building, such as with this entryway mosaic at [Happy Hollow School in Massachusetts](#)

### Consider an Artist-In-Residence.

One option for how to bring more art into the buildings would be to hire an artist-in-residence. A school in New Hampshire funded their artist-in-residence through an equal combination of district enrichment funds, PTA funds, and an art fundraiser program. The residency was overseen by a school-wide enrichment team of music, PE and library specialists, while the PTA assisted with fundraising and volunteer coordination.

More details on this example program:

<https://www.edutopia.org/blog/creating-artist-in-residence-program-john-bass>

### Food for thought: Art at Building Dedications

Use visual and performing arts in the dedication of new buildings. Imagine bringing in synchronized swimmers for the dedication of the natatorium, or using marching band to welcome people to a new school building.





Art can be integrated into various school projects, such as painting a bat house created for a science class.

## GOAL H: CREATE AN INTERACTIVE SCULPTURE PARK: A LEGACY PROJECT THAT MAKES WAUKEE A REGIONAL ART DESTINATION

The sculpture park in downtown Des Moines is a premier destination in the metro, but has limited space to grow.

*Jeppe Hein*

**Waukee could create a sculpture park** that builds on the success of the Des Moines park, yet adds its own spin and takes advantage of one of Waukee's valuable assets - space! Sculptural works can play with and emphasize the assets of the landscape, with plenty of room to play with scale and give "breathing room" to each piece.

Waukee's sculpture park would be distinguished from others by focusing more on interactive and playful art, appealing to Waukee's large population of children and families. One potential location for this sculpture park would be Waukee's emerging cultural district, Kettlestone - see Goal J.

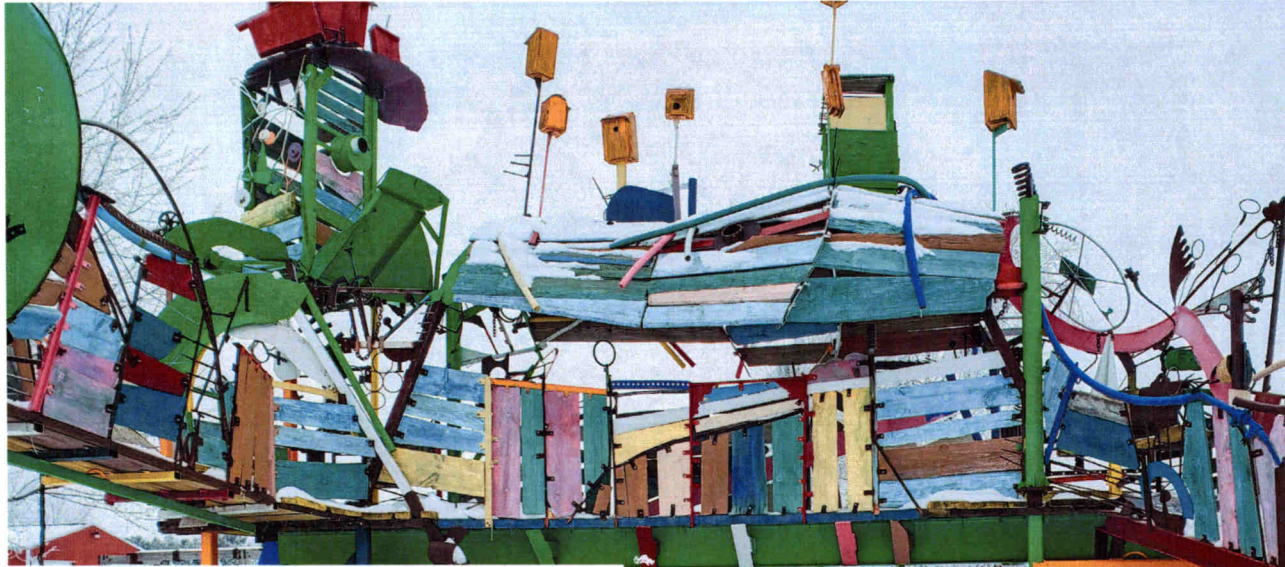


## EXAMPLES: LARGE-SCALE INTERACTIVE SCULPTURES

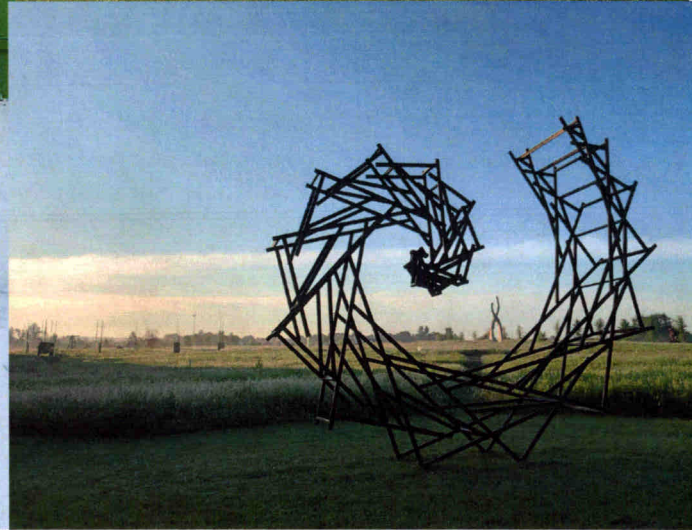


*Hakone Open Air Museum, Japan*

*Case study: Franconia Sculpture Park*



With 50 acres, 100 sculptures and 180,000 visitors per year, Franconia is one of the midwest's premier sculptural destinations, located in a town of only 1,800 residents. It was founded by a small group of artists in 1996 and is currently run by a 501(c)3 non profit organization. Franconia hosts community events year-round and operates an artist-in-residence. Learn more about Franconia: <https://www.franconia.org/>



**GOAL J:  
BUILD ON KETTLESTONE/GRAND PRAIRIE  
PARKWAY AS WAUKEE'S CULTURAL DESTINATION**



With the arrival of a “Live Nation” venue and other amenities, this area will soon welcome thousands of visitors every week. Strategic installations of arts and culture amenities will help these visitors have a positive and unique experience, and will help build up this area’s reputation as a cultural destination.

Atlas Lab

*Opportunity: Install a large statement art piece at the entryway/overpass, off of I-80.*

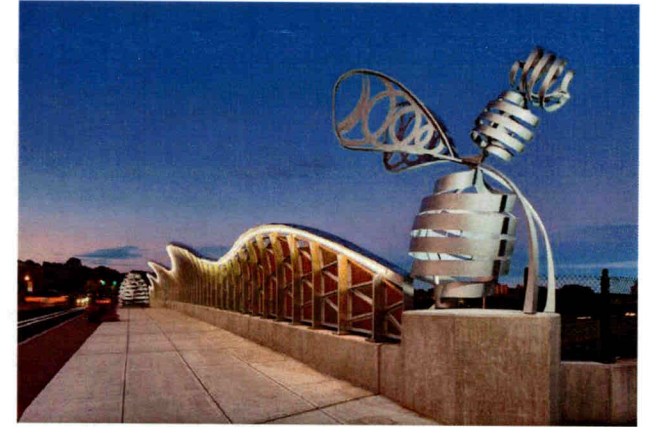


This area presents a prime opportunity for a big statement piece for the entrance off the highway, such as an archway or giant sculpture on the overpass. With a lot of visitors coming in for evening concerts, a lit installation would be a particularly good investment here.

## EXAMPLES: LARGE ENTRYWAYS



*This 197-foot lit sculpture on an Oklahoma City overpass is inspired by the state bird, the scissor-tailed flycatcher. The City applies special lighting to the sculpture for public events, holidays and other special causes by request from local institutions.*



*The opening of the Beehive Bridge in New Britain Connecticut was coordinated with the launch of a community festival of the same name, both of which honor the beehive theme of the town seal.*

*Opportunity: Art in the medians*

See Goal D for examples of how to add art to street medians. Grand Prairie Parkway would be an ideal location for median art.



*Tree Quilts*

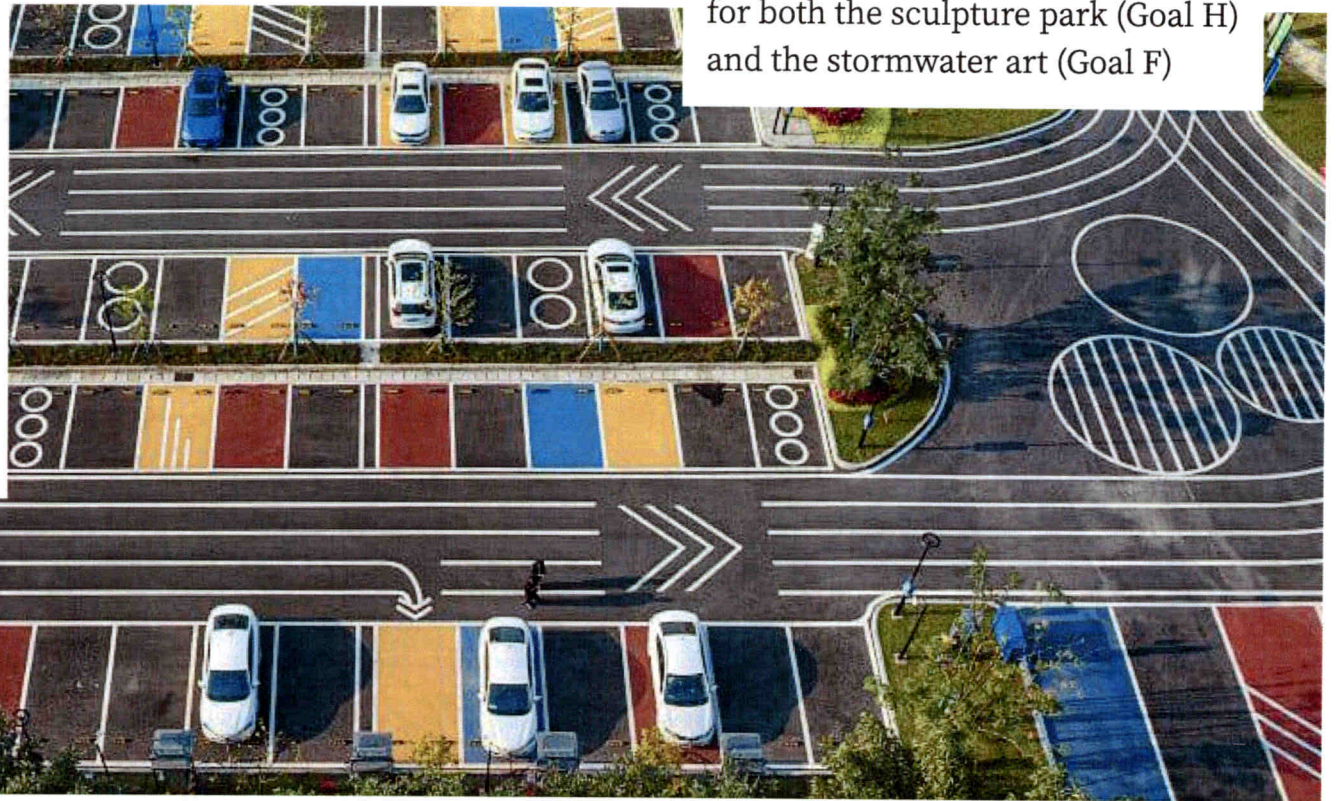
*The City of Mississauga*

**Opportunity: Soften the visual impact of parking lots**

With many visitors comes many parking lots. While parking spaces are a critical feature for this district, Waukee should consider actions that minimize the visual impact of these acres of asphalt. Existing design guidelines for Kettlestone already require parking lot islands, bioswales and placement of buildings next to the street for residential areas. Pairing these policies with touches of artful design, like the painted parking lot examples shown here, can help the district feel like something you wouldn't experience anywhere else.

