

# El Paso Public Art Master Plan



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# Goals for the Master Plan

MCAD set the following goals for the master plan:

- Generate a shared vision for public art among a broad range of stakeholders.
- Develop a ten-year plan for public art that provides clarity and direction for Quality of Life and Street Infrastructure bond projects.
- Review public art program guidelines and policies and recommend updates.
- Align recommendations with other City planning documents, such as Plan El Paso.

# Process for the Master Plan

- Meetings with Master Plan Advisory Committee
- Interviews with City Representatives, City Manager and deputies, Department Directors
- Interviews with national and local artists who've worked with the program
- Roundtables with arts, design, culture, civic leaders (3)
- Neighborhood open houses
- Internet-based survey
- Visits to current collection and potential sites
- Analysis of bond packages and capital budgets

# El Paso Public Art Program

- Adopted by City Council in 2002.
- The City sets aside 2% from every Capital Improvement Project budget for the acquisition of art.
- 36 works of art in the collection (plus 8 additional owned by other City agencies).
- 22 projects currently underway.
- \$13.8 million in funding generated by Quality of Life and Street Infrastructure bonds through 2021.



# Changes to Ordinances Since 2002

- Establish the Public Art Committee and describe its powers and duties
- Establish a means of funding acquisition or commissioning of art for municipal places
- Increase the number of members on the public art committee
- Amend payments to artists
- Reduce the number of Public Art Committee decisions that need to be reviewed by the Cultural Affairs Advisory Board.

# What is Public Art?

- **Includes** works of visual art, including but not limited to, a drawing, painting, mural, fresco, sculpture, mosaic, photograph, work of calligraphy, work of graphic art (including etching), works in clay, textile, fiber, wood, metal, plastic, glass, stone, concrete, and like materials, or mixed media (including a collage assemblage, or any combination of the foregoing art media).
- For projects that involve no structure, public art **includes** a combination of landscaping and landscape design (including natural and manufactured materials such as rocks, fountains, reflecting pools, sculpture, screen, benches, and other types of streetscapes).

# What is Public Art?

- **Includes** artists participating in master planning, conceptual development, design development, construction drawings, or construction oversight for any municipal project.
- **Excludes** landscaping, and the performing arts of dance, music, theatre, or the literary arts, unless expressed in or combined with a work of visual art or design.

# Who is an Artist?

- **Includes** individuals or groups generally recognized by critics and peers as professional practitioners of the visual, performing or literary arts, based on a body of work, educational background, experience, exhibition history, publication and/or creation of artwork.
- **Excludes** members of the capital project's design or consulting team; city employees and their families; members of MCAAB, PAC or selection panels; students doing class assignments.

