Sidewalk Poetry - Madison, WI

Monroe Street 900 years ago

Looking towards the direction

of Lake Wingra,

It was a sea of reeds and wild rice

that not only celebrated death, but life

a reminder that history never gets lost

as often as it seems

We try to bury it with progress.

Oscar Mireles
Contents

I. DEVELOPING A PROGRAM ....................................................... 6
   A. Goals ................................................................. 7
      1. Key Strategic Goals ......................................... 7
      2. Stakeholder Goals & Priorities ............................ 8
      3. District Benefits and Return on Investment ............ 8
      4. Goals Alignment: Previous Planning Efforts .......... 10
   B. Approach ............................................................ 16
      1. Public Art and Placemaking Program .................... 16
      2. Livability and Economic Development .................. 16
      3. Audiences .................................................... 18
      4. Engagement, Education and Awareness ................. 18
      5. Communications Plan ...................................... 20
   C. National Best Practices .......................................... 22
      1. Excellence in Public Art .................................... 22
      2. Creative Placemaking ....................................... 22
      3. Diversity, Equity and Inclusion ........................... 23
      4. Artist Selection Processes and Criteria ................ 23
      5. Annual Operating Budget .................................. 23
      6. Maintenance Program ....................................... 23
      7. Public-Private Partnerships (PPP) ....................... 24
      8. Art Requests for Private Development ................... 25

II. PROGRAM PLANNING ....................................................... 26
   A. Project Timeframes ............................................... 27
      1. Program Overview: Short-term, Mid-term, and Long-Range Initiatives .................................. 27
      2. Permanent vs. Temporary Installations ................. 28
      3. Quick Win Projects .......................................... 28
      4. Pilot Projects ................................................ 29
      5. Signature Projects .......................................... 30
      6. Planning Ahead for a Long-Term Program .............. 30
   B. Imagery & Artistic Excellence .................................. 31
      1. Selecting Projects, Artists, and Artwork ............... 31
      2. Imagery and Icons: Energy Corridor District .......... 31
      4. Placemaking on Public Infrastructure .................... 34
C. Sites............................................................................. 48
   1. Site Research................................................................. 48
   2. Catalogue of Site Types and Opportunities....................... 49
      a. Opportunity Sites: Public Sector.................................. 49
      b. Opportunity Sites: Private Sector................................. 57
   3. Recommended Priority Sites........................................... 59
   4. District Map and Photos of Select Public Art Opportunities........ 60

III. ACTION PLAN.................................................................. 66
   A. Recommended Projects
      1. Overview of Recommended Projects............................. 67
      2. Quick Win Projects..................................................... 69
      3. Pilot Projects............................................................ 74
      4. Signature Projects..................................................... 78
      5. Program Development Initiatives................................. 80
   B. Potential Funding Sources............................................... 81
      1. Annual Operating Budget............................................ 81
      2. Partnerships & Grants............................................... 82
         a. Potential Funding Partners...................................... 82
         b. Grants Sources for Public Art................................. 83

APPENDIX........................................................................ 84
   A. Public Art Survey: Responses......................................... 85
   B. Temporary Art Installations – Examples and Price Ranges........... 97
   C. Credits and Acknowledgments........................................ 104
Chapter I.
Developing a Program
A. GOALS

Public Art Placemaking Program

For the Energy Corridor District and all of the people who live, work, and use the area, public art and placemaking interventions are a powerful tool to advance the following goals.

1. Key Strategic Goals

» Beautify and elevate the District, with high-quality installations
» Enhance the District’s positive image and appeal as a “people place”
» Improve daily life: Help people feel happy and uplifted through public art
» Make the District competitive as a desirable place to do business and attract quality employees
» Boost the District’s economy and tourism by creating a distinctive environment
» Contribute vibrancy to a Livable Center – as a premier place to work, live, play and invest

The Public Art Program will serve to advance the overall district mission.

Energy Corridor District: Mission Statement

Our mission is to promote, develop, maintain, and enhance the Energy Corridor District through implementation of projects, services, and initiatives in the realm of public safety, transportation and mobility, infrastructure, streetscape, and economic development. Through active leadership, advocacy, and collaborative efforts, the District works to accelerate area improvements for long-term economic vitality.

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.
2. Stakeholder Goals & Priorities

In developing this plan, we engaged a broad variety of stakeholders in the District. A questionnaire was distributed via email that gathered information, insights, opinions and priorities. See appendix for a summary of responses. Based on the input received, we identified the following key themes.

› 70% of survey respondents enjoy seeing public art - locally and in other cities and places.

› 93% of survey respondents answered that “make public places/spaces more attractive” is a benefit of public art that should be the focus of the Energy Corridor District. 70% felt that public art should “make people feel happy and uplifted”.

› Nearly 86% of survey respondents think that public art should be located in both places that are “human-scaled walkable places, where people gather” and “primarily in places that can be seen from roadways, while passing by”.

› Streets (e.g. sidewalk and pedestrian areas) and District “Gateway” highway/roadway sites (e.g. highway exit areas underpasses, bridges, retaining walls) ranked as the highest interest areas for public art.

› IH-10 intersections and “gateway” corridors by far had the most interest as a specific site for public art.

› The most popular types of public art among survey respondents are: (1) “Mini Murals” painted on utility cabinets at intersections, (2) Large-scale murals or mosaics on walls, and (3) Large-scale “illumination art” on bridges and highway underpasses.

3. District Benefits & Return on Investment

Public art has a proven, innate value and power to enhance places and people’s lives. Strategic well-executed public art interventions can advance multiple management district objectives.

Strategic investments in public art should be made in highly visible areas where they will deliver the strongest benefits and return on investment.

The Program will harness the creativity and talents of artists, creative visionaries, and place-makers. It will serve to build a cohesive community, trust, strong relationships and partnerships.
Strategic investments in public art offer a fresh tool in the toolbox. Like investments in economic development, mobility and livability, attracting jobs and investments, public safety, clean-up efforts and more, art installations are a tool to uplift the District. The benefits delivered are the return on investment.

The chart below indicates how the 2015-2024 Service Plan initiatives track to the benefits of public art.

<table>
<thead>
<tr>
<th>Service Plan:</th>
<th>Core Services</th>
<th>Public Art &amp; Placemaking: Key Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocacy, Economic Development, Leadership, and Marketing</td>
<td></td>
<td>Instill neighborhood pride</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Provide symbol of neighborhood revitalization</td>
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<tr>
<td></td>
<td></td>
<td>Attract new investment, employers, residents</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vehicle for positive neighborhood change</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adds competitive economic vibrancy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Partnering opportunity with co-funders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Partners may have Percent for Arts funds (CIP)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Project creation = community engagement</td>
</tr>
<tr>
<td>Beautification and Maintenance</td>
<td>Replace and deter graffiti</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reverse visual blight</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brings joy to people’s daily lives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contribute to clean-up efforts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Activate parking lots, empty lots, greenfield sites</td>
<td></td>
</tr>
<tr>
<td>Planning, Infrastructure, and Identity</td>
<td>Contribute to creating a “Destination District”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enhance re-design of streets for people</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enhance new sidewalks, bikeways, street designs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Beautify infrastructure (water, wastewater, etc.)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bring art to parks, trails, and bayou greenways</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Themes and informational signage can educate the public</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Create a lively, contemporary District image</td>
<td></td>
</tr>
</tbody>
</table>
1. DEVELOPING A PROGRAM

ENERGY CORRIDOR DISTRICT Public Art and Placemaking Plan | UP Art Studio, LLC

<table>
<thead>
<tr>
<th>Service Plan:</th>
<th>Core Services</th>
<th>Public Art &amp; Placemaking: Key Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety and Security</td>
<td>Support community policing approach</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mitigates visual blight and empty parcels</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Projects image of a desirable and safe community</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sense of “eyes on the street” in public spaces</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Create sense of commonality for the community</td>
<td></td>
</tr>
<tr>
<td>Transportation and Mobility</td>
<td>Beautifies and elevates the built environment, with high-quality public art installations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enhances the aesthetics of streets as public space – to boost District’s identity and local pride</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Encourages walking, biking and walkability of destinations</td>
<td></td>
</tr>
</tbody>
</table>

4. Goals Alignment: Previous Planning Efforts

This public art and placemaking plan focuses on affordable, achievable, and accessible ways to activate recommendations made in previous planning efforts. In addition to the District Service Plan, these include the recent Corridor Enhancements report, the District Master Plan, and a Livable Centers Study. We revisited each of these for principles to inform this plan and its recommendations.

As many aspirations and recommendations within those plans remain an abstract vision, public art projects are recommended now as a concrete way to show progress in ways that are meaningful and visible to people.

Current planning efforts will yield recommendations that also should inform priority goals, sites, and projects for the Public Art and Placemaking Program. These include:

- **Strategic Action Plan (2022) – Halff and Hawes Hill & Associates**
  Placemaking and public art are integrated into one of the Guiding Principles (Making the Energy Corridor a Destination in the Houston region).
  *Iconic, memorable artworks can be a powerful way to mark the District as a destination.*

- **Design and Streetscape Guidelines (2022) – Design Workshop**
  These will govern the urban design of the public realm. Streetscapes offer many potential sites for artworks and help to make them more appealing for walking, biking, and taking transit.
  *New landscaped areas, benches, trash receptacles, and planters can all be created as public artworks. These could be branded with unique iconography that identifies the Energy Corridor District.*
Public art opportunities abound in the Corridor Enhancements report. The report maps out the assets in the District, and public art specifically is included in the Framework laid out in the report.

