



# LANESBORO ARTS CAMPUS

Vision Plan

2014





 **DINER**

BOOTH SERVICE FOR LADIES

CLOSED

**GOOD FOOD**

**EAT**

**CROW**



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## ACKNOWLEDGMENTS



**City of Lanesboro**

**Lanesboro Area Chamber of Commerce**

Thank you to the community members, artists, and stakeholders involved in this process, including the Lanesboro Public School students and staff.



# PROJECT PROCESS

COMPLETED

## ARTS PLANNING AND AWARD OF NATIONAL GRANT FUNDING

### AUGUST - OCTOBER 2013

- Kick off meeting and tour with stakeholders
- Analyze issues and opportunities
- Gather input on goals and opportunities from stakeholders

### NOVEMBER – DECEMBER 2013

- Gather ideas and priorities for the Lanesboro Arts Campus and Arts Focus Areas
- Prepare draft vision plan and preliminary concept plans for art spaces
- Get input from Lanesboro school students on site design ideas
- Stakeholder review of draft vision plan and site design concepts

### JANUARY – MARCH 2014

- Prepare vision plan and preferred concept plan
- Community meeting to present vision plan and concept plan. March 15th

### MARCH - APRIL 2014

- Refine plans based on input. Prepare Phase One Plan with artists
- Present plans to City Council

### SUMMER 2014

- Phase One construction
- Public poetry and sculpture workshops

### FALL 2014

- Begin Phase Two planning

*The following is an overall guide for the Lanesboro Arts Campus and development of the art focus areas, connectivity improvements, programs and activities.*

## INTRODUCTION

The Arts Campus is a city-wide framework for arts-related investment, infrastructure, and programming. The intent is to gradually build a public arts and culture program strategically over time. The Arts Campus vision and goals are listed below:

### ARTS CAMPUS VISION

***The Arts Campus will integrate arts into the fabric of the community, allowing Lanesboro to be the premier small town culture and arts destination in the Midwest.***



### ARTS CAMPUS GOALS

The Lanesboro Arts Campus will use the arts and creative placemaking to:

1. *Engage the community and its visitors in the arts*
2. *Stimulate economic growth and improve quality of life*
3. *Attract and retain visitors, residents, businesses, and investment*
4. *Weave the arts into city infrastructure, create spaces for community interaction and construct artful, inviting venues for activities and events*
5. *Expand opportunities for artists to create, display, and market their work*
6. *Build on existing assets*
7. *Keep Lanesboro authentic and unique*

## CREATIVE PLACEMAKING

Creative placemaking is a strategy that builds on existing community assets, particularly around arts and culture, to enhance community vitality and create a more memorable and attractive place to experience. Placemaking draws on the distinctive qualities of a community to promote a more pedestrian-friendly and engaging environment where people and businesses want to be. Quality placemaking is a means to realizing shared desires for the community and should be a reflection of commonly-held values.



*“In creative placemaking partners from public, private, non-profit and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired”*

**Ann Markuson, The National Endowment for the Arts’ Creative Placemaking Report, 2010).**



## 11 PRINCIPLES OF PLACEMAKING

Project for Public Spaces (PPS) has developed 11 principles that can be used to evolve public spaces into “community places.” Although similar words, “spaces” and “places” have very different meanings. A space is a physical description of a piece of land, whereas a “place” connotes an emotional attachment to the piece of land.

### 1. The community is the expert.

People who use a public space regularly provide the most valuable perspective and insights into how the area functions. They also can help identify issues that are important to consider in improving the space. Uncovering and incorporating their ideas and talents is essential to creating a successful and vital community place.

### 2. You are creating a place, not a design.

Design is an important component of creating a place, but not the only factor. Providing access and creating active uses, economic opportunities, and programming are often more important than design.

### 3. You can’t do it alone.

A good public space requires partners who contribute innovative ideas, financial or political support, and help plan activities. Partners also can broaden the impact of a civic space by coordinating schedules for programming and improvement projects.

### 4. They’ll always say, “It can’t be done.”

Every community has naysayers. When an idea stretches beyond the reach of an organization or its jurisdiction and an official says, “It can’t be done,” it usually means: “We’ve never done things that way before.” Keep pushing. Identify leaders in the community who share your vision and build support. Talk to your elected official and get him or her engaged.

