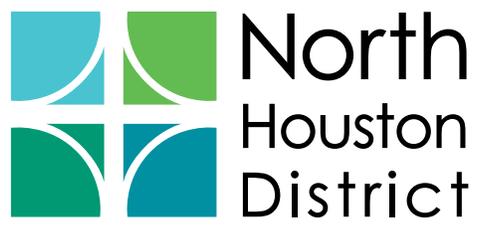


Public Art & Placemaking Opportunities Report

February 2021





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1. BUILDING A PROGRAM



1. BUILDING A PROGRAM GOALS

Mission Statement

North Houston District Mission

“To attract the best in commercial and residential life to our appealing, safe, accessible and green activity center.”

Public Art Mission Statement

A Public Art & Placemaking Program for the North Houston District can achieve the following goals:

- » Advance its appeal as a safe, accessible, and green place to live, work, and visit
- » Beautify and elevate the District, with high-quality public art installations
- » Enhance the District’s image as a “people place” and fight blight
- » Contribute to a sense of safety and security
- » Build positive neighborhood identity and pride
- » Contribute vibrancy to a Livable Center for housing, jobs, mobility and recreation
- » Bring joy to people’s daily lives

Why Invest in Public Art for the North Houston District?

A Public Art & Placemaking Program offers an appealing and effective toolkit, for the North Houston District to advance each major initiative within the 2030 Service Plan. Strategic investments in public art can be made equitably across all four quadrants of the District.

Public art has a proven, innate value and power to enhance places and people’s lives. Strategic well-executed interventions with public art can advance the full range of management district objectives. (See chart on page 8.)

The Program will use public art as a powerful tool to achieve core District management goals. It will harness the creativity and talents of artists, creative visionaries, and place-makers. It will be approached as an opportunity to build a cohesive community and trust, as well as strong relationships and partnerships.

Public art can tell the story of community spirit and aspirations by honoring the past and envisioning the future.

Venue Arts



What is public art?

Public art is a reflection of how we see the world. For us as viewers, an artist's public response to our time and place combines with our own sense of identity and lends perspective to our experience.

Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions. Sited in public places, the art is a gift for everyone.

Public art is a part of our public history. It reflects and reveals our evolving culture and collective stories and memory. It adds meaning, beauty, interest, and value to places in our cities. As artists respond to our times, they create a chronicle of personal experience that also speaks to and for the community.

Alignment with 2030 Service Plan

“The chart below indicates how the 2030 Service Plan initiatives track to the key benefits for public art. These benefits represent a return on investment, as discussed in the following section.

2030 Service Plan Initiatives	Key Public Art & Placemaking Benefits
Public Safety	Support community policing approach
	Mitigate “broken windows effect”
	Sense of “eyes on the street” in public spaces
	Create sense of commonality for the community
Planning & Infrastructure	Contribute to creating a “Destination District”
	Enhance re-design of streets for people
	Enhance new sidewalks, bikeways, street designs
	Beautify infrastructure (water, wastewater, etc.)
	Bring art to parks, trails, and bayou greenways
Field Services	Replace and deter graffiti
	Reverse visual blight
	Contribute to clean-up efforts
	Activate parking lots, empty lots, greenfield sites
Marketing & Public Affairs	Create a lively, contemporary District image
	Instill neighborhood pride
	Provide symbol of neighborhood revitalization
	Attract new investment, employers, residents
	Vehicle for positive neighborhood change
Greenspoint Community Partners	Partnering opportunity with co-funders
	Fresh initiative for Community Partners
	Partners may have Percent for Arts funds (CIP)
	Project creation = community engagement

“Public art can be almost anything; but, it must foremost serve the public, be reflective of its sense of place, and be representative of the community for which it is created.”

Public Art: More than Just a “Picture on the Wall” – a Vehicle for Crime Prevention

Alignment with Livable Centers Study

A Livable Centers Study was completed in 2020 for the Greenspoint Quadrant, with the Houston-Galveston Area Council. It addresses only one of the District's four quadrants. However, the high-level Livability Principles that inform its key recommendations apply to the District and Houston as a whole.

Below are key recommendations in the Livable Centers Study. For each one, we present concepts for how it can be advanced by a Public Art and Placemaking Program.

Be a Hub. Strengthen at local, regional, and international scales. Develop the District in ways that attract and connect people, companies, and opportunities.

Goal: Structure a Public Art & Placemaking Program to enhance the attractiveness, energy, and major destinations of the District. Focus on adjacency to airport, major highways, and transit hubs and centers.

Approaches: Focus on places that serve as local and regional magnets for people, as public art sites. Engage private developers, commercial real estate

interests, and property managers as co-sponsors for short-term installations planned for mid-term duration with current tenants (e.g. 2-3 years, or 5-7 for larger investments)

Potential Project Types: Gateway art for highway exchanges. Colorful series of distinctive Street Banners on major corridor leading into District from the airport, and/or at major roadway intersections.

BEST PRACTICE MODEL: RINO, RIVER NORTH ART DISTRICT, DENVER

The RiNo Art District started as a grassroots movement by local artists and arts organizations within a gritty party of Denver. After 10 years of development, it now includes both a Business Improvement District (BID) and General Improvement District (GID) to fund operations. Over 30 district stakeholders sit on RiNo's boards, six staff lead strategic projects, and it now has a budget of \$1 million+ to invest. RiNo is moving forward on critical initiatives that will shape the neighborhood for years to come. Through creativity, collaboration, partnerships and pushing the envelope, the RiNo Art District is setting a new standard for how neighborhoods evolve.

See: <https://rinoartdistrict.org/>



RiNo Art District, Denver

Be a safe place to walk and bike.

Provide safe routes to walk and bike to school.

Goal: Streets for people with public art and placemaking. Integrate art into sidewalks, trails, bikeways.

Approaches: Integrate public art into all transportation and street re-design CIP projects. Priority sites for public art include sidewalks, bikeways, and trails that connect to schools and community centers. Secure Percent for Art funding through CIP project budgets.

Potential Project Types: Sidewalk Poetry, Creative Crosswalks, medallions or painted art on surfaces. A system of coordinated Art Banners (or other signage) could unify and serve as wayfinding for District trailheads, parks, biking, skating, and outdoor recreation facilities.

BEST PRACTICE MODEL: METROPOLITAN AREA PROJECTS (MAPS4), OKLAHOMA CITY

The \$55 million budgeted for new sidewalks includes not only the construction cost for the sidewalks, but also funding for sidewalk amenities and placemaking. The amenities can include trees, landscaping, and public art. Pedestrian Priority Areas, and areas near schools, include locations identified by the bikewalkokc plan.

www.okc.gov/government/maps-4/sidewalks-bike-lanes-trails-and-streetlights

MAPS projects, Scissortail Park, Oklahoma City



Invest in transit. Encourage people to use transit.
Encourage METRO to create a new transit center.

Goal: Enhance transit stops and stations, to make them more appealing to “choice riders” and all users.

Approaches: Integrate public art into transit stops, stations, centers, and on buses. Partner with METRO, which has a public art program.

Potential Project Types: Pilot a system of relatively low-cost artwork enhancements.

BEST PRACTICE MODEL: ART-N-TRANSIT PROGRAM, DENVER

Riders experience a citywide gallery of public art along Denver’s transit routes, including at bus stops and facilities. Art has been thoughtfully integrated into benches and windscreens, where people can enjoy them as they wait for the bus.

<https://www.rtd-denver.com/art-n-transit>



Art-N-Transit Program, Denver

Be a good place to live.

Offer choices of accessible, affordable housing. Provide compact, high-quality housing within walking or biking distance of transit. Upgrade existing apartment complexes and encourage new housing that appeals to people seeking a high quality of life, including professionals who work in the District.

Goal: Utilize public art to enhance neighborhoods at a human scale, to help them feel safe and welcoming. Integrate art and visual enhancements as an amenity for residents, and magnets such as parks and libraries.

Approaches: Commission public art with imagery that communicates themes of home, family, and “a good place to live.” Encourage public art to be incorporated into the development and redevelopment or refurbishment housing.

Potential Project Types: A series of murals, street banners, or other installations by artists commissioned to interpret the theme of “HOME.”

Artwork on the street front facades and/or entrances to multi-family housing, created in partnership with residents. A mural at the neighborhood library or school, or installations in four neighborhood parks over four years – one in each of the four quadrants.

BEST PRACTICE MODEL: LIVE + MAKE, AUSTIN TEXAS

This deeply affordable housing development, anchored in the arts, takes a creative placemaking approach. The nonprofit behind the project, Imagine Art, serves artists with disabilities. It is located in a low-income neighborhood in East Austin. In addition to the planned new housing, it offers high-caliber art and micro-business development classes, studio space, and community support for artists. It attracts non-disabled artists work alongside developing artists with disabilities.

<https://www.imagineart.net/live-make>



Additional Recommendations

The following Livable Center Study recommendations, while focused on the Greenspoint quadrant, can also be integrated into a Public Art Master Plan for the District.

- » **Create an Airport-based Economic Development Plan**
- » **Redevelop Greenspoint Mall**

Creative Placemaking: These goals could be combined to inform a large-scale mural installation and painting festival. This could involve many different artists, volunteers, and partners in the community.

BEST PRACTICE MODEL: THE GATEWAY, SALT LAKE CITY

To bring back and re-energize a dying mall, the owner and property manager has commissioned more than 30 large-scale murals, as well as digital, interactive and pop-up arts and culture experiences.

“As a large part of our comeback, we’ve undertaken sweeping public art projects. With all our public events and live music, we think this new Legends of Rock mural is great fit,” says Jacklyn Briggs, marketing director for The Gateway. “We continue to envision The Gateway as one of Salt Lake’s finest open-air art galleries. We encourage everyone to come see all the big changes!”

<https://utahnow.online/2019/07/23/legends-of-rock-mural-at-the-gateway-unveiled/>



Recommendation

- » **Build a new Central Park along Greens Bayou (as an amenity that also helps to control floodwaters)**

The North Houston District could begin now to advocate for inclusion of Public Art in this future project. See sidebar.



GREENS BAYOU FEDERAL FLOOD RISK MANAGEMENT PROJECT

Opportunities: Request a Percent for Art Program for Phase III; explore funding remaining for Phase II

The U.S. Army Corps of Engineers Galveston District (Corps) and Harris County Flood Control District broke ground in 2015 on the \$58 million Greens Bayou Federal Flood Risk Management Project in north Harris County.

After construction is completed, the Corps will plant native trees and grasses in and around the basin, with wetland plants placed in low areas as part of the landscaping. They will also plant grasses on disturbed areas of the bottom and sides of the bayou, and native trees where appropriate along the bayou banks. These features will improve stormwater quality, support wildlife and provide opportunities for recreational benefits. Potential Art Site Opportunity

U.S. Army Corp of Engineers, Public Art Examples:

"Aerie" is a sculpture commissioned to express the stewardship role of the U.S. Army Corp of Engineers in the Seattle region, on the Dumaish River waterway. [Read more here.](#)

The U.S. Army Corp of Engineers (New England District) partnered to create a mural and associated educational interpretive program with the local Canal Learners Cooperative. [Read more here.](#)

Murals for Greenspoint Mall: Proposed Project Type

While it awaits longer-term redevelopment, the District could activate the facades of Greenspoint Mall with striking, large-scale murals. These would be visible to all drivers passing by, as well as mall customers, to express energy and optimism. The murals could be executed rapidly with a mural-painting festival, by local Houston and national artists commissioned to participate. Potentially murals could be painted on installed surfaces, that could be moved to different locations when the mall is developed.

Airport Theme: A theme such as “Taking Flight” would highlight the District’s adjacency to the airport. Individual artists could interpret the theme in different ways using their personal vision e.g. incorporate things that fly, have wings, or involve aviation. (See Proposed Project Types section.)



APPROACH



Public Art & Placemaking Program

Creating new art projects is exciting! But a sustained effort requires attention to building a program that provides a solid foundation for ongoing projects over time. The goals discussed above can inform this program. Recommended public art program principles include:

- » Actively implement the 2030 Service Plan, especially current areas of focus
- » Improve District livability, guided by principles in the Livable Centers Study for Greenspoint Quadrant
- » Invest equitably across the four quadrants of District, reflecting diverse cultures, history and racial equity
- » Align with goals and resources of major stakeholders, funders and partner organizations; invite partners to co-fund and co-create

The North Houston District should take a cohesive approach, that allows plenty of room for artist creativity and vision in the aesthetics and imagery of the artwork commissioned. The works created should not be approached as fine art – rather than branding or marketing communications.

The holistic vision for the program should be reflected in each individual project. It can be in each project's Call for Artists and in the project description.

For example, a Call for Artists can state that the District seeks artworks that:

- » Are contemporary, with a future-oriented vibe; upbeat, large-scale, and high-impact
- » Align with contemporary culture, youthful energy
- » Are multi-cultural, inclusive of residents, workers, and business owners of all races and experiences
- » Honor and express the District's authentic character, history, and future promise
- » Authentically address themes and social issues that touch people's lives
- » Express the future potential of the District, e.g. clean, green, home, jobs, opportunity
- » Honor artist's voices and the power of original artwork

Livability & Economic Development

Enhancing the livability of the North Houston

District by beautifying and elevating the District, with high-quality public art installations – is a core goal of North Houston District. Civic art also contributes to all of the other elements and initiatives that enhance “quality of life” in a city and district.

Attractive places attract people and dollars.

The public art and placemaking enhancements recommended in this report are powerful tools to achieve these goals. They have long been used by cities around the globe to enhance their attractiveness and livability. This benefits the people and community groups that have long been in area, and also attracts desirable new investments, new businesses, and new residents.

Public art works in concert with other core elements of a livable community.

These include quality community services (schools, medical care), walkability and public space, opportunities for outdoor fitness and recreation, urban design, economic stability, jobs, diversity and authenticity. The process of creating civic art can strengthen the community elements of livability: Equity, a sense of connectedness among people, tolerance, shared values, and civic involvement, a connection to history and heritage, even safety, volunteerism, and educational achievements.

Public art in the right of way contributes to creating “complete streets” for people, not just cars. Today’s streets are being redesigned with space for amenities – such as trees, landscaping, art, benches, sidewalks, transit, bike lanes, and other amenities. Public art can be incorporated and funded as a percentage of each project that improves mobility in the area. As new amenities for parks, trails and greenways are added and expanded,

public art that enhances places for people is a great feature to incorporate. It all works together to boost livability and local pride – and to spur desired economic and land development.

The goal of this Placemaking Opportunities Report is to identify and recommend innovative, forward-thinking beautification opportunities. Advancing placemaking projects will allow North Houston District to attract partners, job, and investors, while deterring crime and being responsive to the people and community groups that are proud to call North Houston home.

Suggested Reading

Below are articles and publications available online that explain for how public art can be effectively approached as a tool for economic development and community development. They are suggested reading, to be shared with staff, the Board, and selected stakeholders.

[Placemaking as an Economic Development Tool: A Placemaking Guidebook](#), Michigan State University (free download)

[Public Art, A Vehicle for Crime Prevention](#), Partners for Livable Communities

[How to Do Creative Placemaking](#), National Endowment for the Arts

[Arts and Livability: The Road to Better Metrics](#), National Endowment for the Arts

[Publications](#), Project for Public Spaces

[Arts & Economic Prosperity](#), Americans for the Arts

[Public Art in Private Development](#), City of Santa Rosa, CA

[Economic Development, Public Art & Placemaking](#), Forecast, St. Paul MN

[Public Art: More than Just a “Picture on the Wall” – a Vehicle for Crime Prevention](#), Partners for Livable Communities



Program Elements: Long-Range Approach

An ongoing program, sustained over many years, will best serve the long-term vision, mission and needs of the District. In the initial two years, the District is recommended to establish the following program elements:

- » **An Opportunities Vision** with clear goals, approach, and identified opportunities (as contained in this report). This provides an initial list of potential and prioritized:
 - o Project Types
 - o Project Sites
 - o Specific projects, at three scales: Quick Wins, Pilot Projects, Signature Projects
- » **“Quick Win” Projects** – Highly visible, accessible, well-supported initial project(s) to create excitement and an immediate impact (12 months)
- » **Pilot Projects** – Initial installations, of project types that are anticipated to continue as ongoing initiatives within the District (12-18 months)
- » **Signature Projects** – Large-scale installations that have major impact, but require multiple partners and planning and funding over multiple years
- » **Community Engagement** – Strong outreach, engagement, PR and media to raise awareness of the projects and the program. This will build supporters, ward off backlash, and attract partners. Stakeholders should be invited to share their ideas for the overall program and the initial projects, to ensure that they are authentically reflective of the community and will be well received.
- » **A Public Art & Placemaking Master Plan** that builds on the Opportunities Vision. It should provide greater detail for program implementation for 3, 5, 7 and 10-year horizons. The plan (recommended to follow within 12 months) should include:
 - o **Funding Plan:** A dedicated, sustainable funding stream from the Management District, with anticipated funding from other core partners (TIRZ, Development Corporation, City, County)
 - o **Staffing Plan:** Designated in-house or contract staff, consultants, and other human resources
 - o **Partnering Plan:** Key partners to contribute boosters, funding, sites, resources, and expertise

STRATEGIES

Management District Funding

Return on Investment

We have considered how the **2030 Service Plan initiatives** track to the key benefits provided by public art. Strategic investments in public art offer a fresh tool in the toolbox. Like investments in community policing, graffiti abatement, clean-up efforts, safer streets, and more, art installations are a tool to uplift the District. The benefits delivered are the return on investment.

As such, a budget for public art could be designated across all of the initiatives within the 2030 Service Plan. One standard is a Percent for Art approach – in which a small portion of the overall budget is designated for art. To illustrate this concept, the chart shows the District’s estimated budget projections, and a hypothetical 2% set aside for public art taking a “Percent for Art” approach.