Public art can augment the mission and approach noted in the report, which includes:

<table>
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<tbody>
<tr>
<td>1. Promote the District</td>
<td>Public Art is a tool in the placemaking toolkit.</td>
</tr>
<tr>
<td>... through placemaking and identity features</td>
<td>Underpass “Gateways” - painting and lighting</td>
</tr>
<tr>
<td></td>
<td>Artist–designed monuments and wayfinding signage.</td>
</tr>
<tr>
<td>2. Improve consistency</td>
<td>Street Furnishings – artist–enhanced or designed benches, bike racks, etc.</td>
</tr>
<tr>
<td>... creates a recognizable, consistent character throughout Eldridge and I-10</td>
<td></td>
</tr>
<tr>
<td>3. Emphasize District’s assets</td>
<td>Public art can emphasize the characteristics of these locations.</td>
</tr>
<tr>
<td>... headquarters, retail centers, parks and trail networks, multi-modal transportation network</td>
<td>Murals</td>
</tr>
<tr>
<td></td>
<td>Trailhead Art</td>
</tr>
<tr>
<td></td>
<td>Temporary/Rotating Installations</td>
</tr>
<tr>
<td>4. Encourage multi-modal transportation</td>
<td>Public Art can make a public transportation experience more positive.</td>
</tr>
<tr>
<td>... creates a safer, more desirable environment for both vehicular and pedestrian; emphasizes bus stops / bus usage</td>
<td>Aesthetically update bus stops and park and ride.</td>
</tr>
<tr>
<td></td>
<td>Painted Crosswalks</td>
</tr>
<tr>
<td>5. Improve real estate values</td>
<td>Public art has been shown to increase the value of real estate (examples: Wynwood, Miami; RiNo, Denver)</td>
</tr>
<tr>
<td>... and desirability with enhancements to the public realm</td>
<td></td>
</tr>
<tr>
<td>6. Focus on short-term implementation projects</td>
<td>Relative to other corridor enhancement projects, public art can be implemented quicker and more cost effective.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Specific Sites for Public Art are Identified in Report</td>
<td></td>
</tr>
<tr>
<td>› Locations along Eldridge with significant public right of way, for a linear park</td>
<td>Temporary/Rotating Installations</td>
</tr>
<tr>
<td></td>
<td>Street Furnishings – artist–enhanced or designed benches, bike racks, etc.</td>
</tr>
<tr>
<td></td>
<td>Painted infrastructure</td>
</tr>
<tr>
<td>› Urban design enhancements at three intersections along I-10</td>
<td>Underpass “Gateways” - painting and lighting</td>
</tr>
<tr>
<td>› Priority sites where people spend time using transit, sidewalks, and bikeways</td>
<td>Artist–enhanced Street Furnishings</td>
</tr>
<tr>
<td></td>
<td>Sculptures and installations</td>
</tr>
<tr>
<td>› Walkable destinations and “nodes” along the corridors, where people gather</td>
<td>Murals</td>
</tr>
<tr>
<td></td>
<td>Temporary installations</td>
</tr>
</tbody>
</table>
**Guiding Principles: Master Plan**

**1. Embrace Natural Landscapes**  
... of the Addicks and Barker Reservoirs and Buffalo Bayou as great parks and wilderness areas with significant opportunities for enhanced recreation and programming.

- Sculptures, installations, and monuments on public land
- Land/environmental art, using the natural landscape

**2. Create Vibrant Destinations**  
... and a sense of place within The Energy Corridor by focusing mixed-use, retail, and entertainment development within compact, walkable nodes.

The master plan identifies the following locations:

- The Terry Hershey Park Center (previously the ExxonMobil Chemical campus)
- The Energy Corridor Transit Center (currently the Addicks Park and Ride lot)
- Grisby Square

- Temporary sculptures and installations
- Interactive murals
- Art banner district
- Street Furnishings – artist-enhanced or designed benches, bike racks, etc.

**3. Build Great Public Spaces**  
... within an integrated park network, including a diverse range of open spaces—from pocket parks to regional parks—anchored by a world-class Terry Hershey Park.

- Sculptures, installations, and monuments in public parks and public facilities
- Artist-enhanced benches, shade structures, fountains, and landscaped amenities
- Dog parks, playground areas, tot lots
- Pedestrian entrances, parking lot entrances, trailheads, exterior fencing
- Buildings, public restrooms, and recreation facilities within parks
- Sculptural features/fountains within pools and splash pads
- Artist-enhanced sports court surfaces (basketball, tennis)

**4. Enhance Circulation Networks**  
... by identifying opportunities to extend, add, and connect streets to develop a more connected network, increasing access and reducing traffic congestion.

- Painted crosswalks – Artist-enhanced crosswalks on low-volume streets near schools and parks
### 5. Develop Complete Streets

...to serve the needs of pedestrians, bicyclists, and motorists and create a comfortable, desirable public realm that enhances the experience of living and working in The Energy Corridor.

- Beautification of major gateways and intersections – public art in the ROW, medians, intersections
- Sidewalk Poetry – poems by local poets and inspirational quotes imprinted into sidewalks
- Painted Crosswalks
- Art Banners – High-flying artworks created as banners affixed to streetlight poles
- Mini Murals – original artworks painted on utility cabinets at visible intersections
- Street Furnishings – artist-enhanced or designed benches, bike racks, etc.

### 6. Integrate Transit Service

...throughout The Energy Corridor through land use, development, and policy decisions that prioritize and incentivize transit investment and use by employees, residents, and visitors.

The Energy Corridor is served by four local bus routes (67, 75, 153 and 162).

- Artwork enhancing bus stops and shade structures
- Artwork incorporated into the planning and design of transit center facilities

### 7. Encourage Bicycle Use

...by enhancing and completing the recreational trail network and system of on- and off-street bicycle connections to maximize coverage and create a safe, desirable environment for bicyclists.

- Artist-designed custom bike racks

### 8. Invest in Transit Infrastructure

...for alternative transportation systems including bicycle, pedestrian, and bus service to create continuous and comfortable networks of trails, paths, and roads with supporting amenity infrastructure.

- See #6 Integrate Transit Service above

### 9. Promote Environmental Design

...principles through public realm design and materials, stormwater management, waste management, and energy reduction policies as well as transit promotion.

- Storm Drain Art
- Artworks in public realm
- Artwork integrated into the landscapes surrounding water retention ponds
- Artwork that communicates environmental messages

### 10. Activate Neighborhood Streets

...with retail, restaurants, and front entries along sidewalks to create vibrant streetscapes and indoor/outdoor environments.

- Murals
- Gateway Art
- Sculptures and installations
- Sidewalk Poetry
- Painted Crosswalks
- Street Furnishings – artist-enhanced or designed benches, bike racks, etc.
The Livable Centers Study completed for an area within the Energy Corridor District addresses transportation, infrastructure improvements, urban design, and economic development.

While the study area was only a portion of the Energy Corridor District, its Livability Principles are relevant for the District as a whole. The Study Area focused on the properties adjacent and near the Addicks Park & Ride Lot along SH-6 between Grisby and Park Row and along both sides of IH-10 from SH-6 to West Lake Boulevard. The Study Area includes public and private lands within one-half mile of a future Energy Corridor Transit Center and Transit-Oriented Development at and surrounding the Addicks Park & Ride Lot. The Study Area is anchored to the north and southwest by two of the largest green spaces in Harris County: Cullen / Bear Creek Parks and Addicks Reservoir as well as George Bush Park and Barker Reservoir, respectively.

In the table on the following page are the “big idea” recommendations from the Livable Centers Study. These are long-term signature projects that largely have not been implemented, to date. For each one, we present concepts for how it can be temporarily advanced by a Public Art and Placemaking Program.

<table>
<thead>
<tr>
<th>Recommendations: Improving Livability</th>
<th>Recommendations: Public Art Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Get people to the “great green backyards”</strong></td>
<td><strong>Reservoir art program</strong></td>
</tr>
<tr>
<td><strong>Opportunity</strong>: The Energy Corridor is surrounded by 26,000 acres of open space situated in the Addicks and Barker Reservoirs.</td>
<td>› Iconic public art at pedestrian access points to reservoir green space</td>
</tr>
<tr>
<td><strong>Challenge</strong>: Connecting people to these vast open spaces by foot and bicycle as well as viewing magnificent green vistas from buildings.</td>
<td>› “Epic scale” artworks at reservoirs, viewable from neighboring buildings</td>
</tr>
<tr>
<td><strong>Expand hike/bike trails as “best in region”</strong></td>
<td><strong>Public art along hike &amp; bike trails</strong></td>
</tr>
<tr>
<td><strong>Opportunity</strong>: With 50 miles of trails, the Energy Corridor has more trails than any place in the Houston region outside of the Woodlands &amp; Kingwood.</td>
<td>› “Gateway” signature art for highway exchanges, bridges, onramp/offramp exit intersections</td>
</tr>
<tr>
<td><strong>Challenge</strong>: Implement the National Park Service plan so the Energy Corridor can become the region’s “trail head” for the West Houston Trail System.</td>
<td>› Joint projects with TxDOT, other partners, one each year</td>
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<tr>
<td></td>
<td>› Colorful Art Banner installation along stretches of major corridor(s) leading into District, on both sides of IH-10</td>
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</table>
### Bridge the “great highway divide”

**Opportunity:** IH-10 is a lifeline that moves more than 200,000 trips per day to and through the Energy Corridor.

**Challenge:** At 24 lanes in width, this massive dividing line slices and separates the Energy Corridor, limiting the ability to create a connected Livable Center.

### Gateway art program
- Iconic public art at pedestrian access points to reservoir green space
- “Epic scale” artworks at reservoirs, viewable from neighboring buildings

### Create the “missing center”

**Opportunity:** Leverage redevelopment of the Addicks Park & Ride Lot to help anchor the “center” that does not yet exist.

**Challenge:** Incorporating lands adjacent to the Addicks Park & Ride Lot and opposite the site on the south side of IH-10 to achieve a Livable Center with sufficient critical mass.

### Redevelopment projects
- Require public art within each new major redevelopment site
- Request developers site public art in visible public spaces – e.g. at entrances to new mixed-use projects
- Fund dynamic, temporary, large-scale, art installations.
- Lighting installations on vacant land

### Provide more choices and access for all modes

**Opportunity:** Create and reshape places in the Energy Corridor to encourage more walking, biking and transit usage.

**Challenge:** Traffic is one of the most significant challenges to the function and future prosperity of the Energy Corridor.

### Walkable places program
- Street painting
- Parklets
- Artist-enhanced bike facilities, transit stops, sidewalks
- Iconic artworks at walkable destinations

---

*Street Painting - Asheville, North Carolina*
B. APPROACH

1. Public Art and 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 previously in this report can inform this program.

Recommended public art program principles include:

» Actively implement the 2015-2024 Service Plan, especially current areas of focus
» Improve District livability, guided by principles in the Livable Centers Study for Energy Corridor District
» Align with 2021 Corridor Enhancement study
» Invest in areas of high impact of the District, reflecting the characteristics and energy of the area
» Align with goals and resources of major stakeholders, funders and partner organizations; invite partners to co-fund and co-create

The Energy Corridor 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 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

2. Livability and Economic Development

Enhancing the livability of the Energy Corridor District by beautifying and elevating the District, with high-quality public art installations – is a core goal of Energy Corridor 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 Energy Corridor District to attract partners, job, and investors, while deterring crime and being responsive to the people and community groups that are proud to call Energy Corridor 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
3. 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 Energy Corridor 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

4. Engagement, Education and 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 2022.

Recommended action steps include:

- **E-Newsletter.** Dedicate a section of the e-newsletter to 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.

**Virtual Roundtable.** This can be offered in 2022 to invite key stakeholders to provide additional input into priorities for the overall Program. 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.

In keeping with a “Creative Placemaking” approach (see sidebar), we recommend inviting input from the people of Energy Corridor, and actively communicating throughout the projects. This will best achieve the goal to elevate the community that lives, works, and visits in Energy Corridor 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 do 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 Energy Corridor District civic art installations that are celebrated, proudly “owned,” and cited as big successes by community champions.