### 5. You can see a lot just by observing.

People will often go to extraordinary lengths to adapt a place to suit their needs. A raised curb can be used as a place to sit, sort mail, and even—believe it or not—cook clams. Observing a space allows you to learn how the space is used.

### 6. Develop a vision.

A vision for a public space addresses its character, activities, uses, and meaning in the community. This vision should be defined by the people who live or work in or near the space.

## 7. Form supports function.

Too often, people think about how they will use a space only after it is built. Keeping in mind active uses when designing or rehabilitating a space can lower costs by discouraging unnecessary and expensive landscaping and monuments, as well as potentially eliminating the need to retrofit a poorly used public space.

## 8. Triangulate.

The concept of triangulation relates to locating elements next to each other in a way that fosters activity. For example, a bench, trash receptacle, and coffee kiosk placed near a bus stop create synergy because they are more convenient for waiting bus passengers and pedestrians than if they were isolated from each other.

## 9. Start with the petunias.

Simple, short-term actions such as planting flowers can be a way of testing ideas and encouraging people that their ideas matter. These actions provide flexibility to expand the space by experimenting, evaluating and incorporating results into the next steps and long-range planning.

## 10. Money is not the issue.

A lack of money is often used as an excuse for doing nothing. Funds for pure public space improvements often are scarce, so it is important to remember the value of the public space itself to potential partners and search for creative solutions. The location, level of activity, and visibility of public spaces—combined with a willingness to work closely with local partners—can elicit resources from those involved to activate and enhance these spaces.

## 11. You are never finished.

About 80 percent of the success of any public space can be attributed to its management. This is because the use of good places changes daily, weekly and seasonally, which makes management critical. Given the certainty of change and fluid nature of the use of a place at different times, the challenge is to develop the ability to respond effectively. A good management structure will provide that flexibility.

**Source: Project for Public Spaces, <http://www.pps.org/reference/11steps/>**





## BUILD ON LANESBORO'S ASSETS

Lanesboro has a unique combination of scenery, arts, and recreation, along with an actively engaged community that creates a synergy of opportunities for placemaking and community betterment. The Arts Campus should focus on maximizing the community benefits of that synergy of assets.

## LANESBORO ARTS CAMPUS GUIDING PRINCIPLES AND CRITERIA

Arts and cultural elements, places, activities and events should strive to be:

**Engaging**—Interactive, participatory, stimulating, thoughtful, layered, and year-round.

**Fresh**—A mix of temporary and permanent art, physical and performance arts, public and private settings, changing/diverse content, media, and events.

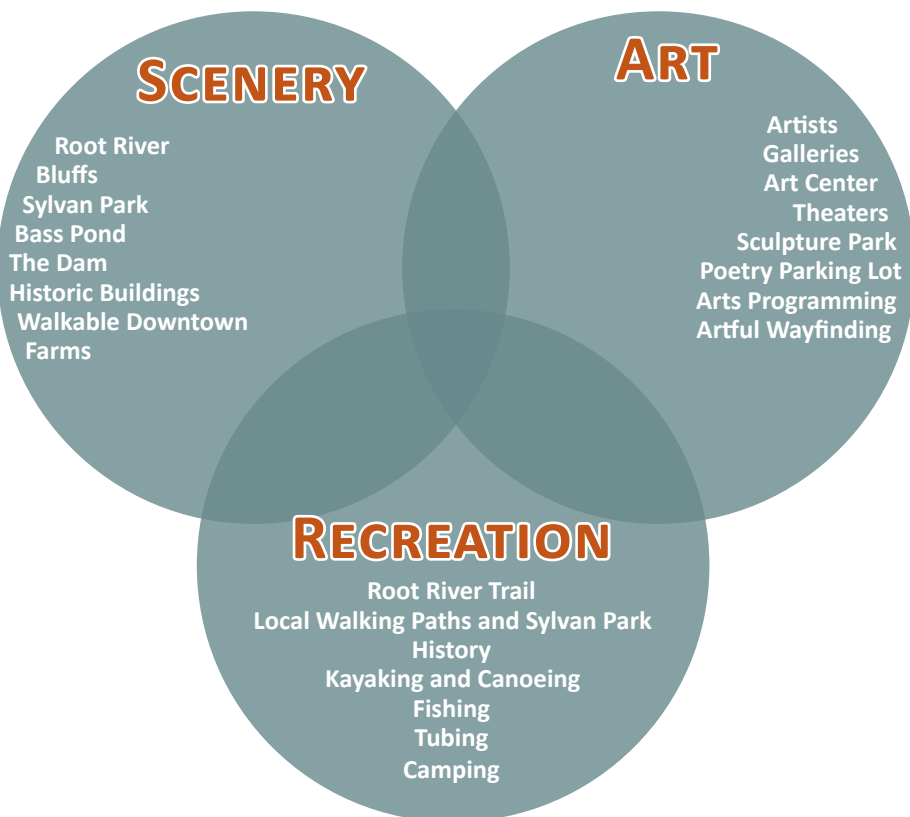
**Local**—Art integrated into the fabric of the community, and the community into the arts by encouraging use of local and regional artists, local context-based themes and indigenous materials/forms, local history, people, institutions, schools, businesses, places, products, foods, activities, and stories.