# Sculpture



Luis Jimenez, *Las Lagartos*

# Sculpture



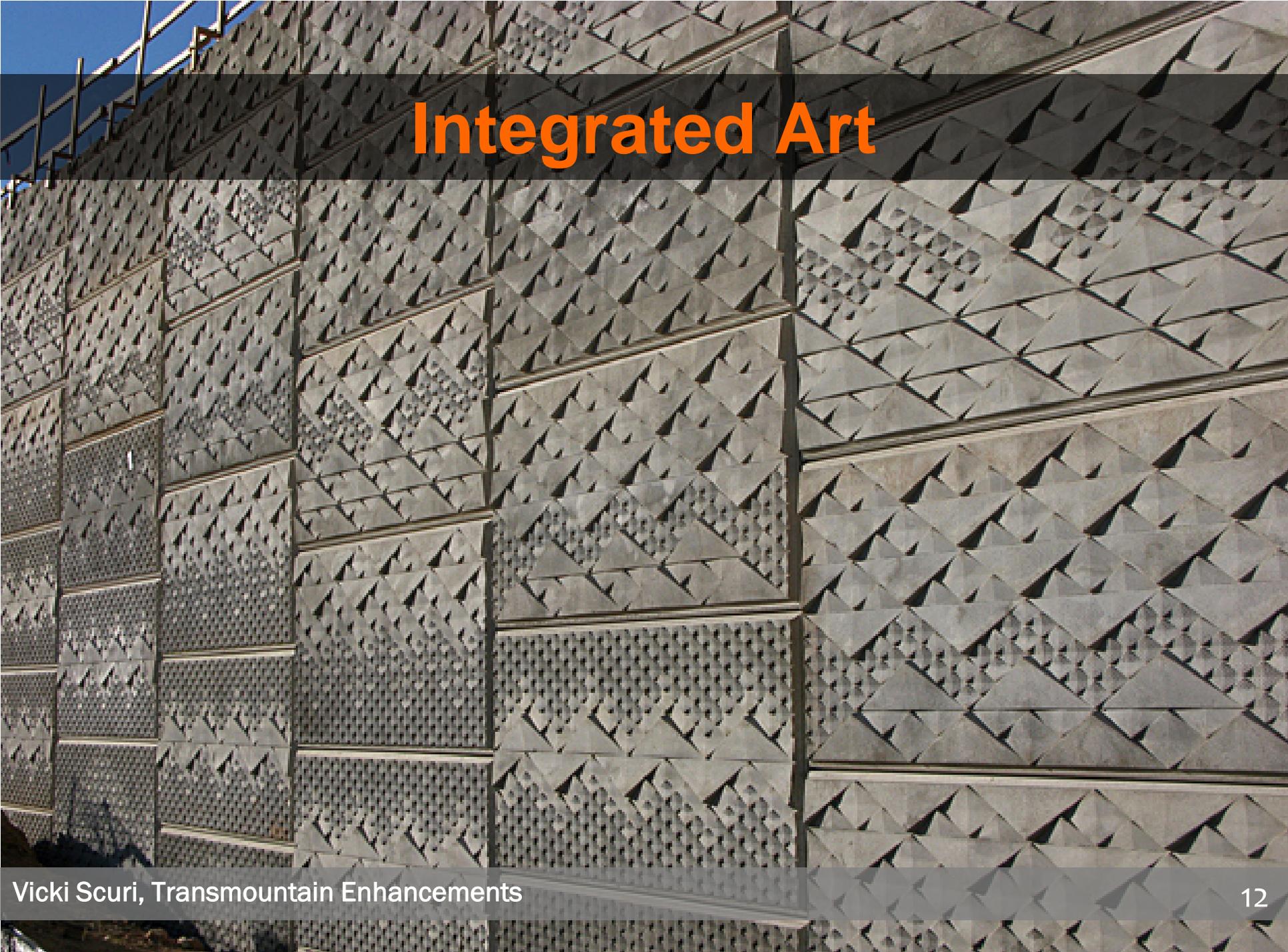
Ilan vuerbach, *Water*

# Murals



Mitsu Overstreet, *Regeneration*

# Integrated Art



Vicki Scuri, Transmountain Enhancements

# Functional Art



Leticia Huerta, *La Plaza de los Lagartos*

# Placemaking Projects



Ken Bernstein, *Remembrance: Crime Victims Memorial Reading Garden*

# Temporary Projects





El Paso's public art master plan is a guide for the effective investment of the City's public art funds.

# Key Findings

El Paso's Public Art Program has a successful track record:

- Commissioning site-specific projects throughout City
- Integrating public art into major TXDOT projects
- Involving regional artists in public art commissions
- Professional management of complex projects
- Processes aligned with national best practices

# Key Recommendations

El Paso's Public Art Program should:

- Expand into more neighborhoods of the City
- Develop more approaches to integrating public art into street infrastructure
- Focus on placemaking in new development and existing public spaces
- Focus on visual enhancements
- Continue integrating art into TXDOT projects
- Pursue incentives for developers to include public art



The master plan starts with a shared vision for how public art can impact the City.

# Public Art in El Paso will ...

- ... give voice to the City's creative spirit
- ... shape the look and feel of the City
- ... define places that anchor the community
- ... contribute to El Paso's evolution  
as a dynamic urban place



Then, the master plan identifies places and projects where public art can have the most impact in El Paso.

# Urban Centers

**Commission public art in places that represent El Paso's emerging urban future.**

These include downtown, UTEP, Five Points, Ysleta, Northgate, Medical Center of the Americas, RTS corridors – any place that is developing or redeveloping as a lively, pedestrian-oriented, mixed-use use area.

Projects should focus on pedestrian connectivity, gateways and identity.

# Urban Centers



# Urban Centers



Mike Mandel, *Glory Road Transit Terminal*

# Urban Centers



Emphasize projects that enhance the pedestrian realm and encourage walking.  
Carlos Cruz-Diez, *Color Aditivo*, Art Basel Miami Beach

# Urban Centers



Identify opportunities  
for creative streetscape elements.