5. Communications Plan

Due to public health concerns, outreach in 2022 can primarily use digital tools such as surveys, social media, and the District emailers. A small group of representative community stakeholders could be engaged as an informal community advisory group. Online opportunities can be offered 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 Energy Corridor 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 Energy Corridor 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 and representatives of the Energy Corridor District to include information in their newsletters and social media.

**Website.** We can create and maintain a dedicated project page on the UP Art Studio website for the Energy Corridor District projects. 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 Energy Corridor District website.

**Social Media.** We will post news and photos of the Energy Corridor 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. These should be posted on the Energy Corridor social media accounts.

**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 Energy Corridor District, the City of Houston, and other key partners. We can provide a draft of media releases and plans to Energy Corridor 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.

**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 recommend modified virtual experiences or events with strict safety protocols in 2022. 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, the District can use 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.
C. NATIONAL BEST PRACTICES

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

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.

1. Excellence in Public Art

Excellence in Public Art entails building a public art collection, whereby investments in public art meet the highest standards of excellence. These are artworks which have been well executed in design of concept and application of techniques and are appropriately created for the scale of the proposed project. Excellence in public art requires careful planning, appropriate strategies and attention to detail.

Commissioning public artworks that are site specific, thrive for artistic excellence and respect the environment, through innovative and creative ways constitute excellence in public art. The more significant the work, the more impact it will have and the more likely it is to attract tourism, economic development and new investment.

Recommendation: Energy Corridor District should select artists and arts organizations to execute the artwork who are recognized, and with careers locally, nationally or internationally.

2. Creative Placemaking

This practice refers to using public art as a tool for improving places. It focuses on how the public sector – and public-private-philanthropic partnerships – can incorporate public art as a creative tool to advance equitable community development.

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.
3. Diversity, Equity and Inclusion

Public art is an investment in the future. The vision and tastes of younger, newer, and projected future community members should help guide artwork themes, approaches, artist selection, and aesthetics. The community’s history is important and makes it unique; at the same time, art stimulates us to envision the future.

Recommendation: Imagery and cultural references should embrace and reflect people of all ages, races, cultures, and demographic trends.

4. Artist Selection Processes and Criteria

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. The artist selection process should utilize objective criteria.

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

Recommendation: Energy Corridor 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.

5. 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: Energy Corridor 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.

6. Maintenance Program

Once artworks are installed, 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: Energy Corridor District should include a line item for maintenance of public art in its annual operating budget.
7. 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: Energy Corridor 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 bayou that run through it.
8. Art Requests for Private Development

Nationwide, percent-for-art ordinances applicable to large private developments have become more common in recent years.

Recommendation: When possible, Energy Corridor District should actively encourage private developers to include public art in their developments and redevelopments. This can provide engaging public art on private properties as they redevelop, which is otherwise difficult for the District to fund.

If the District provides funds to the private sector (e.g. developers) it should request and make every effort to ensure that the developer set aside a small percentage to fund public art on their property. 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.
Chapter II.
Program Planning

Underpass Art - Buenos Aires, Argentina
A. PROJECT TIMEFRAMES

1. Program Overview: Short-term, Mid-term, and Long-range Initiatives

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 vision provides an initial list of potential and prioritized:

- Project Types
- Project Sites
- Specific projects, at three scales: Quick Wins, Pilot Projects, Signature Projects

“Quick Win” (short term) – Highly visible, accessible, well-supported initial project(s) to create excitement and an immediate impact (12 months)

Pilot Projects (mid-term) – Initial installations, of project types that are anticipated to continue as ongoing initiatives within the District (12-18 months)

Signature Projects (long range) – Large-scale installations that have major impact, but may 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 long-range 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 – 24 months) should include:

- Funding Plan: A dedicated, sustainable funding stream from the Management District, with anticipated funding from other core partners (Development Corporation, City, County)
- Staffing Plan: Designated in-house or contract staff, consultants, and other human resources
- Partnering Plan: Key partners to contribute boosters, funding, sites, resources, and expertise
2. Permanent vs. Temporary Installations

**Temporary Installations** – These provide changing displays for the public. They are a good way to start out with lower-stakes pilot projects, and they can enable artists to experiment with smaller-scale and less traditional art forms. Each artwork could be on display for up to nine months. They are good candidates for empty lots slated for redevelopment, as well.

**Permanent Installations** – These are intended to remain in place indefinitely. For that reason, they also require a deeper level of public engagement in their creation. They require durable materials and a maintenance plan/program. Some may be uninstalled or de-commissioned after 3-5 years.

If civic art projects are funded as capital improvement projects, with public dollars, they are expected to be long-lasting installations that will improve the area for years. This generally rules out temporary art installations. It is permissible to fund permanent elements of a project with public funds, and to fund the more temporary elements with private, nonprofit, or philanthropic dollars. For example, a small stage for outdoor music could be built with public dollars; the programming and payment of musicians would be funded by a nonprofit partner or a corporate sponsor. Similarly, a structure to display public art along a streetscape can be funded with CIP dollars; the rotating installations of artwork would need another funding source.

3. 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 Energy Corridor District to proceed. The project types below will last for many years; they will need to be refreshed or repainted periodically. Updating 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 one time.
- Civic Art Tour Map
- Painted crosswalks by Schools, Libraries, Transit Hubs
4. 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 (including Illumination Art)
- Sidewalk Poetry as sidewalks being upgraded
- Sculptures or Installations at the site of proposed future linear parks
- Art Banner District (signature corridor)
- Enhancements to Buffalo 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 a series of installations, that over time grow into a signature project. For example, the underpass columns at I-10 @ Eldridge Parkway can be refreshed. If this excites the public, the series can be extended down the corridor or throughout a business district, and LED lighting can be added for maximum effect (daytime/nighttime installation).

Light Installation - Kennett Square, PA
5. 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 Energy Corridor District “on the map” for civic art in Texas.

In Years 1 - 2, we recommend that feasibility studies and planning should begin for at least one Signature Project – such as a large-scale installation or sculpture. 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. You 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 2023+. Initial site selections, community and partners discussions, preliminary approvals, and design discussions and/or artist selection should occur this year.

Examples:

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

6. Planning Ahead for a Long-Term Program

Transforming the extensive Energy Corridor District with civic art and placemaking improvements is a long-term program goal. It will require a 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 public 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.

Additionally, 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.
B. IMAGERY & ARTISTIC EXCELLENCE

Themes for public art can reflect and deepen the identity of places that attract people. For each project, a Call for Artists can include a specific site and/or theme, with plenty of room for artistic latitude. This approach can attract private sponsors and philanthropists who resonate with the theme.

1. Selecting Projects, Artists, and Artwork

The Energy Corridor District will see the greatest benefits by siting public art projects in places where they will excite and uplift people. All around the 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 civic optimism and pride. For recommendations for specific sites in the Energy Corridor, please see Section 2C – Catalogue of Energy Corridor Site Types & Opportunities.

Projects should be selected based on the priorities of the Energy Corridor District on an annual basis. We recommend a long-range approach that is detailed in Section 2A - Project Timeframes. The District should establish an annual operating budget for public art and placemaking projects. Each year the District should plan ahead for which projects it will produce that year.

Artists, in most cases, should be selected through a public, transparent, and equitable process (e.g. Call for Artists). Selection processes should utilize objective criteria, to ensure that public dollars are awarded fairly and spent appropriately on high-quality artworks that will stand the test of time. Professional artists with proven relevant experience will be best qualified for public art commissions.

See “Artist Selection Processes and Criteria” in Section 1C - National Best Practices for more information.

The District should also consider unsolicited proposals from artists on a case-by-case basis, especially if they are site specific. These projects can be paid for through a contingency line item in the annual public art budget.

2. Imagery and Icons: Energy Corridor District

As part of the public art and placemaking program, the District should create a fresh set of visual icons to represent the “energy” of Energy Corridor, extending beyond the oil and gas industry. Images could be repeated in various places throughout the district, banners, etc.
3. Public Art Series: Potential Themes

Themes for public art can reflect and deepen the identity of places that attract people. For each project, a Call for Artists can include a specific site and/or theme, with plenty of room for artistic latitude. This approach can attract private sponsors and philanthropists who resonate with the theme.

Below is a starter list of ideas for themes, with notes on potential sites. (For example, themes can be selected annually for an installation of a set of Mini Murals on new traffic signal control cabinets.) Overall, public art can be themed to celebrate the Energy Corridor’s assets and unique story as a community.

Suggested Themes

GO BIG! (Bold super-size installations)

Potential Sites
› IH-10 Gateway sites
› Greenfield sites visible from highways, major corridors
› Terry Hershey Park and Trail System
› Site of the two proposed Linear Parks
› Site of the proposed Langham Park (on the north side of the district)

BIRDS, WILDLIFE, AND NATURE

Potential Sites
› Local birds
› Native Texas Plants

ENERGY
› S.T.E.M.
› Innovation
› Renewable / Green Energy
› Energy Capital of the World
› Energy 2.0
› Oil & Gas (historically)
› Highlighting different types of energy

Potential Sites
› Site: Business corridors

WATER ECOLOGY & EDUCATION

Potential Partner: Buffalo Bayou Partnership

Potential Sites
› Waterfront areas
› Watershed areas
› Water and Wastewater infrastructure project sites
› Flood risk areas
› Environmental protection areas
2. PROGRAM PLANNING

ENERGY CORRIDOR DISTRICT Public Art and Placemaking Plan | UP Art Studio, LLC

BICYCLING

Potential Sites
» Bikeways, trails, and multi-use paths
» Streets redesigned with new bike lanes
» Parks

FRESH FUTURES

» Imagine!
» Create a hipper vibe
  Connect with younger residents, diverse cultures
» Contemporary art = youthful, future facing, aspirational lifestyles
» Reflect the high education levels, sophistication and diversity of newer residents
» Send message to employers that all of their employees can be happy living here

Potential Sites
» Eldridge Parkway and Memorial Drive medians and/or streetlight poles, landscaped areas

TEXAS PRIDE

» Longhorns
» Diverse cowboys and cowgirls
» Classic Texas icons and heroes

HEALTH

» Healthy foods, active lifestyles, mental health and well-being, public information about health issues

Potential Sites
» Surrounding streets, entrances of west Houston hospital facilities (Texas Children’s Hospital West Campus, Methodist West Houston, and MD Anderson Cancer Center West Houston.)