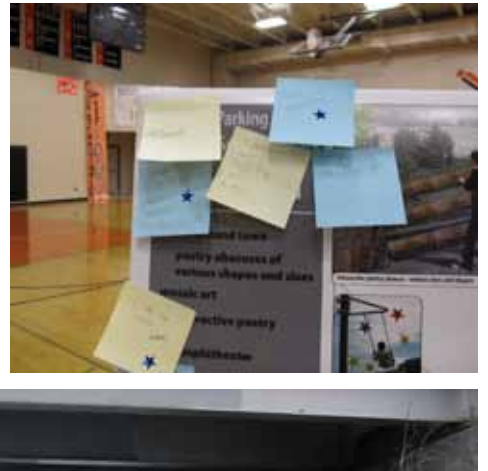
**Natural**—Use of natural materials, nature themes, and forms.

**Memorable**—Unique, creative, innovative, experiential, distinctive, surprising, and authentic.

**Welcoming**—Attractive and inviting to all ages, creating a sense of place and identity.

**Sustainable**—Economically and environmentally sustainable, supportive of local business development, attractive to visitors and residents, partnership driven. Events should complement spaces/ places and places/spaces should support events. Events should seek synergy with other activities to cross-market to diverse audiences. Events should be durable and low maintenance.





# Lanesboro Arts Campus Vision Plan and Arts Focus Area Concepts

## ARTS CAMPUS VISION PLAN

The Lanesboro Arts Campus is a layered and memorable arts experience integrated into the fabric of the community that builds on and is designed to enhance and connect existing assets – the river, scenery, recreation, history and downtown while extending art into the community.

The vision for the Arts Campus is based on creating an arts and nature hub and arts experience loops. The hub of the Arts Campus will be downtown Lanesboro and the west side of the Root River (Bass Pond/softball field area) with the improvement of the Bass Pond/riverfront area as a welcoming, experiential gateway into town. Clear and engaging walking loops will be created in the downtown/riverfront area and outward from downtown. The loops will integrate art, stories, views, and destinations utilizing the themes of Community, Nature, Culture, History, and Education. Arts experience walking/biking loops can include downtown loops, river loop, park loop, outer neighborhood bike/walking loop(s) and possibly a rural drive/bike loop.

