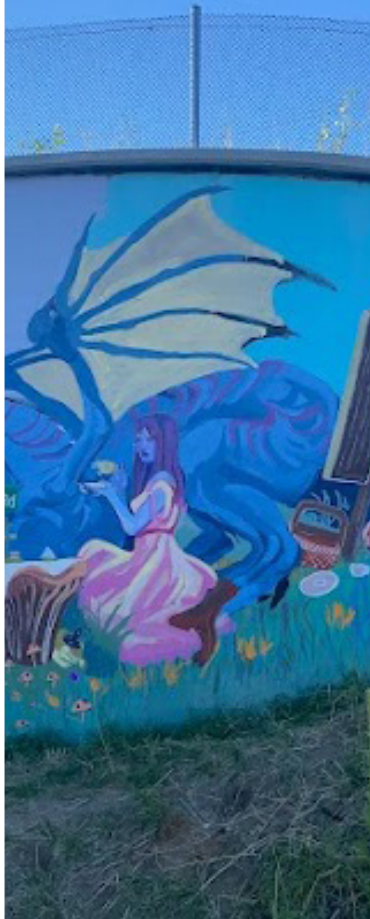


# PARKER ARTS



## Parker Public Art Master Plan



# Introduction

The Town of Parker is located in Douglas County in the southeastern part of the Denver metro area. With a current population of over 67,000, Parker is the second most populous city in the county and is seeing a steady increase in size and growth.

Parker’s history dates back to the 1860s when gold was discovered in the area, and it grew into a small ranching and farming community. In the latter half of the 20th century, Parker’s easy access to the Denver metro area and the Denver Tech Center combined with its hometown feel contributed to Parker’s growth as a residential community. Today, Parker is known for its family-friendly atmosphere, excellent schools, parks, trails, and open spaces, and its vibrant arts and culture scene. Parker’s Downtown retains its historic, small-town charm with unique boutique shops and restaurants bookended by the Town’s O’Brien Park on the west end and the Parker Arts Cultural and Events (PACE) Center and library to the east.

The Town of Parker has earned a national reputation as a highly desirable community, and its residents credit the Town’s arts and cultural endeavors as one of the top reasons they love living in Parker. Parker Arts, the brand name for the Town of Parker’s Cultural Department, strives to continue to bring the community together through its diverse collection of public art and its wide variety of cultural shows, events, and classes that offer a little something for everyone to enjoy.





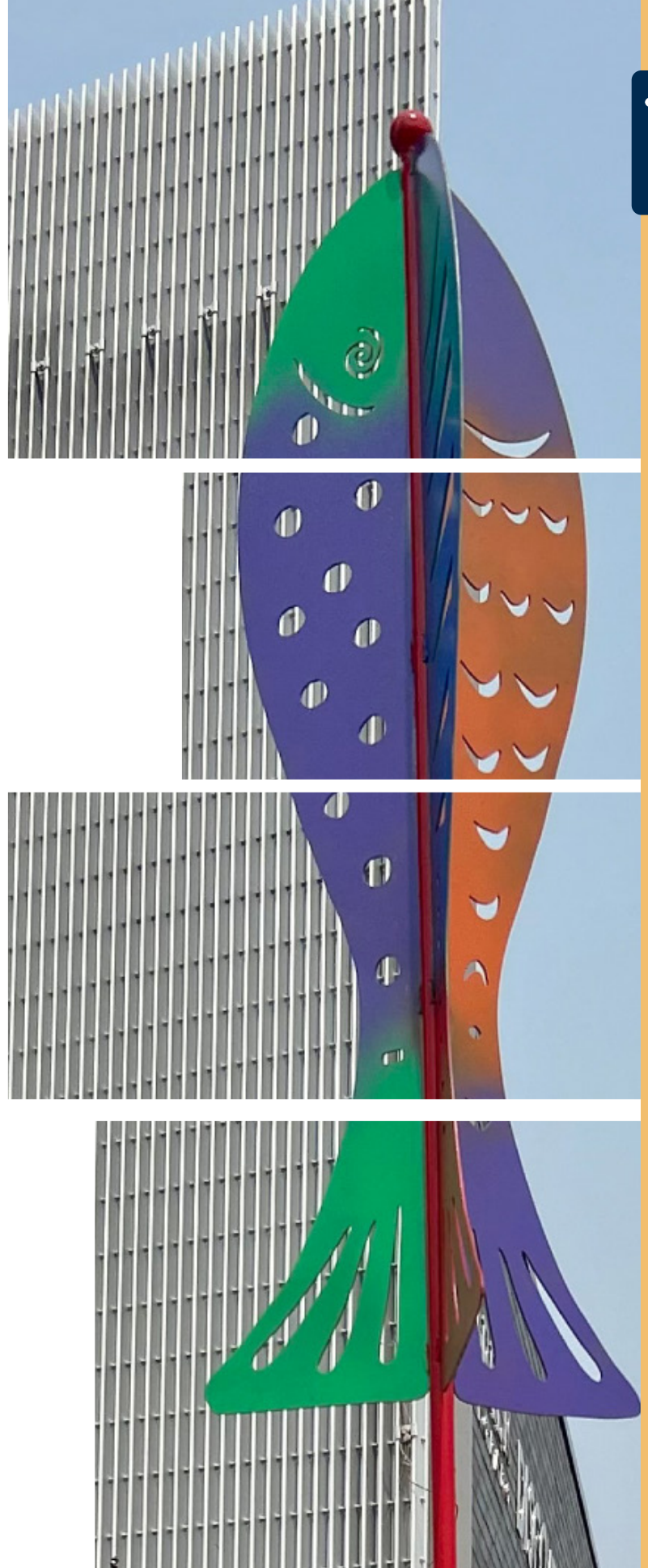
# Public Art in Parker

The Run to Twenty Mile sculpture was the first documented piece of public art purchased by the Town of Parker. It was obtained in 1999 and still resides today in Living Wheel Park. Over the next few decades, both temporary and permanent public art pieces have been added to the Town's collection, which has grown to over 40 outdoor sculptures and murals and more than 150 works of two-dimensional art in Town-owned facilities.