NEIGHBORHOODS

» Neighborhood identity
» Recreational activities: golfing, tennis, biking, walking, jogging
» Pets

Potential Sites
» Dog Parks
  » Molly Pryor Memorial Orchard (in Terry Hershey Park)

HEROES & ICONS

» Healthcare Workers
» Veterans and local fallen soldiers
» Police officers who died in action
» Teachers
» Civil Servants
» First Responders
» Historical Figures from the area or who impacted the area (ex: Terry Hershey)

HISTORY

Potential Sites
» Area near Kendall Library
» Streets near school campuses
» Business corridors
» Retail corridors

Historic Stories for Art: Potential Subject Matter

The list of ideas for public artworks, below, is drawn from the “Energy Corridor Service Plan”. It outlines the history of the District and from this we suggest ideas that can be further developed to tell stories about the diverse people and events in the area’s history.
ROOTS OF COMMERCE
(late 1800s – early 1900s)

› Fertile black soil, bayou and creek
› Vast grasslands
› Buffalo, deer, prairie chickens, quail, turkey and geese
› Early pioneers to what is now Addicks Reservoir
› Natural riches
› Settlers seek land grants from the Mexican government.
› German homesteaders forming tight-knit communities in Addicks and Bear Creek
› San Felipe Trail which Texas’ founding fathers used to transport goods west
› Grew corn and cotton (milled in Addicks), raised cattle
› Built turnvereins – octagonal buildings where communities barbecued and danced together
› Formed dairy co-ops
› Farmers and ranchers going to market
› MKT rail depot where the Addicks Park and Ride serves commuters today

ENERGIZING THE CORRIDOR
(1940s – today)

› 20th-century homesteaders began moving west of downtown, along Buffalo Bayou
› Businesses followed
› Federal government built Addicks and Barker Reservoirs
› In 1970s The Energy Corridor earned its name
› Global energy companies began moving near the homes of their executives and engineers.
› Shell Oil Co., Conoco and Amoco (now BP) built tree-lined campuses
› The Park 10 Regional Business Center created a master-planned, mixed-use business development
› In 1980s, Exxon Chemical USA (now ExxonMobil Chemical) carved out its world headquarters in a parklike setting
› Other oil and gas leaders moved here; supporting engineering and energy firms followed.

FUTURE

› How do you imagine the future of the Energy Corridor?

4. Placemaking on Public Infrastructure

The public right of way (ROW) along streets provides space for art installations throughout the District. Infrastructure that can be enlivened by art includes retaining walls, sidewalks, crosswalks, street light poles, utility cabinets, medians, esplanades, bridges, bus stops, etc. This can be at a smaller pedestrian scale in walkable areas, but will need to have visual appeal from cars in most areas. Areas being redesigned as “Complete Streets” – with transit, bicycle, and pedestrian improvements – can be further completed with public art that enhances their human-scale appeal for people traveling by these modes.

The following pages contain a compilation of images of public art and creative placemaking projects from around the world. The categories below are represented in this visual idea book.

<table>
<thead>
<tr>
<th>Murals</th>
<th>Mini Murals + Tour</th>
<th>Painted Crosswalks &amp; Sidewalks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Painted, Mixed-Media, and Mosaic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Installations &amp; Monuments</td>
<td>Trail Enhancements</td>
<td>Art Banners</td>
</tr>
<tr>
<td>Art at Transit Stops</td>
<td>Gateway Art</td>
<td>Gathering Places &amp; Public Spaces</td>
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<tr>
<td>Creative Sport Courts</td>
<td>Street/Trail Furnishings</td>
<td>Illumination Art</td>
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</tbody>
</table>
2. PROGRAM PLANNING

Mural 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

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, TX

Mural with AR - Miami, FL

Underpass columns - Roanoke, VA
2. PROGRAM PLANNING

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

Civic Art Map
South Post Oak Tax Increment Reinvestment Zone 9 (TIRZ 9) – City of Houston

Mini Murals - Houston, TX
2. PROGRAM PLANNING

Painted Crosswalks & Sidewalks

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

Installations & Monuments

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

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

Trail Enhancements

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

Trail Art - Decorah, IA
Wayfinding - Denver, CO
Wayfinding - Boston, MA
Art on Trail - Raleigh, NC
Art on Trail - Detroit, MI
Art Banners

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

Images:
- Downtown Houston, TX
- Surrey-North Delta, British Columbia, Canada
- Olympic Banners, Los Angeles, CA
- Buffalo, NY
Gateway Art

- Underpass painting, lighting and murals
- Artist-created gateway arches and signposts
2. PROGRAM PLANNING

Art at 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)

Baltimore, MD
Bus Stop Shelter - Shizuoka, Japan
Raleigh, NC

Copenhagen, Denmark
Montreal, Canada
2. PROGRAM PLANNING

Gathering Places & Public Spaces

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

Dog Park - Dublin, CA
Parklet - Austin, TX
Outdoor Museum - Miami, FL
Sculpture Garden - New Orleans, LA
2. PROGRAM PLANNING

Street/Trail Furnishings

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

Oakland, CA

Hedera Line, Rio de Janeiro

The Woodlands, TX

Fairbanks, Alaska
Creative Sport Courts

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

Brooklyn, NY

Paris, France

Skate Park - Lugano, Switzerland
2. PROGRAM PLANNING

Illumination Art

- Artistic lighting for trails, walkways
- Underpasses
- Areas needing enhanced security
C. SITES

The Energy Corridor District will see the greatest benefits by siting public art projects in places where they will excite and uplift people. These projects can all bring meaning and joy to the people who live, work, play, and operate businesses in the District and change the way they feel about these places.

All around the 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 optimism and pride.

For recommendations for specific sites in the Energy Corridor, please see the “Catalogue of Site Types & Opportunities” in the pages that follow.

1. Site Research

In researching potential sites throughout the Energy Corridor District, for this report, our team explored different areas and corridors. Research was conducted by driving around the District, speaking with District staff and community members, and considering opportunity sites. Additional research was conducted using Google Maps, the City’s GIS Map, and other district planning documents.

The public spaces researched include the public right of way along roadways. We explored parkland and trails, greenways, and other public buildings and their sites. If the district is interested, we also could research corridors leading to the area school campuses.

Sites with many visitors or passers-by were prioritized, so that Energy Corridor 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.

<table>
<thead>
<tr>
<th>Site Type</th>
<th>Approvals Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadway Right of Way</td>
<td>Requires City + Public Works approval</td>
</tr>
<tr>
<td>Infrastructure Sites</td>
<td>Requires City + Public Works approval, or TXDOT, or Harris Co.</td>
</tr>
<tr>
<td>Green Space, Trails + Bike Routes</td>
<td>Requires Parks Board, City + Parks Dept + Harris Co. Flood Control</td>
</tr>
<tr>
<td>Transit Infrastructure</td>
<td>Requires Metro approval</td>
</tr>
<tr>
<td>Public + School Facilities</td>
<td>With agency + ISD partnerships</td>
</tr>
<tr>
<td>Private Property</td>
<td>Requires legal agreements</td>
</tr>
</tbody>
</table>
2. Catalogue of Site Types & Opportunities

In this Catalogue each major Category contains information about each site type. Each Category also contains Potential Opportunity Sites – these specific, potential sites can be revisited annually. Based on our research and exploration of the Energy Corridor District, these sites offer priority opportunities for this program since they are public places and spaces.

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 long-term master plan for a public art program for many years to come. A list of specific priority sites and projects to pursue and fund, over the next 1-3 years follows.

a. Opportunity Sites: Public Sector

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 and adjoining roadways
› Frontage roads
› Medians and esplanades (if approved by City Public Works Department)
› Bus stops and transit facilities

Ponce, Puerto Rico
Existing Structures. Many functional, utilitarian but bland (or downright unattractive) 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. Examples include:

- Retaining walls
- Overpasses
- Underpasses
- Street light poles
- Bridges and bridge crossings
- Traffic control cabinets
- Water towers
- Utility infrastructure (e.g. cabinets, poles)
- Communications structures (e.g. cell phone towers)

Specific Opportunity Sites

Gateways at I-10

- I-10 @ Dairy Ashford
- I-10 @ Eldridge Parkway
- I-10 @ Highway 6
- I-10 @ Addicks Park & Ride
- I-10 @ Barker Cypress Road
- I-10 at N. Kirkwood Road
- Planned Bridge over I-10 to Letitia Village (future)

Bridge Crossings

- Buffalo Bayou @ Eldridge Parkway
- Buffalo Bayou @ Memorial Drive
- Buffalo Bayou @ Park Row
- Turkey Creek @ Memorial Drive
- Turkey Creek @ N. Dairy Ashford Road
- Langham Creek at Park Row

Traffic Signal Control Cabinets

- Memorial Drive @ Eldridge Parkway
- Eldridge Parkway @ Dairy Ashford Rd.
- Eldridge Parkway @ Enclave Parkway
- Park Row at Park and Ride Drive
- I-10 at Highway 6
- I-10 at Eldridge Parkway
- I-10 at Dairy Ashford
- I-10 at N. Kirkwood Road
- I-10 at Barker Cypress
- Highway 6 @ Park Row
- Eldridge @ Parkway Plaza Dr.
- Memorial @ Westlake Park Blvd
- Dairy Ashford @ Spirit Way
- Eldridge @ Energy Center Four Dr.
- Eldridge Parkway @ Briar Forest
- Dairy Ashford @ Barryknoll

Major Corridors

- Eldridge Parkway
- Memorial Drive (Westlake Park Blvd to Kimberly Ln)
- Highway 6 (Memorial to Addicks Reservoir)
- Memorial Mews (along Buffalo Bayou)
- Park Row (Addicks Reservoir to I-10)

Major Intersections

- Memorial Drive @ Eldridge Parkway

Water Towers

- South of Addicks Reservoir near SH-6
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 traveling 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
Specific Opportunity Sites

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. Green Space

Green Space includes Parks, Trails/Trailheads/Bikeways, Linear Parks, and Bayou + waterway greenways.

The Energy Corridor District includes one major public park, Terry Hershey Park, and an interconnected 11-mile public trail system, Beeler Memorial Pocket Park, and Energy Corridor Trailhead Park.

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

A few trails, creeks and waterways also provide opportunity sites for art. 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.

“Significant amenities within the District include the abundance of parks and open space areas including the Terry Hershey trail system along Buffalo Bayou. This interconnected trail system provides access to Cullen and Bear Creek Parks located in the Addicks Reservoir and George Bush Park, located in the Barker Reservoir.”

– Energy Corridor Today report (2021)

Within the District the trail is mostly located in the central section of the District, along the Buffalo Bayou Greenways project, parallel to Eldridge Parkway. Numerous sites for future public art exist along the trail that commences at Terry Hershey Park and runs north of I-10. Formal and informal “trailheads” (like Republic Square) 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.
“All offer an opportunity for green space, trails, recreation and placemaking that could be brought together to develop destinations and create fun in the District.”

“Outdoor activities, cultural events, parks and recreation opportunities are all lifestyle attributes important to households and families in the area.”