A standard for Capital Improvement projects, a Percent for Art approach can ensure sustained funding for holistic investments in art and placemaking -- as one strategy within each initiative.

Guided by ROI principles, public art investments can be made thoughtfully and strategically, in order to advance multiple initiatives from the 2030 Service Plan, across all four quadrants of the District.

In the hypothetical example shown in the chart, the total annual operating budget for art would be \$60,000. Annually, this amount could be directed to individual quadrants in turn, on a rotating basis. Projects can be conceived, designed and delivered to primarily implement a single Service Plan objective, while also delivering ancillary benefits for other objectives.

Where public art proves particularly effective in advancing specific objectives, the budget can be increased. For example, it may merit a higher percentage of the marketing and public affairs budget.

“More than ever before, public artworks are stimulating and inviting active dialogue rather than just passive observation, thereby fostering social interaction that can even lead to a sense of social cohesion among the viewers themselves.”

--- Cynthia Nikitin

Proposed Percent for Art Approach

2030 Service Plan Initiatives	Key Public Art & Placemaking Benefits	10-year budget estimated	2% for Art (10 year)	Annual 2% Art Budget
Public Safety *	<ul style="list-style-type: none"> » Support community policing approach » Mitigate “broken windows effect” » Sense of “eyes on the street” in public spaces » Create sense of commonality for the community 	\$10 M	\$200,000	\$20,000
Planning & Infrastructure	<ul style="list-style-type: none"> » Contribute to creating a “Destination District” » Enhance re-design of streets for people » Enhance new sidewalks, bikeways, street designs » Beautify infrastructure (water, wastewater, etc.) » Bring art to parks, trails, and bayou greenways 	\$5 M	\$100,000	\$10,000
Field Services	<ul style="list-style-type: none"> » Replace and deter graffiti » Reverse visual blight » Contribute to clean-up efforts » Activate parking lots, empty lots, greenfield sites 	\$13 M	\$260,000	\$26,000
Marketing & Public Affairs	<ul style="list-style-type: none"> » Create a lively, contemporary District image » Instill neighborhood pride » Provide symbol of neighborhood revitalization » Attract new investment, employers, residents » Vehicle for positive neighborhood change 	\$2.2 M	\$44,000	\$4,000
Greenspoint Community Partners	<ul style="list-style-type: none"> » Partnering opportunity with co-funders » Fresh initiative for Community Partners » Partners may have Percent for Arts funds (CIP) » Project creation = community engagement 	\$3,000	N/A	N/A
Financial & Support Services		\$26 M	N/A	N/A
TOTAL		\$56.3 M	\$600,000	\$60,000

Funding Partners

A holistic master plan for art in the District can look far beyond the management district's own budget. For example, the City, County, State, and Federal entities implement Capital Improvement Projects in the district. The District can advocate for those projects to include Percent for Art funds and help guide the resulting public art projects.

Community Partners: Resources for Public Art

Invite new funding partnerships for Public Art & Placemaking

Community partnerships have long been seen as a key to improving the District. This approach can be embraced for a Public Art and Placemaking Program, which all community partners are invited to join. This can provide new energy and direction for partnering efforts, with popular projects that everyone involved can enjoy being a part of, and even volunteer to help with – which can strengthen cross-organizational relationships.

The City of Houston has a policy of allocating 1.75% of each Capital Improvement Project (CIP) budget for public art. The program is administered by the Houston Arts Alliance. ***The District is encouraged to become pro-active in tracking future CIP projects planned by the City***, across the four quadrants of the District, that will have public art budgets.

Other public entities with major infrastructure projects, or private developments, within the District can also be approached about potential public art funds, for individual projects. District staff can create a master tracking system, to maximize opportunities to secure (and help direct) funds for public art within North Houston.

People love public art and they are excited to be invited along for the creative adventure!

Major employers should be approached about contributing to public art installations at locations at/near their facilities and along routes travelled by their employees. Good corporate contacts include CEOs, and the staff can provide contacts for representatives of major tenants and property owners in the area. Over time, the staff and the Board of the North Houston District can reach out to engage these companies as public art partners.

Organizations unable to contribute funds may be able to contribute other resources – use of sites, in-kind donations of materials, lend staff and expertise. A Program Manager or administrative coordinator is recommended to make these asks, track opportunities and follow up, and to keep everyone engaged.

Potential public art funding partners:

- » City of Houston
- » North Houston Development Corporation / TIRZ 11
- » Harris County
- » State of Texas
- » TxDOT
- » YMCA
- » Greens Bayou Federal Flood Risk Management Project (US Army Corp of Engineers)
- » Greens Bayou Coalition
- » Houston Parks Board
- » LoneStar College
- » Aldine ISD
- » METRO
- » Union Pacific
- » Bush Intercontinental Airport
- » Major employers, property owner associations, and others.



Audiences

Art impacts people and elevates their daily lives. At the same time, people have different tastes and opinions about art – and sparking dialogue and even debate is part of its power. Art isn't meant to please all of the people all of the time. It should not be designed by committee. But public art necessarily involves public engagement.

We recommend actively engaging all of these audiences. The more included, educated, and informed people are, the more they will appreciate and support the public art.

Individual audiences for the North Houston District include:

- » Board of Directors
- » Commercial Property Owners & Redevelopment Investors
- » Business Owners
- » Residents (Racially diverse, age diverse, all education and economic levels)
- » Major Employers; Small Business Employer Groups; Employees
- » Apartment & Property Managers (Associations) & Tenants
- » Bayou, Parks, Greenways, Trails, & Recreational Groups & Nonprofits
- » Prospective/Future Investors
- » Greater Houston & Texas Opinion Leaders
- » Arts community in Greater Houston and Texas

Engagement, Education & Awareness

As the District embarks on a new Public Art & Placemaking Program, it will benefit from actively engaging and educating these audiences. At a minimum, the District should offer key audience group representatives, stakeholders, and potential funding partners several opportunities to provide input on the Program in 2021.

Recommended action steps include:

Newsletter. Dedicate a column in each issue of the Quadrants newsletter, about the program and its work. Articles can include some basic information about the benefits of public art, and the ROI, as they apply to the District. Readers can be invited to email their thoughts and ideas for the program.

Board Member Briefings. Monthly briefings can inform the Board about the vision, mission, opportunities and anticipated master plan, as well as the progress of individual projects. Staff, consultants, or invited experts can deliver short trainings about best practices in public art programs and the ROI. If time is not available during monthly meetings, these can be separate trainings or material emailed. At least one initial and annual training is highly recommended.

Lunch and Learns. Other key audiences can be invited to these events (virtual or live) that cover the same subject matter offered to the board. Guest speakers can include experts on placemaking for economic development, local artists and arts organizations, experts on creative placemaking for community development, etc. An educated audience of supporters and partners for the Program will serve the District well over time.

Survey and Virtual Roundtable. These can be offered in 2021, as venues for input into priorities for the overall Program. A brief survey can be emailed

to the District's email list of stakeholders (e.g. the recipient list for its newsletter, and other invited participants). The Virtual Roundtable can be a consultant-facilitated, one-hour session with invited representatives of key audience groups.

COMMUNITY ENGAGEMENT FOR PROJECTS

Creative placemaking seeks to authentically reflect the character, ethnicities, concerns and dreams of the people who live in the area. This requires that people be engaged at the early stages of conceptualizing each project. They can offer ideas, themes, and background information to be shared with the artists commissioned.

Engagement can be thoughtfully managed so that it builds support and partners, without delaying project delivery. The more people are engaged, the more powerful the art will be in speaking to them – and in changing perceptions of the District for the better. This engagement extends to active communications and media outreach about completed projects, that encourage people to visit them and share project photography.



“Creative Placemaking – arts, culture and community-engaged design as central elements of community development and planning – can contribute enhanced pathways for low-income people to lead self-determined, healthy lives and to contribute to more just systems.”

--- The Kresge Foundation

In keeping with a “Creative Placemaking” approach (see sidebar), we recommend inviting input from the people of North Houston, and actively communicating throughout the projects. This will best achieve the goal to elevate the community that lives, works, and visits in North Houston District. Inviting input attracts partners. It is also a form of risk-containment, as it builds public support at the earliest planning stages.

UP Art Studio has the skills to engage the community strategically, on both the overall program and individual projects. The dialogue will be kept timely and positive. We will not allow it to bog down the process or project delivery. The goal is to plan the artwork in ways that will be meaningful and well-received to the key audiences that the Management District serves. Stakeholders such as property owners, property managers, and major tenants and employers can be kept informed of planned projects, and offered quick and easy ways to offer input, if desired.

Making the community aware that projects are under consideration, and providing opportunities for input, can be done efficiently but thoughtfully.

A well-crafted and inclusive public conversation – that includes diverse voices – will help to ensure that projects are well-considered and well-received.

We understand and share the goal of delivering these projects rapidly and efficiently. One goal of

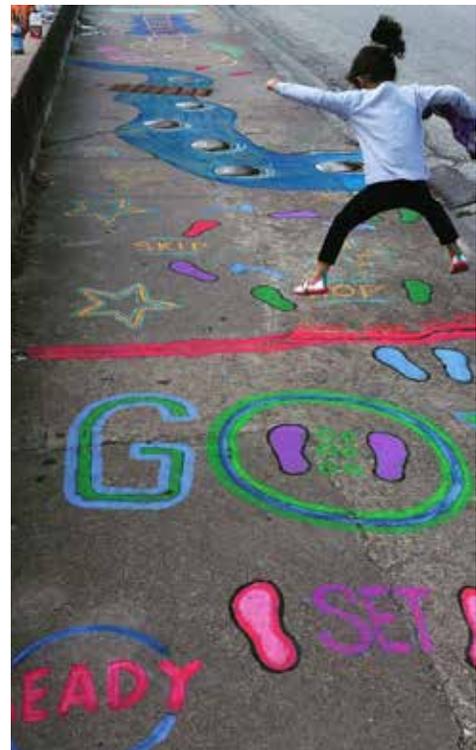
early community engagement is to uncover and objections that could result in time-consuming delays.

This inclusive approach can be thought of as a form of risk management and quality assurance. Nationwide, it sometimes occurs that public art projects are delayed, discredited, or even later removed due to unanticipated public objections. Early inclusion can help ensure that the North Houston District civic art installations that are celebrated, proudly “owned,” and cited as big successes by community champions.

Creative Placemaking: Art for Community Development

Public art helps people feel respected, honored, worthy of investment, and lifted up. Engaging the community and sparking positive, open community dialogue is an essential part of this work.

Creative placemaking is a community development tool. It harnesses the power of community art and placemaking to build pride and bring people together. It requires listening and authentic engagement. For this reason, creative placemaking projects are often referred to as “art-based community engagement” or “community-engaged design.”



Communications and PR Plan

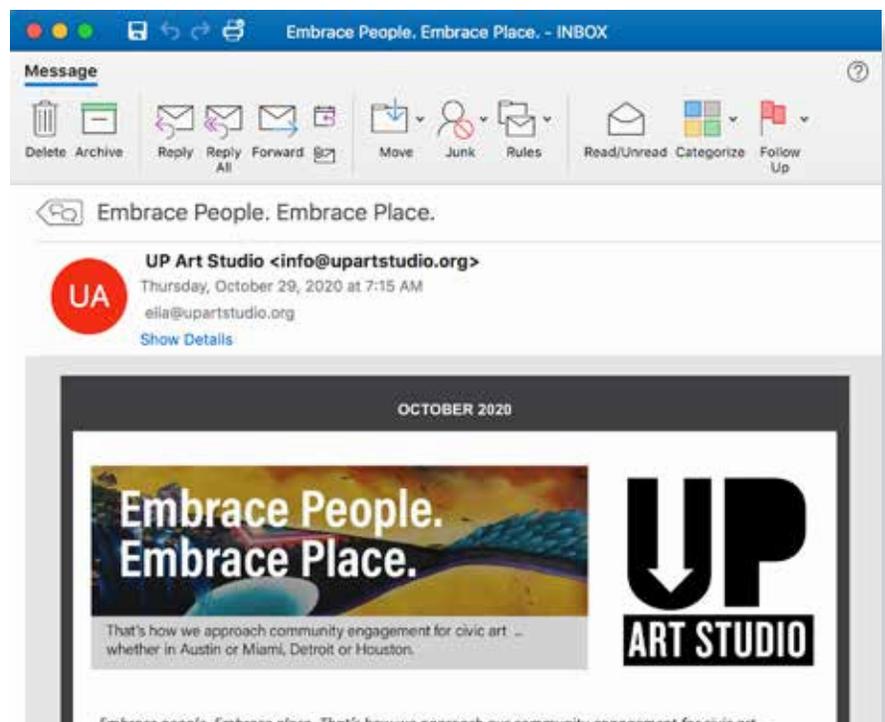
Due to public health concerns, outreach in 2021 can primarily use digital tools such as surveys and the District newsletter or emailers. A small group of representative community stakeholders could be engaged as an informal community advisory group. We can offer online opportunities for the community to “vote” as part of the process for artist or artwork selection, if desired.

In the future, community celebrations of finished projects can be held in person. This will help ensure people are aware of the new artwork that reflects community values, heritage, and opportunities for the future.

For the projects it manages, UP Art Studio can draft, provide for review, and distribute news releases, social media posts, and other communications. We recommend that one representative from North Houston District be designated to review and approve the draft communications and media materials in a timely fashion, before their release

Project Stories. Each project will have a unique story. It includes the story of the community, the artist, and how the artwork came to be. These can be engagingly told in short magazine-feature style pieces. They also can be told via short videos. These can be posted on our website and to the North Houston District website. Links can be shared via social media, newsletters, and other communications tools.

Digital Outreach. We plan to use email and social media to get the word out about the projects and the artists when they are in development. We recommend using Next Door, which has proven effective as a platform for previous projects, to generally inform the public that projects are happening. We will post in the relevant neighborhoods, inviting and encouraging residents to share input, or to help select artists and/or art. We will also ask community partners and nonprofits, representatives of the North Houston District, and the Council Member, to include information in their newsletters and social media.



Website. We can create and maintain a dedicated page on the UP Art Studio website for the North Houston District projects. It will be updated with major milestone news as the projects proceed. This provides a link that can be shared in other communications materials, to a webpage where people can find the latest information. It can also be featured and linked on a new webpage on the North Houston District website.

Social Media. We will post news and photos of the North Houston District projects on our UP Art Studio social media accounts (Facebook, Twitter, and Instagram). By sharing these links on other groups' accounts, we can spread the word widely and rapidly.

Media Engagement. We anticipate that these projects will attract positive media attention. On past projects, we have enjoyed a high level of media interest and positive coverage. UP Art Studio can draft and send out media releases, conduct media events (such as on-site ribbon cuttings suitable for TV), and do media interviews and appearances. We can coordinate with the communications staff of North Houston District, the City of Houston, and other key partners. We can provide a draft of media releases and plans to North Houston District staff for advance review and approval.

For each project, we can send out advance media advisories, as well as timely news releases, and follow up with phone calls and emails to individual editors and reporters. These services are included in our quoted project fees.

Events. In ordinary times, we recommend events such as block parties, community celebrations, and ribbon-cuttings for the completion of each major project. Due to public health concerns about group gatherings, we will create modified virtual experiences in 2021. For example, we can publicize a map for a self-guided tour of all installations – and encourage people to go out and do it with people in their households.

When projects are completed, we can again use Next Door, neighborhood association emailers, and other local area online networks to share photos and stories about the project. This will get the word out and build positive feelings with local neighborhood groups.

PR Strategies. We have a good working relationship with Houston PR firms. As budget allows, we can consult with them about a major PR push at the end of the first year, or upon the completion of signature projects, if desired.



2. SITES & PROJECTS



2. SITES & PROJECTS

ACTION PLAN

Quick Win Projects

These are familiar project types that the community knows, loves, and wants. Examples include Mini Murals, large contemporary murals, and simple trail and park enhancements. They could also be rapid-delivery projects that beautify major corridors and areas around schools. They are relatively simple, proven models, that are affordable to deliver.

This can be fully implemented within approximately 6 months of receiving approval from North Houston to proceed. The project types below will last for many years; they will need to be refreshed or repainted periodically. This need could occur every 3-5 years or longer, depending on the materials used and the wear they receive.

Examples:

- » Contemporary, public-friendly murals – this can be a singular or multiple murals in a highly visible, high traffic location, including buildings or infrastructure such as underpasses. A mural festival is a great method for obtaining several murals at once time.
- » Civic Art Tour Map
- » Creative Crosswalks by Schools, Libraries, Transit Hubs

Pilot Projects

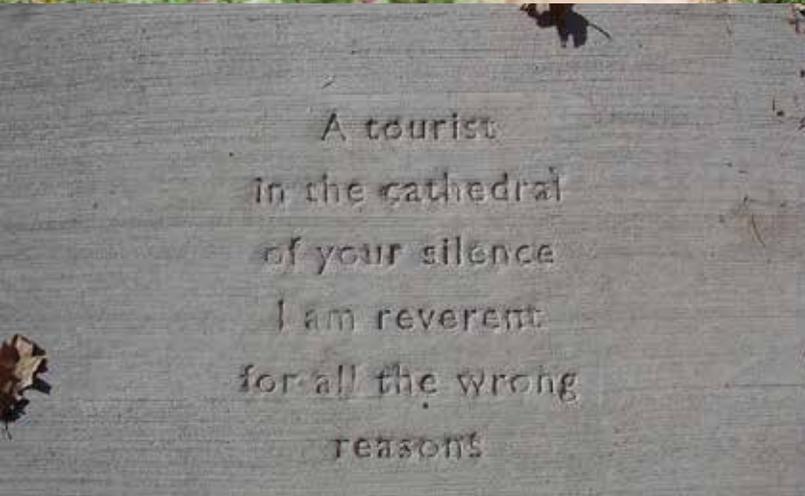
These are innovative project types for the District. They may represent the first project in an ongoing series over time. As such, they require thoughtful initial public engagement. Recommended Pilot Projects are those that have proven successful elsewhere, yield good value for the investment, and earn widespread community support. The community response to the “pilot projects” will inform the long-term approach and program.