**Food for thought: Kettlestone Cultural Destinations**

This area would be a prime location for both the sculpture park (Goal H) and the stormwater art (Goal F)



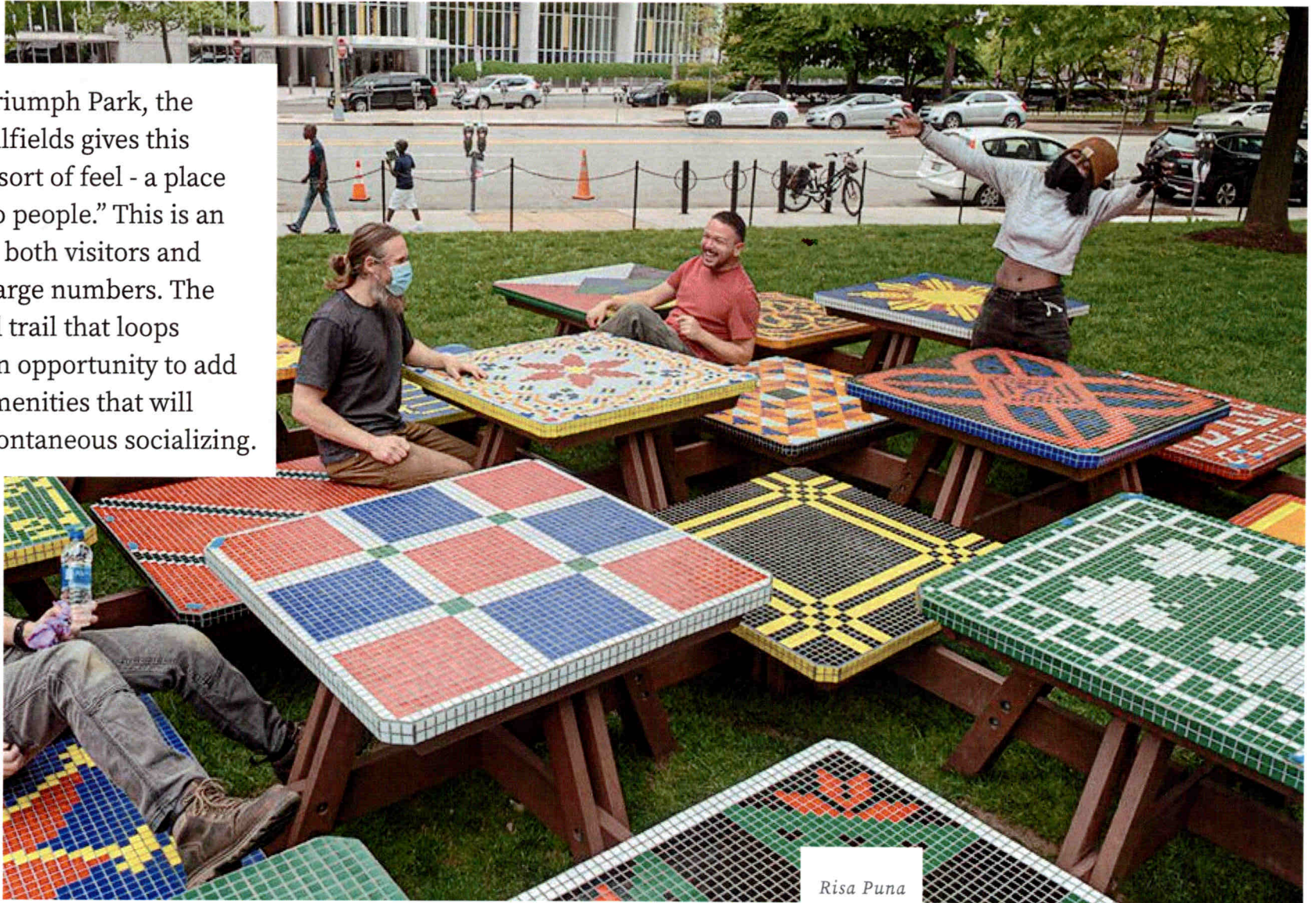
Chongqing, China

**EXAMPLES: PARKING LOTS**



## GOAL K: BUILD UP THE TRIUMPH PARK AREA AS A COMMUNITY HUB

The adjacency of Triumph Park, the high school and ballfields gives this area a town-center sort of feel - a place where you “run into people.” This is an area that welcomes both visitors and residents alike, in large numbers. The detention pond and trail that loops around it provide an opportunity to add art and engaging amenities that will encourage more spontaneous socializing.



Risa Puna

**Opportunity: Small, engaging art interventions on sidewalk around pond in Triumph complex**

Example: [Please touch the art](#)

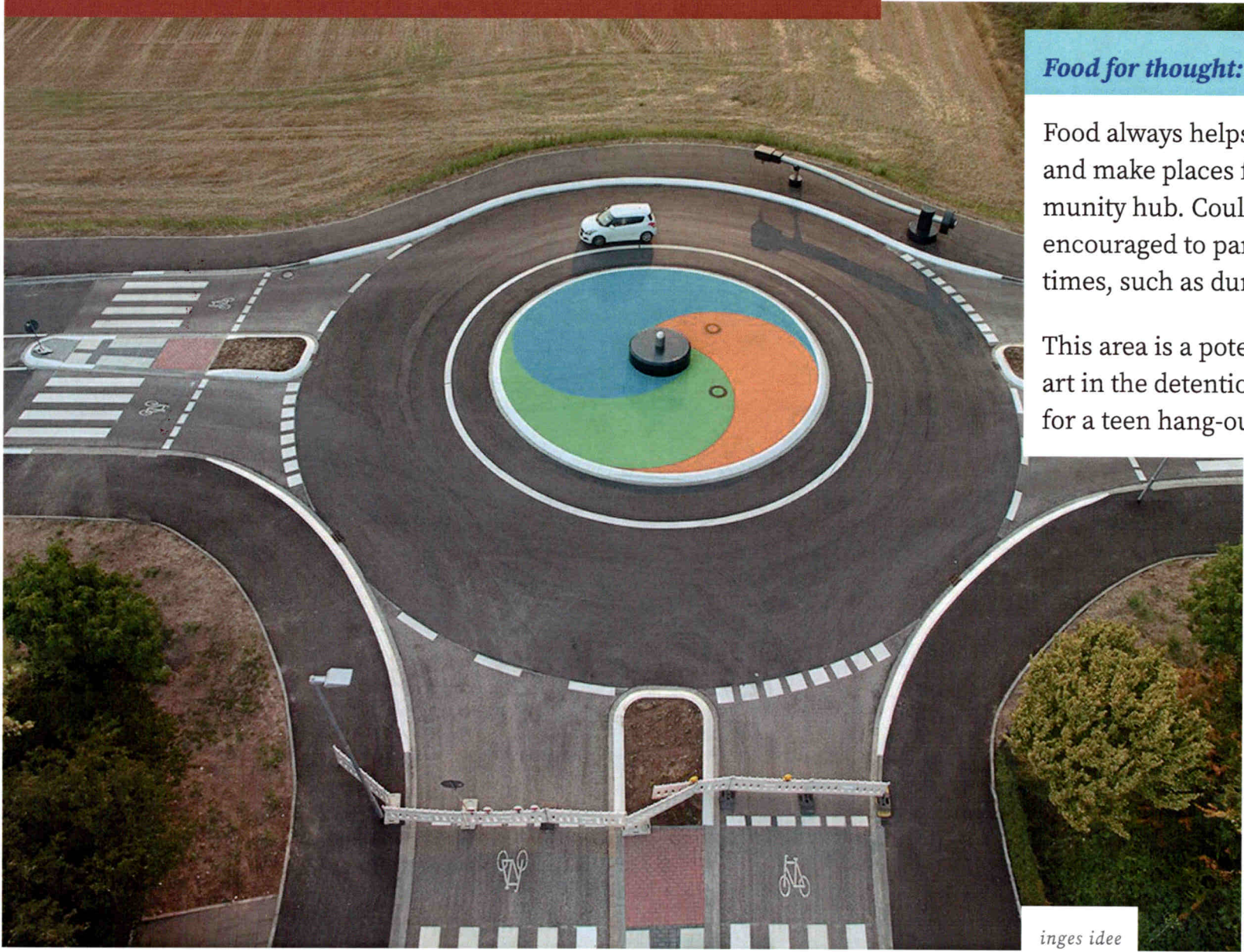


Student art display: Use the loop trail here (or by the Natatorium) as a student art display – signs where you can switch out artworks, or something that is re-painted every year by student artists.

Example: [Painted fence slats](#)  
[community garden](#)

Jeppe Hein

**Opportunity: Add art pieces to roundabouts south of high school**



**Food for thought: Triumph Park**

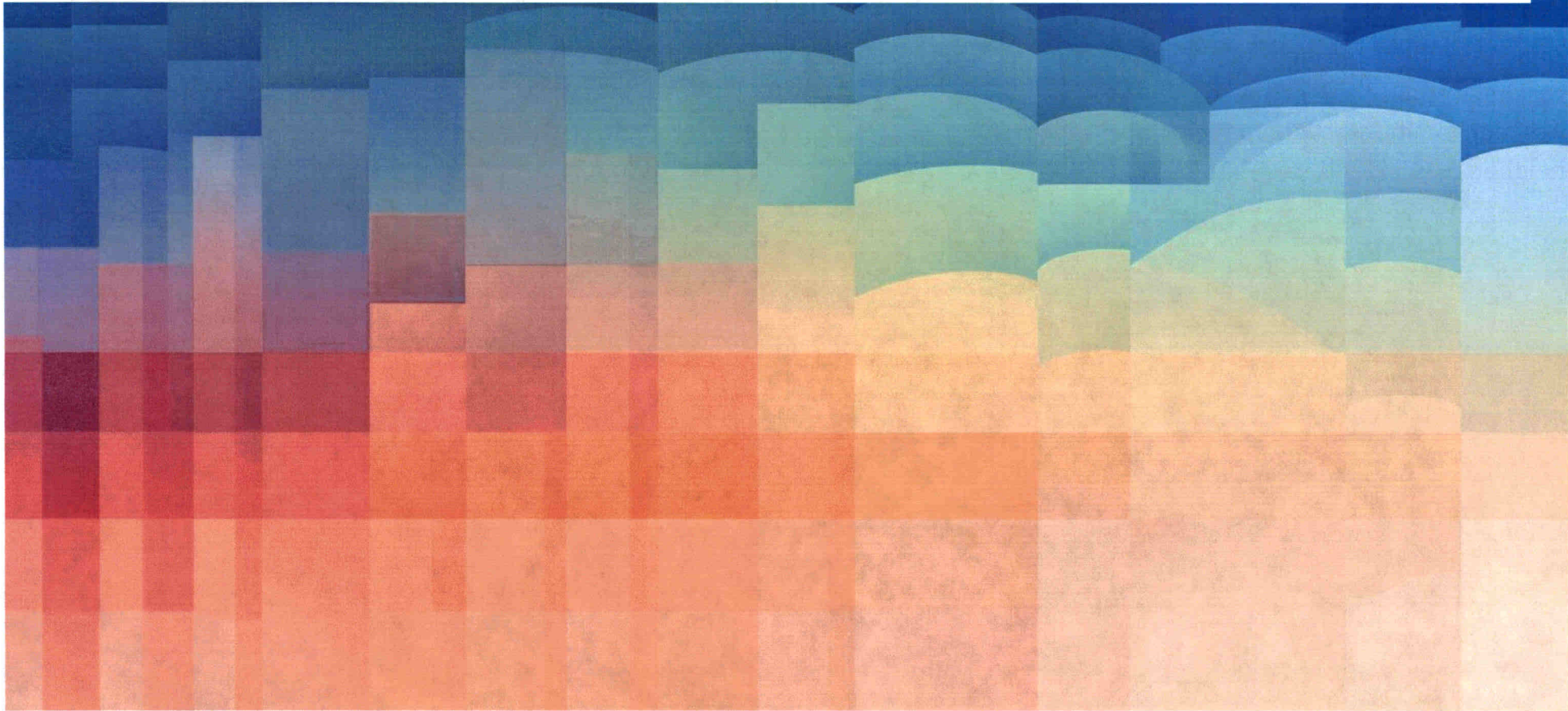
Food always helps attract activity and make places feel like a community hub. Could food trucks be encouraged to park here during busy times, such as during ball games?