– Energy Corridor Market Position Report 2021

### Specific Opportunity Sites

- Terry Hershey Park and Trail System (along Buffalo Bayou, Memorial Mews)
- Two small park areas
  - Beeler Memorial Park
  - Energy Corridor Trailhead Park
- Two planned Linear Parks (future planned developments)
- Undeveloped parkland owned by the District, City, County, public agencies.
- District adjacent parks and waterways:
  - Parks
    - Addicks Reservoir
      - Bear Creek Park
      - Cullen Park
    - Barker Reservoir
      - George Bush Park
      - Ray Miller Park
      - Sergeant J.R. Hatch Park
      - Park at Enclave
  - Waterways
    - Buffalo Bayou Watershed
    - W100-00-00 (Buffalo Bayou)
    - W167-00-00 (Turkey Creek)
    - W170-00-00 & W170-01-00
    - Addicks Reservoir Watershed
    - U100-00-00 Langham Creek
- Langham Park (19-acre future planned development)
Energy Corridor Master Plan Recommendation: Langham Park - A Destination Park for West Houston

A new central park for people and wildlife, the transformation will preserve and enhance the riparian environment, protect environmentally sensitive areas, and introduce community amenities including fields, trails, a pond, public art, gardens, playgrounds, and picnic areas.

Major elements of the new park (henceforth Langham Park) would include the following:

- Refinement of the Langham Creek channel and riparian landscape to enhance the environmental values of the creek corridor for local flora and fauna
- An event and lawn space with a pond and large open space along Langham Creek just north of Memorial Drive serving as a destination for informal recreation, public art, concerts, and festivals
- A spillway park below Addicks Dam with boardwalks, scenic overlooks, and an archaeological preservation area to showcase the natural and cultural history of The Energy Corridor
- Additional pedestrian bridges over Langham Creek as well as boardwalk bike trails to enhance connectivity for pedestrians and bicyclists to entry points along the neighborhood
- A neighborhood park for residents and families with community gardens, playgrounds, and picnic areas, complete with barbecue grills east of the creek
- A comprehensive landscape strategy that integrates environmental systems to better manage stormwater and urban runoff within the park and adjacent properties
IV. METRO Transit Stops & Infrastructure

The District has several Metro routes that run throughout its boundaries. 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.

With the adoption of the Reimagine METRO system routes, much of the Energy Corridor is served by four local bus routes (67, 75, 153 and 162).

“Transit Facilities – The survey presented sets of images to test both transit facilities (bus shelters) and transit vehicles (buses). Participants had a very clear vision for transit facilities that are unique and not typical. Transit facilities that were more than just a shelter were strongly favored. In follow-up discussions, participants focused on how the mix and integration of multiple uses made the transit facility feel much more attractive, inviting and dignified.”

– Energy Corridor Livable Centers Study

Specific Opportunity Sites

Transit Types include:

› Transit Facilities (Addicks Park & Ride)
› Bus Stops (the following bus stop locations had high activity due to their proximity to employment and retail destinations according to Energy Corridor Today report 2021):
   › Memorial Drive at Turkey Creek
   › Eldridge Parkway at Westerloch Drive
   › Eldridge Parkway at Briar Forest Drive
   › Dairy Ashford Road at St. Mary’s Lane
› Bus Route Corridors – Buses run north/south along Eldridge Parkway. Bus routes run east/west along Dairy Ashford, Memorial Dr, Grisby Rd, Park Row, Highway 6, Enclave Parkway, and Briar Forest.
Energy Corridor Master Plan Recommendation: Parking Garage Screening at Energy Corridor Transit Center (Addicks Park and Ride)

- Strategies for screening parking structures should be explored in order to enhance the visual and experiential quality of place in The Energy Corridor. These screenings contribute to the overall architectural language and help to complement surrounding developments and the public realm in which they participate.

- Examples of screenings range from simple architectural details, such as screening materials and decoration, to complex works of public art, information communication, and interaction. A large scale public art project can transform the uninviting image of a parking garage into an iconic image that enhances The Energy Corridor and engages with the public.

- In addition to these options, the screening could be done in a way to brand the transit center and Metro as a vital element to the Corridor. This could enhance the visibility of Metro and the Transit Center to the thousands of cars traveling on I-10 each day showing that alternative transportation is available and accessible.
V. Public Facilities

Community facilities are considered priority sites for public art investments, because they 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.

While the District does not contain any schools within its boundaries, there are schools in the greater Energy Corridor area that are nearby. Routes to these schools within the District should be considered. 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

Specific Opportunity Sites

Priority sites recommended for a long-term public art program in Energy Corridor District include:

- **Public Library.** A recommended early investment site is the Kendall Library. It is located adjacent to a major district corridor and is a public facility, operated by Houston Public Library System. The library is currently undergoing a major renovation.

- **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 two fire stations (Station #78 and Station #90). No police stations exist within the District boundaries.

- **Public Affordable Housing.** Upbeat outdoor artwork can brighten and uplift the lives of everyone who lives in public housing and passes by it. 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.

- **Public Schools.** School route to Wolfe Elementary.

- **Community or Recreational Centers.** The entrance area around the Evelyn Rubenstein Jewish Community Center – West Houston, offers a site for public artwork, as it attracts many visitors including families.

“Activity is moving increasingly outdoors and employees along with them.... COVID-19 accelerated the outdoor movement with outdoor dining spaces, socially distanced activities and green space as an extension of the work environment.”

– Energy Corridor Market Position Report 2021
b. Opportunity Sites: Private Sector

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.

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.

A new Public Art 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 art projects 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.

Property Types include:

- Retail areas; Sites of mixed-use and commercial developments
- Major underutilized and re-developing properties
- Empty storefronts
- Blank visible walls
- Vacant lots, greenfield/brownfield sites, undeveloped parcel
- Vacant or abandoned buildings
- Underutilized properties
- Underutilized parking lots
- Properties blighted by graffiti, garbage, etc.
- Private commercial campuses that include common spaces and outdoor plazas, etc.
- Private multi-family housing complexes that include common spaces and outdoor plazas, etc.

Specific Opportunity Sites

- Grisby Square
- Republic Square (vacant parcel on frontage road)
- Eldridge, N of I-10 (large vacant land)
- Plazas/outdoor spaces of local HQ Campuses
Amongst its Peer Communities, “with the exception of City Place, the Energy Corridor has the highest percentage of vacant land…”
– Energy Corridor Market Position Report 2021

### 3. Recommended Priority Sites

For CY 2022-2023 and beyond, the sites in the chart below offer the most immediate impact.

<table>
<thead>
<tr>
<th>Type of Site</th>
<th>Priority Sites</th>
<th>Examples of Suitable Project Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highway Gateways</td>
<td>I-10 at Eldridge</td>
<td>Murals &amp; LED Lighting</td>
</tr>
<tr>
<td></td>
<td>I-10 at Dairy Ashford</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I-10 at Highway 6</td>
<td></td>
</tr>
<tr>
<td>Streetscapes</td>
<td>Eldridge Parkway</td>
<td>Temporary Sculptures and Installations</td>
</tr>
<tr>
<td></td>
<td>Highway 6 Corridor</td>
<td>Artistic Street Furnishings</td>
</tr>
<tr>
<td></td>
<td>Memorial Drive Intersections (Memorial Dr. at Eldridge streetlight opportunity)</td>
<td></td>
</tr>
<tr>
<td>Bridges</td>
<td>Buffalo Bayou at Eldridge Parkway</td>
<td>Murals</td>
</tr>
<tr>
<td></td>
<td>Langham Creek at Park Row</td>
<td></td>
</tr>
<tr>
<td>Parks, Trails, Open Space</td>
<td>Sites of Future Linear Parks (Eldridge Parkway, Park Row Triangle Park)</td>
<td>Trailhead art</td>
</tr>
<tr>
<td></td>
<td>Terry Hershey Park &amp; Trail</td>
<td>Sculptures</td>
</tr>
<tr>
<td></td>
<td>Langham Creek at Park Row</td>
<td>Crosswalks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lighting installations</td>
</tr>
<tr>
<td>Public Buildings</td>
<td>Kendall Library</td>
<td>Large-scale Mural</td>
</tr>
<tr>
<td>Retail &amp; Business Districts</td>
<td>Grisby Square</td>
<td>Murals</td>
</tr>
<tr>
<td></td>
<td>Republic Square</td>
<td>Temporary Sculptures and Installations in esplanades</td>
</tr>
<tr>
<td></td>
<td>Park Row</td>
<td></td>
</tr>
<tr>
<td>Private Vacant Land</td>
<td>Republic Square (vacant parcel on frontage road)</td>
<td>Large-scale temporary installation</td>
</tr>
<tr>
<td></td>
<td>Eldridge, N of I-10 (large vacant land)</td>
<td></td>
</tr>
<tr>
<td>CIP Infrastructure Improvement Sites</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>
4. District Map & Photos of Select Public Art Opportunity Sites

Underpass: I-10 @ Highway 6
Infrastructure: SH-6 @ Park Row Blvd
Retail Corridor: Grisby Square

Base Map Source: Corridor Enhancements Report (2020) – Kimley Horn

Legend
- Energy Corridor District Boundary
- Water Bodies
- Parks and Open Space

Infrastructure: I-10 @ Addicks Park & Ride
Concrete Poles: Addicks Park and Ride
Infrastructure: I-10 @ Addicks Park & Ride
2. PROGRAM PLANNING

Water Tower: S of Addicks Dam at SH-6

Infrastructure: I-10 @ Addicks Park & Ride

Vacant land: Republic Square, S of I-10 @ BP Way

Trail Connection: Republic Square

Trail Connection: Republic Square
2. PROGRAM PLANNING

Infrastructure: Langham Creek Trail

Bridge: Langham Creek Trail @ Park Row

Trail Connection: Langham Creek Trail

Water Level Markers: Langham Creek Trail

Infrastructure: Langham Creek Trail

Bridge Crossing: Langham Creek Trail

Infrastructure: Langham Creek Trail

Infrastructure: Langham Creek Trail

Infrastructure: Langham Creek Trail
2. PROGRAM PLANNING

ENERGY CORRIDOR DISTRICT Public Art and Placemaking Plan | UP Art Studio, LLC

Concrete Pole: Langham Creek Trail

Vacant land: N Eldridge @ Dairy Ashford

Infrastructure: Mayde Creek @ Park Row

Infrastructure: N. Eldridge Parkway @ Park Row

Infrastructure: Mayde Creek @ Park Row

Traffic Signal Control Cabinet: Eldridge @ Dairy Ashford

Infrastructure: N. Eldridge Parkway @ Park Row

Concrete Pole: Langham Creek Trail

Infrastructure: Mayde Creek @ Park Row

Infrastructure: N. Eldridge Parkway @ Park Row

Vacant land: N Eldridge @ Dairy Ashford

Infrastructure: Mayde Creek @ Park Row

Infrastructure: N. Eldridge Parkway @ Park Row

Traffic Signal Control Cabinet: Eldridge @ Dairy Ashford

Retaining Walls: I-10 @ Eldridge
2. PROGRAM PLANNING

Underpass: Eldridge at I-10

Infrastructure: I-10 @ Eldridge

Vacant land: N of I-10 @ Eldridge

Infrastructure: I-10 (S) @ Turkey Creek

Infrastructure: Turkey Creek @ Katy Fwy Frontage Road

Infrastructure: Turkey Creek @ Katy Fwy Frontage Road

Infrastructure: I-10 (S) @ Dairy Ashford

Infrastructure: I-10 (S) @ Dairy Ashford

Trail Entrance: Memorial Dr. @ S Mayde Creek
2. PROGRAM PLANNING

Retaining Walls: I-10 @ Eldridge

Trail Parking: Memorial Mews

Trail: Memorial Mews

Trail Furnishings: Memorial Mews

Bridge Crossing: Buffalo Bayou at Eldridge Parkway

Medians/Esplanades: Eldridge Parkway

Traffic Signal Control Cabinet: Eldridge @ Memorial

Trail Connection - Vacant Land: Memorial Mews

Houston Fire Department Station #78

Street Furnishings: Eldridge Parkway

Kendall Library

Traffic Signal Control Cabinet: Eldridge @ Enclave Pkwy

Future Linear Park: Eldridge Parkway

Traffic Signal Infrastructure: Eldridge @ Enclave Pkwy
Chapter III. Action Plan
A. RECOMMENDED PROJECTS