Parker Arts strongly believes that the placement of art in public places serves to enrich, stimulate, and enhance the aesthetic experience in Parker. Public art also contributes to the Town's economic draw and is an ongoing education tool for the community. The Parker Arts staff, countless Public Art Commissioners, and members of the community have been committed to growing the public art program over the years. However, until now, Parker has not had a formalized public art plan to guide its efforts.



**With this Public Art Master Plan, the Town of Parker looks to firmly establish its formal Public Art Program and with it provide goals, guidelines, and priorities for the program moving forward.**



# Why Public Art is Important

Public art enhances our public spaces, anchors our local gathering places and commercial centers, and offers memorable one-of-a-kind experiences within the public realm. Public art is free and accessible to everyone in the community. It enhances culture and even boosts individual well-being. It celebrates our rich history, points to our aspirations, and reflects who we are and how we want the world to see us.

Public art has been identified as one of the elements that makes a city or town a desirable place to live, visit and locate and grow a business. In nearly all of the guiding documents for the Town of Parker, significant importance has been placed upon high-quality design and beauty for public spaces, and public art can help with these Town-wide goals. Public art is one tool to assist in “placemaking,” which has the overall goal of developing landscapes and spaces that are humanistic and memorable, and places for human activity that improve our sense of wellbeing and overall happiness.

“Public art can even be a strategy for economic development. Americans for the Arts reports that public art can be a powerful economic tool, attracting new businesses to a city, drawing and engaging a new workforce and inspiring creativity leading to innovation.

When people see themselves reflected in their civic spaces they have a sense of attachment that allows them to feel ownership and respect. Attachment to a location, whether it be a neighborhood, town, or city is key to retention of residents and commuters alike. Public art makes places unique through the reflection of local history and culture which gives communities a sense of place and identity.”

*Americans for the Arts, “Why Public Art Matters,” 2018*

A successful Public Art Program will integrate visual representations of the Town of Parker’s unique identity, history and landscape into the planning, design, building and development of the Town. Overall, public art will lend substance to the image of the Town of Parker as an urban environment that serves its residents, businesses and visitors with a strong, diverse economy and offerings of a wide range of services while promoting a hometown feel. Public art has been and will continue to be an essential component of our thriving community.



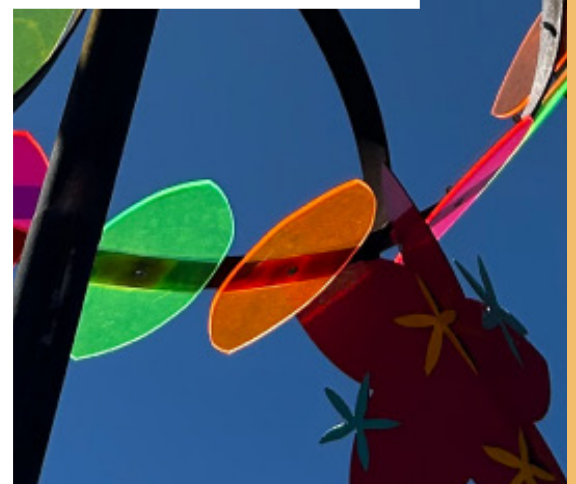
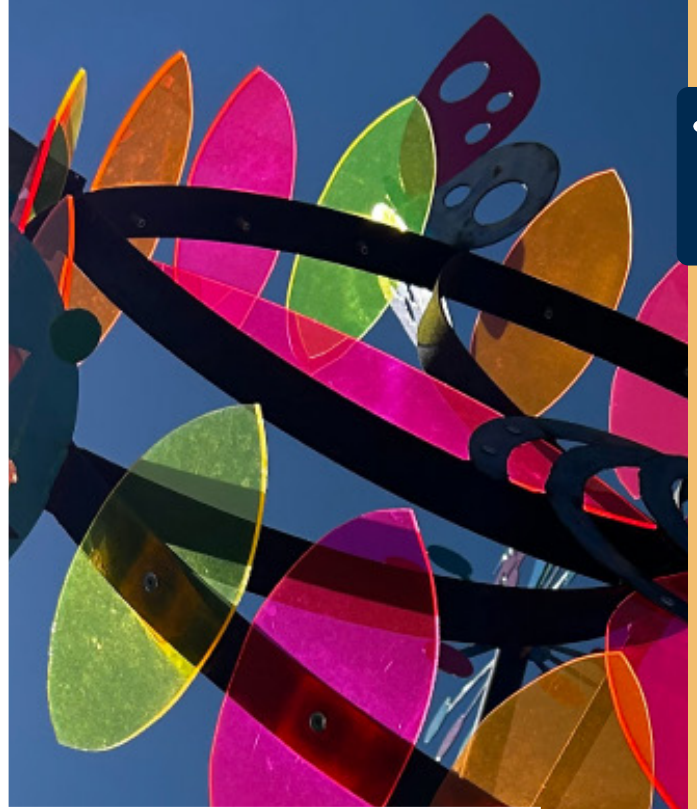
# Why We Need a Public Art Master Plan

A Public Art Master Plan, along with its companion guidelines and procedures, offers an overview and definition of public art and establishes a common language and shared expectations regarding Town-supported and Town-endorsed art.

The objectives of this Public Art Master Plan are to:

- Develop a framework for a sustainable and flourishing Public Art Program.
- Create guidelines for an effective and transparent art selection process.
- Advocate for sustainable funding, support and program resources for the Public Art Program.
- Promote a vision of Parker as a cultural hub and destination, supporting economic development and other goals prioritized in Parker's master planning documents.
- Provide support and guidance for the local arts community.
- Leverage involvement of multiple municipal departments, foster public-private partnerships, and inspire community buy-in.
- Ensure that public art—in all its forms—is maximized to meet the goals of the Town and serve the needs of the community.

Ultimately, this plan outlines a shared long-term vision for the role of public art in the Parker community and establishes clear goals and strategies for achieving those goals.



## Process/Methodology

For this Parker Public Art Master Plan, the Cultural Department began by conducting research on public art processes and deploying a community survey. The department then hired ThereSquared LLC to assist the Town in completing the planning process with the goals of establishing a formalized approach to public art, developing guidance for the Town's Public Art Program, and identifying an overarching vision and supporting strategies and goals for achieving that vision.