# Urban Centers

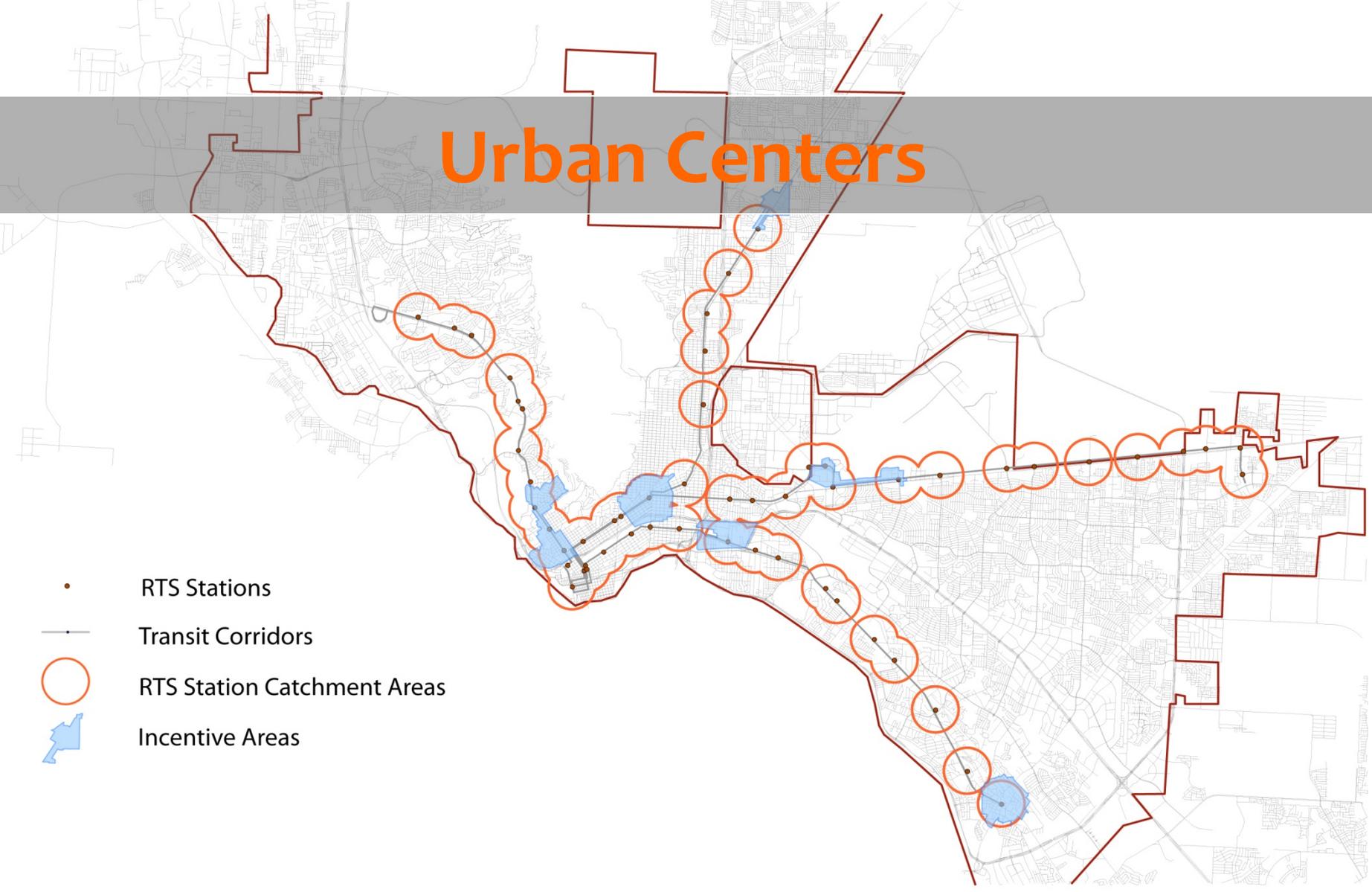


Identify opportunities  
for creative streetscape elements.