This area is a potential location for art in the detention ponds (Goal F) or for a teen hang-out space (Goal N).

*inges idee*

# **SECTION 2C: SOCIAL COHESION AND COMMUNITY IDENTITY**

**BUILDING STRONG RELATIONSHIPS AND A “SENSE OF PLACE” AMID RAPID GROWTH**



## **GOAL L: DEVELOP AND CELEBRATE DISTINCT IDENTITIES FOR WAUKEE'S NEIGHBORHOODS**

Waukee has a strong sense of community in its neighborhoods, but few of those neighborhoods have clear and distinct identities or brands. Arts and culture can help establish common ground and connection between neighbors, to help grow these neighborhood identities organically.

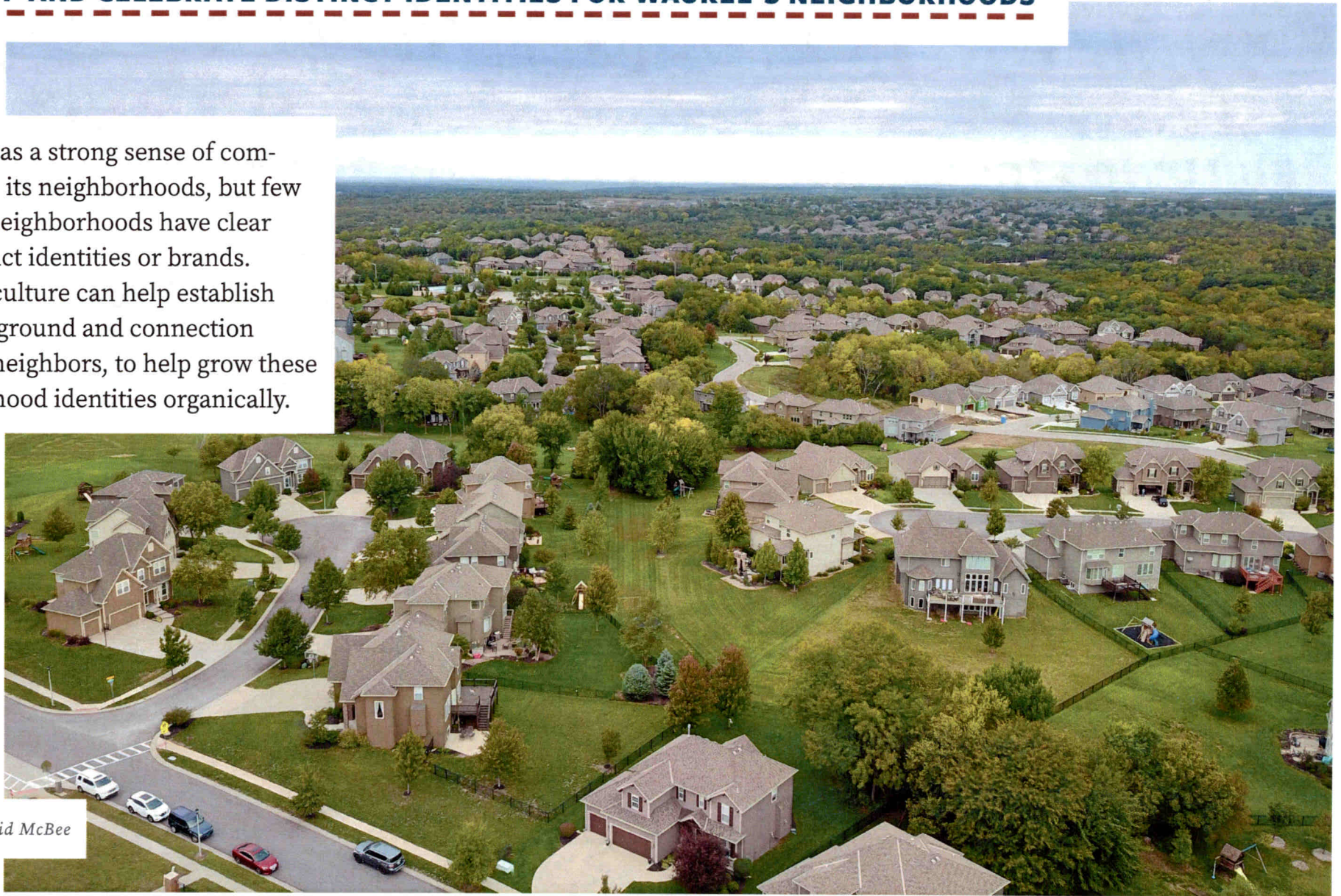
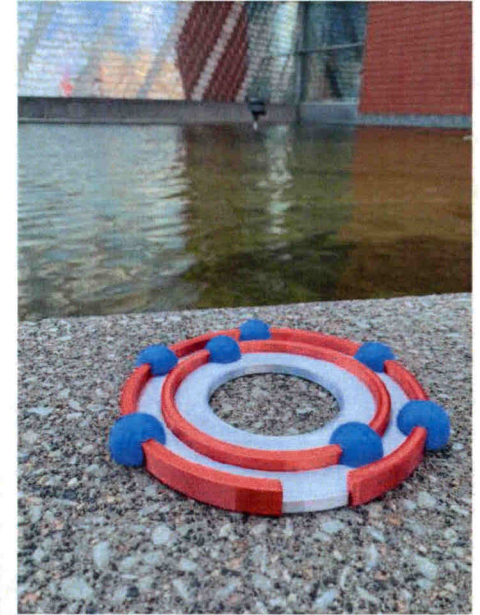
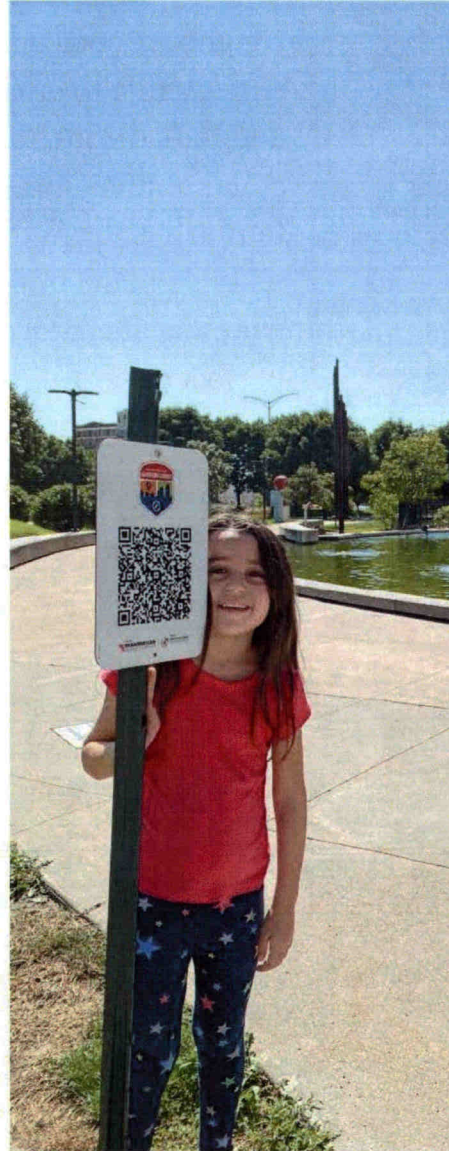
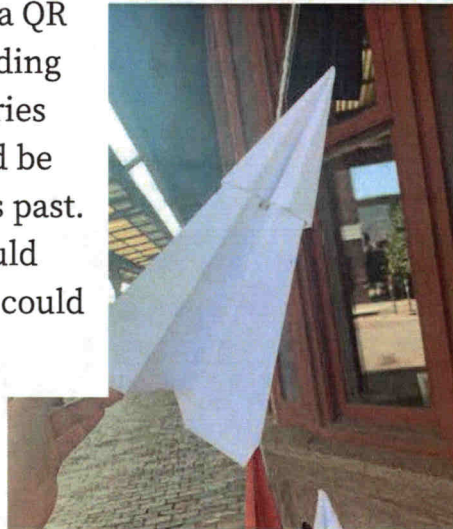
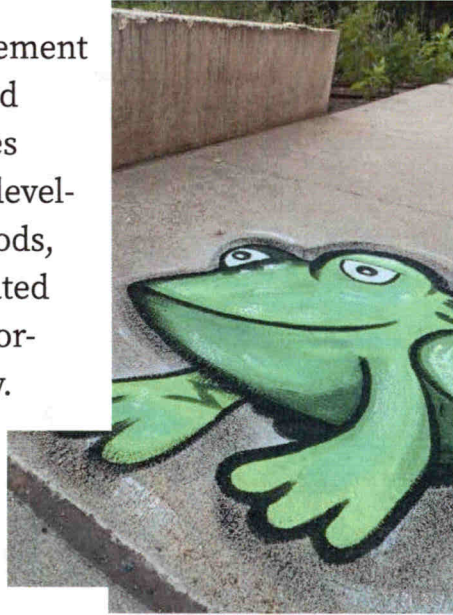


Photo by David McBee

### Opportunity: Adventure Stories

Waukee neighborhoods could implement an “[adventure story](#)” series, modeled after a recent downtown Des Moines example. Five playful stories were developed based on specific neighborhoods, and then a team of local artists created works of art throughout the neighborhood that corresponded to the story.