The ThereSquared consulting team embarked on research and analysis of Parker's existing public art inventory, art locations and policies as well as supporting Town planning documents. Benchmarking and trends analysis helped inform this plan as to best practices. Community engagement in the form of stakeholder interviews and focus groups provided additional insight gleaned from the community survey. As the Public Art Program requires collaboration within the Town, several internal department work sessions were held to advise on the public art process and funding mechanisms. In addition, a "location prioritization" charrette was held with internal departments to identify possible locations and priority zones for public art.

Through this process, the resulting Parker Public Art Master Plan was drafted, which includes an overarching vision, guiding principles, goals and strategies with the intention of advancing Parker's Public Art Program and Parker's standing as a vibrant cultural destination.



## Plan Alignment

The Town of Parker has a number of recent planning design and standards documents that are relevant and important to consider in developing the Town's Public Art Master Plan. After a comprehensive review of the many recommendations set forth in these informing documents, it is clear that arts and culture are a key component to Parker's identity and uniqueness, and public art is a desirable element within the Town's public spaces. ►





In nearly every plan, there are sections that call for planning and design elements that will provide a sense of place and community, including enhancements that add to the character of the Town. For example, in the recently adopted (2024) “Parker’s Economic Playbook,” the plan calls for “Quality Development and Community Gathering Places” with the goal of making areas like downtown a “catalyst for revenue generation, economic development, creativity, [and a] sense of place...” (p. 29). In other documents there are specific references and guidelines for public art in Parker. All of these mentions indicate that there is a desire for art and thus a need for the Public Art Program with its own aligned policies and procedures.

Another example can be found in Parker’s comprehensive master plan, *Parker 2035: Changes and Choices*. Placemaking, good design and public art are mentioned as important values for the Town as it grows. The Master Plan dedicates an entire chapter to History, Arts, Culture and Science (Chapter 14) and identifies that:

“History, arts, culture and science are significant contributors to our community’s hometown feel. They bring together people of all walks of life and backgrounds, and reinforce the uniqueness of Parker. These aspects of the community reflect our human element” (p.14.1). Goal 2 calls for “the use of art, culture and science in Parker’s built and natural environments to foster civic pride and identity” (p.14.6).

This goal and the following strategies outlined in the *Parker 2035: Changes and Choices* Master Plan directly support public art in Parker and are reflected in this Public Art Master Plan:

#### 14.2.A.

*Encourage public and private art that reflects Parker’s unique heritage, culture and environment.*

#### 14.2.B.

*Include art as an integral part of public infrastructure design, including but not limited to civic buildings, streetscapes and parks.*

#### 14.2.C.

*Encourage the creative, adaptive use and reuse of existing built and natural spaces to support artistic and cultural activities.*

#### 14.2.D.

*Promote Parker’s natural environment through cultural and scientific experiences.*

A full analysis of Parker’s relevant guiding documents and how they relate to this Public Art Master Plan is available in the Appendix.

It is important to the Town to grow our identity as a vibrant, cultural, scientific and artistic community which embraces collaboration, innovation and new ideas. We strive to sustain and increase cultural vitality and enable active community engagement that is accessible to all. Culture is also an important building block in the Town’s economic development strategies.”

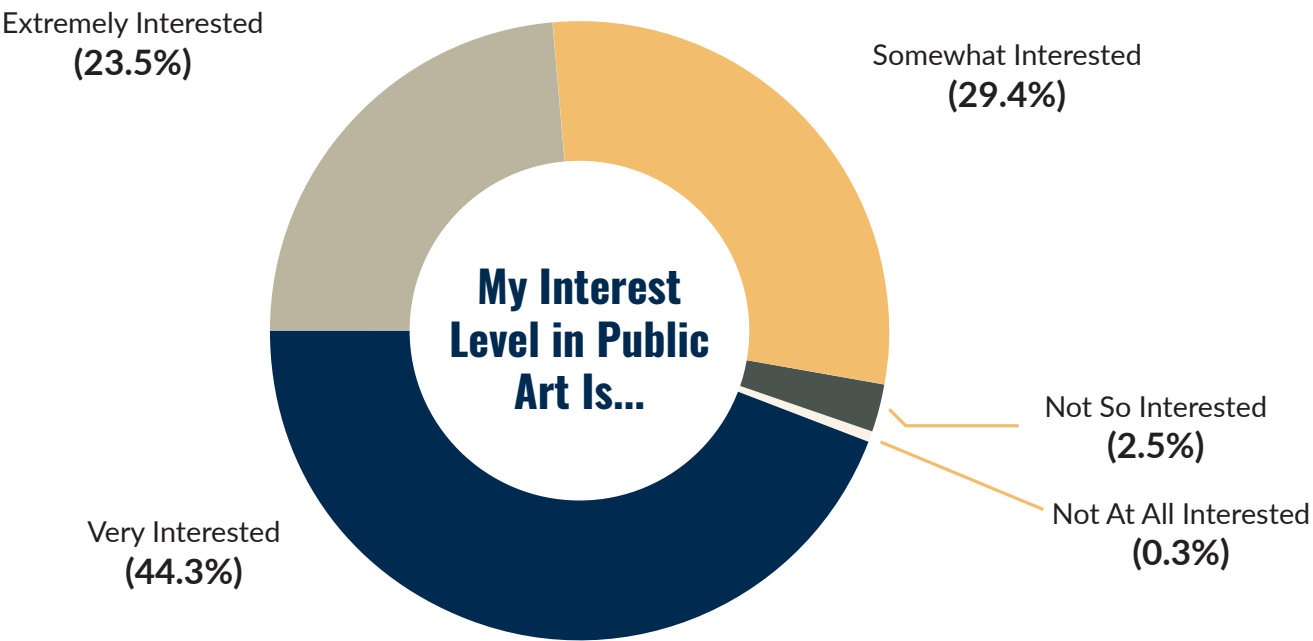


# What the Community Wants from Its Public Art Program

Insight and ideas from the Parker community were critical to the formation and development of this Public Art Master Plan. In the Spring of 2022, Parker Arts conducted a survey via the “Let’s Talk Parker” platform, asking residents, business owners and visitors for their thoughts about public art.

The questionnaire asked respondents to share what types of public art they desire in the Parker community, what they would like the art to reflect, where they thought art would be best located, and how and why they might engage more in the Town’s public art collection. More than 350 participants completed the survey. Parker residents represented 81% of respondents (with over half being residents for over 10 years) and 19% resided outside the Town, showing the ability of the arts programs and the PACE Center to draw people from neighboring communities to Parker.

