



Planning on Tap

Arts and Culture Plans

Purpose

An art and culture plan guides a community– including its commissions, city departments, program staff, artists, and stakeholders – to maximize art in supporting the goals, needs and future of its community.

Purpose

Position arts and culture to **advance civic initiatives**

Create **distinction** and express community **identity**

Discover sustained **financial** support & establish **procedures**

Demonstrate **possibilities** & identify **areas of opportunity**

Establish **shared expectations** and language around art

2024

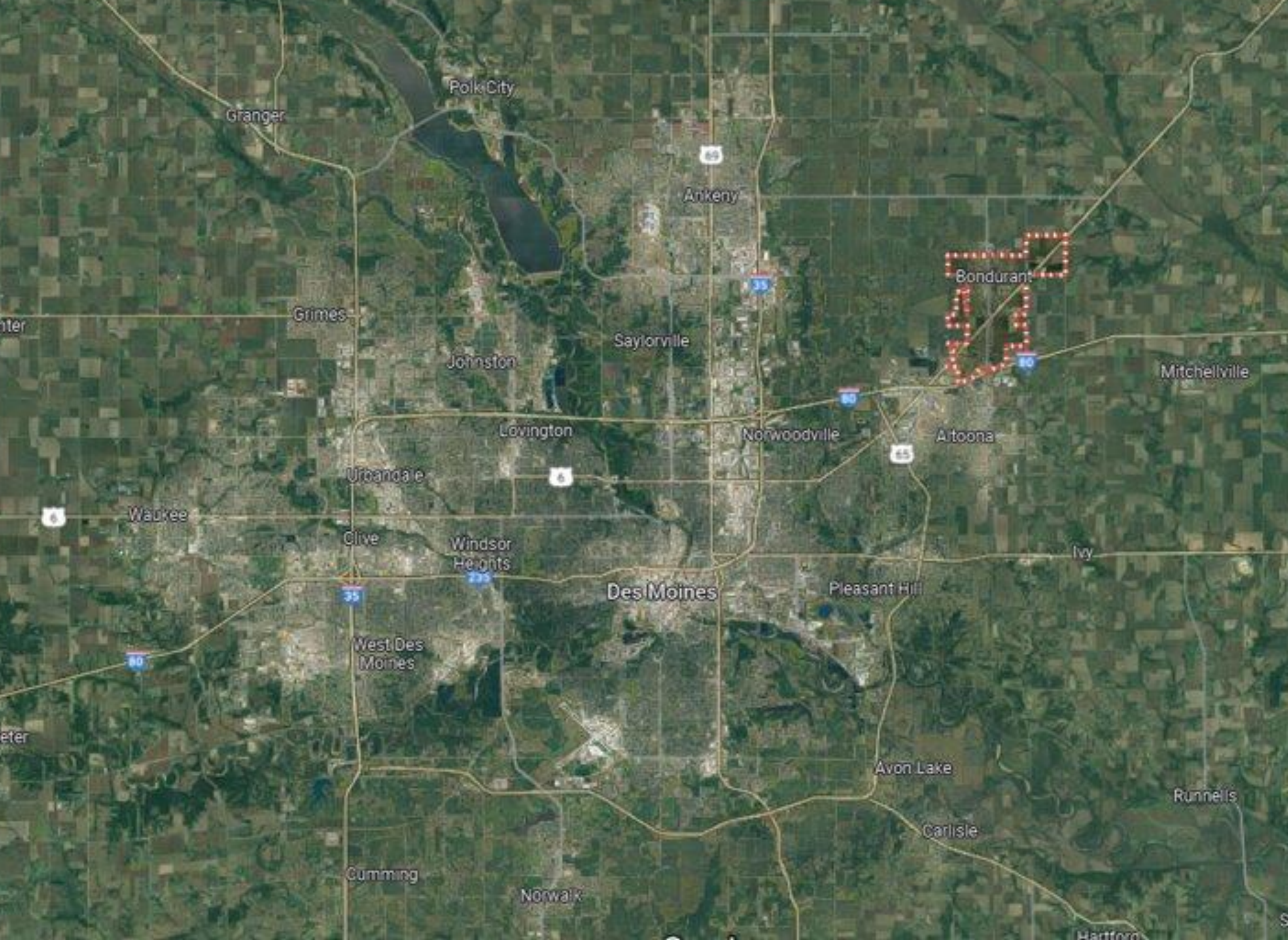
BONDURANT

IOWA

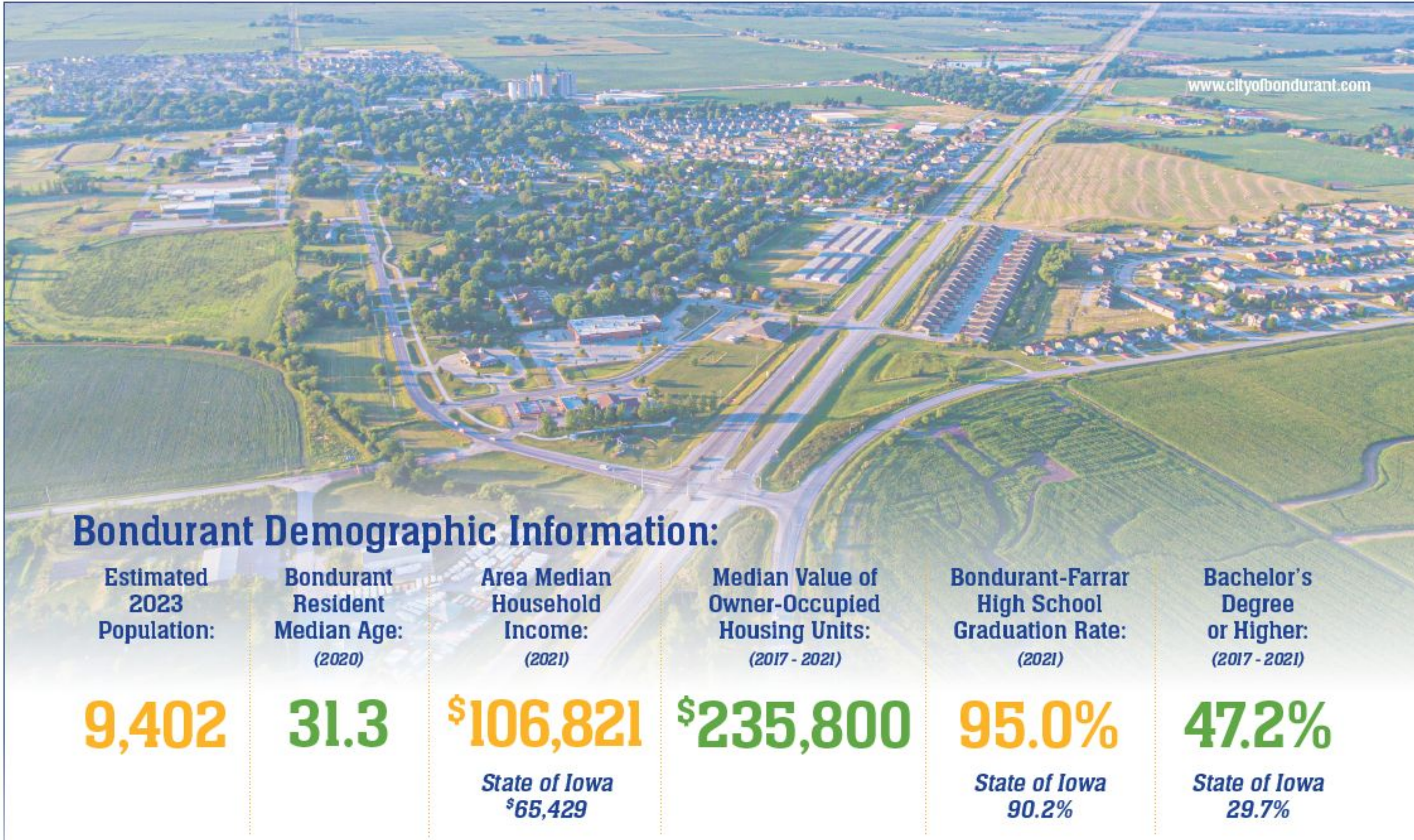
art, culture, & wayfinding plan



Bondurant's Location



Bondurant's Growth



Bondurant Population:

- 2000 Census population: **1,846**
- 2010 Census population: **3,860**
(+109%)
- 2020 Census population: **7,365**
(+91%)

Bondurant's Growth

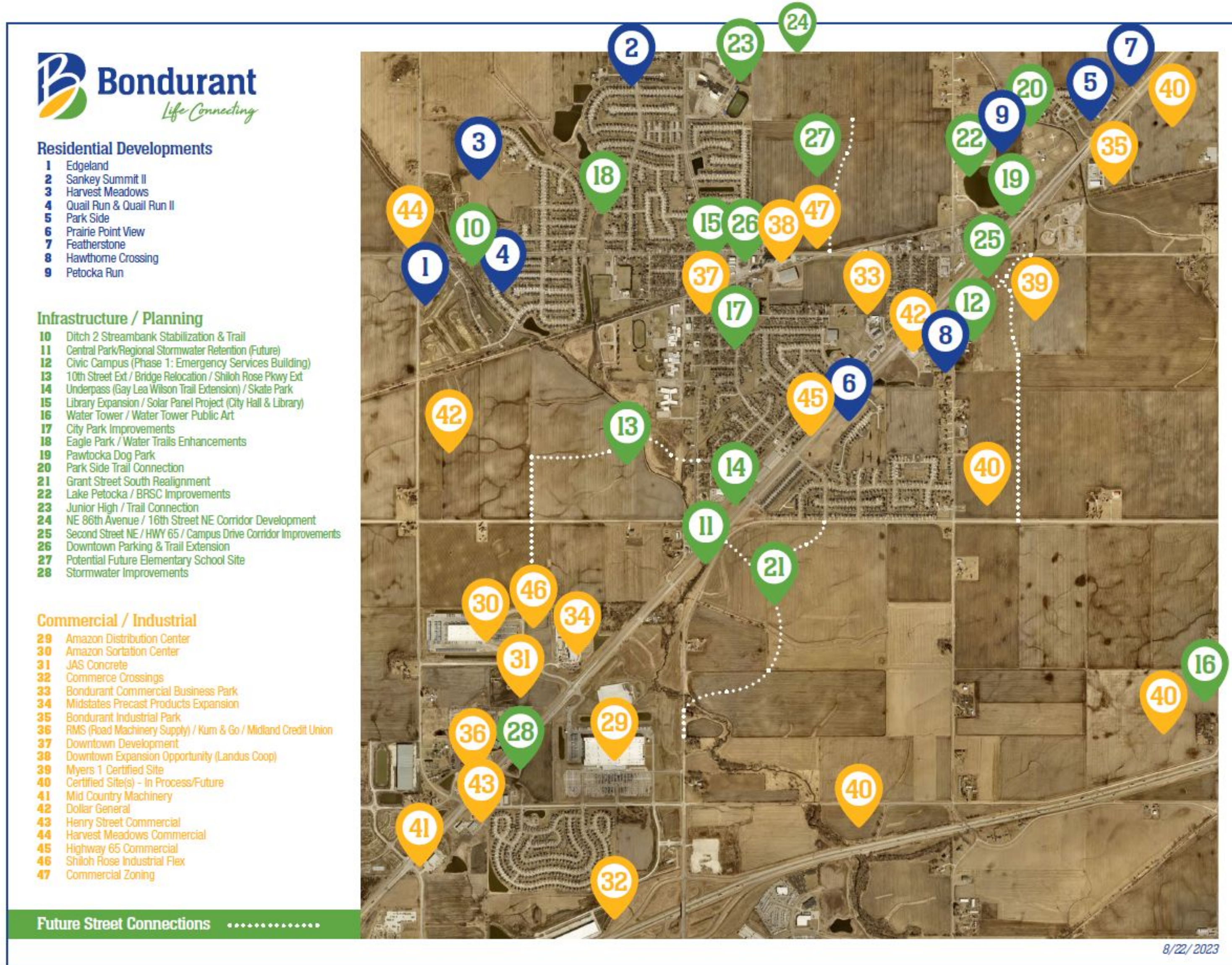


1970 Census population of 462 people



2023 – Population estimate of 9,402 people

Bondurant's Projects Map



Bondurant's Rebranding

Old Logo



Brand System

Official Usage and Style Guide

Building Bondurant Comprehensive Plan



Vision Statement: Bondurant is a welcoming and forward-thinking community that embraces its rich history and preserves its **hometown feel** while growing sustainably.

BUILDING BONDURANT



building [bondurant]
comprehensive plan

Adopted September 2022

Comprehensive Plan: Implementation

Community Character + Downtown Implementation

Goal 13

Preserve and strengthen Bondurant's hometown feel as the community continues to evolve

Maintaining Bondurant's hometown feel and sense of community was a primary concern of residents during the public input process. While Bondurant will likely continue to grow, it can use this growth as a means to support additional quality of life improvements for residents in the form of parks, community services, public art, events, trails, and other amenities. The community should also continue to maintain its quality partnerships and civic / community engagement to keep the hometown feel strong.

Policy 13E

Celebrate Bondurant's history through events and creative placemaking efforts.

Existing events should be continued as well as the identification and implementation of new events to create new traditions within the community as it grows.

Action Item 13A

Formalize a Public Art Commission to adopt and implement a Public Arts Master Plan

Bondurant's strong art community was revealed during the public input process. The community should continue to support art initiatives including the possible creation of a Public Art Commission and Public Arts Master Plan.

Action Item 13B

Formalize a Diversity, Equity & Inclusion Plan

Bondurant should continue to move forward with a Diversity, Equity, and Inclusion Plan to ensure all residents feel welcome within the Bondurant community.

Action Item 13C

Adopt and implement a Wayfinding Master Plan

A Wayfinding Master Plan will help to highlight, attract, and inform residents and visitors of all the opportunities available within Bondurant's downtown and beyond.