Ross Lovegrove, solar-powered lights

# Urban Centers

- RTS Stations
- Transit Corridors
- RTS Station Catchment Areas
- Incentive Areas



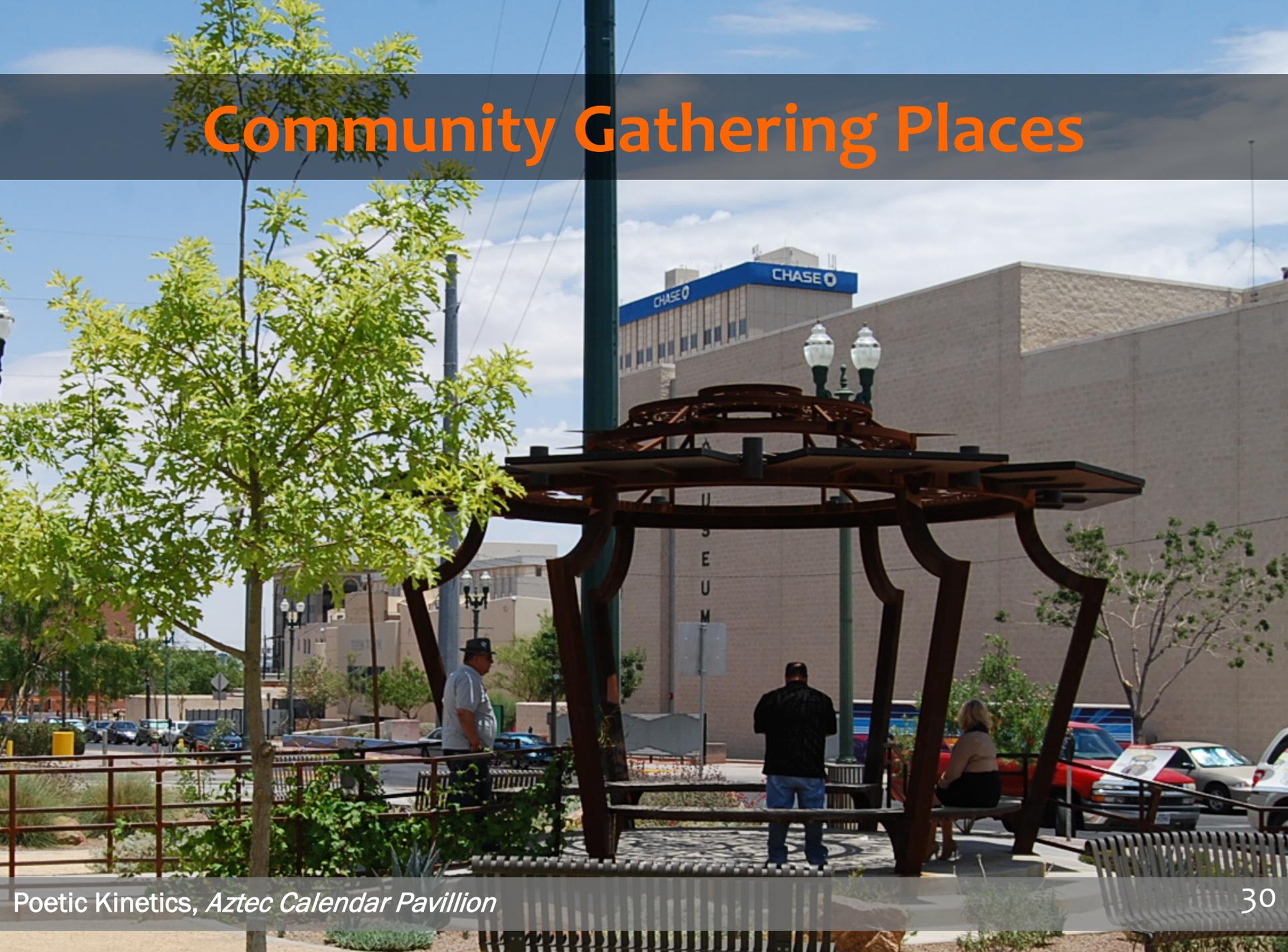
FOCAL AREAS: URBAN CENTERS  
El Paso Public Art Master Plan  
August, 2014

# Community Gathering Places

**Commission public art in community gathering places, especially those that have a strong cultural or historical resonance.**

This includes community and regional-scale parks; places where parks, recreation centers, pools, libraries and similar community facilities share a campus; and unique resources that serve the entire City.