Overall, a large majority of the Parker community surveyed are very interested in public art. Nearly 68% stated that they are “extremely” or “very” interested in public art. Just under 30% stated they were only “somewhat interested” in public art, and a nominal group (under 3%) stated they are “not interested” or “not interested at all.” Many stated that it was “a lack of information about events” or a “lack of free time” that kept them from being more involved in engaging with public art.

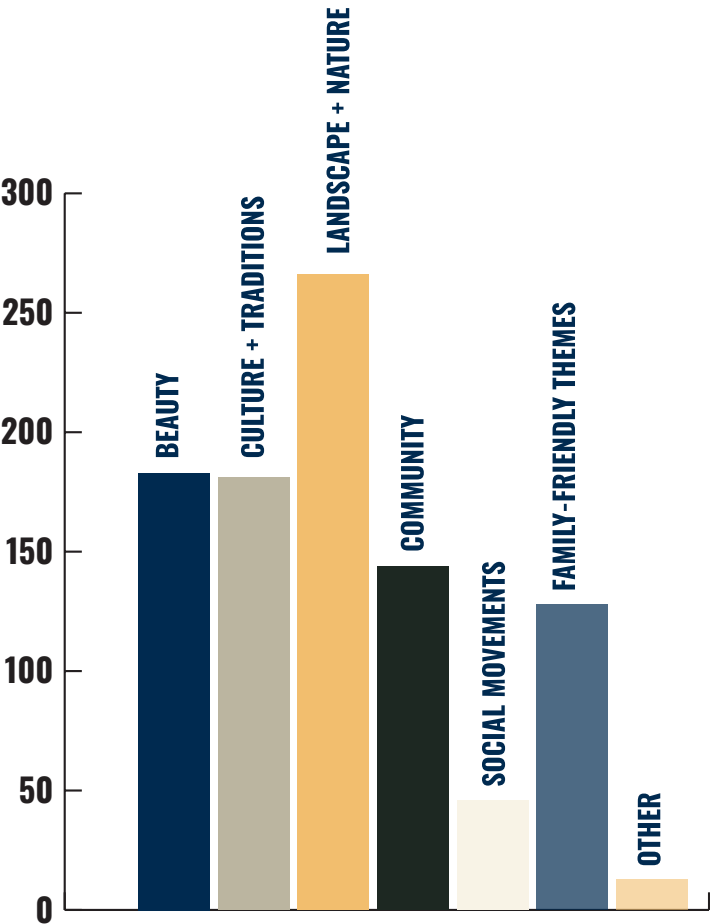




When the respondents were asked to rank the types of art they were most interested in for Parker, temporary art exhibits and performances (e.g., chalk art, festivals, art walks, light shows/displays, performances), rose to the top, with murals rating just one point behind. Sculptures of all kinds and streetscape elements were also of interest as well as art in landscaping and natural settings. Those surveyed want Parker’s public art to reflect “landscape and nature,” “beauty,” “culture and traditions,” “community,” and “family-friendly themes.” Interestingly, social movement themes polled the lowest. These results correlate to the current types of artwork Parker currently has on display.



**I WOULD LIKE PUBLIC ART IN THE TOWN OF PARKER TO REFLECT...**  
*(SELECT UP TO 3 THAT APPLY)*



Most of the current collection is located in the downtown area, and people surveyed would like to continue this trend. In addition to public art in the historic downtown Parker area, they would also like to see art sited along Mainstreet to Twenty Mile Road. Adding art in parks, along trails and in open spaces and entrances into Parker was deemed desirable. Over the past 12 months, over 75% of respondents acknowledged interacting with existing public art around downtown, and 72% have visited the PACE Center or other gallery spaces.

Finally, the community believes that the predominant role for public art is to “provide opportunities to local artists and the art community,” “inspire creativity” and “improve the attractiveness of Parker.” Promoting pride in Parker and advancing the Town’s cultural and historical identity was also deemed important.

**PARKER’S PUBLIC ART PROGRAM WILL REFLECT THE TOWN’S UNIQUE CHARACTERISTICS.**

# Guiding Principles

Parker is clearly a special and unique place. The community has a clear sense of identity—and it is rooted in the arts and creativity. The following guiding principles will help steer this newly-established Public Art Program to continue to build a sense of place, community and character moving forward.

## The Parker Public Art Program strives to:

Create a sense of arrival and memorable places in Parker.

Support economic development by creating an attractive environment for business.

Add to Parker’s distinct identity as an arts destination and engage our residents and visitors with public art.

Embrace the diversity of our growing community and help us identify with and understand one another.

Provide an intersection between past, present, and future, as our town continues to grow and change.



Beautify, humanize and improve public spaces for the well-being and enjoyment of our community and show our investment and pride in our community.

Reflect Parker’s unique heritage, culture and natural environment.

Add value and interest to infrastructure design and the built environment (civic buildings, streetscapes, parks).

Provide free access to visual arts for all people living, working or visiting our community.

Represent the highest quality and most diverse artwork possible in terms of media, artists, locations, scale, etc. as possible.



Parker cherishes its identity as a dynamic, culturally engaged community which embraces the arts as an important facet of the Town’s economic development strategies.

*Parker 2035:  
Changes and Choices*



# Our Vision and Goals for Public Art in Parker

While public art has been a significant and beloved feature of the downtown Parker area for years, the Town has never had a formal Public Art Program. This Public Art Master Plan is the first step toward formalizing a program that is unique and tailored directly for Parker. The following Vision and Goals for the Public Art Program will guide the selection and implementation of the Parker Public Art Program.



## Parker Public Art Program Vision



Our Public Art Program helps make Parker a memorable and vibrant cultural destination. Our art reflects the Town's unique character and history, builds community through accessible, creative engagement opportunities and heightens the sense of pride and sense of place that residents love about Parker.

# Parker Public Art Plan Goals

Based upon the findings of the planning process and best practices in public art, the following goals and related strategies are designed to help establish and build a robust Public Art Program for Parker and to help guide the program’s collaborations, investments and activities for the next decade.