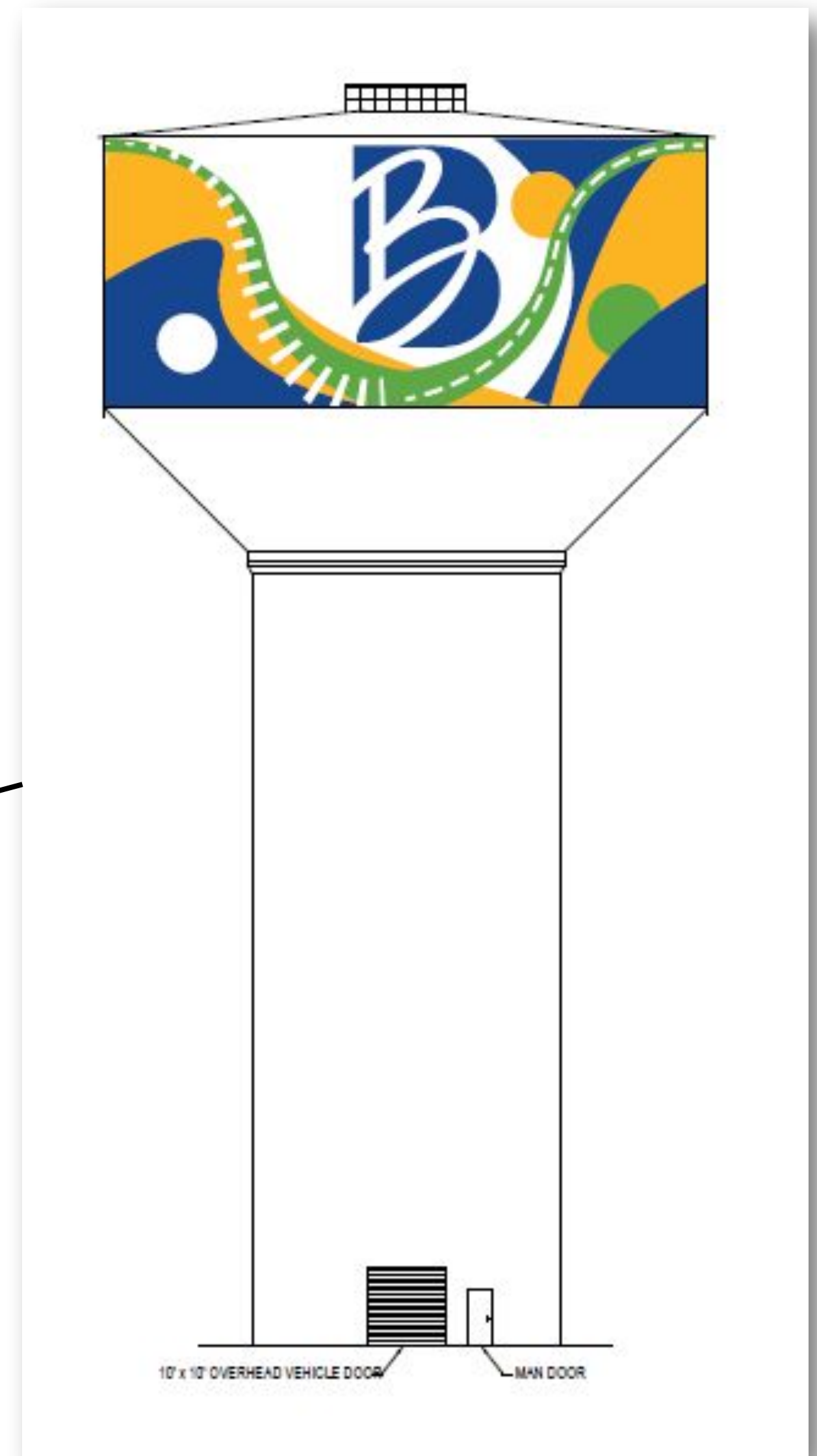
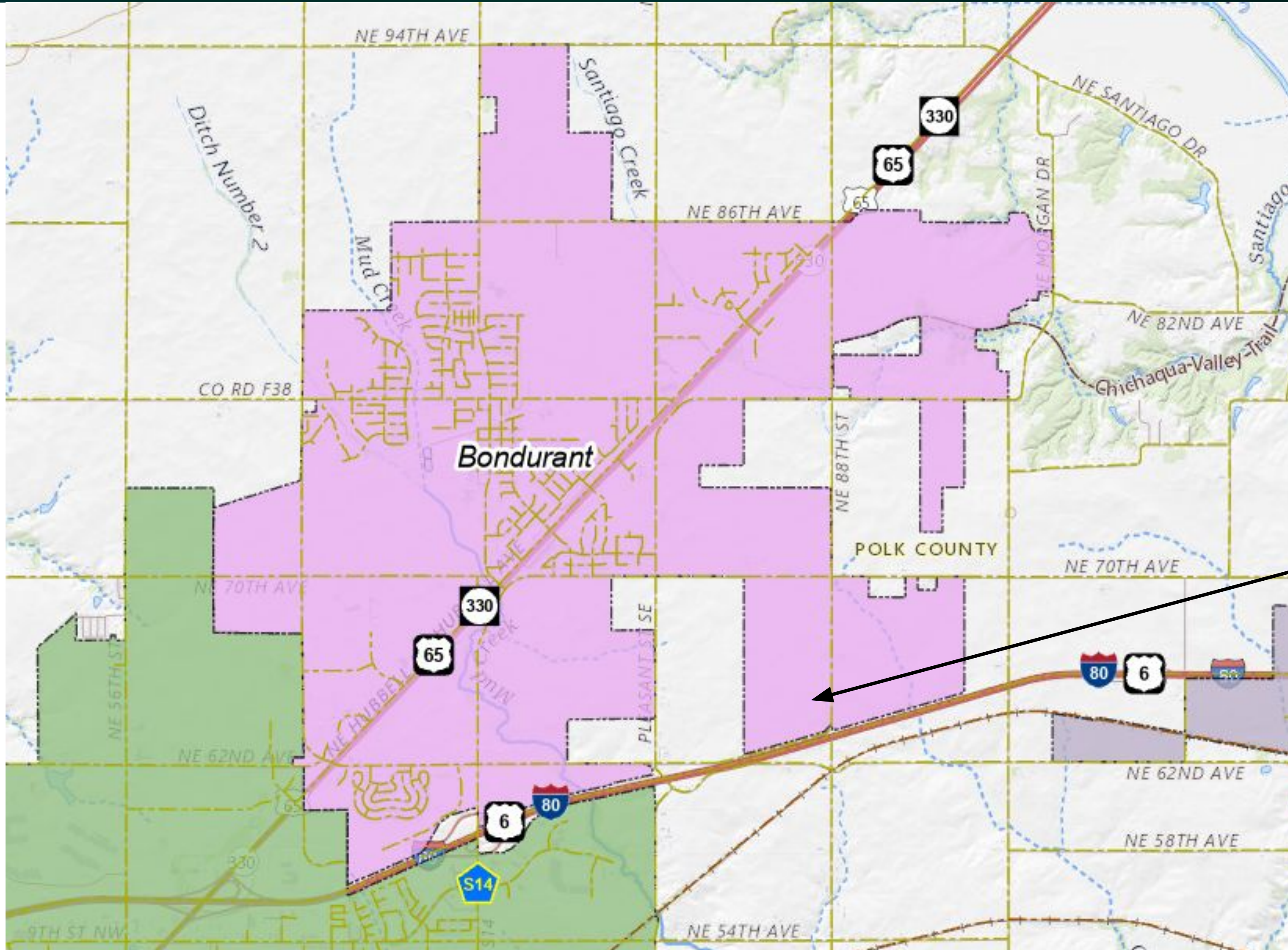
Strong Hometown Feel