1. Overview of Recommended Projects

In CY 2022-2023, the Energy Corridor District should select projects that it wants to pursue as the first of a series. We recommend a three-pronged approach in the first year. The District should concurrently initiate:

- 1 to 3 “Quick Win Projects”
- 1 to 2 “Pilot Projects”
- Planning for 2 to 4 larger-scale “Signature Projects”

As discussed in Section 2A – Project Timeframes, it appears feasible that up to several relatively simple projects can be fully planned and delivered in CY 2022 and 2023. In addition, more complex projects that require additional planning, engineering, and lead time should be selected and start the initial planning and development stage.

Descriptions and more information for each project type follows in this section. The final selection of specific projects should be made by the Energy Corridor District. A summary of these projects is in this table below.

<table>
<thead>
<tr>
<th>Type</th>
<th>Potential Sites</th>
<th>Estimated Timeframe</th>
<th>Estimated Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Win Projects</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Murals</td>
<td>» Bridge crossing - Buffalo Bayou at Eldridge Parkway&lt;br&gt;» Kendall Library&lt;br&gt;» Bridge crossings and other concrete infrastructure in Park Row area&lt;br&gt;» Turkey Creek at I-10 frontage roads&lt;br&gt;» Memorial at Eldridge streetlight refresh</td>
<td>2 – 4 months</td>
<td>$30/SF as a starting budget guideline</td>
</tr>
<tr>
<td>Painted Crosswalks and Playscapes</td>
<td>» Near entrances to Terry Hershey Trail&lt;br&gt;» Major intersections&lt;br&gt;» Grisby Square&lt;br&gt;» Near schools and parks&lt;br&gt;» New crosswalks</td>
<td>3 – 6 months</td>
<td>$10,000 – $30,000 per intersection</td>
</tr>
<tr>
<td>Mini Murals</td>
<td>» 4 City cabinets&lt;br&gt;» 6 TxDOT cabinets</td>
<td>2 – 6 months</td>
<td>$3,000+ each</td>
</tr>
<tr>
<td>Temporary Public Art Installations</td>
<td>» Eldridge Parkway – future site of linear park&lt;br&gt;» Grisby Square&lt;br&gt;» Republic Square vacant land&lt;br&gt;» Vacant land north of I-10 at Eldridge</td>
<td>4 – 9 months</td>
<td>$15,000 – $200,000+ each</td>
</tr>
</tbody>
</table>
### Public Art Tour Map
- **Type:** Public Art Tour Map
- **Potential Sites:** N/A
- **Estimated Timeframe:** 1 - 3 months, ongoing
- **Estimated Budget:** $1,000 - $2,500

### Pilot Projects

<table>
<thead>
<tr>
<th>Type</th>
<th>Potential Sites</th>
<th>Estimated Timeframe</th>
<th>Estimated Budget</th>
</tr>
</thead>
</table>
| Gateway Underpass Art | I-10 at Eldridge Parkway  
                     | I-10 at Dairy Ashford  
                     | I-10 at Highway 6       | 6 - 9 months for painting only; 12 months with lighting | $150,000 for artwork; $175,000 for lighting |
| Sidewalk Poetry     | Sidewalks being upgraded  
                     | New trails being constructed  
                     | New sidewalks being constructed | 4 - 9 months | $10,000 - $20,000 |
| Enhancement to Hike & Bike Trail | Highly visible trailheads for entering the Trail  
                     | Artist-enhanced furnishings along trail on Memorial Mews | 6 - 12 months | $20,000 - $30,000 each |
| Art Banners         | Entry Corridor, e.g. Eldridge Parkway  
                     | I-10 at Addicks Park & Ride | 6 - 12 months | $20,000 - $25,000 |

### Signature Projects

<table>
<thead>
<tr>
<th>Type</th>
<th>Potential Sites</th>
<th>Estimated Timeframe</th>
<th>Estimated Budget</th>
</tr>
</thead>
</table>
| Gateway Overpass Art              | Highway 6 Overpass improvements  
                     | I-10 gateways  
                     | Buffalo Bayou Crossing Bridge (over I-10) | 2+ years | $150,000+ |
| Large-scale sculpture or installation | Terry Hershey Park  
                     | Water Tower: S of Addicks Dam at SH-6  
                     | Priority Intersections  
                     | New CIP site | 1+ year | $100,000+ |
| Art Park & Sculpture Garden       | Undeveloped land parcels | 2+ years | $250,000+ |

**Temporary Installation - Oklahoma City, OK**
2. Quick-Win Projects (Short-term)

Descriptions and more information for each project follows on the following pages.

MURALS

DESCRIPTION: These are familiar and popular in Houston, and they work well in many types of areas and sites. Houstonians love murals, yet few if any high-quality murals enhance Energy Corridor. They are a great way to engage members of the community, particularly in the design of the mural. 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.

ESTIMATED BUDGET: A good starting budget guideline is $30/SF; Determined by size and scale of mural, height, condition of existing wall, and artistic complexity. More well-known mural artists command higher fees.

TIMING: 2 – 4 months

POTENTIAL SITE LOCATIONS:

› Bridge crossings
› Public Buildings
› Retail areas
› Near Parks
› Near Schools

>>> SUGGESTED QUICK WIN PROJECTS

(1) Bridge crossing - Buffalo Bayou at Eldridge Parkway

(2) Kendall Library

(3) Bridge crossings and other concrete infrastructure in Park Row area

(4) Pedestrian bridges: Turkey Creek at I-10 frontage roads

(5) Memorial Dr. at Eldridge streetlight refresh
PAINTED CROSSWALKS AND PLAYSCAPES

DESCRIPTION: The design and installation of colorful, artistic crosswalks on a high-priority intersection would be achievable this fiscal year. Other similar type projects include playscapes on sidewalks and paved trails, and other asphalt art...

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

TIMING: 3 – 6 months

POTENTIAL SITE LOCATIONS:
- Bridge crossings
- Trail entrances
- Public Buildings
- Retail areas
- Business District areas
- Near Parks
- Near Schools

>>> SUGGESTED QUICK WIN PROJECTS

(1) Near entrances to Terry Hershey Trail

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

(3) A major intersection (on a two-lane side street, not a major multi-lane roadway) offers an ideal site.

(4) Grisby Square

(5) Near schools and parks

Madrid, Spain

St. Petersburg, FL
MINI MURALS

DESCRIPTION: Four City of Houston utility cabinets are currently available for Mini Murals; these could be completed in the first half of 2022. An additional six cabinets, owned by TxDOT, in the next fiscal year would be ideal for new Mini Murals. For this project, we an online community survey where area residents and business owners can contribute ideas for themes that celebrate the area’s identity, points of pride, and neighborhood history. A survey could also help with the selection of the final artworks.

ESTIMATED BUDGET $3,500+ Maintenance TBD

TIMING: 2 – 4 months

POTENTIAL SITE LOCATIONS:

- Memorial Drive at Eldridge Parkway
- Eldridge Parkway at Dairy Ashford Road
- Eldridge Parkway at Enclave Parkway
- Park Row at Park and Ride Drive

Approvals from TxDOT are required for the following cabinets.

- I-10 at Highway 6
- I-10 at Eldridge Parkway
- I-10 at Dairy Ashford
- I-10 at N. Kirkwood Road
- I-10 at Barker Cypress
- Highway 6 at Park Row

The following cabinets were already painted with Mini Murals in 2018-2019. The District should perform an assessment after 5 years from painting, to determine whether maintenance is needed.

- Eldridge @ Parkway Plaza Dr.
- Memorial @ Westlake Park Blvd
- Dairy Ashford @ Spirit Way
- Eldridge @ Energy Center Four Dr.
- Dairy Ashford @ Barryknoll
- Eldridge Parkway at Briar Forest

<<< SUGGESTED QUICK WIN PROJECTS

We recommend creating Mini Murals on the four cabinets that are immediately available, as a Quick Win project. The other seven cabinets can be scheduled for Mini Murals once permission is obtained from TxDOT.
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.

ESTIMATED BUDGET $15,000 – $200,000+

See Appendix B “Temporary Art Installations – Examples and Price Ranges”.

TIMING: 3+ months; can be displayed for up to 9 months on City of Houston property

POTENTIAL SITE LOCATIONS:

› Underutilized Parks
› Medians/Esplanades
› Key Intersections

>>> SUGGESTED QUICK WIN PROJECTS

(1) We recommend siting temporary art installations at a location that is a top candidate for an linear park, such as Eldridge Parkway. This will allow it to kick off a longer-term signature project.

(2) Grisby Square

(3) Republic Square vacant land

(4) Vacant land north of I-10 at Eldridge

[Images of temporary art installations in Houston and Reston]
PUBLIC ART TOUR MAP

DESCRIPTION: Fresh interest in the existing Mini Murals (and any other existing public art) can be created via a public art tour. We recommend investing to create a route, map, and promotional materials and outreach for an “Energy Corridor Public Art Tour.” The tour will encourage residents and visitors to discover and learn about the public art - and along the way, to discover and visit other destinations, such as restaurants. This contributes to economic development.

The tour should include a map (see Example in Appendix D) and a dedicated website page, with details about the artwork and artists. A set of six Mini Murals was installed by UP Art Studio in the District in 2018-2019.

Self-guided tours will be encouraged; post-COVID-19 and once a bigger collection of public art exists, 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.

ESTIMATED BUDGET $1,000 – $2,500

TIMING: 3 months, ongoing
3. Pilot Projects (Short-Medium-term)

**GATEWAY UNDERPASS ART**

**DESCRIPTION**: Gateway Underpass Art typically includes 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.

**ESTIMATED BUDGET**: Per intersection, $150,000 for underpass artwork (includes project management, artist fee, labor, primer, materials, equipment, and other costs); $175,000 for electrical and lighting per intersection; 4 retaining walls $200,000 (painted colorways); plus traffic control.