- 1

Formalize the Public Art Program


- 2

Formalize Sustainable Funding Mechanisms


- 3

Build Capacity to Grow and Sustain the Public Art Program


- 4

Prioritize Placemaking Through Public Art


- 5

Build Partnerships and Advocate for Public Art in Parker


- 6

Establish Maintenance Plan for Existing Collection


- 7

Build Enthusiasm for and Educate the Community about Public Art in Parker





## GOAL 1

### Formalize the Public Art Program

Although public art is a beloved feature of downtown Parker, the Town has not had a formal Public Art Program. This goal calls for establishing a program through the strategies and action steps outlined below.

### Goal 1 Strategies

- 1.1** Adopt this Public Art Master Plan.
- 1.2** Implement the goals and strategies of this Public Art Master Plan.
- 1.3** Adopt and enact Public Art Policies and Procedures, including donations, maintenance, and deaccession policies.
- 1.4** Educate Town staff about the program, its goals, procedures and guidelines.
- 1.5** Establish timelines and procedures for inclusion of public art in Capital Improvement Projects (CIP).
- 1.6** Establish procedures for inclusion of public art in private development.
- 1.7** Re-define the roles of the Parker Cultural and Scientific Commission (PCSC) and the Public Art Commission to clarify responsibilities for the Public Art Program.
- 1.8** Build-in regular collaboration/interaction points between Public Art staff and Town departments.
- 1.9** Revisit the plan goals every year and establish yearly work plans to advance the program.



## GOAL 2

### Formalize Sustainable Funding Mechanisms

For the Parker Public Art Program to be successful and meet the many expectations residents and the Town have for public art, consistent funding is required. This goal calls for a considered and intentional approach to funding public art in Parker.

### Goal 2 Strategies

- 2.1** Establish a Public Art Division (in the Capital Renewal Fund) and request an annual transfer from the General Fund to be used for current and future capital public art projects.
- 2.2** Ensure the General Fund continues to support noncapital public art projects through transfers to the Cultural Fund.
- 2.3** Establish a maintenance plan for existing public art and budget for repair and maintenance (R&M)
- 2.4** Develop guidelines and processes to assist departments in determining which capital projects could integrate artwork (through a voluntary set aside from the project's budget) and when and how to bring in Public Art staff to collaborate on capital art projects.
- 2.5** Research additional future funding sources for public art, such as new grants, donations, fundraising, cultural tax, etc.
- 2.6** Explore the possibility of establishing a "percent for art" program to fund future, large public art installations on defined capital projects.
  - Discussions would include determining the suitable percentage; how that percentage would be calculated; what projects would be exempt (those with restricted funds, etc.); deciding if an ordinance is necessary; and outlining safeguards and parameters that need to be in place to pause the program or make exceptions.





## GOAL 3

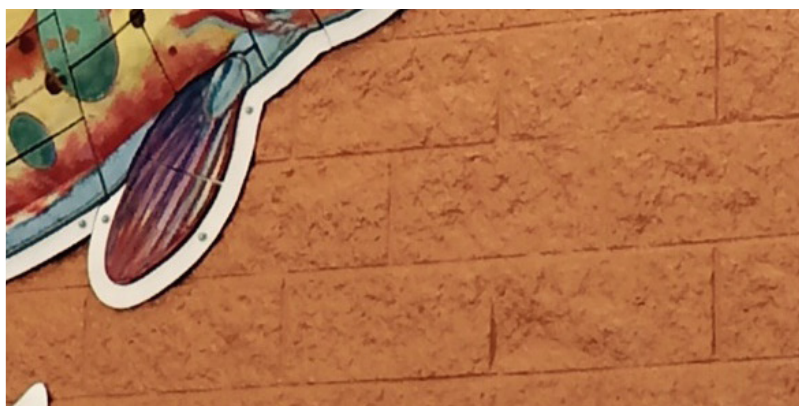
### Build Capacity to Grow and Sustain the Public Art Program

Formalizing, growing and sustaining the Public Art Program requires resources. This goal calls for designated Public Art staff to assist in formalizing the program, building relationships, managing projects and maintenance, and ensuring the program is successful.

### Goal 3 Strategies

- 3.1** Build staff capacity to oversee and manage the Public Art Program.
  - Short Term: Consider utilizing contractors for managing initial projects. Cultural Director continues to initiate projects and serve as a liaison to internal departments, PCSC, and PAC.
  - Longer-Term: Advocate for a part-time or full-time staff member to manage projects, oversee maintenance, collaborate with internal departments and manage the Public Art Program.
  - Consider contractors to help with certain projects or maintenance.
- 3.2** Host regular meetings with other Town staff who have a role in the Public Art Program.
- 3.3** Update Town Council and Town management on public art regularly.





## GOAL 4

### Prioritize Placemaking Through Public Art

Public art adds to Parker's distinct identity as an arts destination and its unique sense of place. This goal calls for focusing art in priority areas that will most benefit the community.

### Goal 4 Strategies

- 4.1** Prioritize locations for "Public Art Priority Zones" to help guide Town staff toward projects and locations for inclusion of public art that creates a distinct identity for the residents of Parker and the surrounding areas.
  - Hold annual sessions with key stakeholders to update "Public Art Priority Zones."
  - Include Public Art staff in Town planning if new projects arise that might qualify for inclusion on the "Public Art Priority Zones" list.
- 4.2** Continue the popular temporary art program through more temporary art locations.





## GOAL 5

### Build Partnerships and Advocate for Public Art in Parker

Partnerships are a key aspect in developing public art projects in Parker. This goal calls for engaging with artists, developers, Town departments, HOAs, BIDs, neighborhoods and others to bring more public art into the community.

### Goal 5 Strategies

- 5.1** Develop a local artist roster that Parker can use for developer projects, smaller projects or for time-sensitive projects. This document should be updated periodically.
- 5.2** Develop toolkit and guidelines for assisting developers, HOAs, BIDs, neighborhoods, etc. when including artwork in their projects.
- 5.3** Establish common guidelines for future metro districts/BIDs that wish to include public art options and funding mechanisms.
- 5.4** Collaborate with local artists and arts organizations to develop a plan to attract more artists to Parker.
- 5.5** Advocate for excellence in design and inclusion of art in all private development projects.
- 5.6** Promote opportunities for private investment/participation in public art.
- 5.7** When possible, seek partnerships on Town Department projects, using public art funding as matching or seed money for adding art.
- 5.8** Advocate for public art to be included in all future Town planning efforts.
- 5.9** Consider leveraging the Downtown Parker BID for partnering on placemaking and art projects.
- 5.10** Ensure that public art is a priority area of focus for the upcoming Town of Parker's Cultural Strategic Plan.