Existing Public Art



2024 Water Tower Art



2024

BONDURANT

IOWA

art, culture, & wayfinding plan

Our Team



Teva Dawson
Owner



Lorin Ditzler AICP
Planner



Alex Braidwood
Artistic Director



Ryan Hanser
Public Relations Advisor



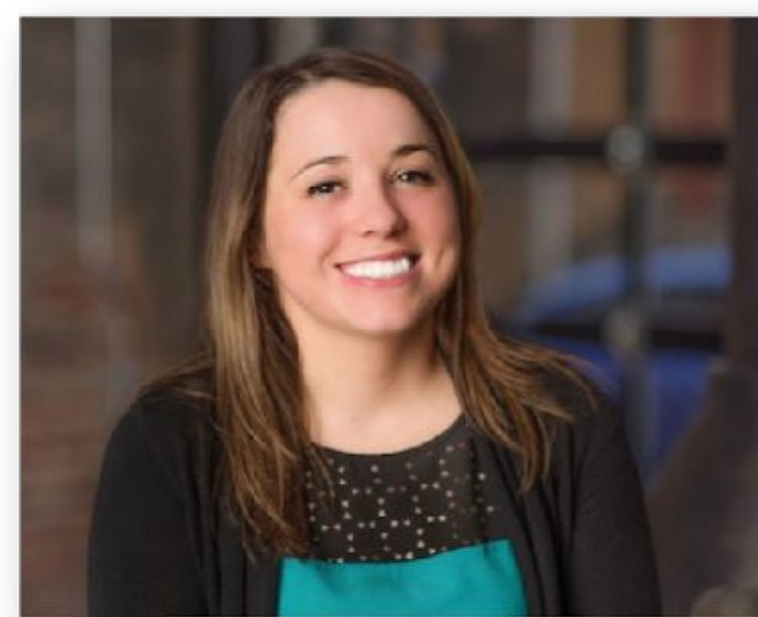
CONFLUENCE



Chris Shires AICP
Principal



John Aceto PLA
Landscape Architect



Jane Reasoner AICP
Senior Planner



Devon Moody PLA
Associate



Abbey Hebbert AICP
Planner

Process and Timeline

Apr

May

Jun

July

Aug

Sep

Oct/Nov

Dec

Jan/Feb

Phase 1: Discovery / Input

Phase 2: Analysis

Phase 3: Plan

Phase 4: Activation /
Design



Plan Considered
for Adoption by
City Council

VISION

**Bondurant sustains a welcoming culture
that promotes hometown charm.**

VISION: Guiding Principles

Our art and culture initiatives will:

- Draw on local assets, stories and talent
- Move beyond traditional physical art (mural & sculpture) to include light, sound, events, landscaping, placemaking, and temporary installations
- Serve multiple purposes and advance community-wide goals
- Engage diverse audiences
- Preserve “hometown” feel and encourage emotional attachment to the community as Bondurant grows
- Contribute to the welcoming and fun environment of Bondurant

VISION: Bondurant Assets and Issues

Residents Proud to Live Here

Welcoming, Fun Community

Community-Building Events

Excellent Schools & Arts Programs

Concerns: Fast Growth & Physical

Division of Town



Local Stories and Themes for Placemaking

Bondurant's 'chicken-leash law' hatches a lot of local fun

By PERRY BEEMAN

Register Staff Writer

Rarely, if ever, have a few chickens grabbed so much attention.

Bondurant's stepped-up enforcement of its so-called "chicken-leash law" has been reported nationwide, and even caught the eye of the British Broadcasting System, citizens say.

Residents seldom have had so much ammunition with which to poke fun at City Hall, and they are seizing the chance.

Leading the way is Casey's General Store, which advertised chicken leashes and collars shortly after the City Council mentioned the crackdown at its Oct. 17 meeting.

"People came in and wanted to buy them, and we said, 'It's just a joke,'" Manager Becky Partridge says.

But joke or not, Casey's now sells T-shirts bearing the motto, "In Bondurant, Ia., it's the law," accompanying a cartoon of a person holding a chicken by a leash.

The shirt is the brainchild of Policeman Don Davidson, who is running for mayor. More than 200 were sold within a week.

Obviously, Davidson finds humor in the city's effort to get Mike and Pat Tilley of 114 Third St. N.E. and other chicken owners to take their birds out

interviewed by an ABC television crew. They dropped one off at Casey's, and orders have been pouring in since.

Davidson plans to send a shirt to "Tonight Show" host Johnny Carson.

But that's not all. Casey's has a fake chicken tied to a leash in its back lot. The store was decorated with chicken collars and leashes before one of Partridge's superiors at Casey's tore them down.

A petition at Casey's signed by over 200 people urges the council to name Oct. 17 — the day the council

PICTURE: PAGE 13N-LC

discussed the issue — as annual "Chicken Day" to "honor the chickens." Mayor David Hamilton, Councilman Gene Suhr and Davidson are among the signers.

Davidson says Lucille's Garden Center, which sells yard ornaments, is offering free leashes to those who buy animal varieties of yard ornaments.

The Tilleys planned to take a leashed chicken to the Oct. 31 council meeting to protest the effort to force them to move their exotic chickens out of town. And, four families on

A Casey customer jokes about his obedience school for poultry.

The whole saga, which began when some neighbors of families who keep chickens complained about noise, has captured wide attention. After two articles in The Des Moines Register, representatives from ABC news, the BBC, national wire services, magazines, radio stations, National Public Radio and other media got into the act. Casey's, City Hall and The Register were barraged with calls.

Two BBC reporters, apparently traveling the United States searching for silly stories, were scheduled to do a story at Casey's Oct. 23. The bombing in Lebanon diverted their attention, says Casey's worker Joyce Watts of 110 Third St, who spoke with them.

Adds Partridge: "Beirut kind of knocked us out." Undaunted, she called representatives of televisions' "That's Incredible," who referred her to "Real People."

Neither has filmed a story.

But the publicity has amazed residents, at least one of whom sees it as a way of bolstering attendance at a coming event.

The background features several overlapping, wavy bands of color. From top to bottom, the colors transition from a dark teal to a medium green, then a bright lime green, and finally a light green. The bands have a soft, glowing appearance, creating a sense of movement and depth.