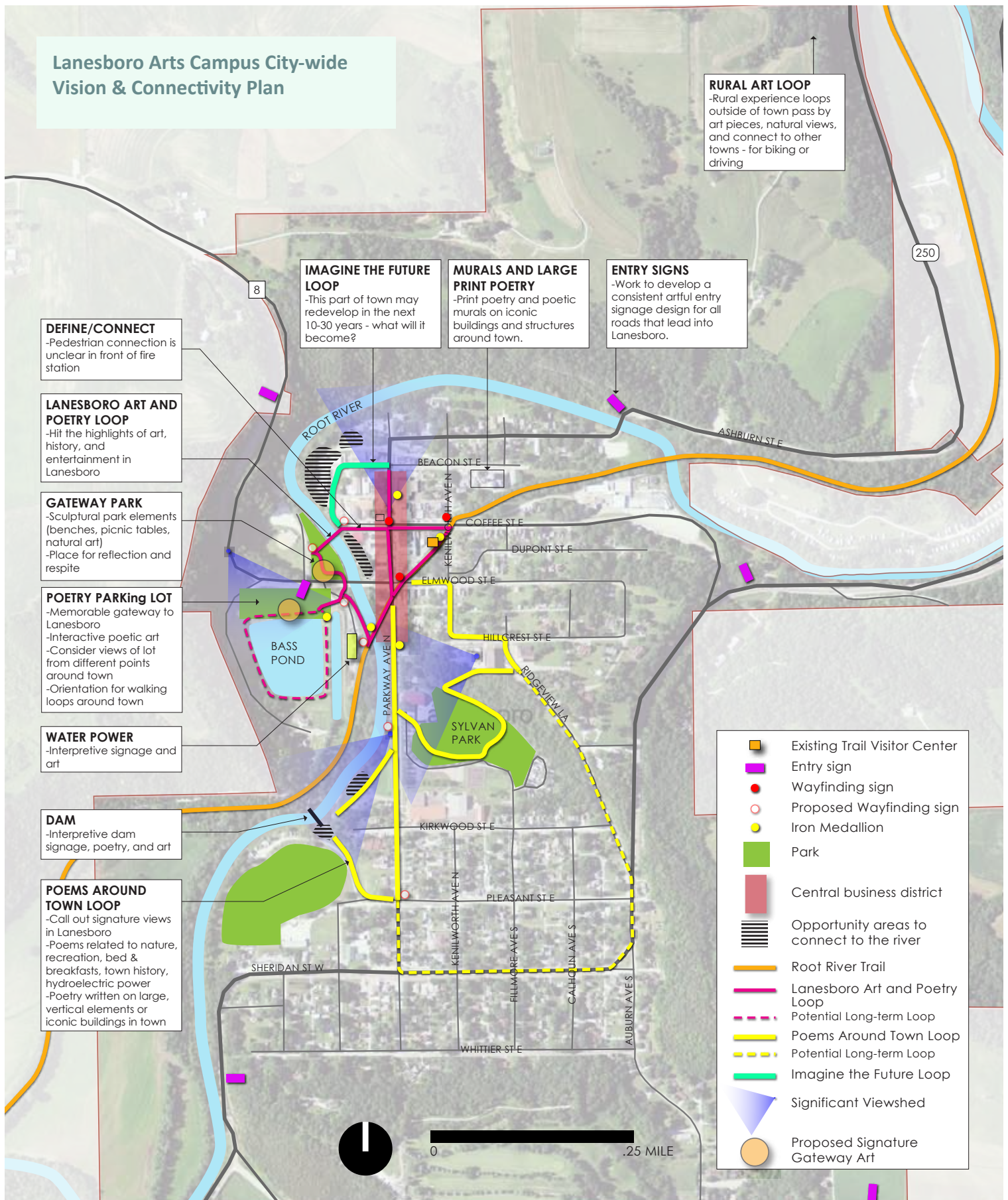
Five initial projects are the focus of the Arts Campus in 2014:

The St. Mane Theatre will be renovated and upgraded creating the **St. Mane Theatre and Residency Center** – a renovated and updated regional venue for music, drama, film and dance and studio/lodging space for the artist-in-residency program.

**Lanesboro Arts Historic Gallery Building** – a renovated and updated gallery building to better serve art sales, exhibits, offices and the Art Lofts – guest lodging and space for artists-in-residency.

Public art, poetry, landscaping, and trailhead amenities will be added to the Bass Pond parking lot to create a **Poetry Parking Lot**; these enhancements will provide an incentive for people to use the underutilized parking lot, alleviating traffic congestion downtown. The green space between the softball field and the river will become a gateway park with art, fishing access, and social gathering space. **Gateway Park** will connect Poetry Parking Lot to downtown. **Pedestrian connectivity** will be improved with signage and art to make it easier for visitors to explore the town and to make the walking routes interesting experiences.

## Lanesboro Arts Campus City-wide Vision & Connectivity Plan



This plan graphic illustrates the framework/draft vision plan for the Arts Campus focus areas, wayfinding, connectivity, and loop experiences.

Initial actions to implement the Arts Campus Vision include the following arts focus areas. Criteria for each focus area are included to help shape plans and development.