This can be fully implemented within approximately 12 months of District approval to proceed. As described above, they will require maintenance and, in some cases, annual investments. For example, the banners featuring local art would be replaced at least annually to keep them fresh.

Examples:

- » Temporary Installation Program (includes Illumination Art)
- » Sidewalk Poetry as sidewalks being upgraded
- » Art Banner District: Phase I (signature corridor)
- » Enhancements to Greens Bayou Hike & Bike Trail, including wayfinding for trailheads
- » Enhancements to City CIP projects in progress

Some of the Quick Win and Pilot Projects can serve as an initial phase for series of installations, that over time grow into a signature project. For example, the columns at I-45 @ Greens Rd can be refreshed. If this excites the public, the series can be extended down the corridor or throughout a business district, or LED lighting can be added for maximum effect (daytime/nighttime installation).



Signature Projects

These are the “big wow” projects. They are more ambitious projects, with a big impact, and may come to define the identity of the area. Large-scale visionary projects can change perceptions of the area and put the North Houston District “on the map” for civic art in Texas.

In 2021, we recommend that feasibility studies and planning should begin for at least **one Signature Project** – such as an Art Park/Art Garden. More complex projects typically require more approvals and collaboration/partnerships with other entities, which takes time. If cost estimates are significant, projects can be planned in phases for multi-year funding. We can also work ahead to secure multiple funding sources.

We recommend starting up the initial research, development, planning and partnering for one or more of these permanent installations, to make them feasible for 2022+. Initial site selections, community and partners discussions, preliminary approvals, and design discussions and/or artist selection should occur this year.

- » Art Park / Art Garden (murals, sculptures, installations)
- » Gateway Murals with LED lighting art installation: Installed at underpasses
- » Large-Scale Sculpture / Installation(s): Installed on Vacant land, ROW or park (semi-permanent)

Planning a Long-Term Program

Transforming the four quadrants of the extensive North Houston District – with civic art and placemaking improvements is a long-term program goal. It will require time, sustained effort, and dedicated resources over time. But each year the program will yield positive accolades and help the area to attract desirable investment, as it uplifts the lives of people who live and work here. Over time, it can be truly transformative.

All projects funded with Capital Improvement dollars are intended to respond to community needs and to last for many years. They therefore merit thoughtful public engagement in their creation. They require durable materials and a maintenance plan/program.

Also, a new Mural Grant program could provide funding assistance to local commercial property owners to enhance commercial properties, instill a sense of pride and identity, and engage business owners in the beautification of the community.



SITES

North Houston District will site public art projects in places where they will excite and uplift people and communities. These projects can all bring meaning and joy to the people who live, work, recreate, shop, and run businesses in the district and change the way they feel about these places.

All around North Houston District, basic infrastructure and underutilized sites are waiting to be embraced as blank “canvases” for exciting art installations that brighten people’s daily lives and create neighborhood optimism and pride.

Site Research

In researching potential sites throughout North Houston District, our project team explored many different areas in all four quadrants. Research was conducted by driving the area, with occasional stops, as well as by researching it using Google Maps and the City’s GIS Map.

The public spaces researched include the public right of way along roadways. We explored parkland and trails, greenways, school campuses and adjoining areas, and other public buildings and their sites. Sites with many visitors or passers-by were prioritized, so that North Houston District can deliver maximum visibility and public impact with each project.

Our process involves matching project types to potential sites, and considering the many issues related to project feasibility, projected costs, partners, and obtaining needed approvals.

Site Type	Approvals Needed
Roadway Right of Way	Requires City + Public Works approval
Infrastructure Sites	Requires City + Public Works approval, or TXDOT, or Fort Bend Co.
Green Space, Trails + Bike Routes	Requires Parks Board, City + Parks Dept + Harris Co. Flood Control
Transit Infrastructure	Requires Metro approval
Public + School Facilities	With agency + ISD partnerships
Private Property	Requires legal agreements; not recommended by legal counsel

Places + People = Placemaking

Catalogue of Site Types & Opportunities

Public Land & Facilities

I. ROADWAY RIGHT OF WAY

The right of way (ROW) along roadways offers prime locations. These include:

- » Highway “gateway” entrances to the District
- » Major corridors and their intersections
- » Business districts with sidewalks (e.g. streets and intersections with multiple retail and restaurant destinations)

Elements of the ROW and transportation system that can be enhanced with art and design include:

- » Sidewalks
- » Crosswalks
- » Traffic control cabinets
- » Bus stops and transit facilities
- » Medians (if approved by City Public Works Department)

Existing Structures

Many functional, utilitarian but bland (or downright un-attractive) structures in the public realm can be beautified with public art. Many of these are in the ROW. All require the approvals of the entities responsible for them and their maintenance.

Example include:

- » Retaining walls
- » Overpasses
- » Street light poles
- » Bridges
- » Water towers
- » Utility infrastructure (e.g. cabinets, poles)
- » Communications structures (e.g. cell phone towers)

Street Art Design Guidance:

The larger the road and the faster the traffic, the larger and simpler the art needs to be, to have “drive by” impact. For example, installations at highway interchanges need to be big, bold, and graphic. Projects should be designed at a more intimate, pedestrian scale in walkable areas such as neighborhood business districts, and the areas around schools and parks. All should have visual appeal from people travelling along roadways and city streets.

Streets near parks and schools, where children and families may walk and bike or arrive by bus, are encouraged as priority sites.

Complete Street Design:

Roadways redesigned as “Complete Streets” -- with transit, bicycle, and pedestrian improvements -- can especially benefit from civic art that makes them appealing people places. The area between the sidewalk and the street particularly lends itself to “sidewalk amenities.” Public art can be planned for in business districts, alongside benches and other street furniture, trees and landscaping, and so forth.

II. NEW CAPITAL IMPROVEMENT PROJECTS

New CIP projects will be planned and implemented in the District on an ongoing basis. At the earliest scoping and planning phases, the District can advocate for these projects to include funding for public art. This dialogue with the City of Houston, and other public entities doing major projects in the District, can lead to significant funding for new public art by these partners, over time.

City Percent for Art Funding:

City-funded CIP projects, e.g. for Complete Street roadway improvements, can include an allocation of 1.75% of the total budget for public art. For example, new sidewalks can readily be imprinted with “Sidewalk Poetry” which is affordable within this allocation. The City may also be able to designate a percent for art for water and wastewater and other project types.

CIP Project Types

- » Mobility Improvement Projects
- » Drainage Improvement Projects (e.g. water retention ponds, channels)
- » Water & Wastewater Projects
- » Parks, trails, greenways, bikeways

III. PUBLIC PARKS

The North Houston District includes six public parks covering 56 acres, plus a public garden and two sports parks. Specific sites are listed in the following section of the report.

Installations along the perimeter of the park also serve as street art for a drive-by audience. Public art can be sited at the entrances, for example, where it also serves as wayfinding and a gateway to the park.

IV. TRAIL SYSTEM

Several trails, creeks and waterways provide opportunity sites for art. See discussion and map in following section.

As priority sites, we recommend that public art be located at the most visible and popular trailheads along the bayou, where people access the trail system. These should be visible from the Street.



V. METRO TRANSIT STOPS & INFRASTRUCTURE

The District has five Metro routes that run north/south and east/west, across all four quadrants. Metro has its own art program and an Adopt-A-Stop program. We recommend engaging Metro, to discuss coordinated public art projects to enhance people's experience waiting at bus stops, and other transit facilities as they are developed.

Improved bus stops and stations that have windscreens, light poles, and utility cabinets offer surfaces that are frequently enhanced with public art, by transit agencies.

Roads that serve as **transit corridors are priority sites for public art** in the ROW. Many thousands of people each year will see the art, as they look out the window during their rides. Optimizing investments so that they enhance daily life for transit riders can be considered an equity initiative.

Buses run north-south along:

- » I-45
- » Airline Drive (southeast quadrant)
- » Greens Parkway/Northborough Dr. (northwest quadrant)
- » Greenspoint Drive, Northchase Drive, and Imperial Valley (generally from Beltway 8 to Greens Rd.)

Bus routes run east/west along:

Greens Rd., Gears Rd., West Rd., and the Aldine Mail route

Major transit facilities include:

- » Greenspoint Transit Center (at Greenspoint Mall)
- » Kuykendahl Park & Ride (on Kuykendahl Rd.)



About Private Property Opportunities

Public entities need to proceed with caution, when they expend public dollars on private property. While it is possible to do so, and often desirable, such projects require a careful approach taken in consultation with legal counsel. A clear case needs to be made for public benefit. A partnership approach often works best, which may be formalized in a Memorandum of Understanding and other documentation.

Priority sites could include:

- » Greenspoint Mall
- » Other major underutilized and re-developing properties
- » Vacant lots and greenfield sites
- » Vacant and abandoned buildings

Even without contributing public funds, the District can advocate for public art on privately owned sites. It can use all reasonable efforts to request that property owners fund investments in public art and placemaking on private property – especially at the start of new projects, and on redevelopment sites.



VI. SCHOOLS & EDUCATIONAL FACILITIES

We recommend that the District engage Aldine ISD and Spring ISD for initial discussions of approaches, so that public art can enhance the areas around school campuses in the future.

Neighborhood schools, and visible locations along the adjoining streetscapes, are priority sites for art installations, because they:

- » Serve as focal points of identity for neighborhoods
- » Are daily destinations for children, families, school staff, and participants in meetings on campus
- » Define the community's sense of connection and character
- » Offer natural partnering and youth-engagement opportunities

Priority sites recommended for a long-term public art program include:

School Campus Sites

- » 5 elementary and middle schools
- » 3 high schools

VII. COMMUNITY FACILITIES

These are considered priority sites for public art investments, because are daily destinations for so many people. They include public safety facilities in the district.

While both interior and exterior spaces can be considered, exterior sites have the most visibility.

Please see next section for specific recommended sites.

Specific Sites for Long-Range Program

Below is a menu of potential sites to be revisited annually. Based on our research and exploration of the North Houston District, these sites offer priority opportunities for this program.

The sites listed below add additional detail on to the site types discussed in the prior section.

This comprehensive list can inform a robust discussion of District priorities, for initial, short-term, and long-term efforts. It can be referenced in developing a true master plan for a public art program for many years to come.

A short list of priority sites and projects to pursue and fund, over the next 1-3 years, will be developed with the District as a next phase of work.

I. ROADWAY RIGHT OF WAY

Gateways at I-45 (5)

- » I-45 at Greens Rd (future)
- » I-45 at Rankin @ I-45 (complete)
- » I-45 at Kuykendahl (under construction)
- » I-45 at West Rd (in design process)
- » I-45 at Fallbrook Rd (future)

Gateways on Beltway 8 / Sam Houston Parkway (6)

- » Beltway 8 at Greenspoint Dr (in design process)
- » Beltway 8 at Imperial Valley (in design process)
- » Beltway 8 at W Hardy Toll Road (future)
- » Beltway 8 at Northchase (in design process)
- » Beltway 8 at Greens Crossing (north side in design process)
- » Beltway 8 at Ella (south side in design process)

Major Intersections (4)

- » Greenspoint Dr at Greens Rd.
- » Kuykendahl at Rankin Rd.

Bridge Crossings (14)

- » Priority locations to be identified with District staff

Traffic Signal Control Cabinets

- » Priority locations to be identified with District staff

II. NEW CIP PROJECTS (REVIEW LISTS ANNUALLY OF EMERGING PROJECTS)

- » New sidewalks suitable for sidewalk poetry
- » Other new City CIP Projects
- » Planned water, wastewater, and flood control projects
- » Emerging CIP projects by the county, state, and federal agencies

III. PUBLIC PARKS

Within the parks below, the specific top sites for public art can be identified, based on District priorities. The area around the entrances to all parks should be considered as priority sites.

The Parks Board is also available as a partner. The District should track any emerging art planned for:

- » Buckboard Park
- » City View Park
- » Dylan Park
- » Jack Drake Park
- » Thomas R. Wussow Park
- » Rockstar Energy Bike Park
- » North Houston Skate Park
- » Ida Gaye Gardens

Other sites to consider include undeveloped parkland owned by the District, City, County, public agencies.

IV. TRAIL SYSTEM

Greens Bayou Hike and Bike Trail

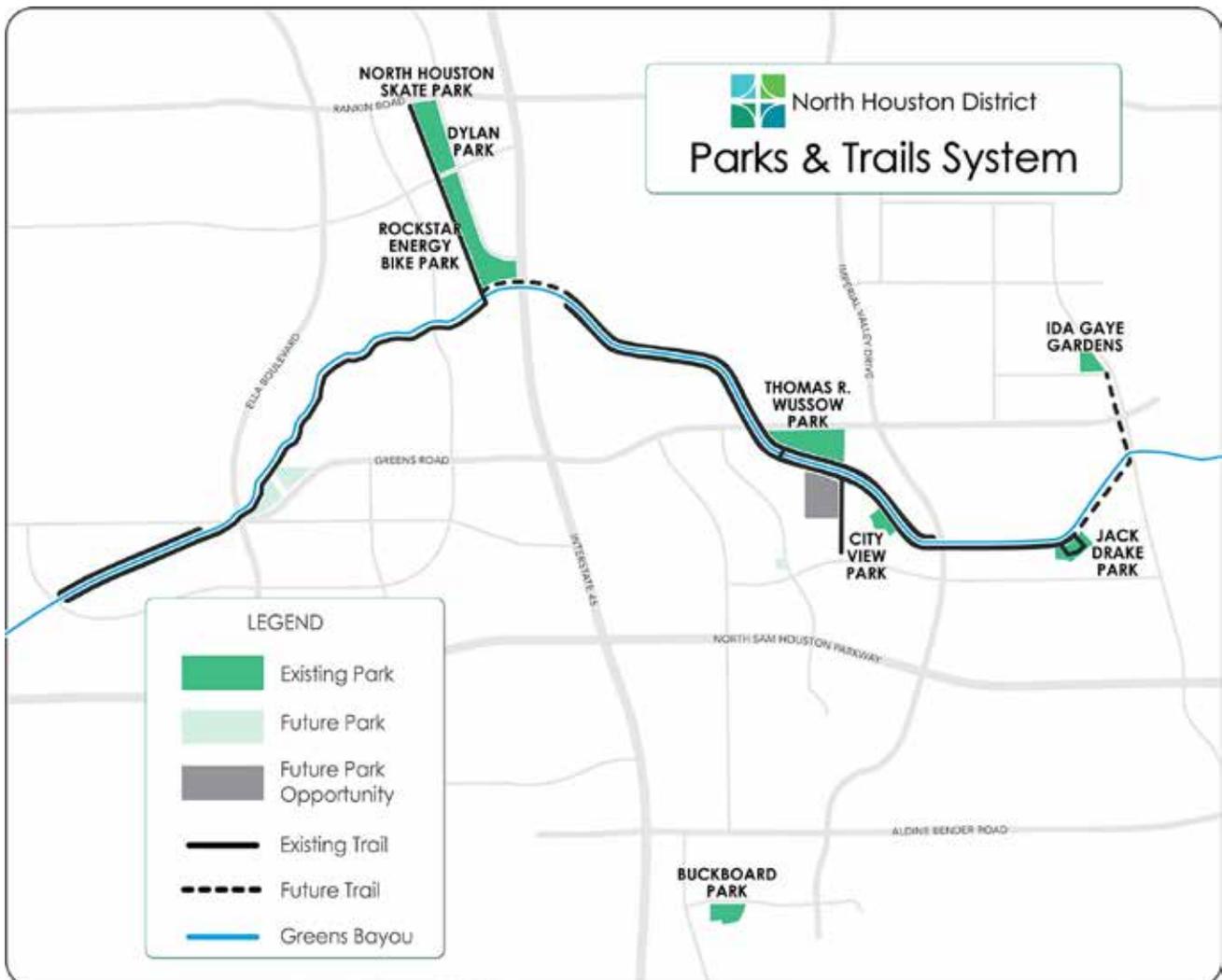
One section of the trail is located in northern section of the District, along the Greens Bayou Greenways project. Numerous sites for future public art exist along the six-mile trail that commences at Jack Drake Park and runs west to just beyond Ella Boulevard. These two trail “gateways” at either end, as well as formal and informal “trailheads” where people can enter it along the way, offer priority sites for art.

Potentially, a coordinated system of art installations along the trail, visible at each trailhead, can serve

as a wayfinding system, that helps people to know where the trail is and access it for recreation.

Art installations could feature lighting and/or reflective elements, to enhance the perception and reality of safety for early morning or evening use.

In the future, the trail is planned to traverse under Interstate 45 and connect the Greenspoint and Greens Crossing quadrants of the District. The District can actively advocate that Percent for Art funding be included in the scope and budget for these trail improvements.





V. METRO TRANSIT STOPS & INFRASTRUCTURE

Priority Sites

- » Greenspoint Transit Center (at Greenspoint Mall)
- » Kuykendahl Park & Ride (on Kuykendahl Rd.)
- » Major Bus Stops with enhanced amenities (e.g. windscreens, light poles, utility cabinets)

See additional sites discussed in preceding section.