GOALS & OPPORTUNITIES

Greenspaces: Parks, Trails, Ponds, Ditches



Business & Development Nodes



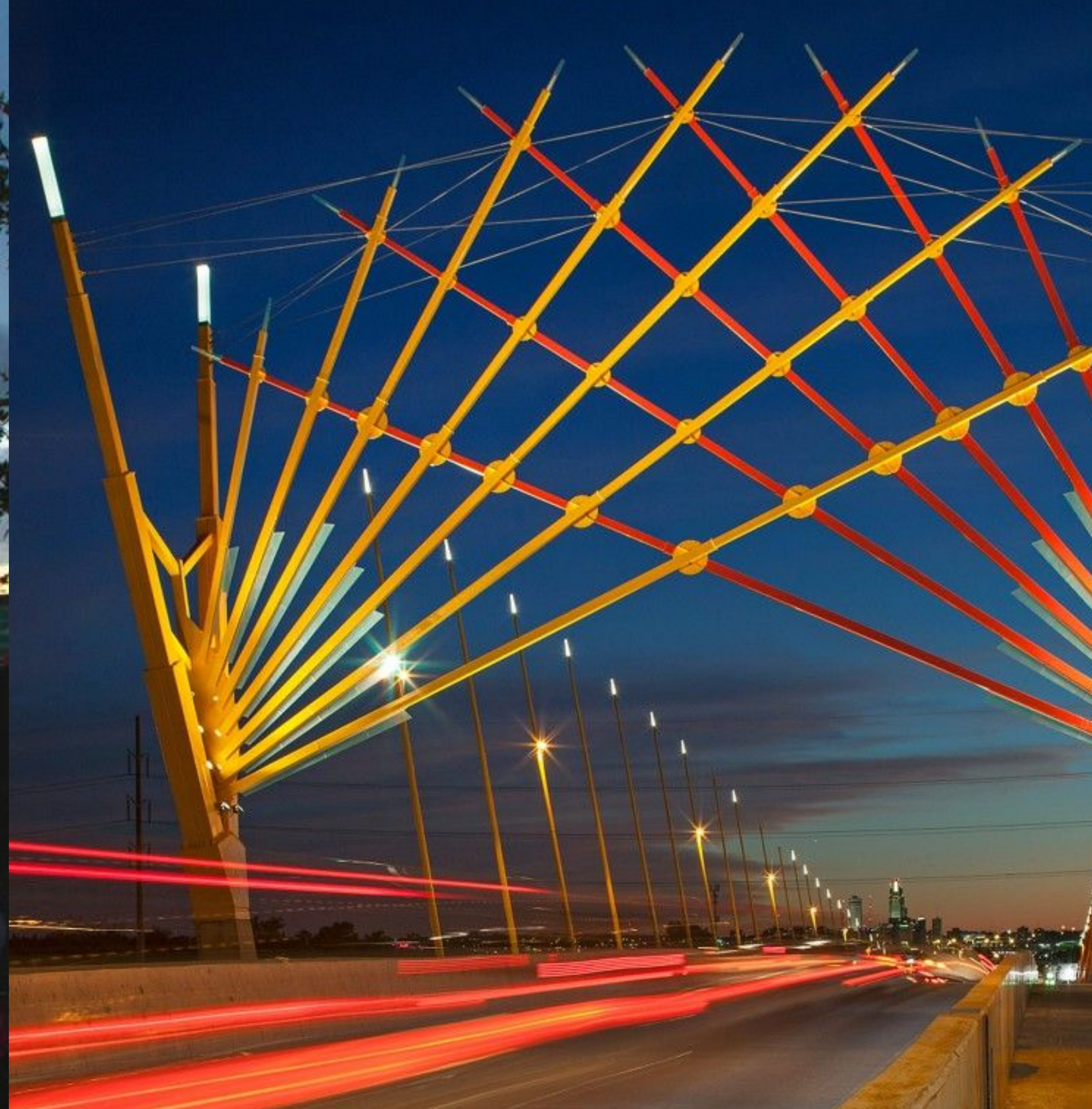
Civic Buildings and Grounds



Community Cohesion



Community Entrances



WAYFINDING SYSTEM

The background features a series of overlapping, wavy bands in shades of blue and green, creating a sense of motion and depth. The colors transition from a deep blue at the top to a bright lime green at the bottom, with various intermediate tones in between. The waves flow from left to right, with some bands appearing to rise and fall, giving the overall composition a dynamic and organic feel.

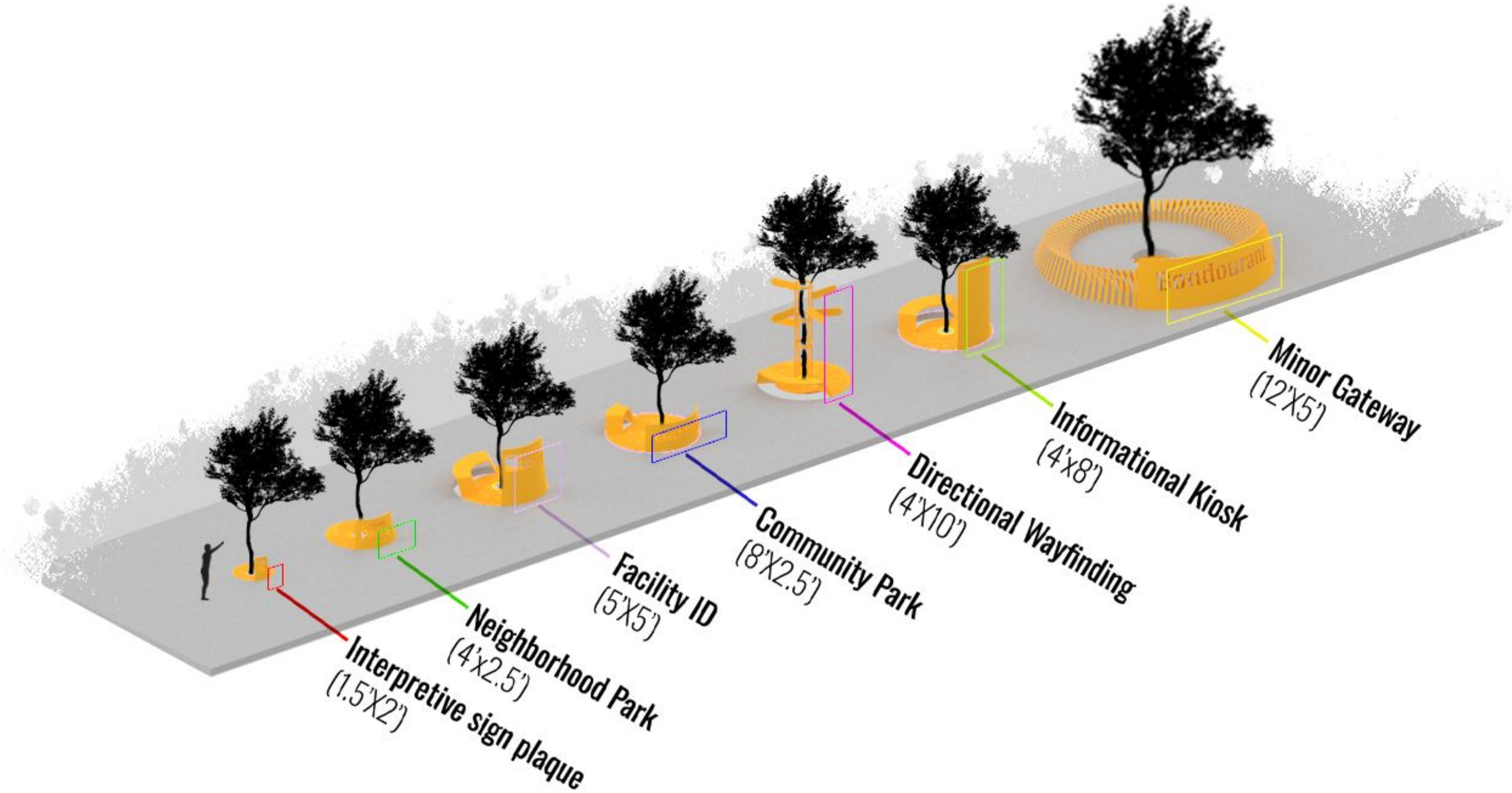
Art Concept Statement

“Locals know Bondurant is a vibrant place with a promising future. It deserves a unique wayfinding strategy that honors that reality.”

“We envision Planting Bondurant as a wayfinding strategy that doubles as an urban afforestation project, and triples as a mode of public placemaking. At its heart, the approach is simple: that every new sign in the city be placed in tandem with the sapling of an ecologically resilient and culturally resonant tree. This vision animates our interpretation of wayfinding in this case as a colorful, monolithic custom tree grate that incorporates both vertical surfaces for signage elements as well as horizontal surfaces for public seating elements. Planting a tree is always a hopeful act, and one that can easily activate local communities. Not only will this project function as a marker for public orientation, but will also actively build cultural identity while pointing to the future growth and vibrancy of the place itself.”