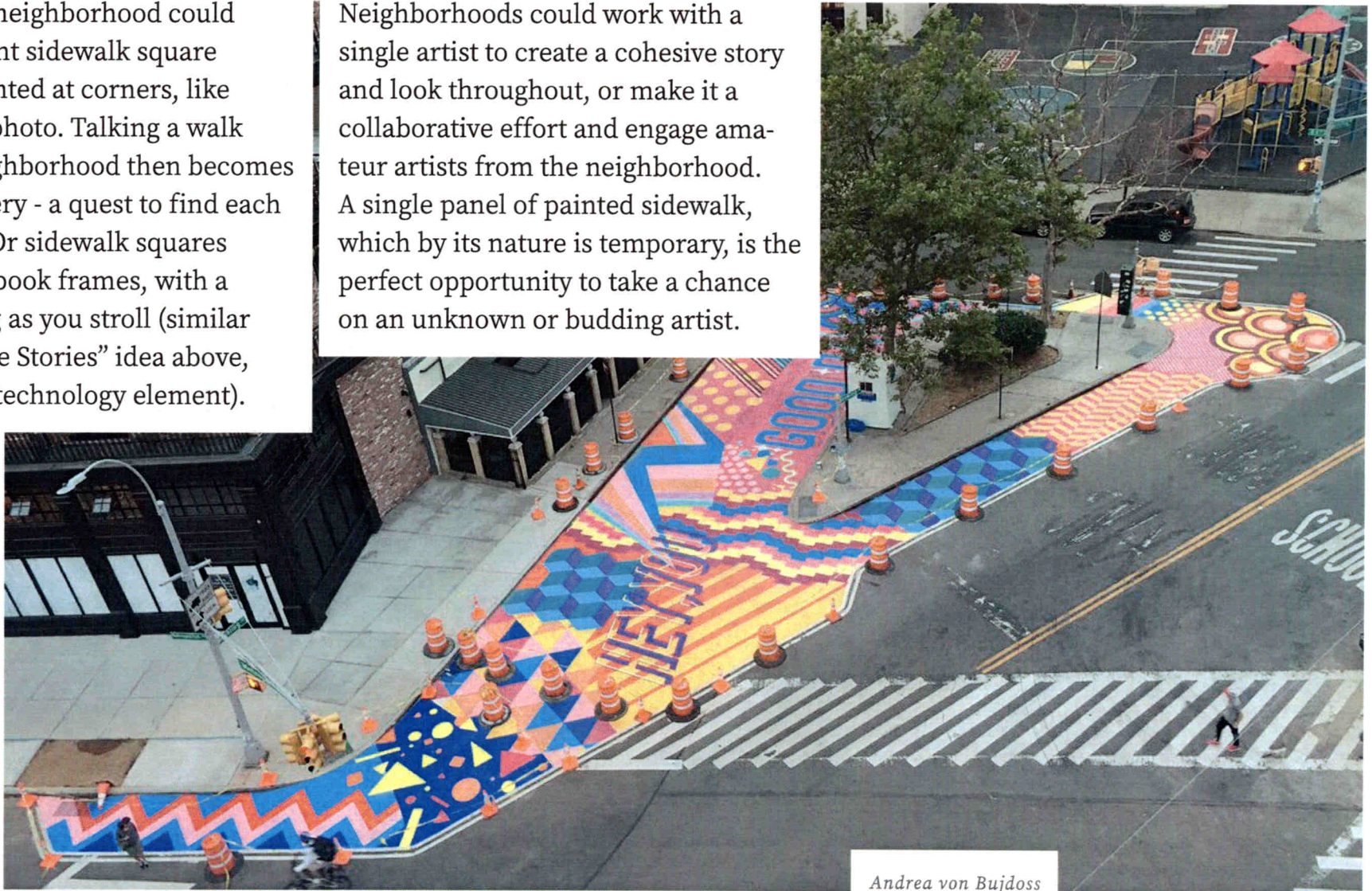
Each artwork was accompanied by a QR code that led people to a corresponding portion of the story online. The stories can be completely fictional or could be based on real stories from Waukee’s past. Perhaps neighborhood children could contribute ideas. A project like this could help create local “lore” for Waukee.



**Opportunity: Pavement paintings - Cul de sac murals or sidewalk panel paintings**

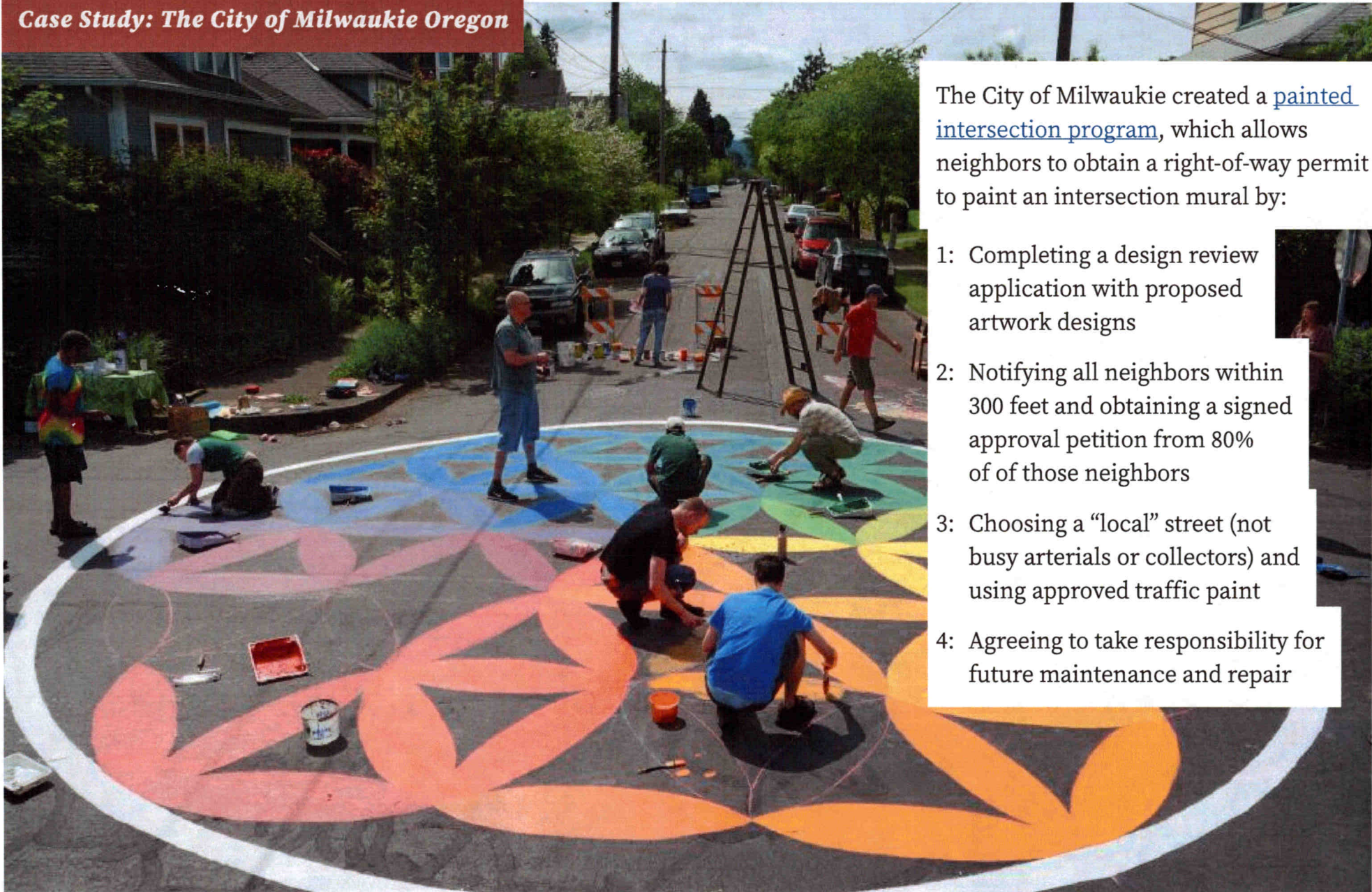
Each block of a neighborhood could choose a different sidewalk square design to be painted at corners, like in the example photo. Talking a walk through the neighborhood then becomes an act of discovery - a quest to find each unique design. Or sidewalk squares could be comic book frames, with a story developing as you stroll (similar to the “Adventure Stories” idea above, but without the technology element).

Neighborhoods could work with a single artist to create a cohesive story and look throughout, or make it a collaborative effort and engage amateur artists from the neighborhood. A single panel of painted sidewalk, which by its nature is temporary, is the perfect opportunity to take a chance on an unknown or budding artist.



Andrea von Bujdoss

**Case Study: The City of Milwaukie Oregon**

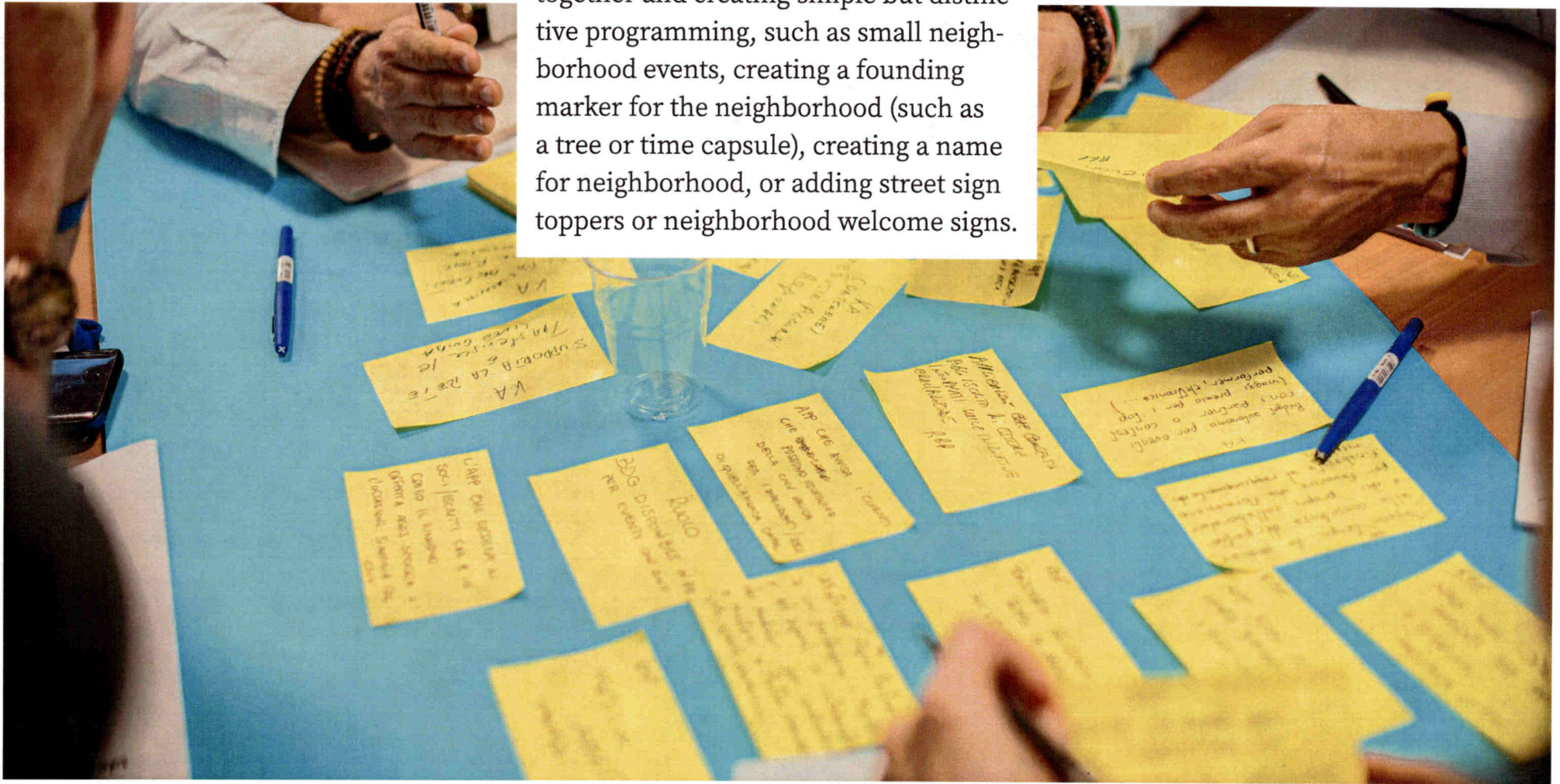


The City of Milwaukie created a [painted intersection program](#), which allows neighbors to obtain a right-of-way permit to paint an intersection mural by:

- 1: Completing a design review application with proposed artwork designs
- 2: Notifying all neighbors within 300 feet and obtaining a signed approval petition from 80% of those neighbors
- 3: Choosing a “local” street (not busy arterials or collectors) and using approved traffic paint
- 4: Agreeing to take responsibility for future maintenance and repair

**Opportunity: Form neighborhood associations, as recommended in comprehensive plan**

Neighborhood associations will help contribute to the identity and brand of the neighborhood by bringing people together and creating simple but distinctive programming, such as small neighborhood events, creating a founding marker for the neighborhood (such as a tree or time capsule), creating a name for neighborhood, or adding street sign toppers or neighborhood welcome signs.