## GOAL 6

### Establish Maintenance Plan for Existing Collection

A primary responsibility of any Public Art Program is caring for the art collection. This goal calls for ensuring public art in Parker is properly maintained.

### Goal 6 Strategies

- 6.1** Conduct regular art inventory/condition inspections of Town-owned public art.
- 6.2** Consider contracting a public art consultant to perform occasional condition reports on the existing art collection, including recommended maintenance, priority, and cost.
- 6.3** Develop a maintenance plan based on the report, and request funding.
- 6.4** Update the maintenance plan for the existing art collection every five years.





## GOAL 7

### **Build Enthusiasm For and Educate the Community About Public Art in Parker**

The Parker Public Art Program envisions building community through accessible, creative engagement opportunities for everyone. To do so, this goal calls for ensuring the community is aware of and engaged with public art.

#### **Goal 7 Strategies**

- 7.1** Seek opportunities to engage the community in public art through selection panels, artist talks, public art tours, hands-on events/performances, etc.
- 7.2** Seek opportunities to engage the community and involve local artists in the creation of public art (crowd-sourced, events, festivals, art walks, etc.)
- 7.3** Develop an education and awareness campaign around the Public Art Program
  - Outreach activities promoting public art
  - Website/social media
  - GIS locations/mobile app
- 7.4** Consider branding the Parker Public Art Program and re-align all Town documents to utilize the branded title of the program.
- 7.5** Establish goals for the Town's Art Gallery exhibit spaces that encourage collaboration and increase public engagement.

GOAL 1

- 1.1 Adopt this Public Art Master Plan.
- 1.2 Implement the goals and strategies of this Public Art Master Plan.
- 1.3 Adopt and enact Public Art Policies and Procedures, including donations, maintenance, and deaccession policies.
- 1.4 Educate Town staff about the program, its goals, procedures and guidelines.
- 1.5 Establish timelines and procedures for inclusion of public art in Capital Improvement Projects (CIP).
- 1.7 Re-define the roles of the Parker Cultural and Scientific Commission (PCSC) and the Public Art Commission to clarify responsibilities for the Public Art Program.

GOAL 2

- 2.1 Establish a Public Art Division (in the Capital Renewal Fund) and request an annual transfer from the General Fund to be used for current and future capital public art projects.
- 2.2 Ensure the General Fund continues to support noncapital public art projects through transfers to the Cultural Fund.
- 2.4 Develop guidelines and processes to assist departments in determining which capital projects could integrate artwork (through a voluntary set aside from the project’s budget) and when and how to bring in Public Art staff to collaborate on capital art projects.

GOAL 3

- 3.1a Build staff capacity to oversee and manage the Public Art Program Short-term: Consider utilizing contractors for managing initial projects. Cultural Director continues to initiate projects and serve as a liaison to internal departments, PCSC and PAC and initiates.

GOAL 4

- 4.1 Prioritize locations for “Public Art Priority Zones” to help guide Town staff toward projects and locations for inclusion of public art that creates a distinct identity for the residents of Parker and the surrounding areas.
- 4.1b Include Public Art staff in Town planning if new projects arise that might qualify for inclusion on the “Public Art Priority Zones” list.
- 4.2 Continue the popular temporary art program through more temporary art locations.

GOAL 5

- 5.1 Develop a local artist roster that Parker can use for developer projects, smaller projects or for time-sensitive projects. This document should be updated periodically.
- 5.9 Consider leveraging the Downtown Parker BID for partnering on placemaking and art projects.



### GOAL 1

- 1.8 Build-in regular collaboration/interaction points between Public Art staff and Town Departments.
  - 1.9 Revisit the plan goals every year and establish yearly work plans to advance the program.
- 

### GOAL 2

- 2.3 Establish a maintenance plan for existing public art and budget for repair and maintenance (R&M) expenses in the Cultural Fund.
  - 2.5 Research additional future funding sources for public art, such as new grants, donations, fundraising, cultural tax etc.
- 

### GOAL 3

- 3.1b Build staff capacity to oversee and manage the Public Art Program. Longer-term: Advocate for a part-time or full-time staff member to manage projects, oversee maintenance, collaborate with internal departments and manage the Public Art Program.
  - 3.1c Build staff capacity to oversee and manage the Public Art Program. Consider contractors to help with certain projects or maintenance.
  - 3.2 Host regular meetings with other Town staff who have a role in the Public Art Program.
  - 3.3 Update Town Council and Town management on public art regularly.
- 

### GOAL 5

- 5.2 Develop toolkit and guidelines for assisting developers, HOAs, BIDs, neighborhoods, etc. when including artwork in their projects.
  - 5.7 When possible, seek partnerships on Town Department projects, using public art funding as matching or seed money for adding art.
  - 5.8 Advocate for public art to be included in all future Town planning efforts.
  - 5.10 Ensure that public art is a priority area of focus for the upcoming Town of Parker's Cultural Strategic Plan.
- 

### GOAL 6

- 6.1 Conduct regular art inventory/condition inspections of Town-owned public art.
- 

### GOAL 7

- 7.1 Seek opportunities to engage the community in public art through selection panels, artist talks, public art tours, hands-on events/performances, etc.
- 7.3b Develop an education and awareness campaign: Website/social media
- 7.3c Develop an education and awareness campaign: GIS locations/Mobile APP

GOAL 1

1.6 Establish procedures for inclusion of public art in private development.

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GOAL 2

2.6 Explore the possibility of establishing a “percent for art” program to fund future, large public art installations on defined capital projects.

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GOAL 4

4.1a Hold annual sessions with key stakeholders to update “Public Art Priority Zones.”