-CommonStudio

Signage Components



Signage Components



Signage Components



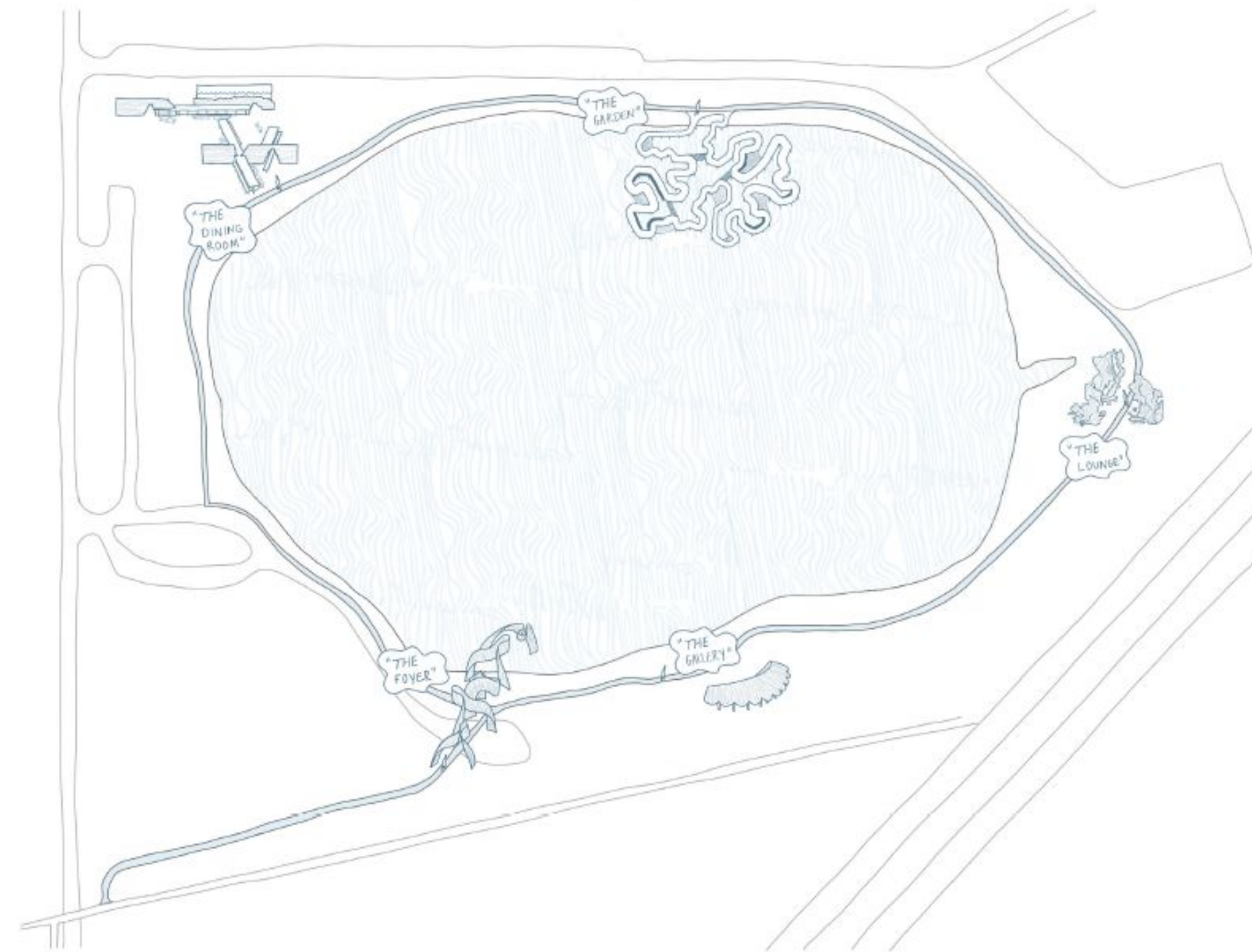


IMPLEMENTATION

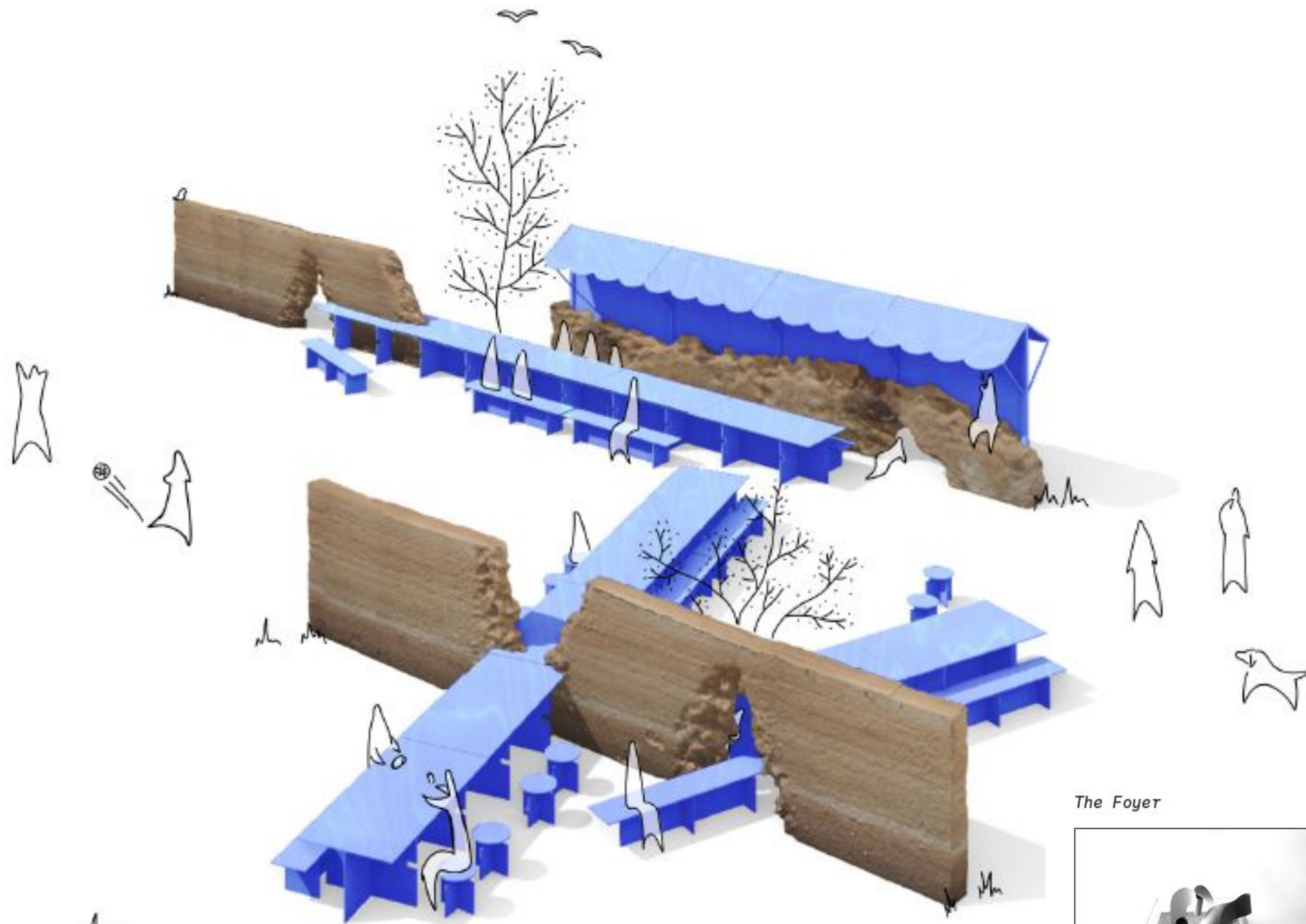
Implementation

- Adopted by city council in February, 2024
- Parks and Recreation Board has a new role with public art, will lead implementation
- Plan contains several artist concepts to provide clear guidance to the City for eventual implementation. Concepts will be of assistance as we apply for grants.
- City will focus on implementing projects that have concepts already created. City will also focus on implementing projects where we are already performing other public improvement projects