## ARTS FOCUS AREAS

### 1. Pedestrian and Bike Trails

#### ***Artful Wayfinding System***

- *Create clear, intuitive, attractive and interesting walking loops for visitors that connects them to major destinations*
- *Strongly connect the Bass Pond/Poetry Parking Lot with downtown through the Gateway Park*
- *Consider adding a walking loop in Sylvan Park, in the neighborhoods and possibly a bike/driving loop in the rural countryside*
- *Integrate art, history, local stories, and scenic view points along the walking loops*
- *Utilize and expand use of the existing artful wayfinding signs*
- *Evaluate having art along the Root River Trail*
- *Consider creating consistent gateway signage/art at roadway entrances leading into town*
- *Evaluate the potential use of the green space below the dam*



## 2. Arts in Public Spaces

### **Poetry Parking Lot (Bass Pond lot)**

- *Be an attractive gateway and trailhead for visitors*
- *Incorporate interactive poetry into visitors experience*
- *Consider extending the poetry and literary arts theme through the walking loop into downtown*
- *Green and naturalize the parking lot with native plantings and rain gardens*
- *Consider a trailhead structure with amenities, including signage, wayfinding, and restrooms*
- *The parking lot should double as outdoor event space*
- *Consider a walking loop around the Bass Pond and new connections to the Root River trail*
- *Consider views from the road, the parking lot, and the trail*
- *Evaluate options for the skate park (add poetic treatment or street art, or potentially relocate)*

### **Gateway Park**

- *Help support the pedestrian connection between the Poetry Parking Lot and downtown*
- *Provide contemplative spaces that include a mix of permanent and temporary art and an area that serves as an avenue for events and social gathering*
- *Be an attractive riverfront park with access to the river*
- *Have a nature focus indicative of its location*
- *Design for durability and occasional flooding*
- *Include seating and shade*
- *Consider accessibility*
- *Incorporate fishing access*

## 3. Buildings that House the Arts

**St. Mane Theatre and Residency Center** – Renovate and update the regional venue for music, drama, film and dance and create studio/lodging space for the artist in residency program

**Lanesboro Arts Historic Gallery Building** - Renovate and update the gallery building to better serve art sales, exhibits, offices and the Art Lofts – guest lodging and space for artists in residency

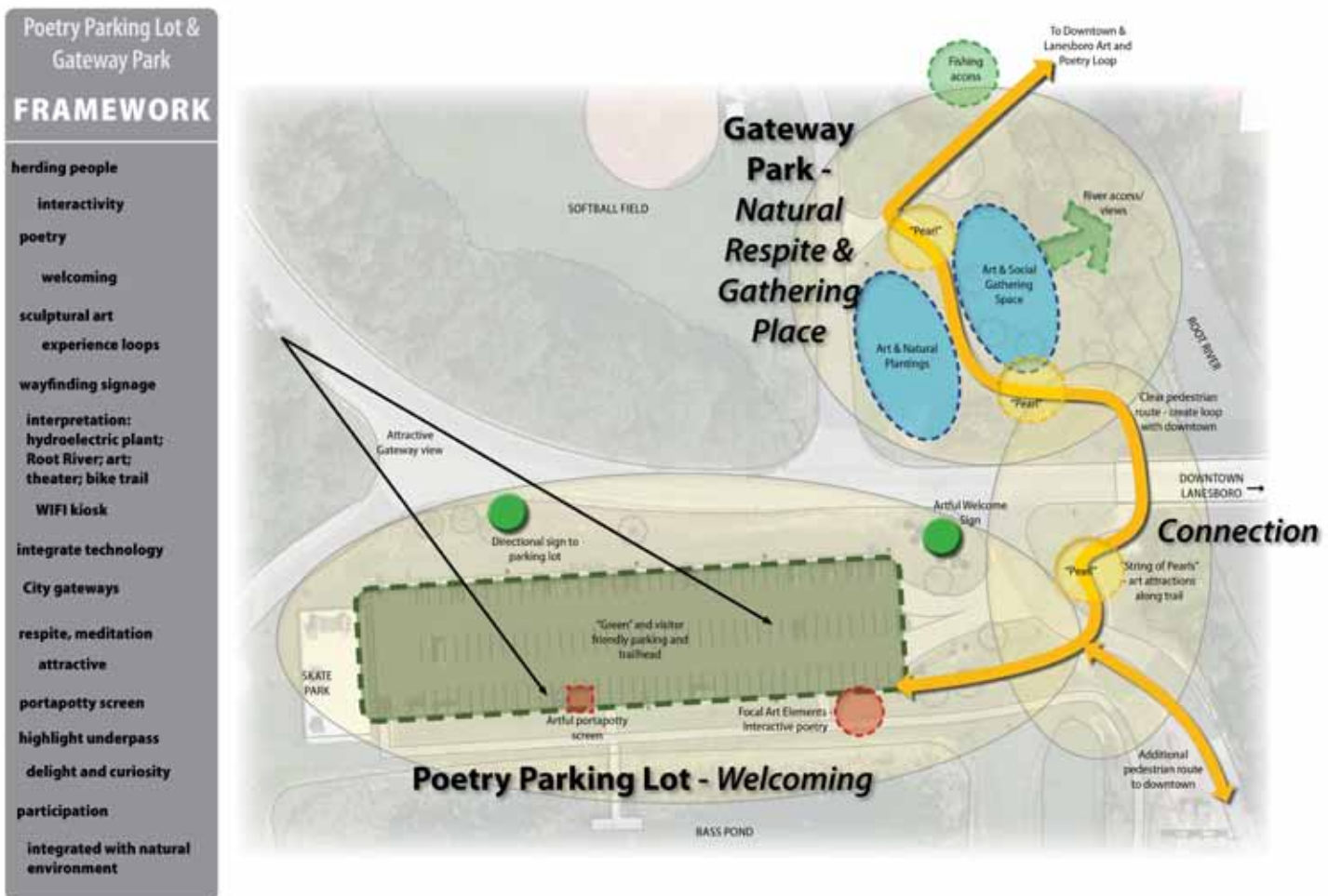
**Vacant storefronts** – Explore options to enliven vacant storefronts with art