**GOAL M:  
BRING MORE ARTS & CULTURE INTO  
WAUKEE'S RIBBON CUTTINGS, EVENTS, BLOCK PARTIES.**

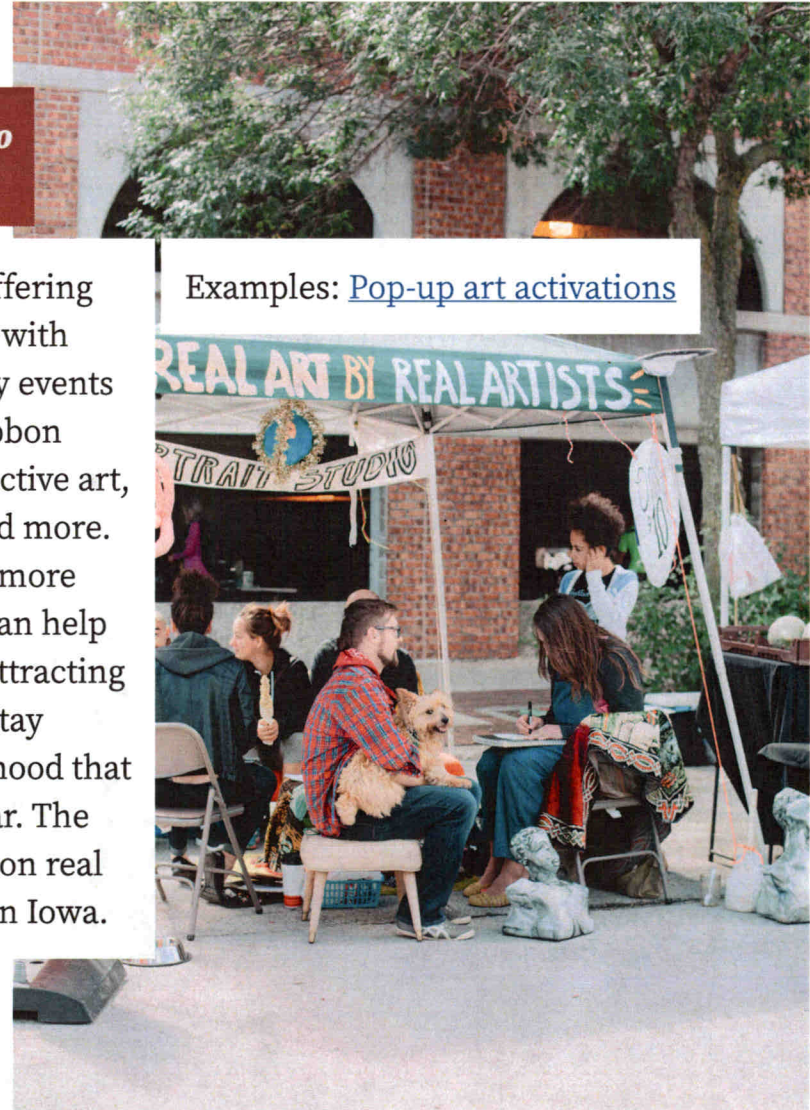
*Opportunity: Hire artists to inject spontaneous art experiences into events (festivals, block parties, ribbon cuttings)*

Waukee has many great community events - from large festivals to block parties. These events can be elevated with more arts and culture programming.



Develop a Waukee tradition of offering unexpected artistic engagement with pop-up activations at community events - such as festivals, markets or ribbon cuttings. Artists can bring interactive art, performance art, storytelling and more. Artistic activations make events more memorable and engaging, and can help make them more profitable by attracting visitors, encouraging people to stay longer, and increasing the likelihood that visitors come back year after year. The examples shown here are based on real and current offerings by artists in Iowa.

Examples: [Pop-up art activations](#)



## **GOAL N: TEENS: PROVIDE WELCOMING HANG-OUT SPACES, ENGAGE THEM IN DECISION-MAKING, AND SHOWCASE THEIR TALENTS**

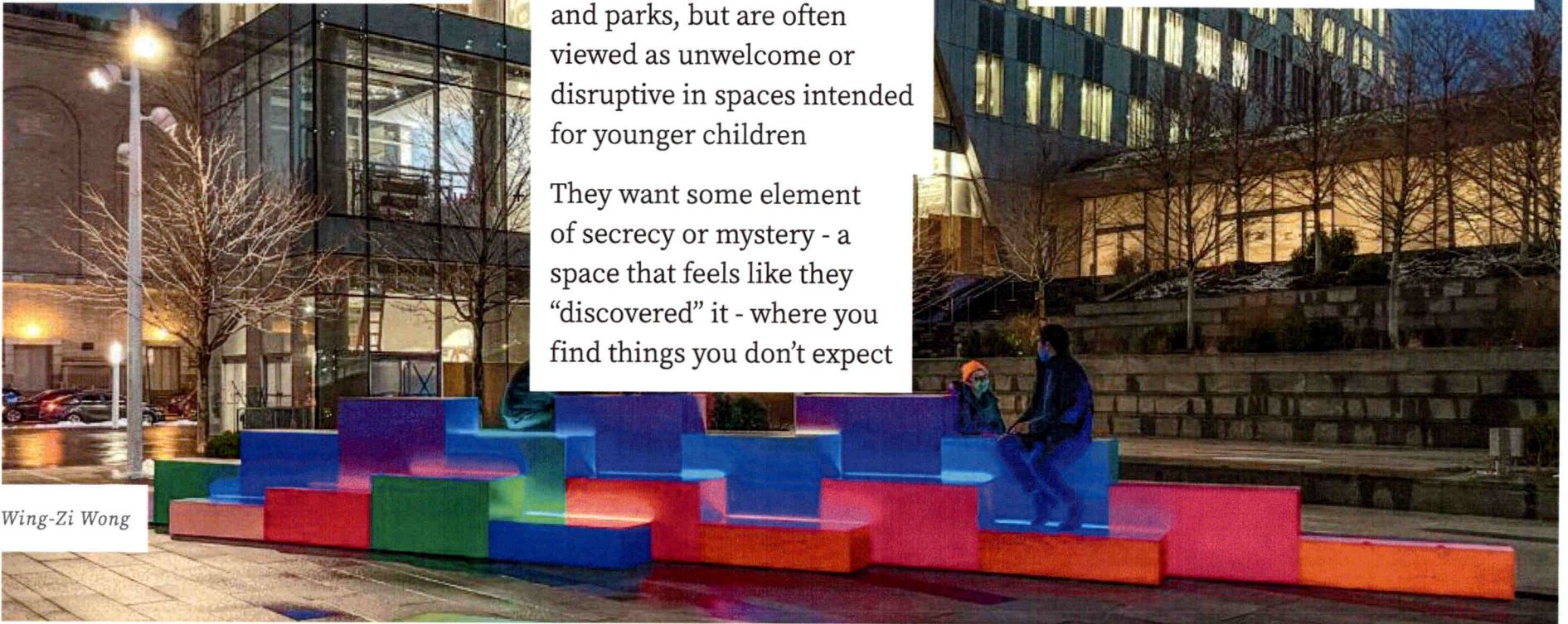
The need to engage teenagers in the community, and to divert undesirable after-school activities, can be addressed with art and culture interventions. The city and school can work together with teens to create public spaces that feel welcoming and interesting to this age group.

Waukee teens who participated in the planning process reported that:

- + They want spaces where you can hang out without time limit and without adult interference.
- + They like playgrounds and parks, but are often viewed as unwelcome or disruptive in spaces intended for younger children

They want some element of secrecy or mystery - a space that feels like they “discovered” it - where you find things you don’t expect

These sentiments are echoed by [surveys](#) in other [communities](#) that show many teenagers are looking for unstructured spaces, not more organized activities. “Hanging out” is not the result of having nothing to do, but is actually the desired activity.