Implementation: ARTocka



Implementation: ARTocka



The Foyer



Water Freezes

The Living Room



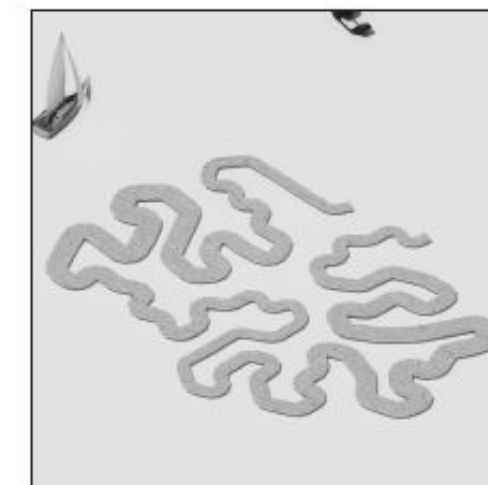
Water Cools

The Gallery



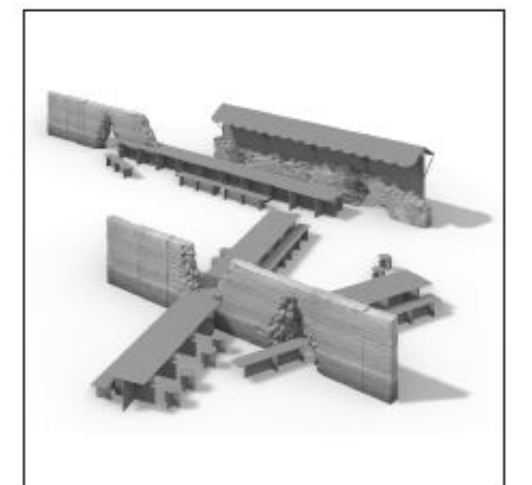
Water Changes

The Garden



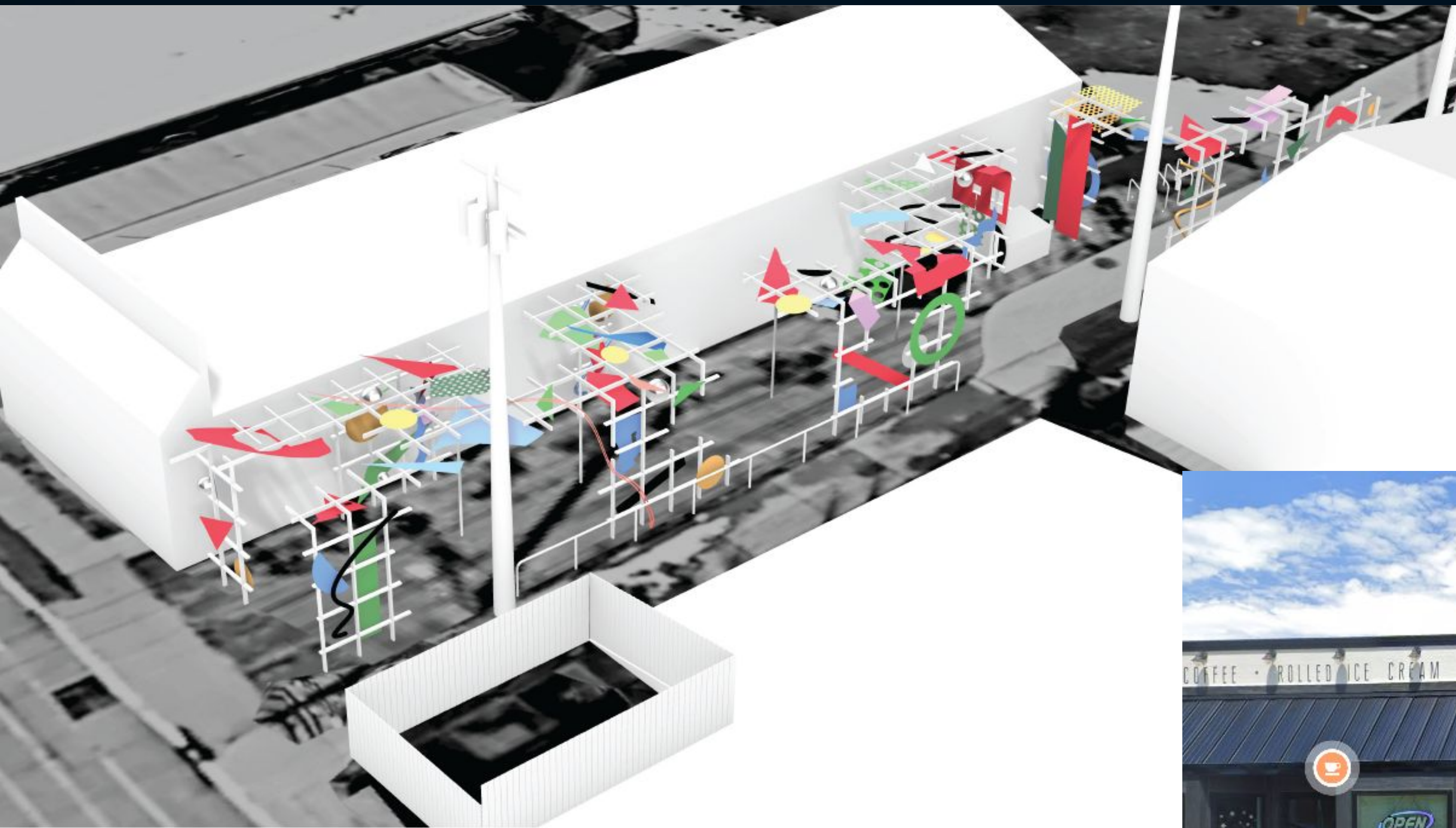
Floats on Water

The Dining Room

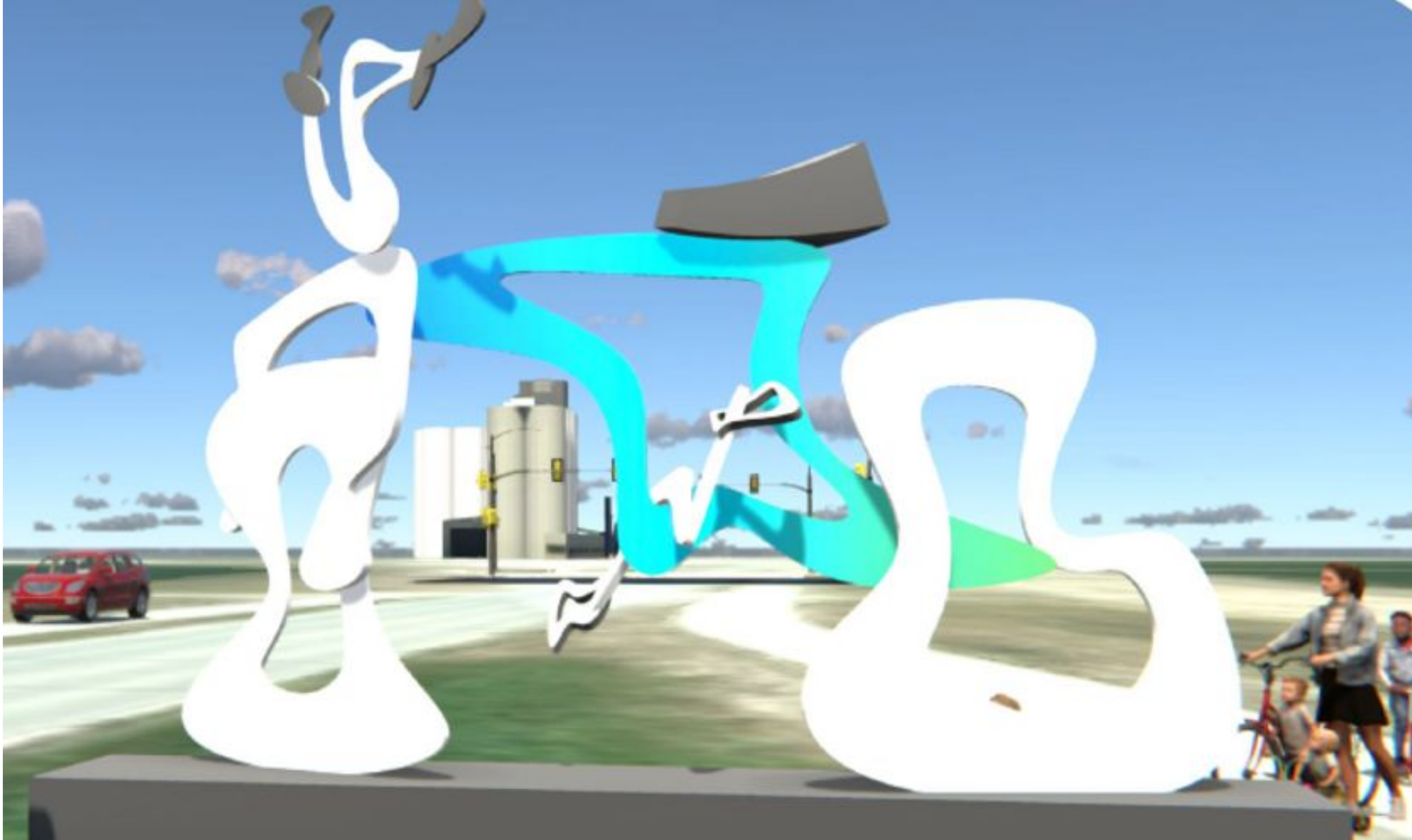


Water Erodes

Implementation: Art Alley



Implementation: Downtown Entrance



Implementation: Adaptive Reuse



EXISTING WEST FACADE

WEST AND SOUTH FACADES W/ PROPOSED ARCHITECTURAL AND FACADE IMPROVEMENTS