**TIMING**: 6 – 9 months for painting only; 12 months with lighting

**POTENTIAL SITE LOCATIONS:**

- District Gateways along I-10

**SUGGESTED QUICK WIN PROJECTS**

(1) I-10 at Eldridge Parkway
(2) I-10 at Dairy Ashford
(3) I-10 at Highway 6
SIDEWALK POETRY

**DESCRIPTION:** Sidewalk poetry is poetry and inspirational quotes 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 could entail a Call for Proposals for submissions of short poems from local poets.

**ESTIMATED BUDGET** $20,000

**TIMING:** 4 – 9 months

**POTENTIAL SITE LOCATIONS:**

- Key Sidewalks which are being upgraded at the time of project approval
- Trails
- Future sidewalks

**SUGGESTED QUICK WIN PROJECTS**

A Sidewalk Poetry program should be implemented when sidewalks and trails are being upgraded or newly constructed. The primary cost is the call for poems and the fabrication of 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 the District.
ENHANCEMENT TO HIKE & BIKE TRAIL

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

» Wayfinding identity for trail and trailheads (including mile markers)
» Trailhead creative lighting
» Painted crosswalk, street painting, or playscapes near where trail crosses the street
» Permanent or rotating sculptures at highly traveled sites (includes a permanent base for temporary sculptures)
» 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)

ESTIMATED BUDGET $20,000 - $30,000+

TIMING: 6 – 12 months

POTENTIAL SITE LOCATIONS:

» Park trailheads, such as at Terry Hershey Park
» Informal trailheads (e.g. entry points by parking lots)
» Future sidewalks.

>>> SUGGESTED QUICK WIN PROJECTS

(1) A highly visible installation at Terry Hershey Park, to announce the sites of trailheads for entering the Hike & Bike Trail.

(2) Artist-enhanced furnishings along trail on Memorial Mews
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.

This project adds 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 or more.

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.

ESTIMATED 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: 6 – 12 months

POTENTIAL SITE LOCATIONS:

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

>>> SUGGESTED QUICK WIN PROJECTS

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

(1) Entry Corridor. A concentrated art banner district can serve as a gateway marker. One corridor can be selected, where the public enters the District, e.g. Eldrdrige Parkway. While the Art Banners would feature only artwork, banners at each end could announce the Energy Corridor District.

(2) I-10 at Addicks Park and Ride
4. Signature Projects (Medium-Long-term)

GATEWAY OVERPASS ART

Gateway Art includes features such as decorative guardrail treatments, painted bridge beams, creative lighting, and other architectural or sculptural features. Gateway Art that involves an overpass typically takes much longer to coordinate due to the disruption to traffic on a major highway.

POTENTIAL LOCATIONS (Identified in “Corridor Enhancements” Plan):

- Highway 6 Overpass improvements
- I-10 gateways
- Buffalo Bayou Crossing Bridge (over I-10)

LARGE-SCALE SCULPTURE OR INSTALLATION

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

POTENTIAL LOCATION(S):

- Terry Hershey Park
- Water Tower: South of Addicks Dam near SH-6
- Priority Intersections
- New CIP site

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.
ART PARK & SCULPTURE GARDEN

An Art Park is a development that showcases public art, including murals and/or sculptures and installations, in an outdoor museum type setting that provides enriching experiences that connect art, nature, and history.

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. Visitors to the Art Park enjoy fun, enriching experiences with installations (and landscaping) that integrates art, nature, and history.

POTENTIAL LOCATION(S):

› Undeveloped land parcels
5. Program Development Initiatives

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 Energy Corridor 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.

**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. 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.

**Public Art Grant Program**

A new Mural and Public Art 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 or other public art would be on public or private sites, as requested and approved by commercial property owners.

**Art On Loan**

An art loan program could be developed. This could be a low-cost way to place temporary art in esplanades, near major intersections, and the library, either outdoors or indoors.
B. POTENTIAL FUNDING SOURCES

1. Annual Operating Budget

A sustained Public Art and Placemaking Program requires an annual operating budget. This should include all costs related to implementing new projects and maintaining existing ones. Each budget year, District planning should begin for the following year, based on a review of the prior year. District staff can provide input as to priorities.

**Funding Strategy: Return on Investment**

We have considered how the current 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. 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 Service Plan, across all major assets in the District.

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.
2. Partnerships & Grants

a. Potential Funding Partners

A holistic master plan for public 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

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 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 the Energy Corridor.

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

Major Employers

Major employers should be approached about contributing to public art installations
at locations at/near their facilities and along routes traveled 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 Energy Corridor 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.
b. Grant Sources for Public Art

There are grant opportunities that the Energy Corridor District would be eligible to apply for. Energy Corridor District or UP Art Studio could research and pursue individual grant opportunities for public art. A wealth of online information is available. It also can be illuminating to confirm with other Districts and to talk to staff who have obtained grants. Some funding sources include:

- Grants from Local, State or Federal agencies
- Community Development Block Grant
- Grants from foundations
- Neighborhood Grants from the City of Houston
- A Creative Placemaking grant from the National Endowment for the Arts (See [www.arts.gov/grants](http://www.arts.gov/grants))

Projects which we have worked on have utilized grants from AARP and KaBoom! Additionally, the major employers and businesses in the district could be approached.

Major Employers

The District attracts major employers in the energy services industry, including BP America, Shell Oil Company, ConocoPhillips, CITGO, Dow Chemical, PGS, and the Mustang/Wood Group, and many more. Other, non-energy companies also have a major presence in the District including Cardinal Health Care, Inc., Sysco Corporation, Gulf States Toyota, and Star Furniture.

– Energy Corridor Today (2021)
Appendix

Santa Monica, CA
A. Public Art Survey, Responses

Q1 Which statement describes your thoughts about public art? (check all that apply)

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I enjoy seeing it – locally and in other cities and places</td>
<td>70.00%</td>
</tr>
<tr>
<td>I love it! Seeing public art has brought interest and joy to my life</td>
<td>56.67%</td>
</tr>
<tr>
<td>I appreciate the work of visual artists, arts and culture</td>
<td>43.33%</td>
</tr>
<tr>
<td>I appreciate the work of visual artists, arts and culture</td>
<td>36.67%</td>
</tr>
<tr>
<td>I am neutral to it</td>
<td>6.67%</td>
</tr>
<tr>
<td>I think art is a private matter of taste, not appropriate for public investment</td>
<td>3.33%</td>
</tr>
<tr>
<td>I don’t understand it</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

Total Respondents: 30
Q2 Which of these benefits of public art should be a focus for the Energy Corridor District? (check all that apply)

Answered: 30  Skipped: 0

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make public places/spaces more attractive</td>
<td>93.33%</td>
</tr>
<tr>
<td>Make people feel happy and uplifted</td>
<td>70.00%</td>
</tr>
<tr>
<td>Create neighborhood identity and betterment</td>
<td>66.67%</td>
</tr>
<tr>
<td>Help the economy, attract business/customers, tourism and people</td>
<td>60.00%</td>
</tr>
<tr>
<td>Support artists and share their work</td>
<td>60.00%</td>
</tr>
<tr>
<td>Make statements about social needs or change</td>
<td>30.00%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>6.67%</td>
</tr>
</tbody>
</table>

Total Respondents: 30

OTHER:
- Not interested if this is about social issues
- I have heard the following, beauty is the eye of the beholder. To me some art is not appealing. Then there is beautiful art to enjoy that isn’t evil. Thank you
Q3 Please think about a favorite work of public art in Houston. Why do you like it, and how could it be a good model for the Energy Corridor District?

Answered: 17  Skipped: 13

- I enjoy the murals in Houston
- We (heart) Houston, this is a general and broad statement without negating anyone’s point of view.
- I like the wall fountain in the Galleria
- Not much for public art. art is subjective
- The sculpture at the lyric center downtown. It is a violin symbolizing you are in the arts district of downtown. The Energy District could have pieces reflecting energy.
- I love the cloud column by glasses school of art and the sculptures titled Mirror by rice university. They both convey beauty, precision, and self reflection.
- Houston spray tag...brings pride and uniqueness
- Any of the murals throughout the city. They add splashes of color and interest.
- Statue of Sam Houston near Hermann Park. I like because it let’s you know that Houston has history. Love the water fountain surrounding the statue. It’s refreshing and inviting
- Houston Graffiti Building - It represents all things from Houston culture and provides a place for residents and visitors to take picture and enjoy. The Energy Corridor should find ways to highlight the uniqueness of the District.
- I love the True North: A Heights Blvd Sculpture Project in the median/walking path along Heights Blvd. The art is large enough to see from your car and something like this would be great to see along Eldridge at a few of the major intersections and in places where people can interact with the art.
- I like statues of people -people doing things -like sitting on a bench etc…these are tasteful. I ABSOLUTELY HATE murals as they usually look like graffiti or are trying to memorialize controversial subjects
- The elephant mural on the side of one of the buildings in the heights area. It's a fun piece of art.
- Texas related symbols such as blue bonnets, mockingbird, flag, star etc are my favorites.
- Any art that becomes a backdrop for pictures, so that people want to visit and share. Maybe words.
- Heights Boulevard has constantly changing art
Q4 Please share an example from another city, what you liked about it, and how/why it could be a model for the District?