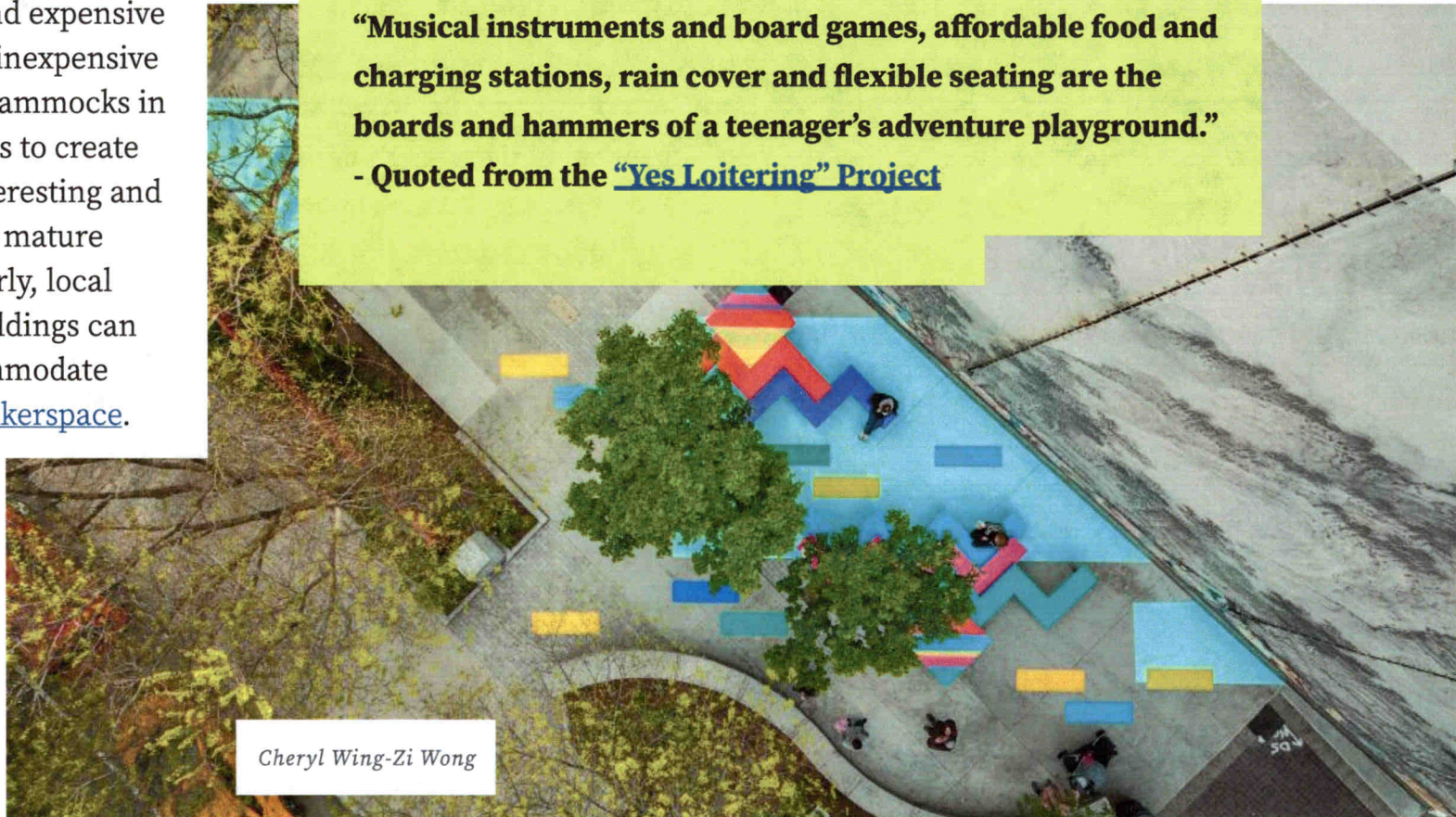


Cheryl Wing-Zi Wong

**Opportunity: Create teen-friendly spaces in local parks and public buildings**

Both Waukee high schools have a park next door to the building - Centennial Park and Triumph Park. These and other parks could add unstructured, interesting, welcoming hang out spaces for teens, such as those shown below, which range from large and expensive installations, to relatively inexpensive ideas like a collection of hammocks in a grove of trees. The goal is to create a space that is playful, interesting and intriguing - yet feels more mature than a playground. Similarly, local businesses and public buildings can provide spaces that accommodate teens, such as a [public makerspace](#).

**“Musical instruments and board games, affordable food and charging stations, rain cover and flexible seating are the boards and hammers of a teenager’s adventure playground.”**  
- Quoted from the [“Yes Loitering” Project](#)



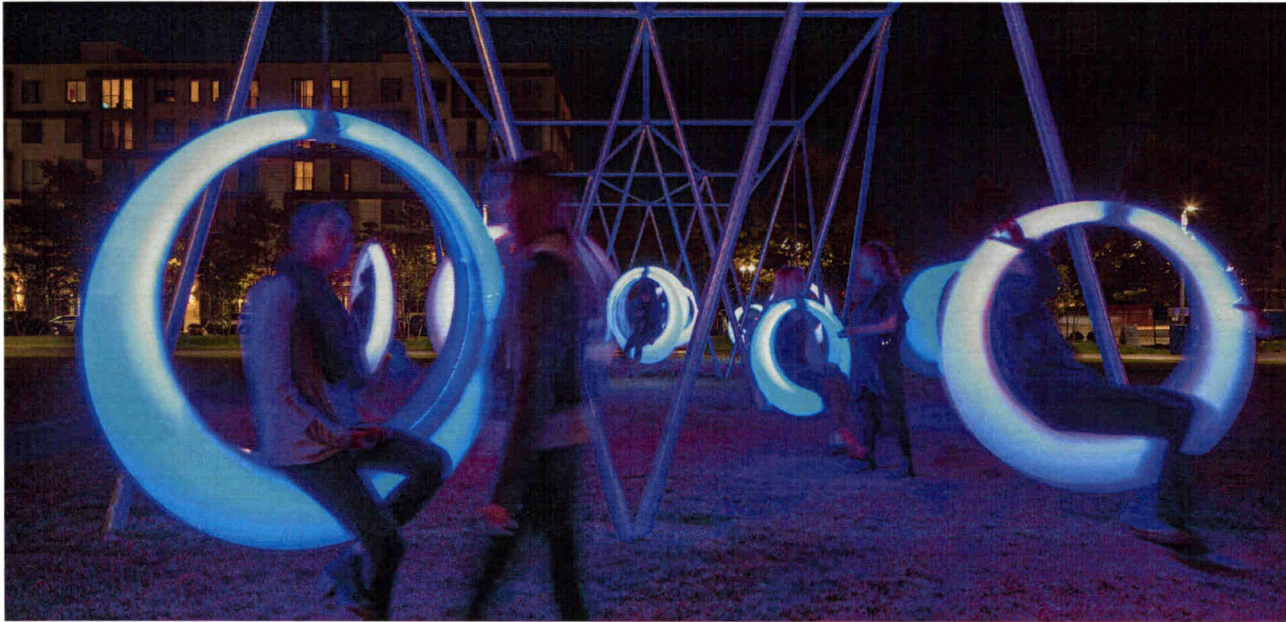
Cheryl Wing-Zi Wong



Photo by Sergio Souza

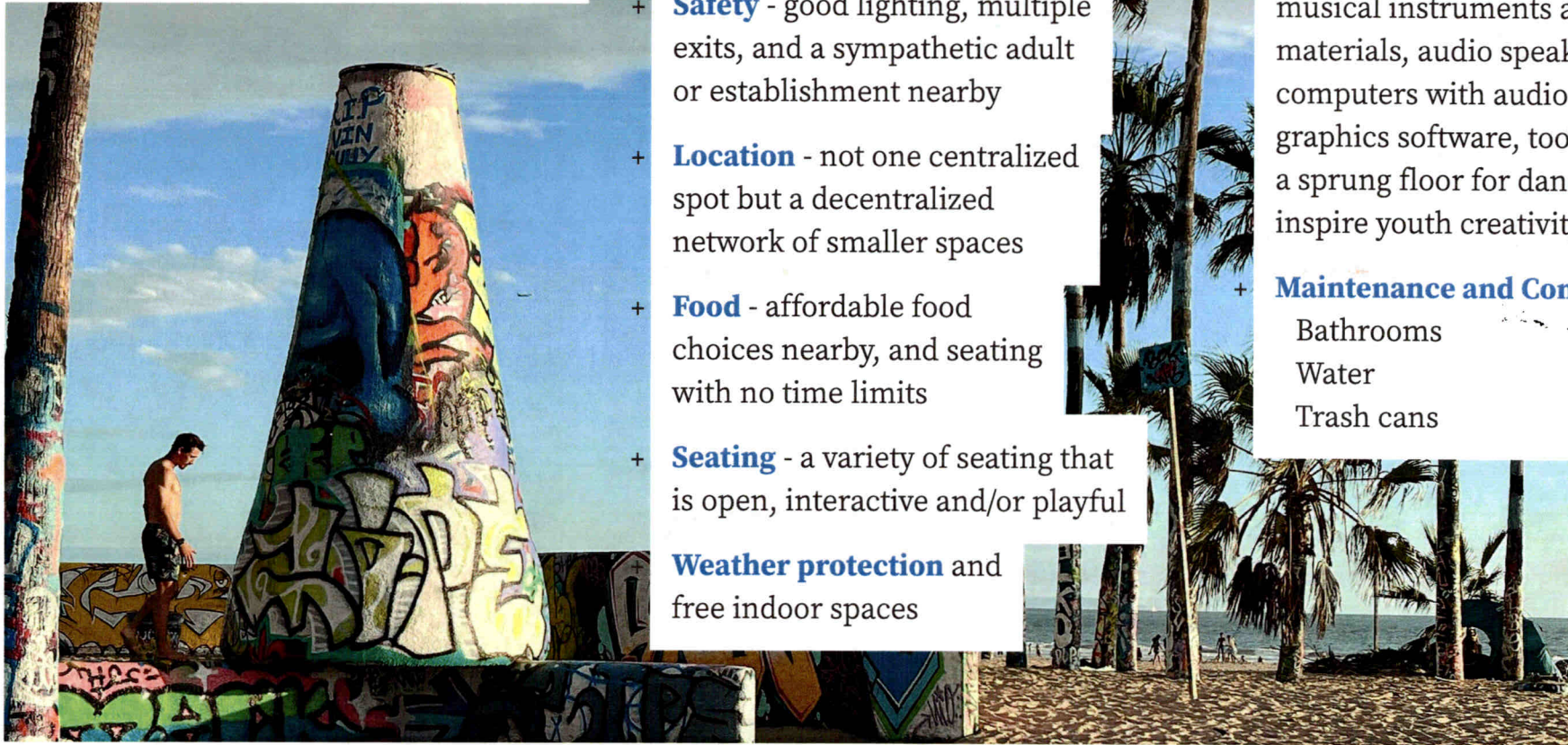
**“What do teen girls want? Many say they want hangout spots with cozy round tables and art or games that foster interaction, not competition. They want gyms and roller rinks and skate parks where they can try and fail without judgement [sic] or catcalls. They want to listen to music outdoors without having to pay for a festival ticket. Making space for girls means rethinking which age groups need to swing and climb, how to encourage physical activity (and not just playing a sport), and how to make a safe, sheltered place for outdoor conversation, according to surveys.”**  
- Alexandra Lange for [Bloomberg.com](https://www.bloomberg.com), 2021