VI. SCHOOLS & EDUCATIONAL FACILITIES

- » Public Schools
- » Cooper Elementary School
- » Greenspoint Elementary School
- » Marcella Elementary School
- » Bussey Elementary School
- » Thomas Gray Elementary School
- » Aldine Ninth Grade School
- » Aldine Senior High School
- » Blanson CTE High School

VII. COMMUNITY FACILITIES

Priority sites recommended for a long-term public art program in North Houston District include:

- » **Public Library.** A recommended early investment site is the Aldine Branch Library. It is located adjacent to local schools and a public facility, operated by Harris County Public Library System.
- » **YMCA.** The entrance area around the Aldine-Greenspoint YMCA, within Thomas R. Wussow Park, offers a priority site for public artwork, as it attracts many visitors including families.
- » **Fire and police stations.** Murals that communicate a positive sense/message of safety and security could be an especially good fit at or near the police station (Houston Police Department – North Houston Division) and two fire stations (Station #74 and Station #84).
- » **Public Affordable Housing.** Upbeat outdoor artwork can brighten and uplift the lives of everyone who lives in public housing and passes by it. North Houston District is home to 67 apartment communities. The District can seek out partners in the governmental entities that operate housing on public land. New, future housing could also be scoped to include a budget for public art.

Private Property: Development & Redevelopment Sites

- » Greenspoint Mall Site
- » Pinto Park + Greens Crossing warehouse districts
- » Undeveloped parcels
- » Sites of mixed-use and commercial developments
- » Private multi-family housing complexes that include common spaces and outdoor plazas, etc.
- » Greenfield or brownfield “empty” lots

PROJECTS

Menu of Project Types



Murals

Painted, Mixed-Media, and Mosaic

- » Murals co-created with local children, youth and schools, to build skills and provide arts education
- » Murals made from recycled materials
- » Technology. Projection-mapped murals; Augmented-reality murals
- » Murals on shipping containers (containers placed on vacant land and sites that lack suitable walls)
- » Mural festival; Mural outdoor gallery



Mini Murals + Tour

- » Original small-scale murals painted on utility cabinets
- » A civic art tour, that features a printable map and information about the artworks and artists for guided and self-guided tours



Creative Crosswalks & Sidewalks

- » Sidewalk/Trail Poetry (imprinted)
- » Artistic enhancements to crosswalks and streets
- » Art on sidewalks (painted, or thermoplastic)
- » RainWorks (rain-activated art)



Installations & Monuments

- » Temporary installations (6 – 12 months)
- » Permanent public art
- » Environmental art / land works



Trail Enhancements

- » Creative lighting or glow-in-the-dark or trailhead features
- » Trail art
- » Biking-themed art on bike trails
- » Artistic way-finding signage



Art Banners

- » Original art created for banners
- » Rotating program of changing banner art
- » Reproductions of artworks in local museums and artspaces
- » Optional: Graphic banners with public education/information



Gateway Art

- » Underpass painting, lighting and murals
- » Artist-created gateway arches and signposts



Transit Stops

- » Parklet
- » Art dog park
- » Sculpture garden
- » Labyrinth
- » Outdoor museum



Gathering Places / Spaces

- » Food truck park
- » Art dog park
- » Sculpture garden
- » Labyrinth
- » Outdoor museum



Street/Trail Furnishings

- » Creative bike racks
- » Creative bollards
- » Creative way-finding signage
- » Creative trash cans
- » Art benches



Creative Sport Courts

- » Basketball courts
- » Tennis courts
- » Skate Ramps
- » Bike Ramps



Illumination Art

- » Artistic lighting for trails, walkways
- » Underpasses
- » Areas needing enhanced security



Recommended Projects: 2021 - 2022

Summary of Project Types. The suggested timeframe for each project type is shown by quarter (e.g. Q1 – Q4, 2021).

Quick Win Projects

MURALS

DESCRIPTION: These are familiar and popular in Houston, and they work well in areas on an industrial scale. Houstonians love murals, yet few high-quality murals enhance North Houston. They are a great way to engage members of the community and should reflect the community’s character. In addition to painted murals, we could develop concepts for murals that incorporate recycled materials and innovative technologies and futures.

Over the years, the District can add multiple murals in highly visible, high-traffic locations. A mural festival is a great approach for having multiple artists paint multiple murals at one time, to create more impact and excitement around a community event. These tend to attract media coverage.

BUDGET RANGE: Determined by size and scale of mural, height, condition of existing wall, and artistic complexity. More well-known mural artists command higher fees. A good starting budget guideline is \$30 to \$40/SF. For example, a painted mural on a wall that is 12’ high x 18’ long could cost about \$8,500.

KICKOFF TIMEFRAME: Q1-Q3 2021

POTENTIAL LOCATION(S): See **APPENDIX B**. Priority sites include underpasses along I-45 and/or Beltway 8. We should also explore, the business parks such as Pinto Park and Greens Crossing.

>>> SUGGESTED QUICK WIN PROJECT: 3 OPTIONS

Mural Option 1: Aldine Library

Via a partnership with Harris County Library System, the District could have a mural painted at the high-traffic Aldine Branch Library. Conversation with the Harris County Library Director began in early 2020, and the project has now received approval from the Harris County engineers, who are evaluating the products to be used. We will now seek final permission from Harris County Commissioner’s Court. We recommend a regional open call for artists.



Mural Option 2: Greenspoint Mall

While the mall site awaits longer-term redevelopment, the District could activate the facades of Greenspoint Mall with striking, large-scale murals. These would be visible to all drivers passing by, as well as mall customers, to express energy and optimism. The murals could be executed rapidly with a mural-painting festival, by local Houston artists commissioned to participate. Potentially murals could be painted on installed surfaces, that could be moved to different locations when the mall is developed.

» **Airport Theme**

A theme such as “Taking Flight” would highlight the District’s adjacency to the airport. Individual artists could interpret the theme in different ways using their personal vision e.g. incorporate things that fly, have wings, or involve aviation.

» **Opportunity: Big Walls Big Dreams Bayou City Mural “Festival”**

Greenspoint Mall would be a great site for a mural to be included in this mural-painting “festival” which is being curated and produced by UP Art Studio in 2021. The festival already includes multiple major sponsors, planned murals, and sites. By including its project in this event, North Houston District would gain additional PR, impact, and partners. UP Art Studio can provide additional details and a specific proposal.



Mural Option 3: Underpass Mural and/or Column Colorway

Prime sites for early-out Quick Win Projects include the key “Gateway” intersections, e.g.:

- » Interstate 45 @ Greens Rd. (TIRZ to update)
- » Beltway 8 / Sam Houston Toll Rd @ I-45
- » Beltway 8 / Sam Houston Toll Rd @ Greenspoint Dr.

Other Gateway locations could be painted as funding and timing allows. This includes:

- » Interstate 45 @ Rankin / West Rd / Fallbrook
- » Beltway 8 / Sam Houston Toll Rd @ Imperial Valley / W Hardy / Greens Crossing / and Ella



CREATIVE CROSSWALKS

DESCRIPTION: The design and installation of colorful, artistic crosswalks on a high-priority intersection would be achievable this fiscal year.

BUDGET: \$10,000 – \$30,000 per intersection

TIMING: Q2-Q4 2021

POTENTIAL LOCATION(S): These candidates will require additional research, due diligence, and City approvals.

- » In business district areas (e.g. Greens Rd) in concert with the major infrastructure projects planned by the City of Houston and TxDOT
- » Near elementary and middle schools, where students bike and walk to school
- » Near high school, e.g. where students cross the street near the entrance
- » Near Aldine Branch Library, where patrons cross the street to enter
- » Near major transit stations

>>> SUGGESTED QUICK WIN PROJECT

Obtain a list of sites where new crosswalks will be painted in business district areas (e.g. Greens Rd) in concert with the major infrastructure projects planned by the City of Houston and TXDOT. Pursue inter-agency approvals and partnering to install creative crosswalks at these sites.

With the ISDs, identify one school campus that encourages walking and biking and has a Safe Routes to School initiative. The major intersection (on a two-lane side street, not a major multi-lane roadway) offers an ideal site. The mascots and colors of the school can be incorporated into the design, and the art teacher and students can contribute ideas to the artist.



TEMPORARY ART INSTALLATION

DESCRIPTION: Temporary, rotating artworks provide fresh interest and energy on an ongoing basis. The works installed at Discover Green in Houston, including illumination art, provide inspiring local examples. Temporary art can be done in a wide variety of media, including illumination; painting and sculpture; installations created from natural and man-made objects; film, animation, photography; live performance art (including happenings); and even touch, smell and sound.

An exciting project can garner significant attention and attract visitors to the site. The City and other potential funding partners could be engaged, depending on the site.

It may require an open Call for Artist and/or Call for Proposals or an artist can be chosen based on their portfolio for a site-specific commission. If it is on City property, per City of Houston rules the installation period is limited to nine months.

POTENTIAL LOCATION(S):

- » Underutilized Parks
- » Medians/Esplanades
- » Key Intersections

BUDGET: \$15,000 – \$200,000+

TIMING: Q3 2021 – Q 3 2022

>>> >>> SUGGESTED QUICK WIN PROJECT

One temporary art installation. We recommend siting it at a location that is a top candidate for an Art Park/Art Garden (See below). This will allow it to kick off a longer-term signature project. (See below).

See APPENDIX D for examples and price ranges.





PUBLIC ART TOUR + MINI MURALS

TOUR DESCRIPTION: Fresh interest in the existing Mini Murals (and the other existing civic art in the District) can be created via a public art tour. We recommend developing materials for “North Houston Public Art Tour.” This will include a route and map, with descriptions of existing public art and sites, and promotional materials and outreach to encourage people to take the tour. It can also include content for a new Public Art Tour page on the District website, with information about the tour and details about the artwork and artists. *(See example in APPENDIX C)*

The tour will encourage residents and visitors to discover and learn about the public art in North Houston – and along the way, to discover and visit other destinations, such as shops and restaurants. This supports small local businesses and contributes to economic development.

The tour will showcase public art in the District. This includes the set of ten Mini Murals installed by TIRZ 11 in 2016 in North Houston. The sites are:

- » W Airline @ Dyna
- » Greenspoint Dr @ Greenpoint Mall Entrance
- » Kuykendahl @ Rankin Rd
- » Greens Rd @ Northchase
- » Airline Dr. @ Buckboard
- » Greens Rd @ Wayforest Dr.
- » 11200 Airline
- » Greens Rd @ Imperial Valley
- » Airline @ Hardwicke
- » Benmar @ Greenspoint

Self-guided tours will be encouraged for 2021. Post COVID-19, group tours (e.g. by bus) can be offered. It can be promoted to residents and visitors, as well as those interested in doing business or development in the area.

**NEW MINI MURALS
PROJECT DESCRIPTION**

Many blank cabinets are available for new Mini Murals. If the District wants to pursue this option, we will research and provide a list of top 10 recommended sites.

To develop themes for imagery for new Mini Murals, we recommend forming a Community Art Advisory Group. Through this group, area residents and business owners can contribute ideas for themes that celebrate the area’s cultural identity, points of pride, and neighborhood history. The Advisory Group can also provide input on the artist and artwork selection process.

We also recommend a review of the condition and maintenance needs for the 10 existing Mini Murals.

Some need touch-ups, a fresh coat of clear coat, and/or replacement.

BUDGET: \$3,500 - \$4000 for Public Art Tour. \$3,000 - \$3500 for each new Mini Mural. Maintenance TBD.

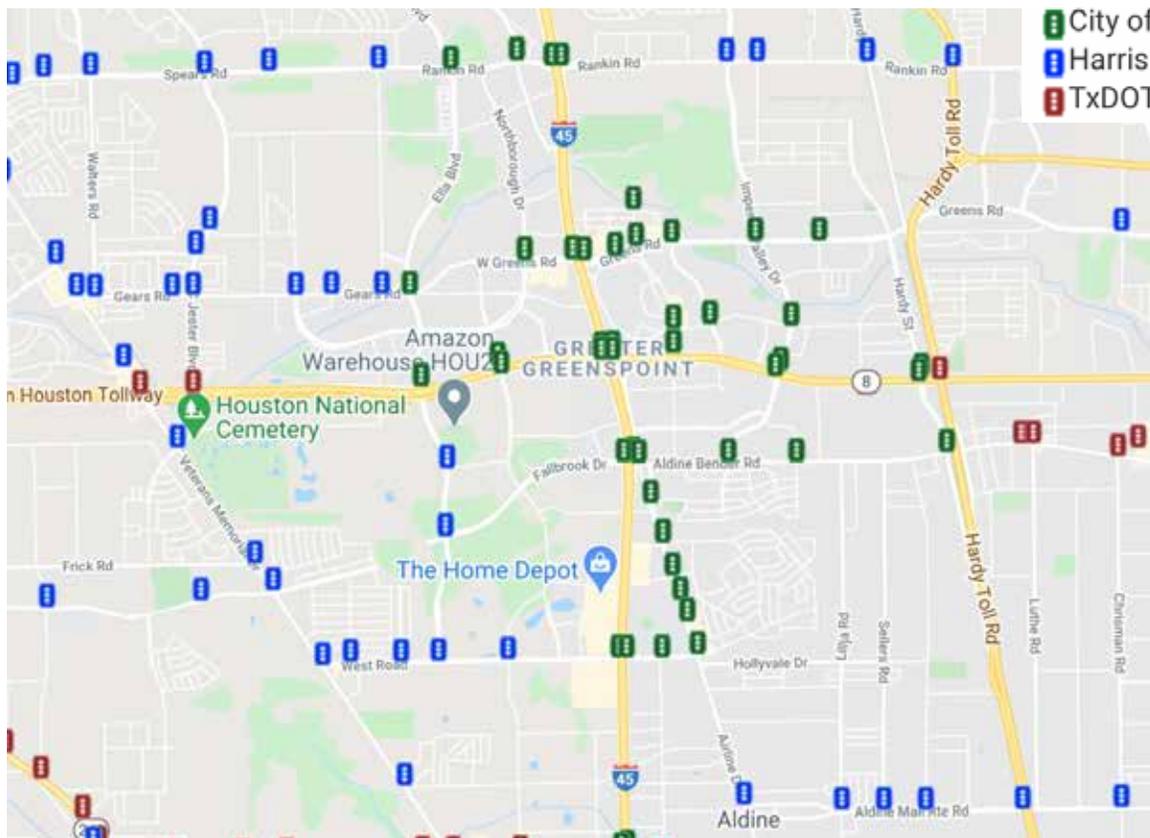
TIMING: Q1 – Q4 2021

POTENTIAL LOCATION(S): All signalized intersections can be considered. We would suggest focusing on one Quadrant where public art and beautification are a priority for this year.

>>> SUGGESTED QUICK WIN PROJECTS

- » Civic Art Tour and Map
- » 5 new Mini Murals

Signalized Intersections with Cabinets



Pilot Projects

GREENS BAYOU TRAIL INSTALLATION

DESCRIPTION: Artwork installed along the Greens Bayou Hike & Bike Trail could take many forms. Popular concepts include art that incorporates:

- » Wayfinding identity for trail and trailheads
- » Trailhead lighting
- » Creative crosswalk or street painting, where trail crosses the street
- » Permanent or rotating sculptures at highly traveled sites
- » Biking, walking, and fitness imagery
- » Nature imagery (paintings of native birds, plants, etc. on utility cabinets or other infrastructure)
- » Artist-enhanced furnishings (bike racks, trash receptacles, benches, bollards, poles)

BUDGET: \$20,000 - \$30,000+

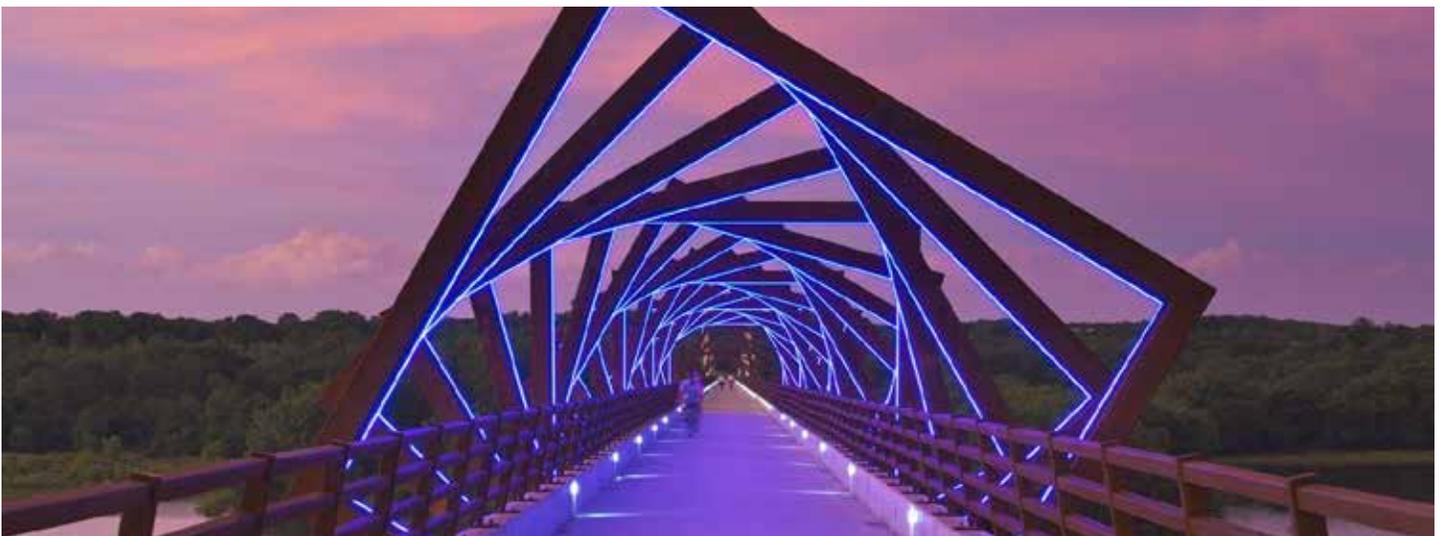
TIMING: Q2 2021+

POTENTIAL LOCATION(S):

- » Informal trailheads (e.g. entry points by parking lots)
- » Park trailheads, such as at Jack Drake Park

>>> SUGGESTED PILOT PROJECTS

- » A highly visible installation at Jack Drake Park, to announce the site of trailhead for entering the Greens Bayou Hike & Bike Trail
- » A glow-in-the-dark trail (Temporary installation)



SIDEWALK POETRY

DESCRIPTION: Sidewalk poetry is poetry found along sidewalks, trails, parking lots, or other outdoor and public or semi-public spaces. Meant to delight, encourage, inspire, or otherwise enhance a simple walk, sidewalk poetry, imprinted into the walkway, is a great way to share great poems in an unexpected avenue. This project will entail a Call for Proposals for submissions of short poems from local poets.