## ART FOCUS AREAS FRAMEWORK

The public arts focus areas (the Poetry Parking Lot and Gateway Park) will be developed and wayfinding/connectivity improvements made as part of Phase One of the Lanesboro Arts Campus. The Arts Campus will build and evolve over time based on community involvement. The Framework Diagram below highlights the major connection path between the Poetry Parking Lot, Gateway Park, and downtown Lanesboro. The Poetry Parking Lot is shown as the welcoming face to Lanesboro, while the Gateway Park is the gathering place and respite nestled along the Root River.

Potential concepts for the arts focus areas and wayfinding/connectivity elements are listed on the following pages. Artists will work with the community to design the public art. Ed Bok Lee and Ashley Hanson will conduct a series of poetry workshops in Lanesboro to create local poetry to be incorporated in the public art. Karl Unnasch will help design the art for the poetry parking lot, wayfinding signs, and gateway park.



Arts Focus Areas Framework Diagram

## WAYFINDING AND CONNECTIVITY CONCEPTS

The following are potential wayfinding and connectivity elements:

***Herd and route improvements***—Clear intuitive pedestrian circulation routes created with signage, pavement treatment, art, lighting and space definition to guide visitors. Utilize “yellow brick road (well defined paths) and “string of pearls” (attractions along the way) methods to improve route legibility.

***Arts experience loops***—Engaging walking loops that integrate art, history, stories, views, and connect key destinations. Potential to eventually include a larger rural drive/bike loop. Utilize the Lanesboro themes of Community, Nature, Culture, History, and Education.

***Artful wayfinding signage***—Expanding the use of the existing artful gateway signs and/or build on the design theme reflected in those existing signs.

***Attractive WIFI kiosk/shelter/place***—Enhance digital connectivity and social gathering with a kiosk and public spaces with digital access and area maps and local information. Could use technology elements such as video or audio playback/ interactivity for information and public art.

***City gateways***—Options to have consistent attractive signage at all the roadway and trail entrances in/out of Lanesboro. Include “Welcome and Thank You for Visiting” messages on gateway entrance/exit signage.

## POTENTIAL CONCEPTS FOR POETRY PARKING LOT & GATEWAY PARK

Several concepts and ideas for the Poetry Parking Lot and Gateway Park were explored and considered by stakeholders as part of this process. These ideas, which are described below, were incorporated into three distinct concept plans.