- Water features are nice like Buckingham fountain in Chicago
- Large murals rather than painted boxes on the streets, I would prefer to see a large continuance of art rather than random art pieces across the energy corridor.
- Philadelphia murals
- I like the arch in Missouri and I like notable statues and fountains throughout the world
- Chicago has the bean. It makes your mind thinking about what was the artist was trying to convey to the public.
- Miami arts district brings tourism
- Denver Rino Art river artwork...by Eli Chong
- Not sure I don’t travel much
- New York street art - each bureau has different art to represent the community you are in
- https://thumbor.granitemedia.com/cumil/Bu7SokcnfWABO2_nq4UOPXaXeow=\800x600/\filters:quality(80)/granite-web-prod/0b/52/0b52d0adcf4d43236e1ba18a784b1ca8.jpg
- In Cape Town, there was a monthly art event that took place in the evenings. Shops open, and local artists out selling their work. It was a very artsy area of town, with murals on the walls of buildings etc. It’s been a while since I was there but I recall enjoying the evening quite a bit.
- I amsterdam
- New York Hudson Yards

Q5 In the Energy Corridor District, should public art be located:

- Water features are nice like Buckingham fountain in Chicago
- Large murals rather than painted boxes on the streets, I would prefer to see a large continuance of art rather than random art pieces across the energy corridor.
- Philadelphia murals
- I like the arch in Missouri and I like notable statues and fountains throughout the world
- Chicago has the bean. It makes your mind thinking about what was the artist was trying to convey to the public.
- Miami arts district brings tourism
- Denver Rino Art river artwork...by Eli Chong
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- In Cape Town, there was a monthly art event that took place in the evenings. Shops open, and local artists out selling their work. It was a very artsy area of town, with murals on the walls of buildings etc. It’s been a while since I was there but I recall enjoying the evening quite a bit.
- I amsterdam
- New York Hudson Yards

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both</td>
<td>85.71%</td>
</tr>
<tr>
<td>Primarily in human-scaled walkable places, where people gather</td>
<td>25.00%</td>
</tr>
<tr>
<td>Primarily in places that can be seen from roadways, while passing by</td>
<td>17.86%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>7.14%</td>
</tr>
<tr>
<td>Total Respondents: 28</td>
<td></td>
</tr>
</tbody>
</table>

OTHER:
- Along walking & biking trails to encourage use of nature. Also while driving to improve pleasure of commutes
Q6 Over the next 5 years, which of the following areas for public art should be prioritized, in the District? (Select 3 to 5)

**Answered: 28  Skipped: 2**

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets (e.g. sidewalk and pedestrian areas)</td>
<td>71.43% 20</td>
</tr>
<tr>
<td>District “Gateway” highway/roadway sites (e.g. highway exit areas underpasses, bridges, retaining walls)</td>
<td>67.86% 19</td>
</tr>
<tr>
<td>Parks and greenspace</td>
<td>60.71% 17</td>
</tr>
<tr>
<td>Retail, entertainment, and business districts</td>
<td>46.43% 13</td>
</tr>
<tr>
<td>Trails, biking routes, and trailheads</td>
<td>35.71% 10</td>
</tr>
<tr>
<td>Transit stops and centers</td>
<td>32.14% 9</td>
</tr>
<tr>
<td>Vacant lots</td>
<td>28.57% 8</td>
</tr>
<tr>
<td>Exteriors of city/government buildings (e.g. library and fire or police stations)</td>
<td>21.43% 6</td>
</tr>
<tr>
<td>School campuses and surrounding areas</td>
<td>17.86% 5</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>7.14% 2</td>
</tr>
</tbody>
</table>

Total Respondents: 28

**Other**
- We were almost killed by the DRUNK that hit your gift box on Eldridge and Enclave.
Q7 As for specific sites for public art, which of the following should be prioritized? (Select up to 3)

Answered: 28  Skipped: 2

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>IH-10 intersections and “gateway” corridors</td>
<td>67.86%</td>
</tr>
<tr>
<td>Terry Hershey Park &amp; Trail</td>
<td>39.29%</td>
</tr>
<tr>
<td>Kendall Library</td>
<td>32.14%</td>
</tr>
<tr>
<td>Highway 6</td>
<td>28.57%</td>
</tr>
<tr>
<td>Eldridge &amp; Buffalo Bayou</td>
<td>28.57%</td>
</tr>
<tr>
<td>Grisby Square</td>
<td>21.43%</td>
</tr>
<tr>
<td>Retail plaza near Eldridge/ Enclave</td>
<td>21.43%</td>
</tr>
<tr>
<td>Retail plaza at Briarforest / Eldridge</td>
<td>17.86%</td>
</tr>
<tr>
<td>Please share other suggestions</td>
<td>10.71%</td>
</tr>
<tr>
<td>Republic Square</td>
<td>3.57%</td>
</tr>
<tr>
<td>Ray Miller Park</td>
<td>3.57%</td>
</tr>
<tr>
<td>Addicks Park and Ride</td>
<td>3.57%</td>
</tr>
<tr>
<td>Total Respondents: 28</td>
<td></td>
</tr>
</tbody>
</table>

Please share other suggestions:
- Yes! Hwy6 is going bad, let’s elevate it!
- Memorial drive intersections
Q8 What types of outdoor public art would you recommend or most like to see in the Energy Corridor District? (Select up to 5)

Answered: 27  Skipped: 3

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Mini Murals” painted on utility cabinets at intersections</td>
<td>66.67% 18</td>
</tr>
<tr>
<td>Large-scale murals or mosaics on walls</td>
<td>62.96% 17</td>
</tr>
<tr>
<td>Large-scale “illumination art” on bridges and highway underpasses</td>
<td>62.96% 17</td>
</tr>
<tr>
<td>Artist-enhanced street amenities (e.g. benches, bike racks, trash cans)</td>
<td>55.56% 15</td>
</tr>
<tr>
<td>Iconic artworks that identify and mark a place (e.g. a large sculpture in a public plaza or roundabout)</td>
<td>40.74% 11</td>
</tr>
<tr>
<td>Contemporary, thought-provoking installations</td>
<td>33.33% 9</td>
</tr>
<tr>
<td>Artworks co-created by artists and community members, including young people</td>
<td>29.63% 8</td>
</tr>
<tr>
<td>Creative crosswalks and other street painting</td>
<td>25.93% 7</td>
</tr>
<tr>
<td>Site-specific artworks in greenspace (e.g. gardens, landscaped areas around buildings, trailheads)</td>
<td>25.93% 7</td>
</tr>
<tr>
<td>Traditional statues, monuments, and memorials</td>
<td>18.52% 5</td>
</tr>
<tr>
<td>Temporary art (e.g. chalk painting, festival events, short-term installations)</td>
<td>18.52% 5</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>3.70% 1</td>
</tr>
</tbody>
</table>

Total Respondents: 27

OTHER:
- Texas kind of art like what we have right now
Q9 A robust public art program will require multiple funding partners. Please share suggestions for potential partners (in the nonprofit, philanthropic, public, or private sectors) any specific funding opportunities.

- Corporate donors
- Energy-corridor cooperations - Fortune 500 ones
- The oil companies
- Could have go fund me page for a specific project
- Private
- Major corporations headquartered here, Arnold, Kinder, etc foundations.
- Fundraising?
- City of Houston
- Companies, chamber of commerce, banks, high end stores and restaurants.
- Houston arts alliance  Fresh arts
- Oil companies high net worth Houstonian
- I am a community leader in Girl Scouts. I think it could be fun to open up some of the opportunities to groups like Girl Scouts to participate. For example if we designed an art bench or mural for Kendall Library the girls could create the art and it would be funded by the girls. By involving community groups who could participate as well as fund, I think it will increase ownership and participation.
- Oil & Gas Companies, grassroots campaigns, HOAs


<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>68.00%</td>
</tr>
<tr>
<td>No</td>
<td>32.00%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>
Q11 What is the name of your neighborhood/area?

- Barker's Landing
- Terraces on Memorial
- Briar Villlage
- Spring shadows
- Westbury
- Fleetwood
- Concord Bridge, Bearcreek area
- Fleetwood
- Fleetwood
- Fleetwood
- Glenhaven Estates
- Ashford South / Dairy Ashford and Briar Forest area
- Lake at Stonehenge
- Thornwood
- Memorial Ashford Townhomes
- Villa Verde townhomes
- Carlton Park
- Ashford Village
- Ashford Hills

Q12 Does your neighborhood have distinctive qualities that could be celebrated (or countered) by public art? Please describe:

- Mature trees, landscaped common areas
- Starting to get overtaken by homeless people and stray animals and crime. Needs improvement
- Willow Waterhole
- Near Bear Creek Park, the reservoir, etc.
- Diversity and community
- Turning over a new leaf
- Yes intersection at hwy 6 & Briarhills Parkway. Also, Briarforest & Briar Home
- Definitely. It is mostly Hispanics.
- No—we are too small
- There is a wall that divides a section of our neighborhood from townhomes. We have (as a community) tossed around the idea of having highschool artists in the community paint the wall.
- No.....It needs a clean up......
- Schools within the neighborhood
Q13 Does your neighborhood have specific cultural identity(ies), historical events, or people of note, that could provide interesting subject matter for local public art? Please describe:

Answered: 13  Skipped: 17

- Not that I know of unless you look into the Battle of Concord or something like that.
- Majority of homes flooded from reservoir release during Harvey.
- Harvey flood
- Not that I'm aware of
- Not really
- Huge cultural diversity

Q14 Where do people most often gather or see one another, in your neighborhood?

Answered: 19  Skipped: 11

- Community pool and park
- Walking
- Taking walks thru neighborhood or at community pool & playground
- Parks
- Bear Creek Park, the Community Center which may have been flooded, etc.
- At their houses
- At street celebration events.
- Gather by bayou for events (currently under construction) see one another in street while walking
- Walking in the streets, bayou berm
- In the streets / cul de sacs.
- At our clubhouse area & park at Briarhills Parkway & Forest Home
- On the sidewalk, or or convenient location
- Local playground/park area in neighborhood and Terry Hershey
- Street walking their dogs
- In the streets and at the pool
- Walking around the neighborhood
- Clubhouse
- In the street.....
- Park entrance

Q15 Is there anything else we should consider, as we plan for public art?

Answered: 13  Skipped: 17

- More covered bus stops
- Increased traffic to view the art. Theme Idea - sources or forms (oil & gas, solar, wind, nuclear, etc.) of energy plus the energy or power of people working together
- Do not do it
- What theme would be utilized.
- Not that I can think of at the moment
- Murals along terry Hershey park
- Locate it in a very visible area that is well lit.
- Please no murals. Tile murals maybe but I think painted murals are tacky. Painting the electrical boxes would be ok but only to make them blend into natural surroundings
- Involving organizations, schools, and groups (youth and adult) in the creation of the art.
- Keep it where it is....
- Check european models and ensure there isn't only one thing to look at, but it is a cluster of many interesting things. For example, art near coffee shops/park entrances/bike station.
Public Art Survey, Energy Corridor District

Q16 Age
Answered: 24 Skipped: 6

Q17 Are you of Hispanic, Latino, or Spanish origin?
Answered: 24 Skipped: 6

Q18 Which of the following best describes your race/ethnicity?
Answered: 24 Skipped: 6

Q19 Sex
Answered: 24 Skipped: 6

Q20 Would you say your total household income is...
Answered: 24 Skipped: 6

Q21 Grade Level Completed
Answered: 24 Skipped: 6
B. Temporary Art Installations - Examples & Price Ranges

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.
Previous Project Examples
Budget ranges less than $50,000

![Project Example 1]

![Project Example 2]
Budget ranges $50,000 - $100,000

[Image of colorful outdoor installation with children playing]

[Image of green sculptural installation in a park setting]
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
C. Credits and Acknowledgments

Energy Corridor District
Elijah Williams, Executive Director
Michael Henn, Public Realm & Special Projects Manager
Elizabeth Whitton, Planning & Mobility Manager
Rachael Weaver, Office Manager

UP Art Studio Team

Elia Quiles, Principal, Project Lead
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 nearly a decade involved in civic/public art and placemaking.

Noah Quiles, Principal, Technical Lead
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.
DINNER TIME
CLOSING TIME
PRIME TIME
HIGH TIME
FULL TIME
ON TIME
TEA TIME
IT'S ABOUT TIME

Frisco, TX

Photo: Poems: John Runnels