These installations would be done only where new sidewalks are installed, and fully integrated into the CIP sidewalk work managed by the Public Works Department at the City of Houston. They are supportive of this program. While sidewalk poetry has not yet been done in Houston, we have collected excellent peer city examples and protocols. They are popular and well-established in cities such as St. Paul, MN.

The project starts with a call for poems from local poets, such as the Houston Poet Laureates. For each poem, a vendor fabricates forms that can be re-used numerous times. A single form fabricated for the imprinting of a sidewalk poem can be used in different locations across all four quadrants of the District.

BUDGET: \$20,000 - \$30,000+

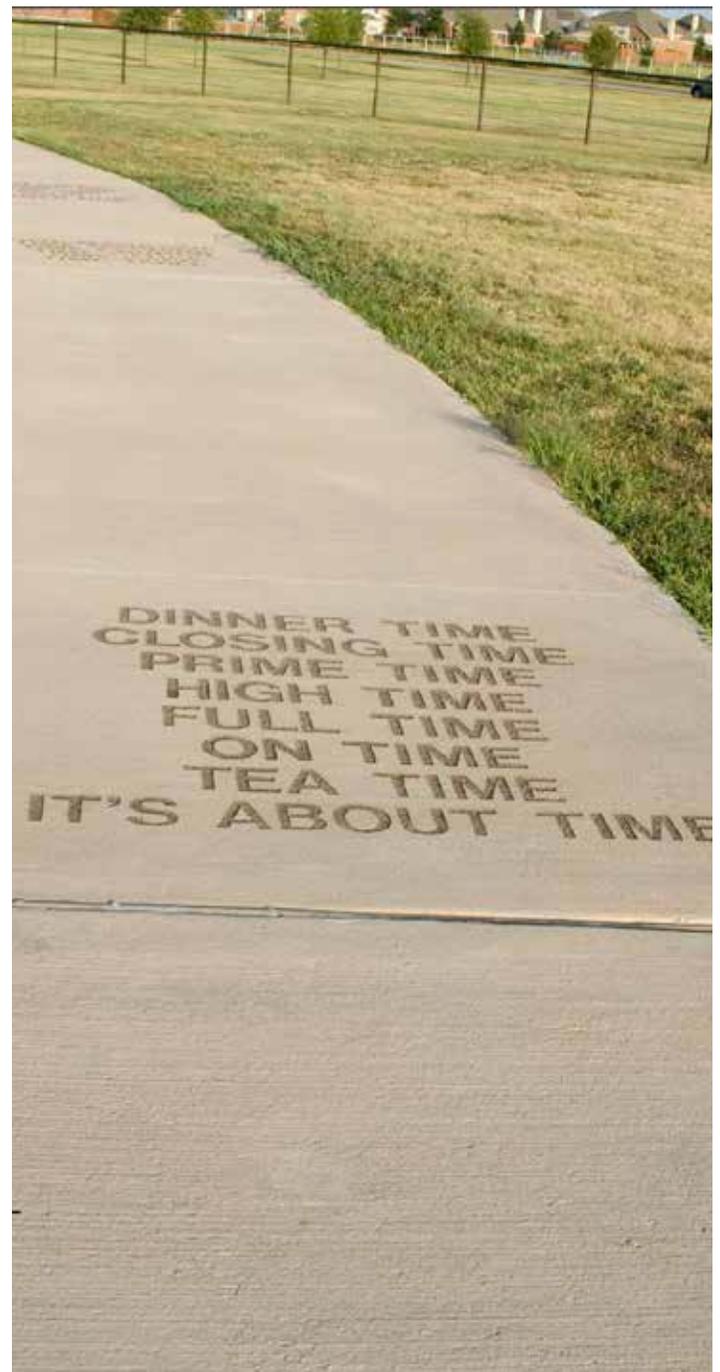
TIMING: Q2 2021+

POTENTIAL LOCATION(S):

- » Key Sidewalks which are being upgraded at the time of project approval.
- » Future sidewalks which will be replaced as part of the Curbs, Sidewalks, and Ramps CIP project.

>>> SUGGESTED PILOT PROJECT

We recommend planning and funding an initial phase of a Sidewalk Poetry program in coordination with TIRZ 11 and the City Public Works Department.



ART BANNERS

DESCRIPTION: Art banners are high-flying original artworks, created in the form of banners installed on metal street light poles. They feature art, rather than logos or branding, and are designed for strong graphic and visual impact. If two banners are used on a single pole, the design can go across the entire visual field, or one side can feature words while the other features images.

It will add vitality, color and interest to a high-visibility corridor used by thousands of people daily to visit popular destinations. They will be original artworks specially created for the site (rather than the usual event or district identity banners). We envision an initial installation of 20 banners.

Maintenance and Management: UP Art Studio would manage the creation of the banners and their installation. We would subcontract with Lone Star, the company that manages the banners for

the Downtown District. They fabricate and put up the banners. They also take them down and can change them out for new designs on a rotating basis. The annual budget would include this full-service maintenance program. We anticipate that art banners can last well for a year, although the District could choose to change them out more often, for interest.

Please see APPENDIX E on Art Banner District for full details about this project concept, including preliminary budget estimates.

BUDGET: \$20,000 – \$25,000 (Includes artist stipends, design, fabrication, installation and maintenance for about 20 banners, for an initial installation that can remain in place for up to one year).

TIMING: Q2 2021 to 2022



POTENTIAL LOCATION(S):

A group of banners along a single corridor would be sited to serve a goal of the District. Goals that can be well-served by street banners include:

- » To attract people to a business district, and give it coherent identity
- » To create a sense of entry and wayfinding along a gateway corridor, into the District
- » To draw attention to a set of outdoor amenities, such as parks, recreation areas and trailheads

Multiple Outdoor Recreation Sites. Installed on the streetscape, a set of banners using the same design (but different unique artwork at each location) could serve to unify and draw attention to the diverse amenities in all Quadrants -- parks, trails, bike park, skate park, neighborhood parks, and so forth.

Entry Corridor. Alternatively, a concentrated art banner district can serve as a gateway marker. One corridor can be selected, where the public enters the District, e.g. from the airport, or from I-45. While the Art Banners would feature only artwork, banners at each end could announce the North Houston District. Choices include:

- » Airline Corridor
- » Greens Road between I-45 & Imperial Valley Rd.

>>> SUGGESTED PILOT PROJECT

One pilot project, to support a priority goal for the District, to include about 20 banners.



Signature Projects

These projects would be discussed and further developed in 2021. They are significant efforts that typically require several years to plan, fund, and realize, with multiple partners. Many of them can start with a single pilot project and grow into a larger program.

Project proposals and descriptions, with timelines and budget estimates, can be developed from District discussions.

GATEWAY MURALS & LED LIGHTING INSTALLATION

Gateway Murals are large-scale murals or colorways painted at gateway locations, typically on ROW infrastructure. For impact at night, gateway murals should be accompanied by an LED lighting/illumination installation.

POTENTIAL LOCATION(S):

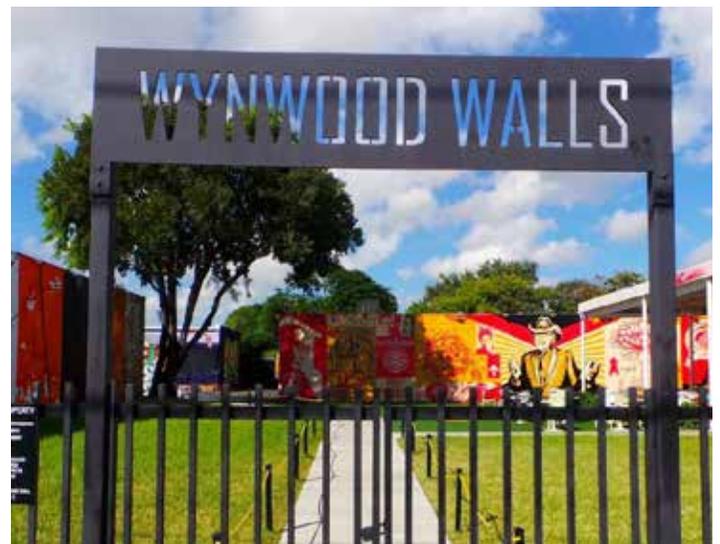
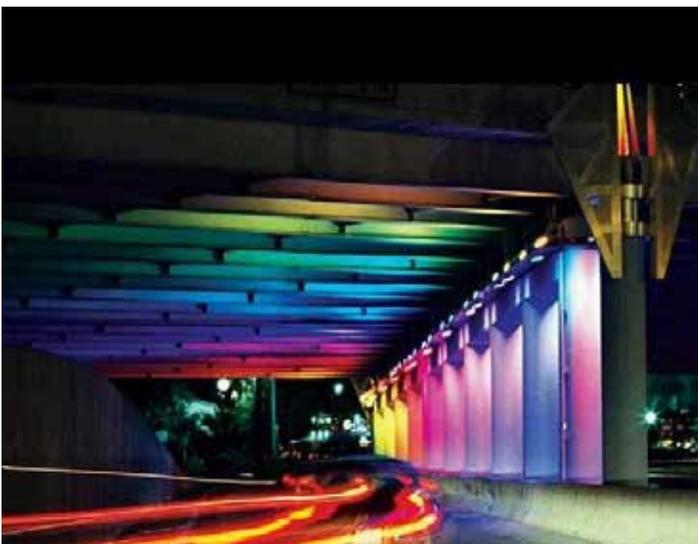
- » Beltway 8 / Sam Houston Toll Rd @ I-45
- » Beltway 8 / Sam Houston Toll Rd @ Greenspoint Dr.
- » Other priority gateways on I-45 and/or Beltway 8

ART PARK & SCULPTURE GARDEN

An Art Park is a designated area that showcases public art, including murals and/or sculptures and installations. Like a sculpture garden at a museum, it provides an outdoor area where people can walk around and experience a variety of artworks. However, it would be “funkier” and more informal than a museum sculpture garden, with a grassroots vibe that fits the District. Visitors to the Art Park enjoy fun, enriching experiences with installations (and landscaping) that integrates art, nature, and history.

POTENTIAL LOCATION(S):

- » Undeveloped parcel on Northchase
- » Jack Drake Park
- » Aldine Park
- » Others

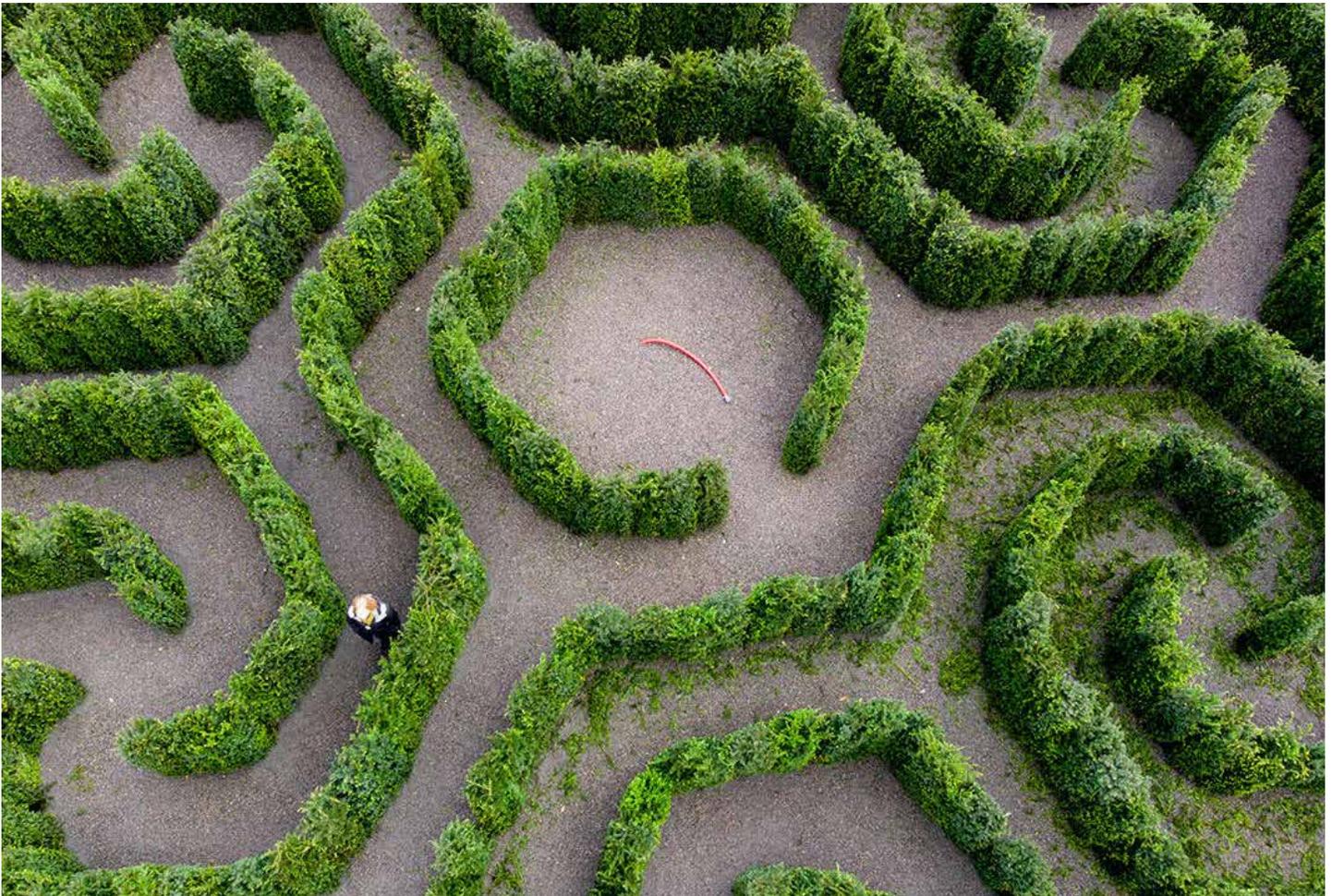
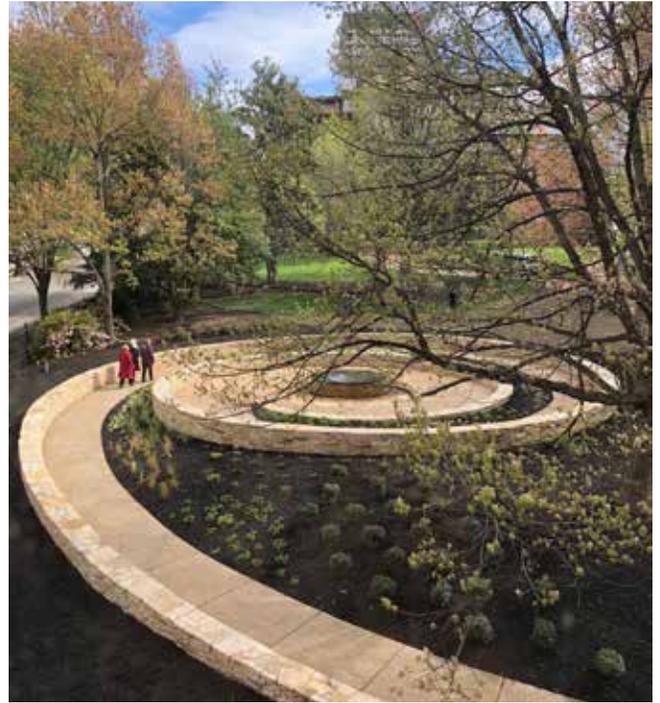


LARGE-SCALE SCULPTURE OR INSTALLATION

These large signature works typically require funding partners, either public or private sector.

POTENTIAL LOCATION(S):

- » A project concept can be developed and proposed for the site of a major new facility , such as a City Capital Improvement Project, that has significant “percent for art” funds in the budget.
- » A project could be planned for a major new private development site, with the property owners



Programmatic Projects

UP Art Studio is available to consult on the following projects. These are recommended if the District wishes to develop a robust program of public art that can be sustained over time. We can provide details on proposed services, scope, budget, and schedule upon request.

PUBLIC ART MASTER PLAN, PROGRAM & POLICY

We recommend the district develop a 5-10 year Public Art Master Plan. This planning effort should include a written policy, planned development of resources to fund and manage an ongoing program, and a series of public art installations at specific sites each year.

The Master Plan will define North Houston District approaches to selecting artists, community engagement, and reviewing and approving public artwork. The Plan may include a variety of public space enhancements that create a sense of place, provide human-scaled places for people, and incorporate public art into a “creative placemaking” approach.

This would include a maintenance policy, with funding/partnering to maintain artworks installed.

Art on Loan

An art loan program could be developed. This could be a low-cost way to place temporary art in municipal parks, libraries and community centers, either outdoors or indoors.