### **Interactive Poetry Creation:**

Design your own Haiku using movable words in an abacus-like feature. Three rows of syllable/word choices 5-7-5 in an abacus format. Three size abacuses – Gateway (visible from the entry road/iconic), adult, and children's. Ability to easily make your own haiku poem and photograph it. Need to design the experience of poetry creation into the setting of the parking lot to create a distinct theme/experience.

### **Poems Around Town:**

Poems in the parking lot, poetry creation/presentation in the Gateway Park, poetry drop box. Poetry embedded within the experience loops, at B&Bs, at visitor destinations and framing views. PoetTREE – Poems hung on to a tree (sculptural or real). Poetry graphics (painted parking stall messages or poem/poet stalls). Cast concrete poetry - in sidewalks, in benches, etc. Poetry projected onto building walls, the dam, etc. Poems based on the key themes of Community, Nature, Culture, History, and Education.

### **PARKing Lot:**

Nature takes over the parking lot (roots, trees, grasses, stone, water, earth). Poems could be integrated into the theme of nature taking over the parking lot.

*Note: All poetry parking lot concepts involve greening and enhancing aesthetics and function of the parking lot as an attractive trailhead and gateway into town.*

### **Linear Gateway Park:**

Linear park experience with "rooms/pearls" along the main pathway for gathering, reflection, art and landscaping. The "rooms" frame the route

between downtown and the poetry parking lot. The "pearls" include changeable/temporary art elements. Potential for identifying/creating an iconic, memorable art element/sculptural feature.

### **Root River Park:**

Nature-focused park with space and facilities for art and community events, respite, picnicking, fishing, and gathering.





### Lanesboro Art Park:

Art-oriented park with mix of permanent and temporary art. Places for art creations, display and performance. Artist-designed infrastructure, park furnishings, and art elements (benches, tables, play features, bike racks, etc.).

### PoetTREE:

Tree (real or sculptural) with the means to attach your own poems to the tree(s). Could be a key feature of all the above park ideas.

### Root River Valley Park:

An abstract model of the Root River Valley landscape using a new pathway as the river, creating limestone "bluffs" on the existing

side slope and on a new berm, adding native bluff landscaping, and perhaps including the north side of the bridge as the dam.

### Life Like a River:

Poetic theme tying movement along the trail to the journey of life as it flows from birth, childhood, young adult, middle age, and old age. Based on book *Time's River: The Voyage of Life in Art and Poetry*.



## Lanesboro Arts Campus Preferred Concept Plan

The Preferred Arts Campus Concept Plan incorporates ideas from each of the potential concepts into subtle gestures to create an interactive and pleasant experience. Artistic entry signage will tie the Arts Campus together and direct Lanesboro residents and visitors to the various arts, nature, social, and other destinations throughout the community. Trees and native landscaping will be planted in and around the Poetry Parking Lot and Gateway Park to provide shade and ecological benefits. A gathering and performance space in Gateway Park will enhance the existing levee topography facing the Root River with a place for people to gather and enjoy outdoor performances. Places for interpretive sculpture and signage will allow description of historical, aesthetic, and functional aspects of the city. Additional seating and picnicking facilities will provide places for people to enjoy the newly enhanced outdoor spaces in Lanesboro.



### GATEWAY PARK

- ① Native prairie landscape with sculpture pedestals
- ② Gathering/Performance space
- ③ Accessible gravel path
- ④ Stone steps
- ⑤ Fishing pier
- ⑥ ADA accessible parking spaces
- ⑦ Artist designed picnic tables



### POETRY PARKING LOT

- ⑧ Porta-potty enclosure - potentially designed by artist
- ⑨ Wayfinding/Interpretation kiosk
- ⑩ Parking entry and directional signs
- ⑪ Iconic focal element/art sculpture
- ⑫ Poetry abacus / interactive poetry sculpture
- ⑬ Poetry or art images painted on the pavement
- ⑭ Native trees and rain gardens
- ⑮ PoeTREE - trees with local poems