# Community Gathering Places



# Community Gathering Places



Ask artists to test new ideas for gathering places. Washington, D.C. studied the possibility of converting this turning lane into a public plaza.

*16th Street Streetscape Plan, Rebar Group*

# Visual Identity

**Commission public art that beautifies El Paso; making the experience of arriving in and moving around the city more attractive.**

Artworks at significant points of arrival, such as the airport, and along major road corridors will let people know they are in a city that is culturally rich and visually stimulating.

Artworks integrated into street and transit infrastructure will help to beautify neighborhoods in every portion of the City.

# Visual Identity



The recently installed gateway enhancements at Airway Boulevard and I-10 are an example of how public art can let people know they've arrived in a beautiful and dynamic city. Vicki Scuri and Anatascio Rivera.

# Visual Identity



# Visual Identity



Artist-designed streetscape infrastructure can help beautify neighborhoods throughout El Paso. This fall, when the Planning and Development Department begins work on a streetscape design plan, an artist will be on the team to identify opportunities for incorporating public art. Projects can be implemented in 2015.

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# Authentic Voice

**Support public artworks that draw from the city's artistic traditions and, over time, reinforce El Paso's distinctive artistic voice.**

Help El Paso's artists develop the expertise to work in modes and materials that are appropriate to the region's climate, culture and history.

# Authentic Voice



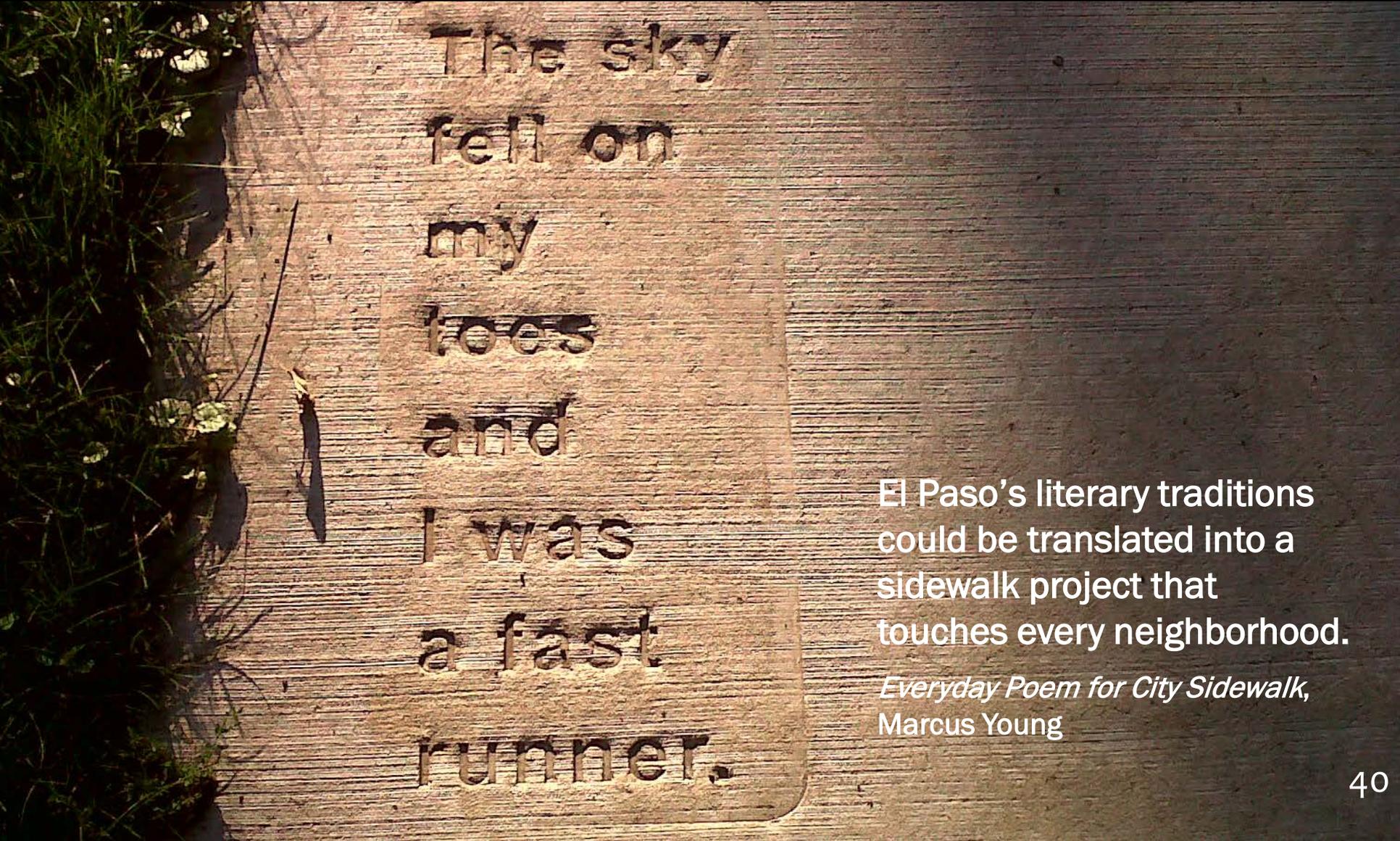
Continue to cultivate distinctive El Paso artists.  
Werc Alvarez, *El Paso Port-All*