PERCENT FOR ART POLICY

A percent for art policy can be written and adopted, requiring that the District’s budgets for CIP projects include a percentage designated for public art projects.

This would apply annually to the District’s adopted Capital Improvements Project budget items.

We suggest the percentage be 2%. The City of Houston allocates 1.75% of each eligible CIP project budget for its Civic Art Program. TIRZ 11 could also be approached about instituting a Percent for Art Policy. Where the District partners with other entities, to co-fund improvement projects, each entity can contribute a percent for art following its own policy. The pooled funds can then be spent as a single budget for artworks integrated into the site.

A capital improvement project is intended to be a long-lasting investment. Therefore, public art funded as part of a CIP project budget should be permanent or long-lasting and not a temporary installation.

MURAL GRANT PROGRAM

A new Mural Grant program could provide funding assistance to local commercial property owners to enhance commercial properties, instill a sense of pride and identity, and engage business owners in the beautification of the community. Alternatively, or additionally, this program could fund stipends directly to artists, who have ideas for murals in the District. The grants would be awarded through a competitive selection process annually. The murals would be on public or private sites, as requested and approved by commercial property owners.



National Best Practices

We researched best-practice models for public art programs operated by U.S. “peer city” municipalities and redevelopment authorities to identify and document best practices. The initial research was done for other TIRZ clients, with additional research for the North Houston District.

In addition, we researched the individual project types under consideration and gathered inspiring examples and photos of completed projects from other communities.

Based on each best practice cited, we include a recommendation for the District.



Creative Placemaking

This practice refers to using art as tool for improving places. It focuses on how the public sector – and public-private-philanthropic partnerships – can incorporate art as a creative tool to advance equitable community development. As stated by a major funder of these projects to advance equity, the Kresge Foundation, Creative Placemaking is “the deliberate integration of arts, culture and community-engaged design into comprehensive community development – to be a catalyst in creating equitable living and working solutions for all constituencies of a neighborhood.”

People who currently live and work in the neighborhood are an integral part of the process. They provide ideas for how the art can celebrate their cultural identities and ethnicities, create social bridges and needed “people places,” and elevate the voices of existing residents, even as new businesses, development, and neighbors arrive. This helps to ensure that people feel the public art is being created by, with, and for them, rather than being something done “to them” without their voice.

The Kresge Foundation provides interesting examples of successful projects:

<http://kresge.org/creative-placemaking-case-studies>.

Recommendation: Embrace a community-driven approach that demonstrates commitment to equity, earns trust, and is inclusive of all races. Be mindful of sensitivities rooted in inequities; historically, black and brown voices were left out of major decisions, investments, and development affecting their lives and neighborhoods. People of all ages, property owners and renters, children and seniors, can all be invited to engage. When in doubt, err on the side of community engagement to invite diverse people to have a voice in planning the public art in their neighborhood.

Calls for Artists

Issuing a Call for Artists is a recommended best practice in publicly-funded public art. It helps to ensure equity of opportunity, and should be crafted with that goal. A Call for Artists is a public notice about the opportunity. Widely distributed, the Call gives artists all of the information needed to apply and to be considered for a single project or to be placed on an Artist Registry. Artists are evaluated on their prior work, experience and qualifications; they should not be asked to submit unpaid designs or work in advance.

Americans for The Arts has compiled Call for Artist Guidelines that are a respected standard. A single Call for Artist can result in an Artist Registry, a list of qualified artists who can then be invited to participate in ongoing future projects.

Recommendation: North Houston District should make Calls for Artists a standard practice. UP Art Studio’s existing Artist Registry of Houston artists is also a resource. Major projects should have a separate Call for Artists.

Annual Operating Budget

Governmental public art and placemaking programs are sustained with annual operating budgets. The budget includes all costs related to implementing new projects and to ongoing operations and maintenance. Well in advance, budget planning begins for the following year.

Recommendation: North Houston District should establish an annual operating budget for public art and placemaking projects. With community and professional advisors, it should plan ahead and establish priorities and project plans well in advance of finalizing the next year’s budget. If a Percent for Art policy is adopted, for CIP projects, this would be in addition to the annual operating budget.

Maintenance Program

Once artworks are installed using CIP funds, they will need to be maintained over their life. This requires a plan and dedicated resources. Some entities utilize an online notification system that allows community members to alert staff of artwork that is in need of attention, graffiti removal, or repair. The work can be performed by maintenance staff, contractors, and/or the artist (if included in their initial contract).

Recommendation: North Houston District should include a line item for maintenance of public art in its annual operating budget.

Public-Private Partnerships (PPP)

Many civic art programs utilize multiple sources of funding and in-kind support. A collaborative partnership approach allows for larger budgets, broader community support, and larger program scopes. Projects can be co-sponsored and co-implemented by entities in the public, private, and philanthropic sectors.

For example, Mural Arts Philadelphia, which produces 50-100 new works annually, obtains significant individual and corporate donations through Philadelphia Mural Arts Advocates. Each year, 15,000 residents and visitors tour the resulting “world’s largest outdoor art gallery.” It has become part of the city’s civic landscape and a source of pride and inspiration, earning Philadelphia international recognition as the “City of Murals.”

Closer to home, the “Surls on Kirby” esplanade sculpture was made possible through a public and private partnership between Upper Kirby District Foundation (501c3), Upper Kirby Management District, Upper Kirby Redevelopment Authority and philanthropic individuals and businesses.

Recommendation: North Houston District should establish a holistic “open-tent” approach, inviting co-funding and in-kind contributions from other entities committed to bettering the District, its public space, and the trails and bayous that run through it. In particular, it should align its placemaking and public project types with those of TIRZ, which allows for coordinated or pooled funding for approaches that include both districts.

Art Requirements for Private Development

Nationwide, percent-for-art ordinances applicable to large private developments have become more common in recent years. The practice has been applied to developers who receive assistance via tax increment financing (TIF).

Recommendation: North Houston District should pursue a Percent for Art Program applicable to private developers. This mechanism can provide engaging public art on private properties as they redevelop, which is otherwise difficult for the District to fund. The District can pursue this goal to the furthest extent allowed by law and policy.

When the District provides funds to the private sector (e.g. developers) it should request and make every effort to ensure that the developer also adhere to the percent for art policies. Funds for art collected in this manner from developers could be used onsite, or at nearby sites within the District boundaries.

As an example, the District could request that 1% to 2% of the budget for a new mixed-use private development be devoted to public art. A \$10 million project would yield \$175,000 for art. The developer could install the art on its property, or contribute to a pooled fund for artwork to be sited on public land within the District.

Appendices



APPENDIX A

Types of Public Art & Placemaking Projects



Murals

Painted, Mixed-Media, and Mosaic

- » Murals co-created with local children, youth and schools, to build skills and provide arts education
- » Murals made from recycled materials
- » Technology. Projection-mapped murals; Augmented-reality murals
- » Murals on shipping containers (containers placed on vacant land and sites that lack suitable walls)
- » Mural festival; Mural outdoor gallery



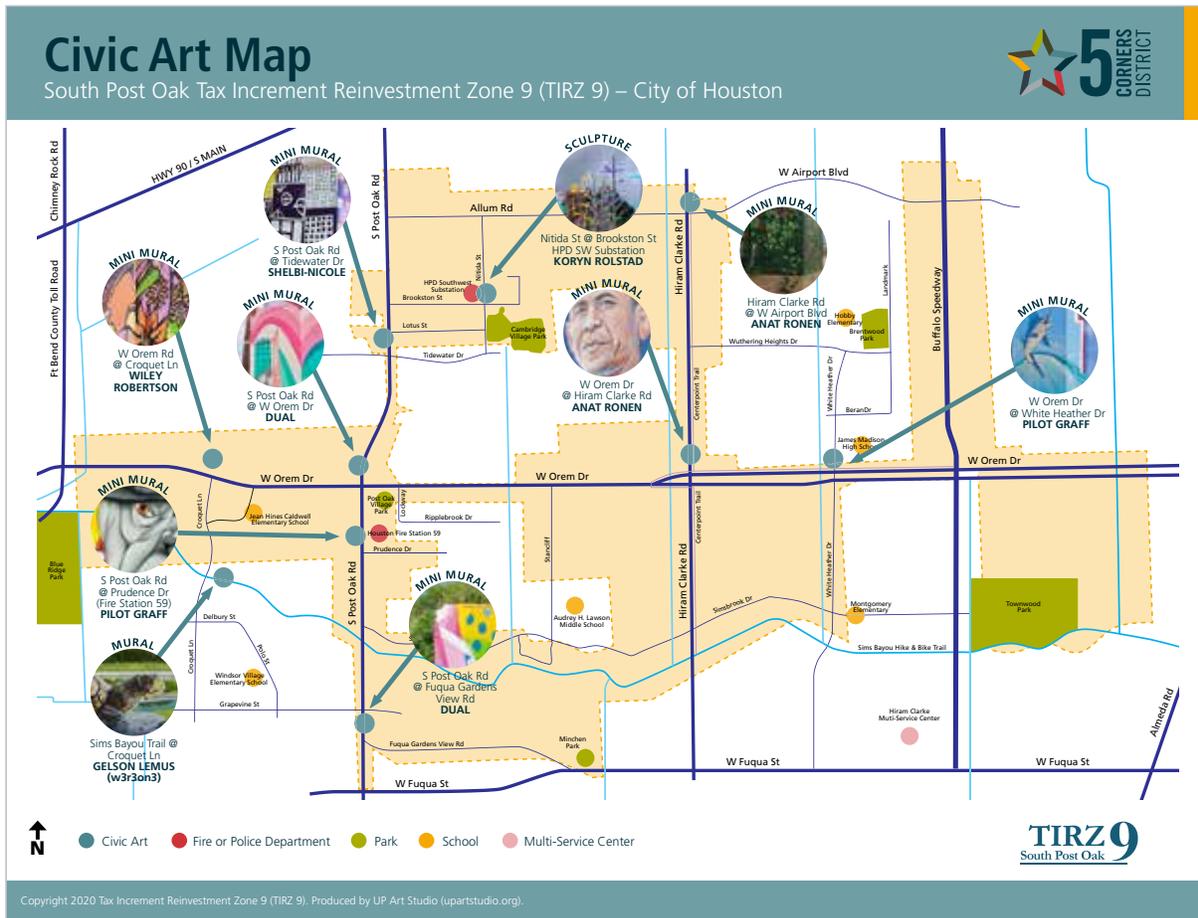
Mural co-created with children, Houston





Mini Murals + Tour

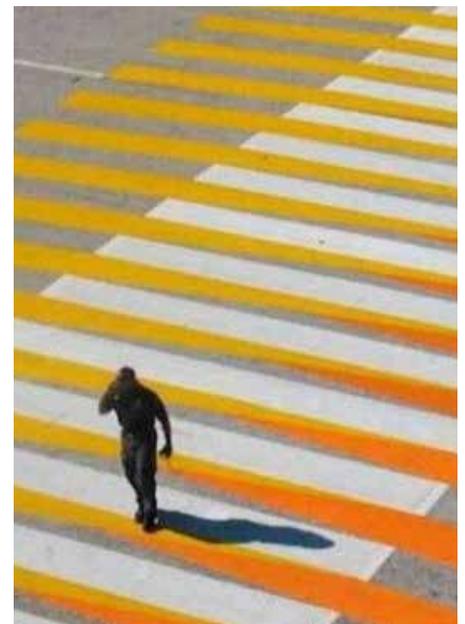
- » Original small-scale murals painted on utility cabinets
- » A civic art tour, that features a printable map and information about the artworks and artists for guided and self-guided tours





Creative Crosswalks & Sidewalks

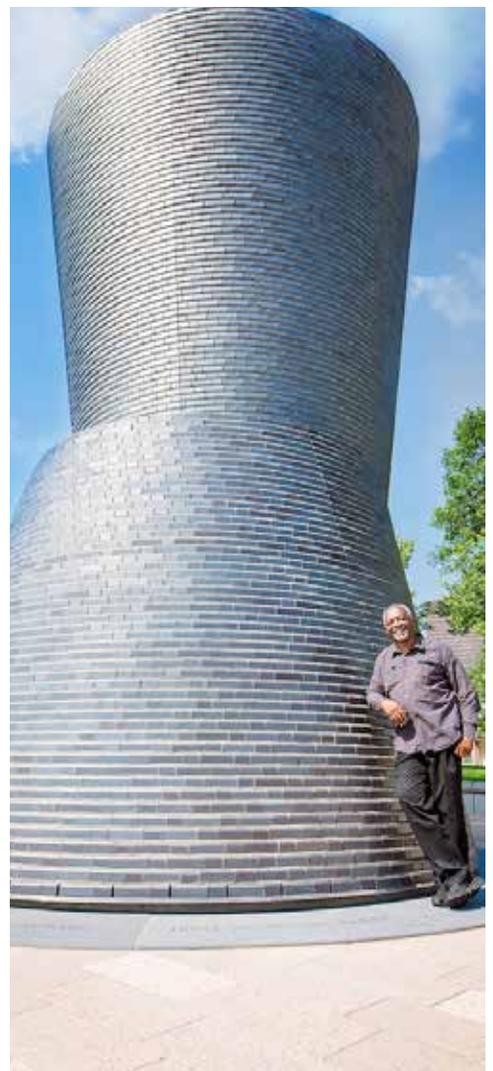
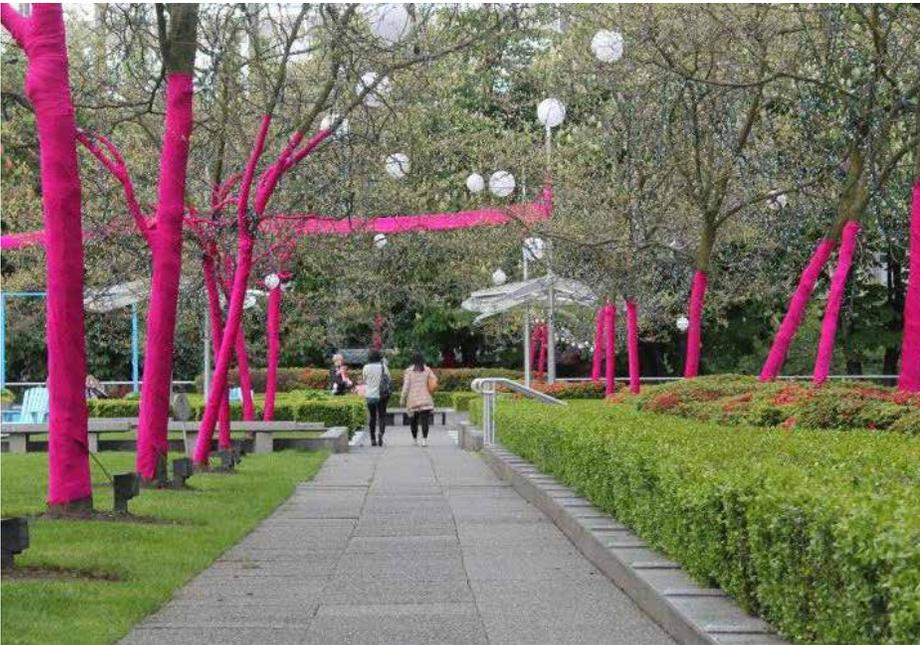
- » Sidewalk/Trail Poetry (imprinted)
- » Artistic enhancements to crosswalks and streets
- » Art on sidewalks (painted, or thermoplastic)
- » RainWorks (rain-activated art)





Installations & Monuments

- » Temporary installations (6 – 12 months)
- » Permanent public art
- » Environmental art / land works



A Monumental Journey by
Kerry James Marshall
Greater De Moines Public Art
Foundation
Des Moines, IA | Photo: A Canine
Budget: \$1,300,000



Trail Enhancements

- » Creative lighting or glow-in-the-dark or trailhead features
- » Trail art
- » Biking-themed art on bike trails
- » Artistic way-finding signage





Art Banners

- » Original art created for banners
- » Rotating program of changing banner art
- » Reproductions of artworks in local museums and artspace
- » Optional: Graphic banners with public education/information



Arts Alive Banners, Encinitas, CA

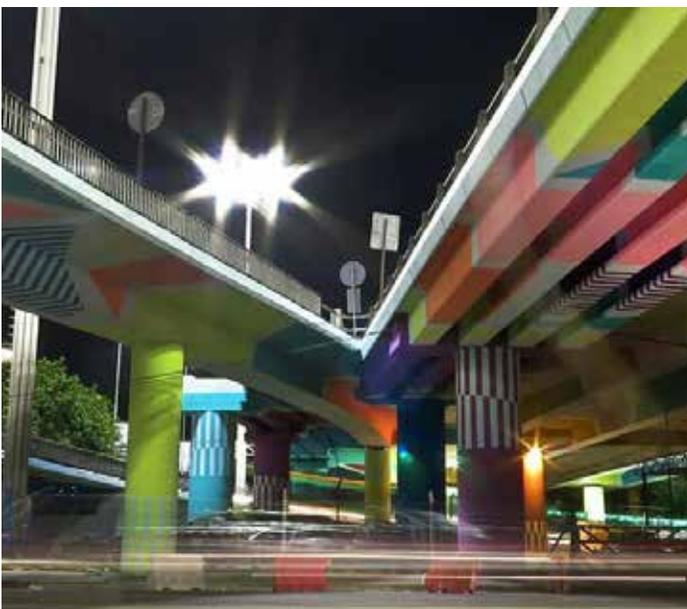
A local arts organization organizes an annual display of banners created by invited local artists. About 60 banners are installed along a six-mile stretch of the Historic Coast Highway. When the banners come down, they are exhibited and sold at a silent auction as a fundraiser.