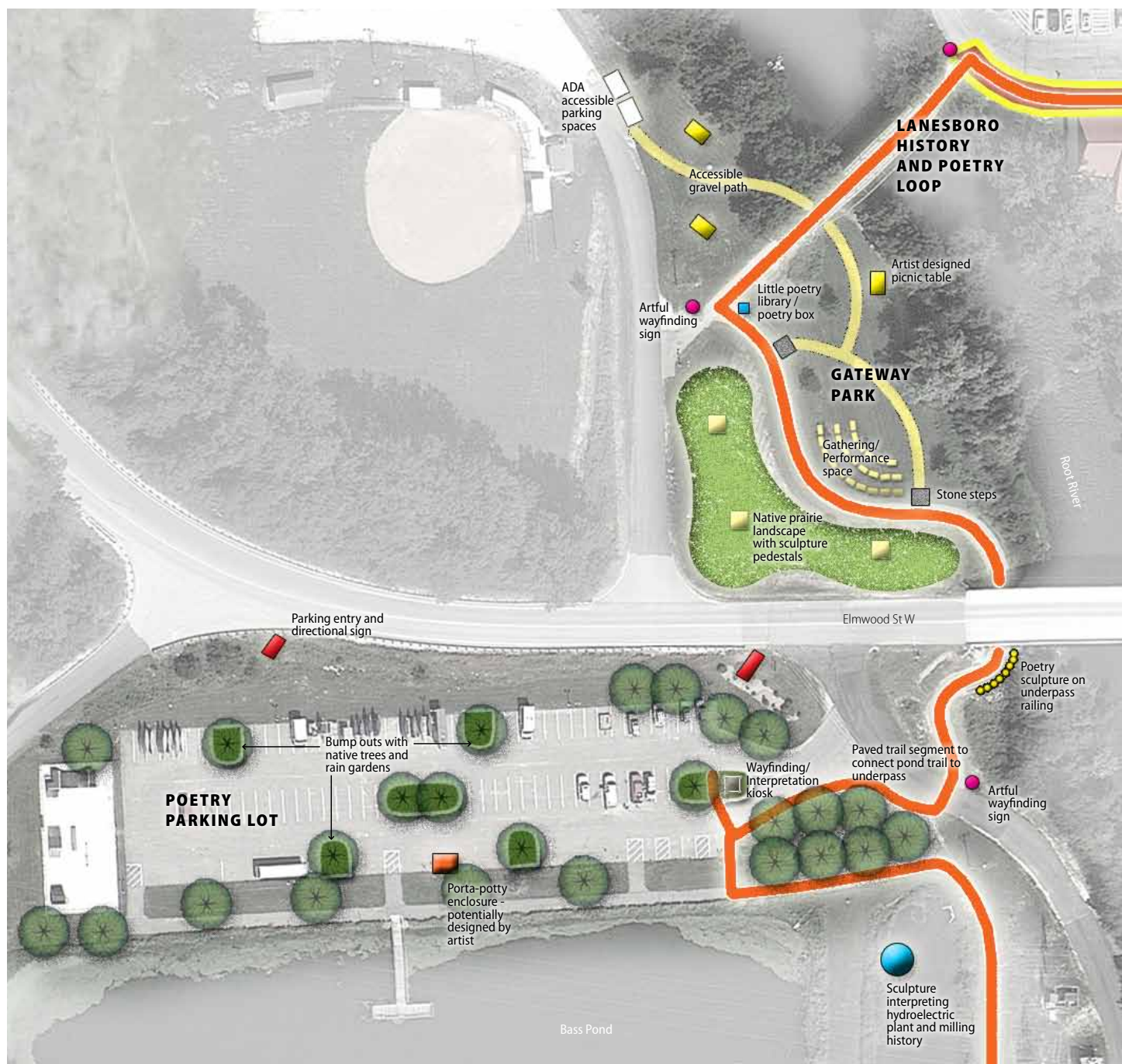


### ARTFUL WAYFINDING

- ⑯ Paved trail segment to connect pond trail to underpass
- ⑰ Poetry sculpture on underpass railing
- ⑱ Lanesboro Art & Poetry Loop - strongly defined route around town with art and poetry elements
- ⑲ Pedestrian scale lighting
- ⑳ Little poetry libraries / poetry boxes
- ㉑ Sculpture interpreting hydroelectric plant and milling history
- ㉒ Pedestrian surface treatment to highlight route
- ㉓ Potential locations for artful wayfinding signs



## Gateway Park and Poetry Parking Lot Detail Concept Plan



# LANESBORO ARTS CAMPUS

## Vision Plan 2014



*Building a New Vision for the Arts*