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GOAL 5

- 5.4 Collaborate with local artists and arts organizations to develop a plan to attract more artists to Parker.
  - 5.5 Advocate for excellence in design and inclusion of art in all private development projects.
  - 5.6 Promote opportunities for private investment/participation in public art.
- 

GOAL 6

- 6.2 Consider contracting a public art consultant to perform occasional condition reports on the existing art collection, including recommended maintenance, priority, and cost.
  - 6.3 Develop a maintenance plan based on the report and request funding.
- 

GOAL 7

- 7.2 Seek opportunities to engage the community and involve local artists in the creation of public art (crowd-sourced, events, festivals, art walks, etc.).
- 7.3a Develop an education and awareness campaign: Outreach activities promoting public art
- 7.5 Establish goals for the Town’s Art Gallery exhibit spaces that encourage collaboration and increase public engagement.



## GOAL 2

2.5 Explore the opportunity of the existing Greater Parker Foundation serving as a fundraising arm for public art (accept financial contributions from individuals, businesses or grants).

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## GOAL 5

5.3 Establish common guidelines for future metro districts/BIDs that wish to include public art options and funding mechanisms.

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## GOAL 6

6.4 Update the maintenance plan for the existing art collection every 5 years.

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## GOAL 7





7.4 Consider branding the Parker Public Art Program and re-align all Town documents to utilize the branded title of the program.





**Prioritized Locations for  
Parker Public Art  
2024-2034**










## Prioritized Locations for Parker Public Art 2024-2033

-  **SALISBURY PARK ZONE**  
Park
-  **KING'S POINT RETAIL AREA**  
?
-  **RAILBENDER PARK**  
Playground
-  **SALISBURY PARK**  
Playground

-  **TALLMAN MEADOW PARK**  
Playground
-  **FUTURE OAK GULCH TRAIL**  
Trails
-  **CHERRY CREEK TRAIL**  
Trails
-  **PARKER ROAD AT STROTH ROAD**  
Gateway

-  **PARKER ROAD AT NORTH TOWN**  
Gateway
-  **MAINSTREET AND CHAMBERS**  
Gateway
-  **HESS AT WEST / REUTER HESS RESERVOIR EAST**  
Gateway
-  **JORDAN AND LINCOLN AVENUE**  
Gateway
-  **HARVEY OPEN SPACE**  
Gateway

PARKERARTS



### Prioritized Locations for Parker Public Art (Downtown) 2024-2033

- 1

**Parking Garage**  
Town Facilities
- 4

**Downtown Confluence Projects**  
Developer Collaboration Gateway
- 20

**Parker Road and Mainstreet**  
Gateway
- 3

**Town Hall Renovation & Expansion**  
Town Facilities
- 12

**O'Brien Park North Addition**  
Park
- 21

**Mainstreet and Pine Drive**  
Gateway



# Prioritized Locations for Parker Public Art 2024-2034

The following chart corresponds to the earlier Prioritized Locations Map(s) indicating the near-term, short-term and medium-term prioritized locations and areas for public art installations in the next decade. This list was determined through research and mapping exercises with the community and with Town Staff.

This list is flexible and should be considered guidance/advisory only. It is recommended that the Public Art Commission and Town Staff review this list regularly and make changes as needed according to Town and Cultural Department priorities and new CIP projects and other opportunities that arise.

## Near Term Priority Project (2024-2025)

Project Name & Description	Funding Source	Location Type / Notes
Downtown Parking Garage: Developer Collaboration	Developer Funded	Town Facility; In-progress (2024-2026)
Salisbury Park Zone: Town Capital Improvements Project Future North #87 & Existing #88"	CIP	Park; Active use park with athletic fields, equestrian, playgrounds, pickleball etc. 90 Acres to the north of the existing park are being incorporated into the overall park. Timing: 2024 start
Town Hall Renovation & Expansion	CIP	Town Facility; In progress; designated sites inside building
Downtown Confluence Project(s): Developer collaboration	Developer funded	Downtown; Track and advocate
Schoolhouse Elm Tree Carving	CIP	Wood carving of the stump left after the 100+ year-old tree was removed in front of The Schoolhouse
Climbing Wall Mural	Cultural Public Art Fund	Town Facility; Mural being added next to the climbing wall at The Fieldhouse
Utility Wraps	Cultural Public Art Fund	Continuation of wraps installed in 2023. New locations and themes to be added in 2024.
Downtown Banners	Cultural Public Art Fund and partnership with Downtown BID	Installation of banners along Mainstreet from Parker Road to Pine Curve. Include "Welcome" messaging alternating with spotlights of art from local artists.



## Short Priority Project (2026-2029)

28

Project Name & Description	Potential Funding Source	Location Type / Notes
<b>King's Point</b> (Whole Foods, In-n-Out, Day Care Center)	Developer	Other; There will be a pad for permanent artwork purchased by the Town.
<b>Mural Program</b>	Cultural Public Art Fund & Community Partners	Other; Create roster of local and metro-area artists for available walls.
<b>Playground update</b> <ul style="list-style-type: none"><li>- Railbender Park</li><li>- Salisbury Park</li><li>- Tallman Meadow Park</li></ul>	CIP	Playground; Strive for kid-friendly and accessible artwork



## Mid-Term Priority Project (2030-2033)



Project Name & Description	Potential Funding Source	Location Type / Notes
Future Oak Gulch Trail	CIP	Trails & Trailheads
Cherry Creek Trail	unfunded	Trails & Trailheads; Trail @ Pine; near Parker Recreation center
O'Brien Park North Addition	CIP	Park; Adding 5 acres to the north of existing park
One Gateway Project (TBD)	unfunded	Gateway; choose one from below
<b>Gateway South:</b> Parker Road at Stroh Road (x2)	unfunded	Gateway
<b>Gateway North:</b> Parker Road: North Town Boundary	unfunded	Gateway
<b>Gateway West:</b> <ul style="list-style-type: none"> <li>– Mainstreet and Chambers (x2)</li> <li>– Hess at west Town boundaries/ Rueter Hess Reservoir east Entrance</li> <li>– Area near Jordan and Lincoln Avenue</li> </ul>	unfunded	Gateway
<b>Gateway East:</b> Harvey Open Space	unfunded	Gateway
<b>Gateway Downtown:</b> Parker Road and Mainstreet	Unfunded; CIP?	Gateway; Look at O'Brien Park corner
<b>Gateway Downtown:</b> Mainstreet and Pine Drive Curve Future Development	Unfunded; developer partnership	Gateway; Look at private development across from Town Hall & Entrance to Downtown Parker at Pine and Mainstreet (park areas)