## EXAMPLES: TEEN-FRIENDLY SPACES

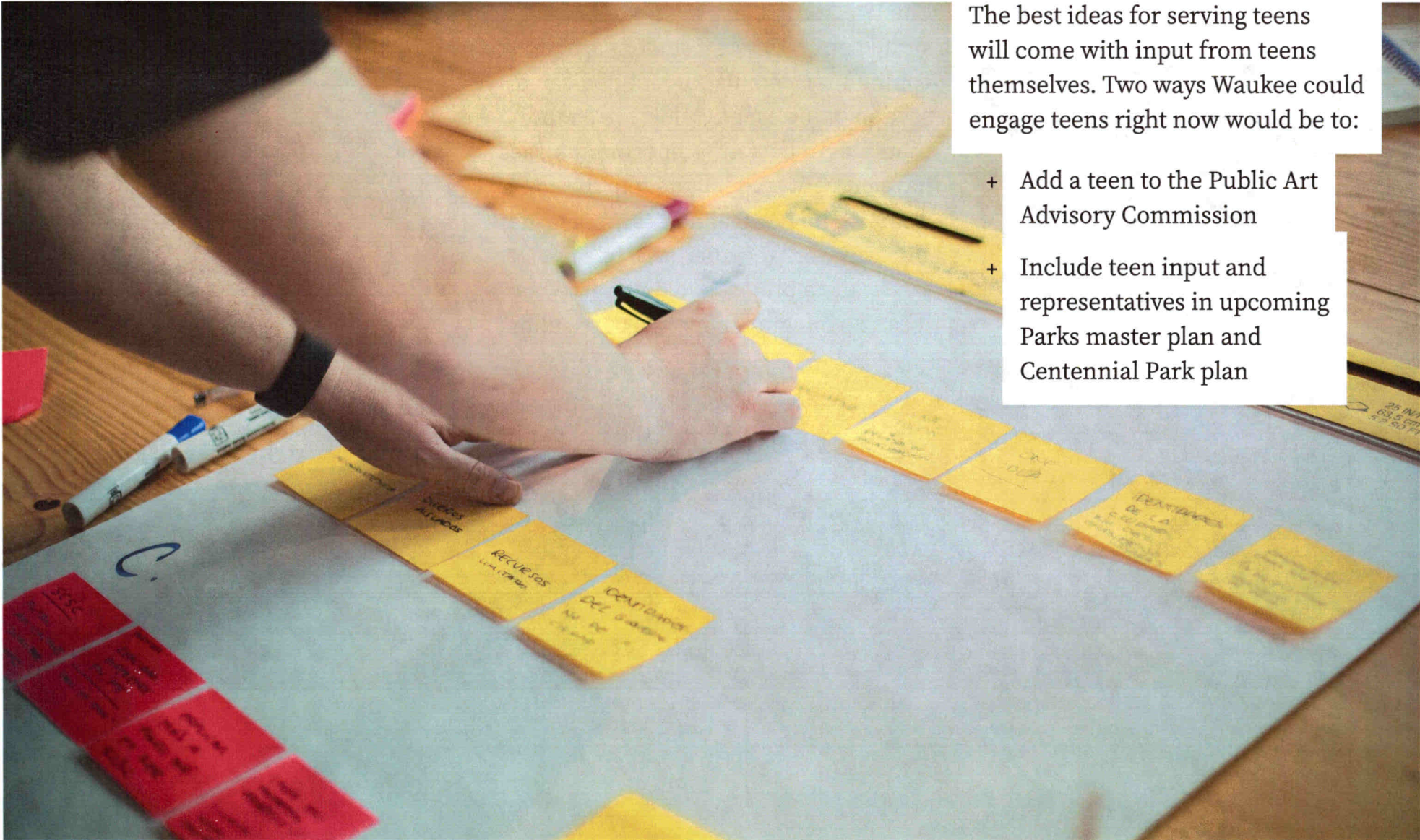


The **Yes Loitering project** in New York engaged youth and subject matter experts over the course of several months to identify the crux of the problem and name the basic building blocks of “youth-affirming public spaces.”

- + **Youth involvement** in creation of space
- + **Social equity** - free of cost, no prerequisites for entering, no fear of harassment
- + **Safety** - good lighting, multiple exits, and a sympathetic adult or establishment nearby
- + **Location** - not one centralized spot but a decentralized network of smaller spaces
- + **Food** - affordable food choices nearby, and seating with no time limits
- + **Seating** - a variety of seating that is open, interactive and/or playful
- + **Weather protection** and free indoor spaces
- + Tech - wi-fi and **charging stations**
- + **Informal spaces** for sports
- + **Spaces and tools for creating art** - “chalkboard walls, legal graffiti walls, freely available musical instruments and art materials, audio speakers, computers with audio and graphics software, tools, and a sprung floor for dancing can inspire youth creativity”
- + **Maintenance and Comfort:**
  - Bathrooms
  - Water
  - Trash cans



**Opportunity: Engage teens in the planning process for the design of public art and public spaces**



The best ideas for serving teens will come with input from teens themselves. Two ways Waukeg could engage teens right now would be to:

- + Add a teen to the Public Art Advisory Commission
- + Include teen input and representatives in upcoming Parks master plan and Centennial Park plan

**Opportunity: Bring high school art talent into the community.**

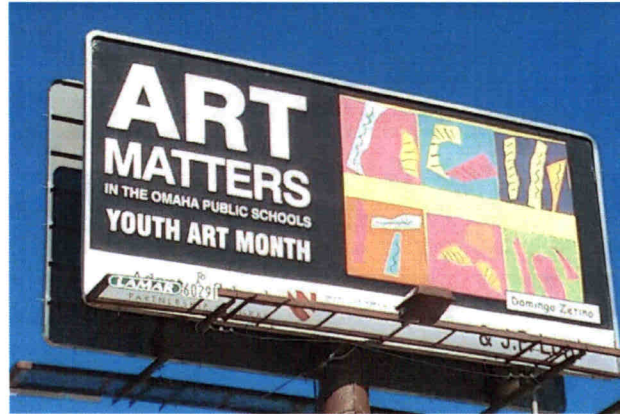
The Waukee Art festival has demonstrated one way to get student art into the community, with its student-dedicated section of the event. Below are 5 more examples of how different communities have brought student talent to the community. The PAAC and the school leadership can work together, well in advance, to identify a project and determine how it can be integrated into the curriculum.





### **Des Moines Coffee Cup Challenge**

Roosevelt High School students do a “coffee cup challenge” in partnership with a nearby coffee shop. Students design art on coffee cups and the top 40 cups are displayed at the coffee shop. Customers are invited to pick their favorites.



### **Omaha Billboards**

Omaha Public Schools display student work on billboards during Youth Art Month. A smaller version of this could be done on bike trails, at busy intersections, or on an art walk (see next example).

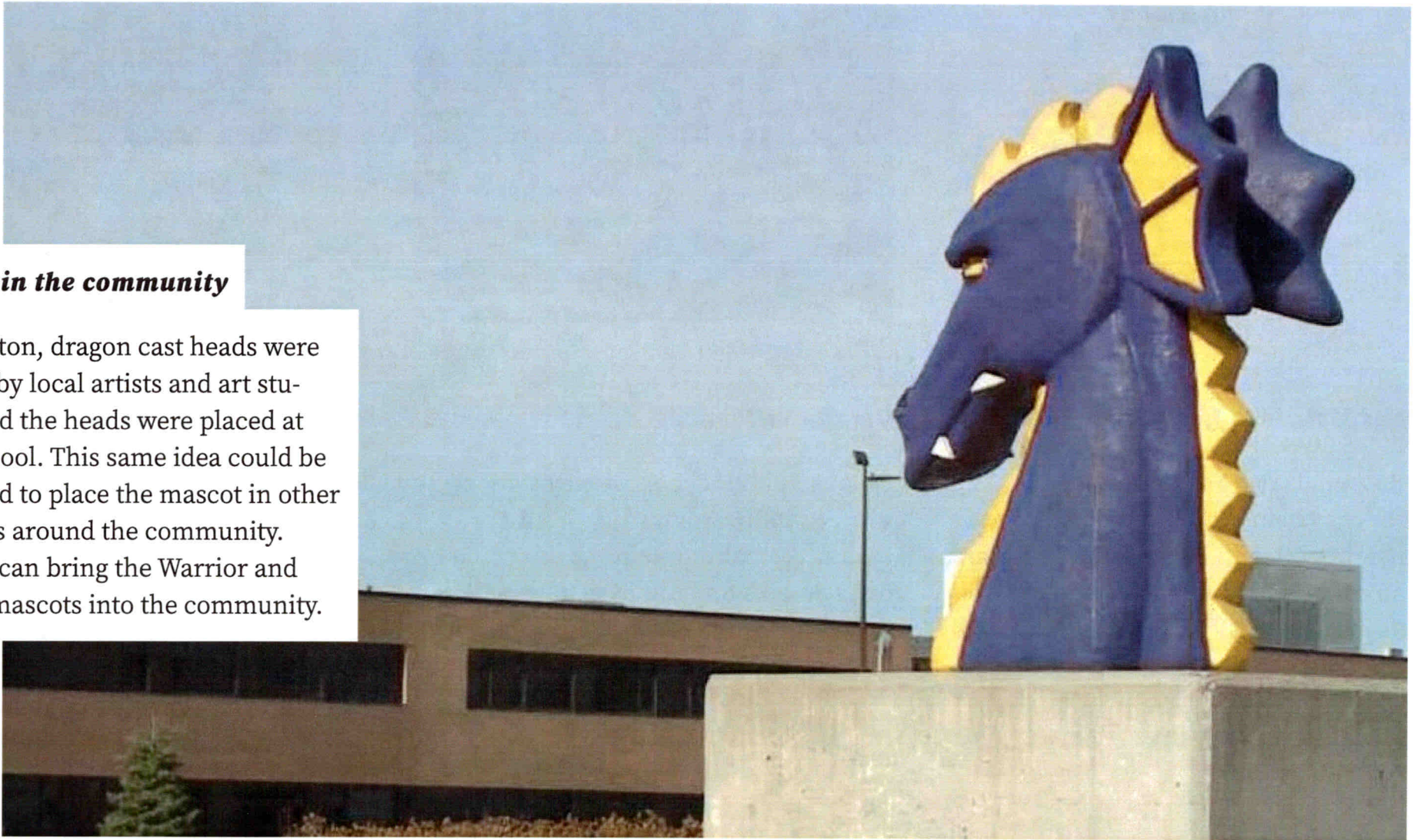


### **Designs for Local Businesses**

Businesses can ask students to design a t-shirt, beverage can, or other product seen around the community. A partnership between Roosevelt High School and Confluence Brewing Company in Des Moines engaged students to design the business plan, label, recipe and marketing for a root beer, and all proceeds from the sale of the drink go to the school.

***Mascot in the community***

In Johnston, dragon cast heads were painted by local artists and art students and the heads were placed at each school. This same idea could be expanded to place the mascot in other locations around the community. Waukee can bring the Warrior and Wolves mascots into the community.



# SECTION 3: IMPLEMENTATION

## FRAMEWORK OF A PUBLIC ART PROGRAM

### **Role of PAAC**

The role of the Public Art Advisory Commission (PAAC) is to guide Waukee's public art program and to help integrate art into all aspects of city functions.

Items 1-4 are the core functions of the commission, while 5-8 are recommended duties that will allow the full realization of this plan.

- 1: Approval of public art on public property
- 2: Recruitment and selection of artists; Oversight of artists during design/installation
- 3: Advise/assist staff in obtaining public art funding
- 4: Oversee staff maintenance of artwork

- 5: Lead implementation of the entire Art and Culture Plan, including partnership and promotion for non-city initiatives.
- 6: Review Capital Improvement Plan (CIP) projects to identify opportunities / Any project over \$x goes to PAAC for review (would require city council action)
- 7: Advocate for art-friendly policies, such as 1% for art policy (would require city council action)
- 8: Promote Waukee's art and culture offerings to community

## **PAAC ANNUAL WORK PROGRAM**

- + Annual review of CIP budget for projects to consider for art integration
- + Semi-annual review of status of goals and actions from the Waukee Art and Culture Plan
- + Semi-annual meeting with community partners regarding upcoming events, programs, etc. to facilitate communication across organizations and assess potential for collaboration
- + Annual report to City Council



## **ROLE OF OTHER COMMUNITY PARTNERS**

Waukee benefits from many community organizations engaged in events and programming for the community. As the community continues to grow, it will be important to convene these partners on a regular basis to ensure communication across the community while partner agencies plan events as well as assess how to support each other. PAAC can serve a central role in convening and supporting various organizations including the Art Council, Chamber of Commerce, School District, Private Businesses, Library, Betterment Foundation, Leadership Institute, Rotary, etc. The City should consider functioning as a central point for marketing and communications to the region regarding various events and programs.



## **FUNDING**

A robust public art program does not happen without some public funding.