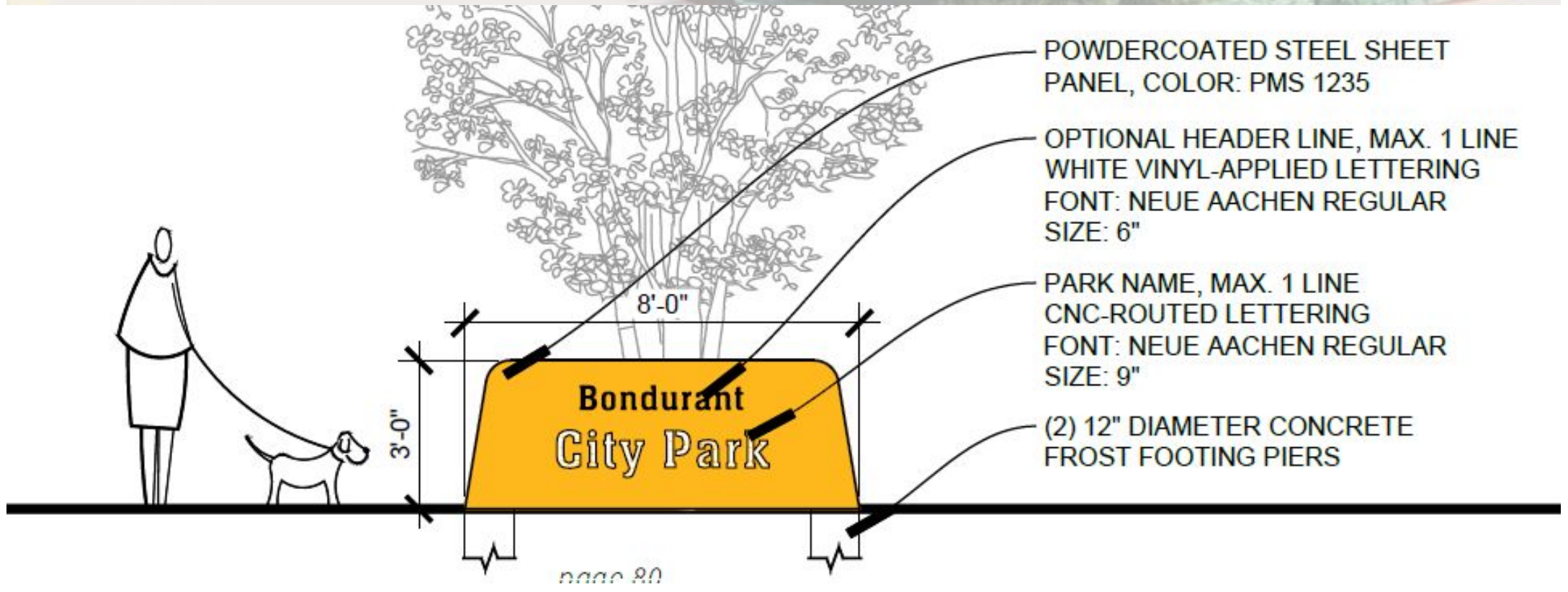
Implementation: Adaptive Reuse



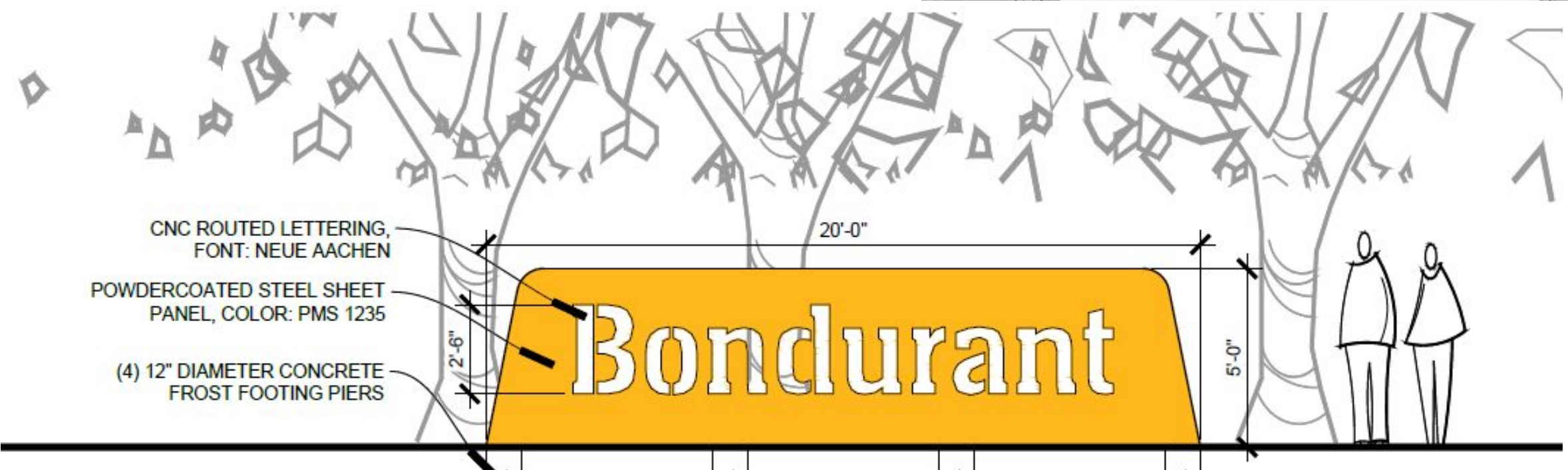
GRAIN DISTRICT DOWNTOWN REDEVELOPMENT PLAN

Bondurant, Iowa

Implementation: Wayfinding



Civic Campus Master Plan



The background features a gradient of green and blue colors with several wavy, layered lines that create a sense of movement and depth. The colors transition from a dark teal at the bottom to a bright lime green at the top.

THANK YOU
Questions?

Thank You!



Maggie Murray, AICP

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