Gateway Art

- » Underpass painting, lighting and murals
- » Artist-created gateway arches and signposts





Transit Stops

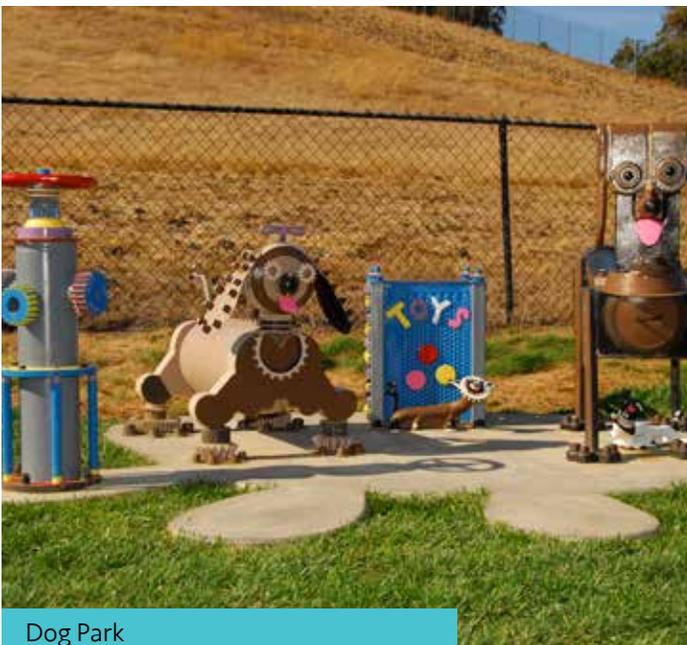
- » Artworks integrated into the stop
- » Installations on shade structures or screens
- » New shelters
- » Artist-designed seating
- » Graphic playscapes and creative way-finding (painted on the ground)





Gathering Places & Public Spaces

- » Parklet
- » Art dog park
- » Sculpture garden
- » Labyrinth
- » Outdoor museum



Dog Park



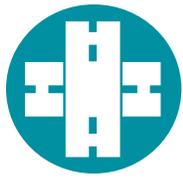
Parklet



Mural Art Park / Outdoor Museum



Sculpture Park



Street/Trail Furnishings

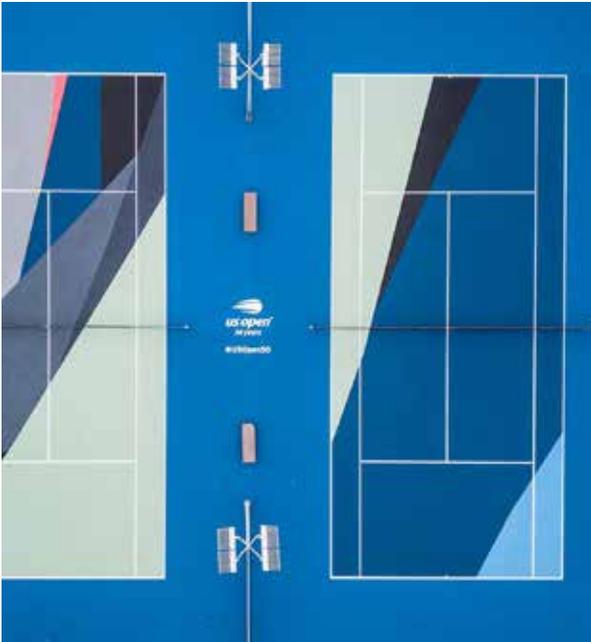
- » Creative bike racks
- » Creative bollards
- » Creative way-finding signage
- » Creative trash cans
- » Art benches





Creative Sport Courts

- » Basketball courts
- » Tennis courts
- » Skate Ramps
- » Bike Ramps





Illumination Art

- » Artistic lighting for trails, walkways
- » Underpasses
- » Areas needing enhanced security



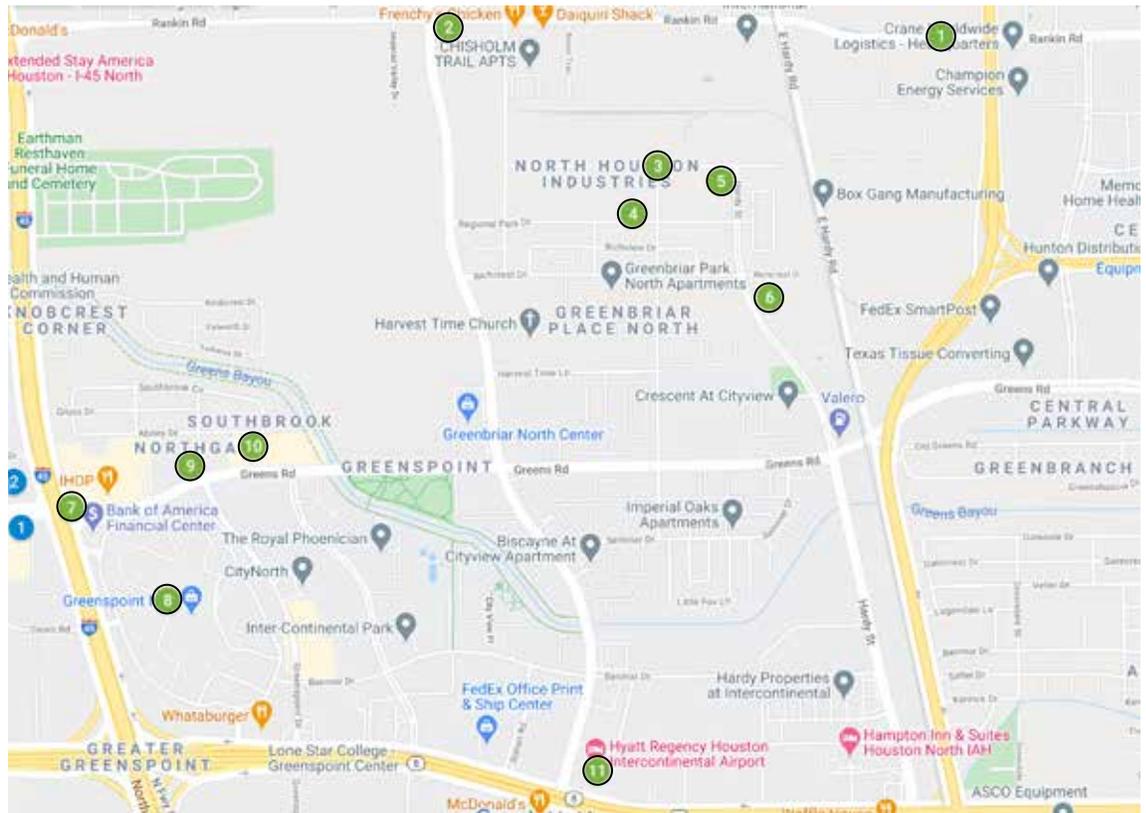
APPENDIX B

Potential Mural Locations Public and Private Property

Mural Location Options - NE Quadrant – Greenspoint

1) NE Quadrant

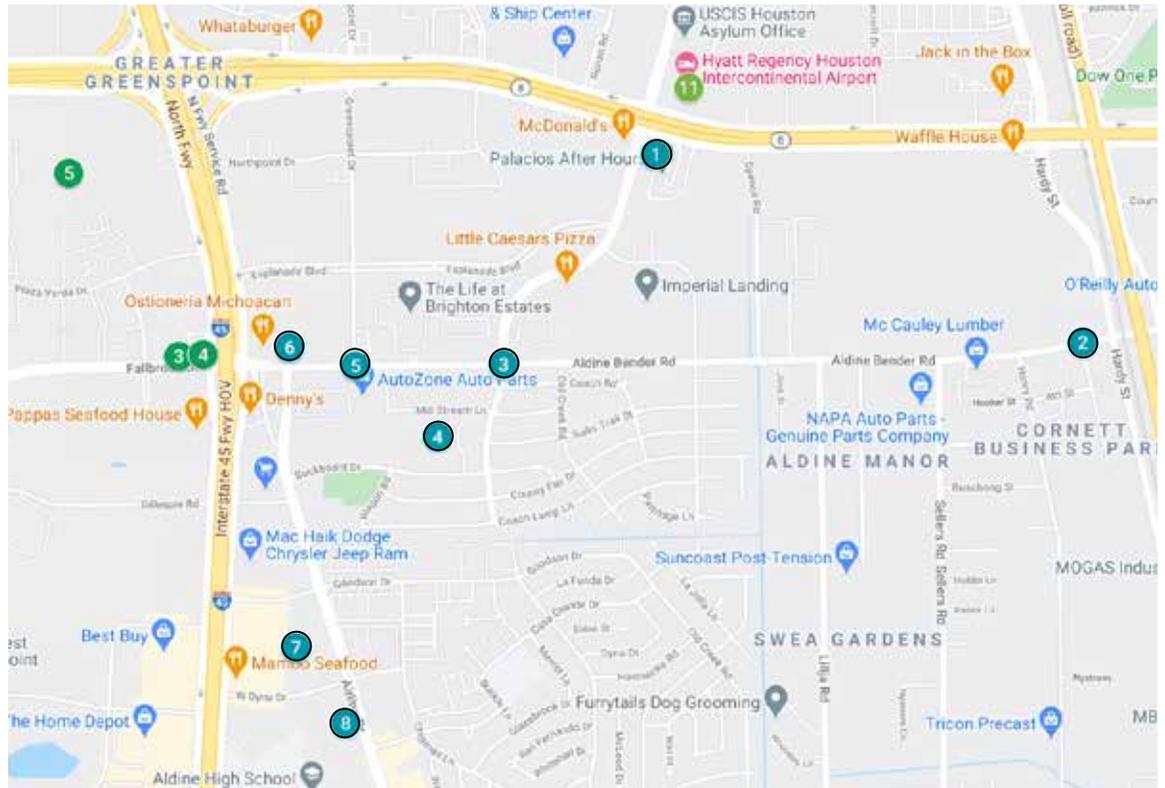
- 1 Conn's HomePlus Clearance...
- 2 Stripes Convenience Store
- 3 Under Construction Wareho...
- 4 Griggs Sr School
- 5 Kellogg Crankshaft
- 6 W Hardy @ Goodnight
- 7 Service Road Walls
- 8 Greenspoint Mall
- 9 Covid Testing Site
- 10 The Pocket
- 11 Hyatt Regency



Mural Location Options - SE Quadrant – Airline Corridor

2) SE Quadrant

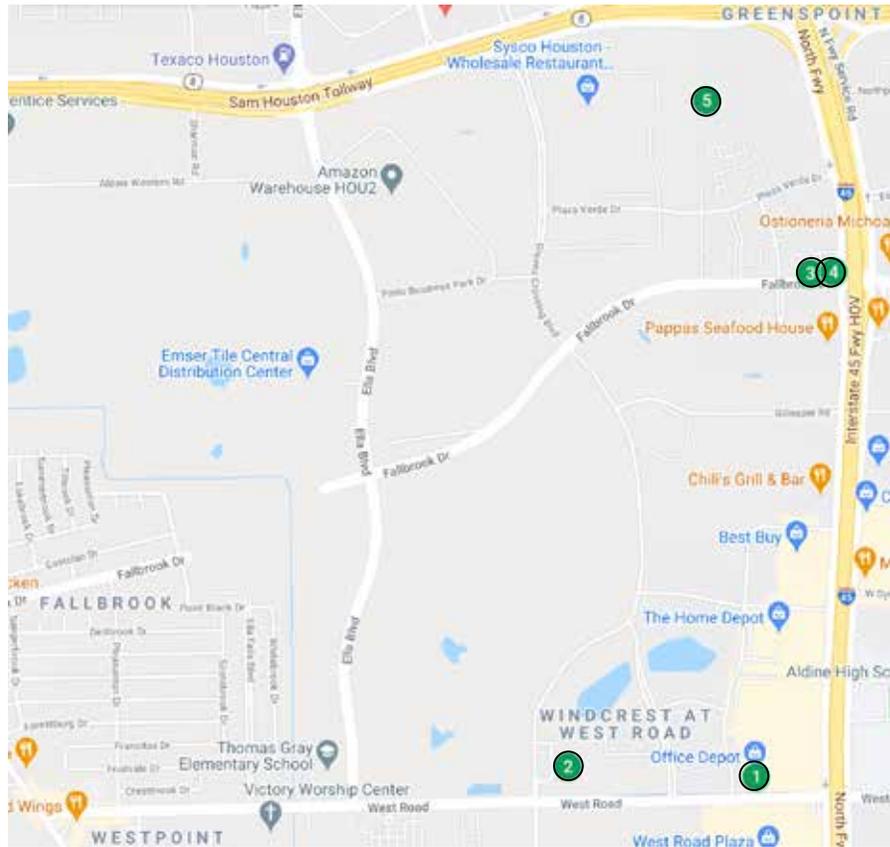
- 1 Parking Garage
- 2 Warehouse
- 3 Apartments
- 4 Black Elementary
- 5 Vacant Warehouse
- 6 Holiday Inn Express
- 7 Bussey Elementary
- 8 Aldine Branch Library



Mural Location Options - SW Quadrant – Pinto Business Park

3) SW Quadrant

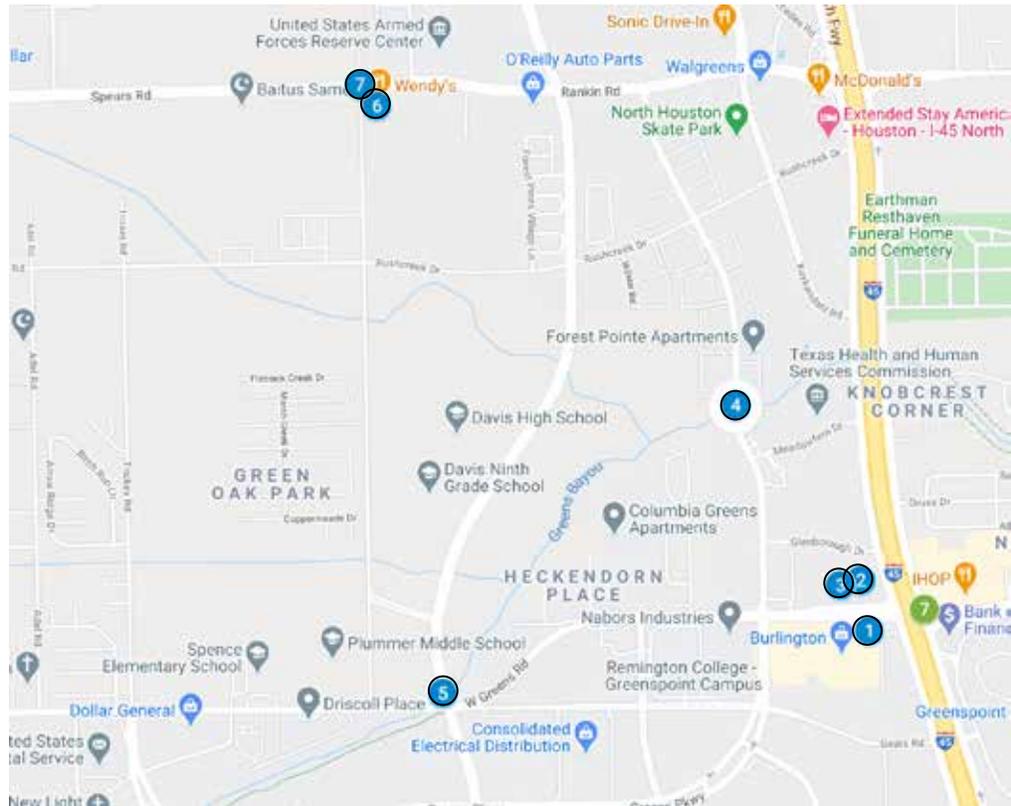
- 1 Mattress Firm
- 2 Stehlik Elementary
- 3 Taqueria El Dorado
- 4 Ace Cash Express
- 5 Pinto Business Park Wareho...