30

## Long-Term Priority Project (2034+)

Project Name & Description	Potential Funding Source	Location Type / Notes
Stroh Soccer Park	CIP	Park
Bar CCC Park	CIP	Park
Sonka Doug Park at E470	CIP	Park
New Recreation Center (South Parker)	CIP	Town Facility; 2031 CIP
Kinney Creek Trail	CIP	Trails & Trailheads; 10 year CIP
Pikes Peak Plaza / Corner at Pikes Peak and Mainstreet	unfunded	Other
Pax Tenterra (4 community parks)	Developer project	Other; Watch and advocate for public art
Parker Hospital Expansion	Developer project	Other; 10 years out



# Preferred Art Zone

## Downtown Mainstreet Zone

Major developments and improvements to Town, buildings in the area near the PACE Center and O'Brien Park.

- PACE Lot 2 development
- Plaza in front of PACE Center
- Discovery Park
- Pikes Peak Drive
- Area between Schoolhouse and Chapel (gathering area and connection between parking behind and Mainstreet)
- Living Wheel Park (artwork deteriorating, bronze eagle, flags) #69
- Cherry Creek at Mainstreet

## Other Projects for Consideration/Tracking

Project Name & Description	Potential Funding Source	Location Type / Notes
<b>Tunnels and Pedestrian areas under bridges (murals)</b> <ul style="list-style-type: none"><li>– Baldwin Gulch @ 20 Mile Rd</li><li>– Porter Rd and Lincoln Tunnel</li><li>– Tunnel under Jordan (East/West trail)</li><li>– Tallman Trail at Canterbury</li><li>– Chambers Underpass</li></ul>		Tunnel Mural
<b>Trails and Trailheads</b> <ul style="list-style-type: none"><li>– Sulphur Gulch Trail</li><li>– East/West Trail</li><li>– Baldwin Gulch Open Space</li><li>– Lennon Gulch Trail connections</li><li>– High Plains Trail Bridge</li><li>– McCabe Meadows Trailhead</li></ul>		Trails and Trailheads
<b>Non-irrigated/ Non-landscaped Medians</b> <ul style="list-style-type: none"><li>– Chambers Road, north of 470</li><li>– Chambers Road south of Mainstreet</li><li>– Hilltop Road #?</li><li>– Mainstreet section west of Parker Road #68</li></ul>		Medians
<b>Gateways: North</b> <ul style="list-style-type: none"><li>– Along E470 at Town boundaries for towers like at Meridian on I-25 (north/east)</li><li>– Jordan Road: North</li><li>– Pine Drive: North</li></ul>		Gateway



Project Name & Description	Potential Funding Source	Location Type / Notes
<b>Gateways: East</b> <ul style="list-style-type: none"><li>– Sculpture garden at entrance (Pine Street) near Town Hall/ East Gateway into Downtown</li><li>– Hills Drive (north)</li><li>– Hilltop at West Boundary at Lincoln near Prairie Loop Open Space</li></ul>		Gateway
<b>Gateways: South</b> <ul style="list-style-type: none"><li>– Crowfoot Valley Rd. at south Town boundary</li></ul>		Gateway
<b>CIP Parks:</b> <ul style="list-style-type: none"><li>– Railbender Park</li><li>– Auburn Hills Park</li><li>– Preservation Park (North Gateway)</li><li>– Entrance to Reuter Hess Reservoir (West Gateway)</li></ul>		Parks
<b>CIP Horizontal/Roads and Infrastructure:</b> <ul style="list-style-type: none"><li>– Drop structures (Cherry Creek @ Mainstreet)</li><li>– Stormwater Improvements (2025)</li><li>– Underpasses on Chambers Road, from Hess to Crowfoot</li><li>– Crowfoot Valley Road widening (5-6 years away)</li></ul>		Other
<b>Developer Projects to watch and advocate for public art inclusion:</b> <ul style="list-style-type: none"><li>– Looking Glass Community Parks</li></ul>		
<b>Downtown BID</b> <p>Watch this as a possible partner for art/murals</p>		
<b>Places that need art or existing projects that should be watched:</b> <ul style="list-style-type: none"><li>– Field House Recreation Center</li><li>– H2O'Brien Splash Pad</li><li>– Discovery Park</li><li>– Older neighborhoods:<ul style="list-style-type: none"><li>– Stonegate</li><li>– Cottonwood</li><li>– Preservation Park</li><li>– Country Meadows</li><li>– Canterbury</li></ul></li></ul>		

# PARKER ARTS

## List of Artwork featured in this document (all photos courtesy of Parker Arts)

Cover Page — “Spirit of Renewal” by Lorri Acott

Page 2 — East-West Regional Trail mural, a collaboration with local volunteers, Parker Youth Commission, Parker Parks and Recreation, and Cultural Departments

Page 3 — “Peche” by Ben and Charlotte Zink

Page 4 — “Love Others” mural, a collaboration with Lutheran High School Art Academy students, Parker Parks and Recreation and Police Departments, and Parker Arts

Page 5 — “Wind Sprite” by Annette Coleman

Page 6 — “Boundless” by Janene Di-Rico Cable

Page 7 — East-West Regional Trail mural, a collaboration with local volunteers, Parker Youth Commission, Parker Parks and Recreation Department, and Parker Arts

Page 8 — “Parker Stampede” mural, a collaboration with Lutheran High School Art Academy students, Parker Parks and Recreation and Police Departments, and Parker Arts

Page 9 — “Miss Poppin’s Favorite” by Justin Deister

Page 10 — “Search for Beauty” by Ben and Charlotte Zink

Page 11 — “Tatanka Ska” by Jacob Novinger

Page 13 — “Stop Pushing” by Tim DeShong

Page 14 — “The Dance” by Lee Proctor

Page 15 — “Puppy Dog Tails” by Bobbie Carlyle

Page 16 — “Somewhere Down the Lazy River” by Mario Miquel Echevarria

Page 17 — “Jacks” by Christopher Weed

Page 18 — “Minions”, a Tiny Art Project collaboration with art students from Parker Performing Arts School and Parker Arts

Page 19 — “Dr. Heath” by Don Budy