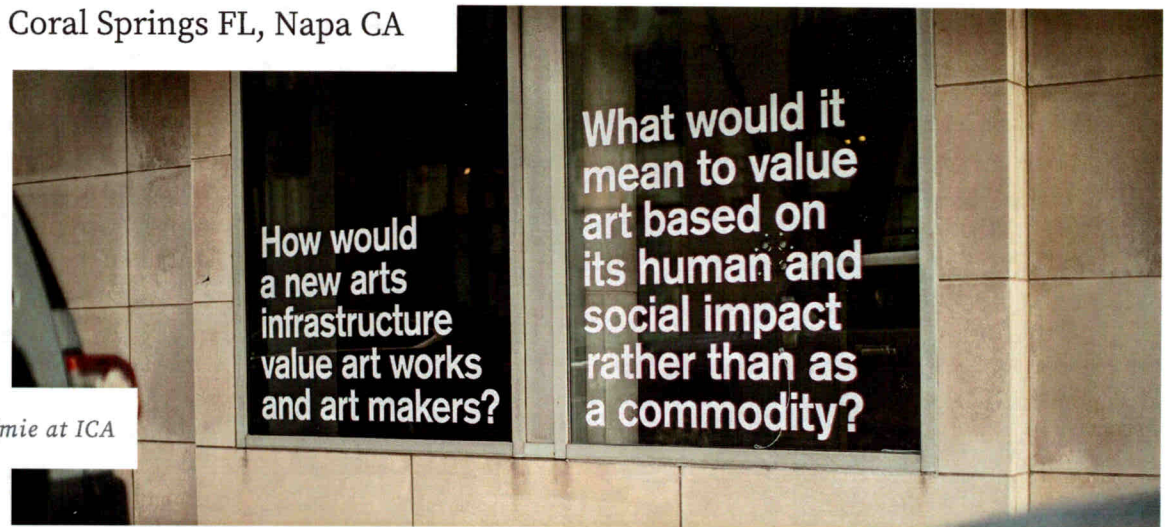
City funding establishes a baseline of support, which staff and volunteers can leverage to secure other sources of funding. In a survey of Waukee residents, 3 out of 4 said they support local government funding for art in public spaces, while 83% support art investment to improve run-down areas.

The Waukee City Council has a number of options for establishing city funding structures for art and culture.

Practices that other cities have adopted include:

- + Require city-funded projects to devote a minimum of 1% for interior or exterior art on civic projects above a designated budget threshold (e.g. CIP projects above \$100,000)
- + Require developers to use 1% of development cost for interior or exterior art, or 1% goes into general fund (would be overseen by PAAC) Examples: Charlotte NC, Coral Springs FL, Napa CA
- + Allocate a minimum annual budget for public art (would be overseen by the PAAC)
- + Require all projects with City funding, including those receiving significant City incentives, to devote some funds toward the public art program
- + Add public art to city incentive packages with developments

RAW Académie at ICA

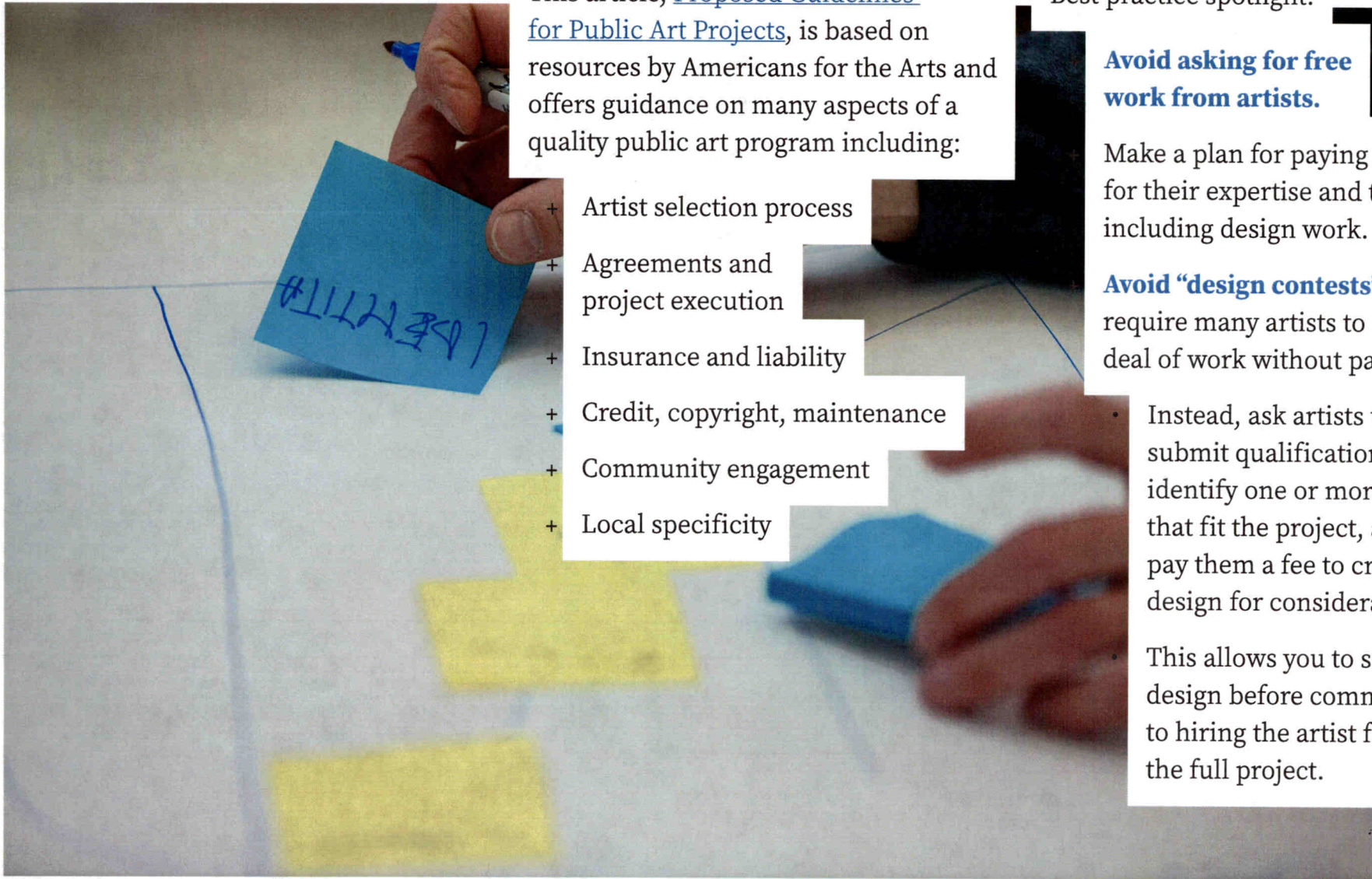


**ADDITIONAL SOURCES OF FUNDS:**

- + Functional art can maximize budgets by integrating creative expressions within infrastructure that is already planned and budgeted
- + Existing education and marketing budgets may be sources for programmatic integration
- + Local foundations including Waukee Community School Foundation and Waukee Betterment Foundation
- + Private donors
- + Local service organizations such as Rotary, Lions Club, Leadership Institute, etc.
- + Regional granting agencies such as Bravo Greater Des Moines or Prairie Meadows and state grants from the Iowa Arts Council



## **BEST PRACTICES FOR PUBLIC ART PROGRAMS:**



This article, [Proposed Guidelines for Public Art Projects](#), is based on resources by Americans for the Arts and offers guidance on many aspects of a quality public art program including:

- + Artist selection process
- + Agreements and project execution
- + Insurance and liability
- + Credit, copyright, maintenance
- + Community engagement
- + Local specificity

Best practice spotlight:

### **Avoid asking for free work from artists.**

Make a plan for paying artists for their expertise and talents, including design work.

**Avoid “design contests”** that require many artists to do a great deal of work without payment.

- Instead, ask artists to submit qualifications, identify one or more artists that fit the project, and pay them a fee to create a design for consideration.

This allows you to see a design before committing to hiring the artist for the full project.

**IMPLEMENTATION SUMMARY TABLE**

Goal	Opportunity	Implementation Partners
<b><i>Enliven the Established: Add art and culture to valuable community assets</i></b>		
A	Create interactive and unique experiences on Waukee trails	Add Underpass Art to existing and new trail underpasses – moving beyond paint, to include light, sound, and motion.
		Add entertaining storytelling signs, both real and made up, that celebrate local character in quirky ways
B	Elevate the Assets of Centennial Park	Create an anchor art installation that serves teens and integrates the path, creek and covered bridge
		Activate the Covered Bridge
C	“Enliven” the Downtown Triangle with Arts and Culture	Illuminate the silos with light or video projections, (or other unobtrusive installation)
		Start a night market
		Add Small, Paint-Based Art Installations (murals, painted crosswalks, or painted benches)
D	Add color and interest to Waukee’s major corridors – Hickman, University, Alice’s Road, Douglas	Gateway Monuments and Landmark Signage
		Large scale art installations in ROW and medians
<b><i>Develop with Distinction: Creating Novel Destinations with a Clear Sense of Waukee Identity</i></b>		
E	Make the future civic campus a “central gathering place”	Choose building designs that reinforce Waukee’s values of being welcoming and transparent
		Provide active and passive public spaces, and program them with public events
		Display art in civic buildings that reflects the community (including expansion of the library rotating art display)

F	Bring art to stormwater facilities, such as detention ponds	Add art in and around existing detention ponds	Waukee Public Works, Private Landowners, PAAC
		Design New Stormwater facilities as a work of art in itself	
G	Add vibrancy to school buildings with art installations	Create a district-wide initiative to provide a character-defining art piece on the exterior of each school building (as well as interior artwork)	Waukee Community School District, PAAC
	Create an interactive sculpture park: A legacy project that makes Waukee a regional art destination		City of Waukee, Private Funders, PAAC
J	Build on Kettlestone/Grand Prairie Parkway as Waukee’s cultural destination	Install a large statement art piece at the entryway/overpass, off of I-80	City of Waukee, PAAC
		Art in the medians (see goal D)	City of Waukee, PAAC
		Soften the visual impact of parking lots	Business Owners, PAAC
K	Build up the Triumph park area as a community hub	Small, engaging art interventions on sidewalk around pond in Triumph complex	Waukee Parks and Recreation, Northwest High School, PAAC
		Add art pieces to roundabouts south of high school	Waukee Public Works, Northwest High School, PAAC
<b>Social Cohesion and Community Identity. Building strong relationships and a “sense of place”</b>			
L	Develop and celebrate distinct identities for Waukee’s neighborhoods	“Adventure stories” series in neighborhoods	Neighborhood associations/ residents, PAAC
		Pavement paintings - Cul de sac murals or sidewalk panel paintings	Waukee Public Works, PAAC
		Form neighborhood associations, as recommended in comprehensive plan	Neighborhood volunteers; Waukee Community Development, PAAC
	Bring more art and culture into Waukee’s ribbon cuttings and events	Hire artists to inject spontaneous art experiences into events (festivals, block parties, ribbon cuttings)	Local event organizers, Waukee Area Arts Council, PAAC
N	Teens: Provide Welcoming Hang-out Spaces, Engage them in Decision-making, and Showcase their talents	Create teen-friendly spaces in local parks and public buildings	Waukee Parks and Recreation, Waukee Library, Teen residents
		Engage teens in the planning process for the design of public art and public spaces	Teen residents, Waukee Parks and Recreation, PAAC
		Bring high school art talent into the community.	Waukee Community School District, Local Business Owners

# CREDITS



Plan developed by Group Creative Services in Des Moines, IA

Developed in partnership with the City of Waukee

***Group Creatives is:***

Teva Dawson  
Ryan Hanser  
Lorin Ditzler  
Rachel Buse  
Tess Cody  
Alex Braidwood

[www.groupcreatives.com](http://www.groupcreatives.com)