Mural Location Options - NW Quadrant – Greens Crossing

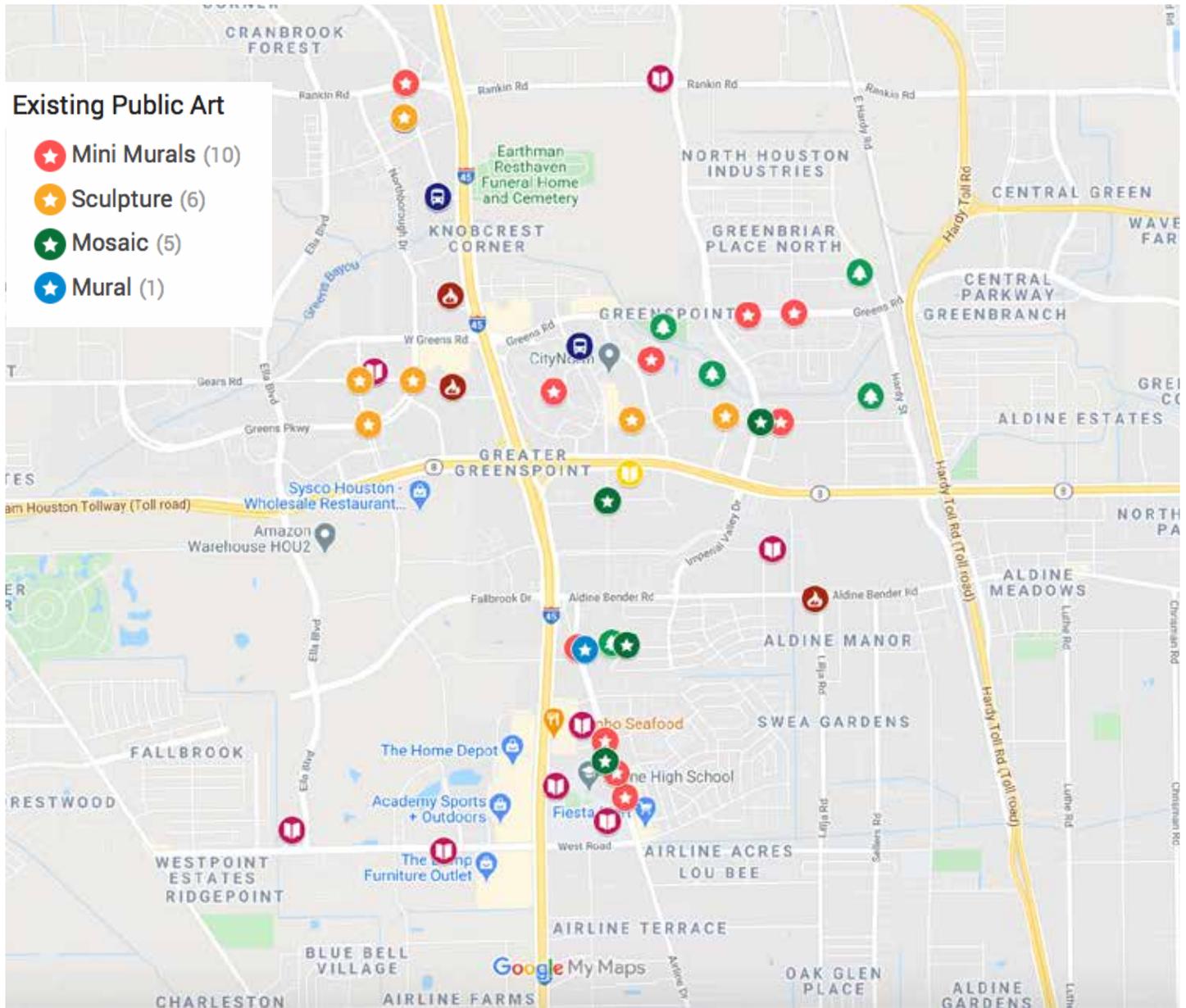
4) NW Quadrant

- 1 Ace Cash Express
- 2 Same Day Signs
- 3 Rocky's Subs
- 4 Greens Bayou Trail @ North...
- 5 Greens Bayou Trail @ Ella Blvd
- 6 McCoy's Liquor
- 7 24 Seven



APPENDIX C

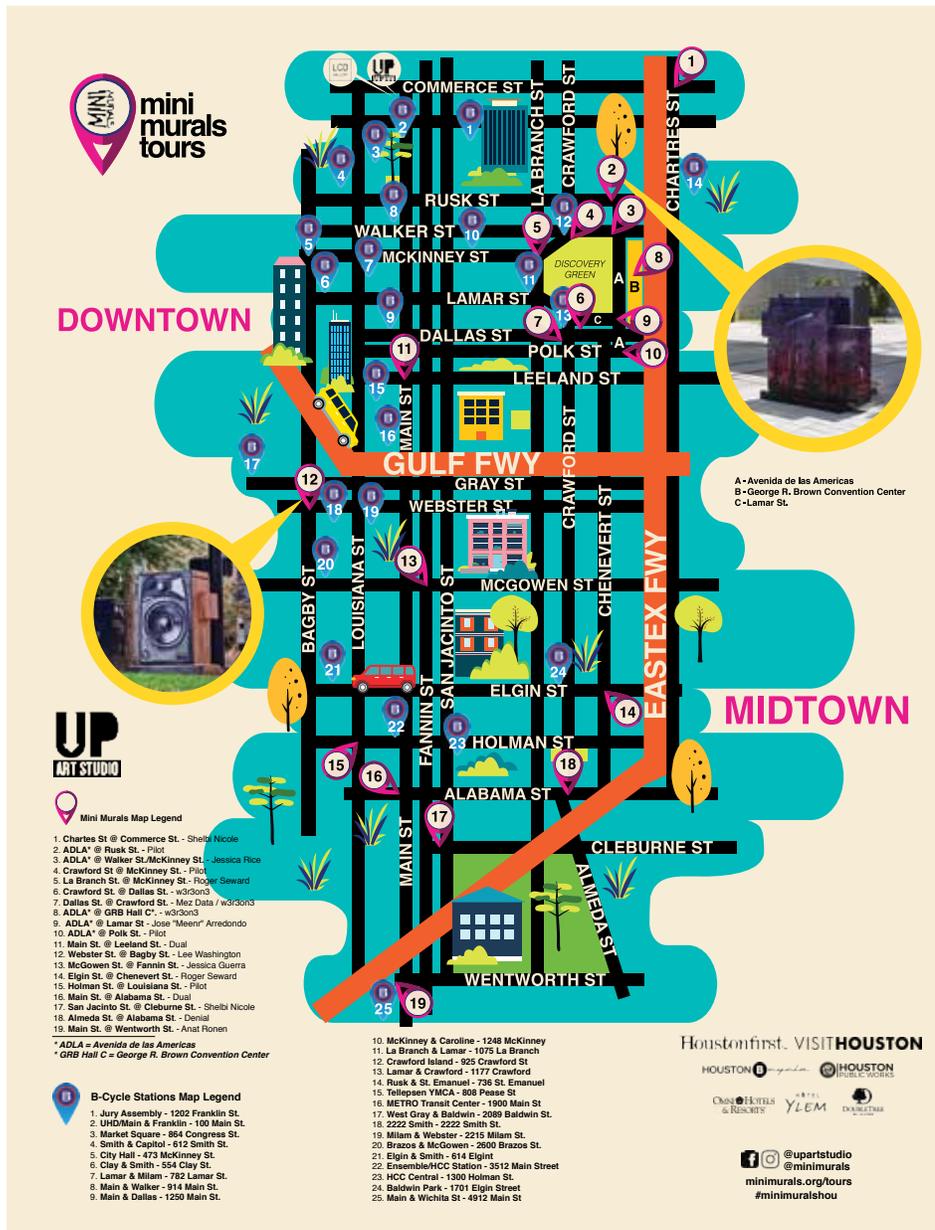
Public Art Tour + Mini Murals



Existing Mini Murals

- » Kuykendahl @ Rankin Rd
- » Greens Rd @ Northchase
- » Airline Dr. @ Buckboard
- » Greens Rd @ Wayforest Dr.
- » 11200 Airline
- » Greens Rd @ Imperial Valley
- » Airline @ Hardwicke
- » Airline @ Dyna
- » Benmar @ Greenspoint
- » Greenspoint Dr @ Greenpoint Mall Entrance

In 2018, UP Art Studio received funding from Visit Houston to establish Mini Murals Tours. See minimurals.org/tours/. (This innovative use of tourism HOT funds could potentially be replicated in Austin.) The tours offer discovery by foot, bike, car and more. UP Art Studio has partnered with multiple area hotels, Houston BCycle, Mister McKinney's Historic Houston, and the Houston History Bus to create self-guided bicycle and driving tours, and organized artist-led tours, of the Mini Murals in various neighborhoods. The Mini Murals Tours also attract locals seeking a family-friendly activity. Tour sponsors include Visit Houston / Houston First, Greater Northside Management District, Hobby Area District, and Houston Public Works.



1 of 5 Mini Murals Tours Maps

Photos from Mini Murals Bus Tours

APPENDIX D

Temporary Art

Project Examples by Price Range

The projects shown in this section were done by Weingarten Art Group. The price ranges were provided, to inform budget discussions, by our colleague Piper Faust, who managed or worked on these projects while with that firm.



Budget ranges less than \$50,000



Budget ranges less than \$50,000



Budget ranges \$50,000 - \$100,000



Budget ranges \$50,000 - \$100,000



Budget ranges \$100,000 - \$200,000



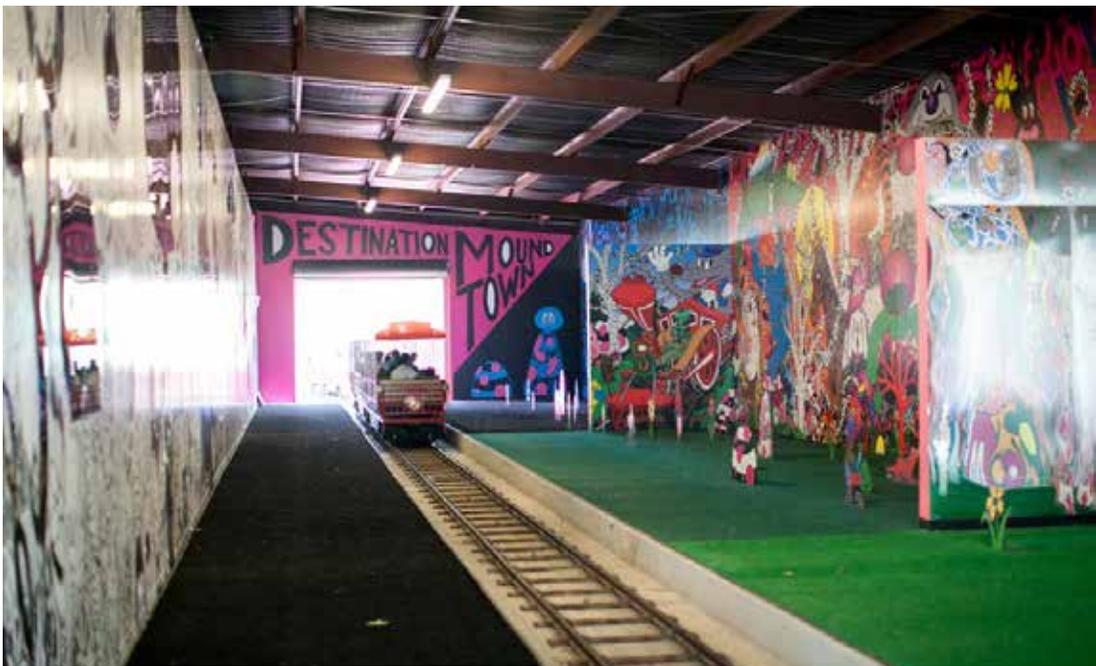
Budget ranges \$100,000 - \$200,000



Budget ranges exceeding \$200,000



Budget ranges exceeding \$200,000



APPENDIX E

Art Banner District Details

LOCATION & SITING

The art banner district could be along a major street that leads into North Houston District from the airport. Banners at each end could have the district name and/or logo. This would help it serve as a gateway feature and wayfinding system. The banners along the corridor would be original artwork created by a commissioned artist.

Art Banners will also have impact in an area that people visit regularly, concentrated with popular destinations such as retail businesses, churches, restaurants, and greenspace.

An Art Banner system could also serve to identify, mark, and unify all outdoor recreational amenities in the district. For this approach, 2 banners on each of 2-4 street light poles would celebrate the main entrance to each of 5 - 10 destination amenities.

Suitable locations will have metal streetlight poles in good condition spaced at regular intervals, ideally with an attractive median and trees. People generally experience the banners while driving, but they are ideal in a location that is also walkable.

A walkable business district or recreational destination has good sidewalks, feels pleasant as a corridor, and attracts people with many businesses and restaurants. It therefore is a great context for a street banner installation that gives the corridor a more vibrant identity.

The initial installation would include 20 to 50 banners. The larger number would allow for double banners on each pole, and/or installations on both sides of the street.

Many thousands of people travel a major corridor each day to reach popular destinations within about a mile: Shopping, restaurants, churches, parks, schools, potentially the Bayou trail, and community centers. People who frequent the corridor can be engaged in developing the banner program themes and artwork.

ART BANNERS: EARLY CONCEPTS FOR THEMES, WITH EXAMPLES

1 Nature in the City

Imagery of native plants, birds, and animals.

Example: Peregrine Falcon, Public Art Program, Calgary Canada

2 Graphic Poetry

Graphic treatment of poetic verses.

Example: Downtown District, Houston

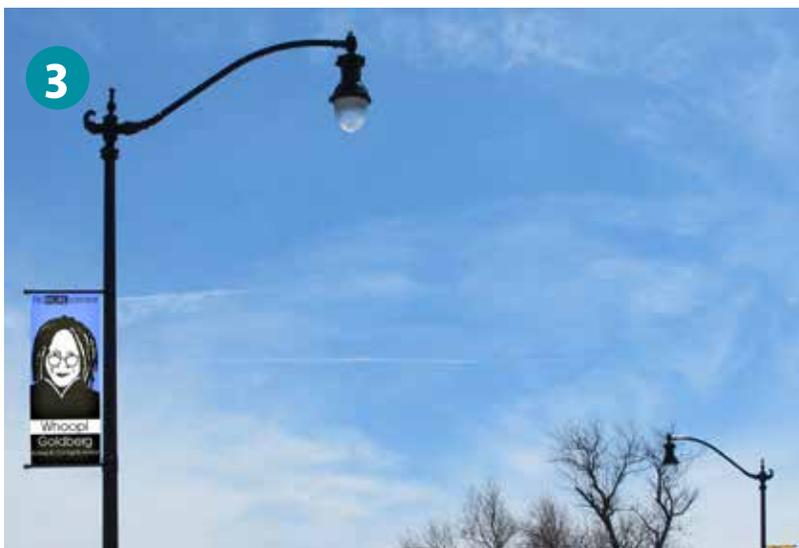
3 Celebration of Cultural Heroes/Identity

African-American Heroes Banners.

Example: Fillmore Corridor, Buffalo, New York

For more info: <https://i2.wp.com/jrbabcock.com/wp-content/uploads/2015/06/fillmoremockup.png>

<http://jrbabcock.com/portfolio/fillmorecorridor/>



CITY OF HOUSTON STREET BANNER POLICY

The City of Houston permits street banners on streetlight poles in designated districts. Currently a street banner program, intended to “add color and excitement” and “create a sense of place” operates in, and is managed by the Houston Downtown Management District. That program’s policy is linked here http://www.downtowndistrict.org/static/media/uploads/hdmd_banner_policy_final.pdf.

For South Post Oak Redevelopment Authority, a new Banner District would need to be defined by specific boundaries – e.g. the boundaries of TIRZ 9, the management district, or specific commercial corridors within. We would work with the City, and consult with the Downtown District, to adapt the Downtown program and policy for the South Post Oak District.

KEY DOWNTOWN PROGRAM POLICIES:

- The District regularly allows nonprofits and other organizations to install banners for conventions, special events, educational and awareness programs, etc.
- Banners may be designed and fabricated by any vendor chosen. The installation must be performed by the Downtown District’s approved vendor, Lone Star Flags & Flagpoles.
- The applicant (sponsor) pays for all materials, fabrication, installation, removal and maintenance costs. A minimum of 50 sets of banners is required.

CITY CODE

Street Banner use is guided by the City of Houston’s Code of Ordinances (Section 40-30). Per the code, a new banner district requires the approval of City Council. Request is filed with the City Secretary; Council must conduct a public hearing within 45 days. Council then may approve the proposed district, by a simple vote. Key points:

- Code intent is to “allow an electric utility to use its street light standards for the installation of cloth banners to enhance and accentuate the aesthetic appeal of certain areas of the city.”
- Banners may be used for noncommercial and nonpolitical purposes only. No advertising. Use for conventions, large-scale events, and educational and awareness campaigns are allowed.
- Words may be included only “as a part of an artistic composition.”
- “A banner shall not be allowed to be or become a distraction to drivers, or a traffic hazard, or to obstruct street light illumination.”

COST ESTIMATE

We have obtained early cost estimates for direct costs from Lone Star Flag, the preferred turnkey provider and street banner vendor of the City of Houston and the Downtown District.

In addition to the direct costs, the total project cost would include our team's consulting fees for all services to create the Art Banner District, and a budget for artist stipends.

Direct Costs: Brackets for light poles (wind-resistant), bracket installation, printing of custom 30" x 60" banners on heavy-duty vinyl, and installation of initial set of banners. Estimate includes 10% extra banners and maintenance/storage services. Initial estimate received:

- » 20 Single Banners (1 bracket set and banner per pole) \$9,000 to \$10,000
- » 20 Double Banners (2 bracket sets and 2 banners per pole) \$18,000 to \$20,000



APPENDIX F

UP Art Studio Team



ELIA Quiles, Principal

Elia Quiles manages the business side of UP Art Studio, including attention to budget, schedule, quality, and project delivery. As a project manager, Elia draws upon her corporate experience as a Director of Marketing and Research for the Texas office of a global real estate firm. She has more than 20 years of experience in the corporate world, 11 years in commercial real estate, and seven years involved in civic/public art and placemaking.



Noah Quiles, Principal

Noah Quiles drives the creative side of UP Art Studio. He has been in the street art world for over 25 years. He brings creative ideas and makes connections that fuel strategies and the delivery of real projects on the ground. Noah has a gift for warmly engaging partners and people at many levels. He finds creative paths for project development, attracts funders, and manages artist relationships and the on-the-ground details of project delivery logistics.



Katherine Gregor, Senior Strategist & Project Manager

Katherine Gregor is a project manager and communications professional for UP Art Studio. As a staff news writer for the Austin Chronicle for five years, she covered community, transportation, and development issues in depth, including as the Developing Stories columnist. As a City employee for nine years, in the role of Marketing Communications Consultant, she has led and helped implement many different community engagement, stakeholder outreach, and public education and information citywide. At Austin Transportation Department, she focused on advancing equity and engaging historically underrepresented communities. She developed a new ATD program of funded projects to encourage bicycling in underserved communities – funding projects proposed by African-American communities and organizations, in particular. She developed and launched a new AmeriCorps VISTA program at ATD, to better serve people in poverty. She engaged a national equity advisor of color to review drafts of the Austin Strategic Mobility Plan and the Pedestrian Safety Action Plan.