# Authentic Voice

I love  
people from El Paso,  
they are kind, funny,  
and always bring you  
tamales at Christmas  
Bianca

Continue to cultivate distinctive El Paso artists.  
Mitsu Overstreet, El Paso International Airport

# Authentic Voice



The sky  
fell on  
my  
toes  
and  
I was  
a fast  
runner.

El Paso's literary traditions could be translated into a sidewalk project that touches every neighborhood.

*Everyday Poem for City Sidewalk,*  
Marcus Young



Mitsu Overstreet, *Regeneration*

The master plan identifies projects for the next ten years, and sets priorities for identifying future projects.

# QOL Projects

- Parks: Integrate public art into major new facilities, create community projects in existing facilities, create artist-designed elements for trailheads
- Libraries: Focus on public art in two expansion projects.
- Zoo: Consolidate art funds into six projects focused on activity areas and habitat zones
- MCAD venues: Focus on exterior artworks and pedestrian connections, with iconic work at Hispanic Cultural Center.

# Street Infrastructure Projects

- Future Montana RTS. Project completion 2019.
- Develop toolkit of artist-designed elements that can enhance new streetscapes throughout the City. This fall, when the Planning and Development Department begins work on a streetscape design plan, an artist will be on the team to identify opportunities for incorporating public art. Projects can be implemented beginning in 2015.
- Seek continued opportunities for roundabout projects
- Seek continued collaboration with TXDOT on major infrastructure
- Seek continued opportunities for gateway projects: Zaragoza Crossing, Medical Center of the Americas

# Other Projects

- Future airport expansions
- Northpark and other new public spaces throughout the City
- Two-dimensional works for new City administrative buildings
- Seek collaboration with Sun Metro on bus shelter art

# Priorities for Future Projects

Consolidate public art funds from small projects to provide adequate budgets for larger projects

Prioritize projects that address urban centers, community gathering places, visual identity or authentic voice.

Prioritize projects where public art can be integrated into the site and the design most appropriately.

Prioritize projects where there is adequate time for proper implementation of the public art process.

Prioritize projects that can successfully address all technical considerations.

# Priorities for Future Projects

Prioritize projects with approaches that can be replicated in neighborhoods throughout the city, such as integrating public art into transit corridors, streetscapes, trails and sidewalks.

Prioritize projects that can provide opportunities for regional artists to grow their practice.

Prioritize conservation of existing public artworks.

Over the ten-year duration of this master plan, distribute public art equitably through all districts in the City.

# Key Strategies

1. Take advantage of **pooled funding provisions in public art ordinance**, which allows funds to be programmed strategically where they have most visibility and impact.
2. Balance **citywide impact of projects** with **equitable distribution of projects** throughout all districts over time.
3. Expand the use of public art in the **enhancement of infrastructure** and **existing city-owned spaces**
4. Emphasize role of public art as **visual enhancement and beautification**, above base facility design and construction.
5. Extend impact by **strengthening partnerships** with City Development, TxDOT, universities
6. Create incentives for **developers to include public art** in new civic spaces and street infrastructure.

# Additional Comments and Input

1. Public art dollars should be used in areas where the construction project generating the funds occurred.
2. Retrofit projects at Senior Centers in addition to Recreation Centers.
3. Include public art elements in streetscapes.
4. Include neighborhood, community and stakeholder's input throughout the project process.
5. General endorsement of focus on neighborhood projects.

Questions?