

Public Art Master Plan: Houghton Road: I-10 to Tanque Verde, An Overview of the Artist's Process

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The Public Art Master Plan will begin with an evaluation of the Houghton Road Corridor from a cultural, historical, environmental, and aesthetic perspective as well as an understanding of the community. Familiarity with the traffic, engineering, safety, and landscape goals and parameters will be achieved through interaction with the design team and community. We, the public artists for the Public Art Master plan, will meet the Citizens Design Review Committee (CDRC) to identify significant art integration opportunities and to develop guidelines for the art and artist selection that will be implemented in the construction phase of the project. Our process will include the following:

- Meetings with the CDRC and community to present an overview of public art transportation projects, local and national, in the form of a power point presentation. The purpose of this is to expand the community's knowledge of potential art applications for transportation projects. A questionnaire and handout will be distributed that will help the planning artists become familiar with the how the roadway is used and what the community values in terms of potential public art.
- Meetings with the Project Manager, Design Team Members, and CDRC members to develop a thorough understanding of the roadway from a traffic, engineering, safety, and urban design perspective.
- Research about the site's past including prehistory, history, natural history and aesthetic attributes from which the artists will develop context maps.
- A written and visual list of potential themes and concepts that can be utilized by the future project artists in conjunction with the construction phases of the project.
- A written and visual list that identifies and prioritizes public art opportunities for the entire thirteen mile corridor that includes but is not limited to freestanding artwork, paving treatments of sidewalks and intersections, design elements associated with transit stops (not including

transit shelters), gateway features, district identity treatments such as seating and lighting as well as art and design opportunities for cast concrete elements such as bridges.

- Based on all research and feedback from the team and community, artists shall prepare a draft and final Public Art Master Plan (PAMP) Document. This document will include artist's summaries and conclusions for public art including site opportunities, potential themes, a menu of potential art elements and locations. It will also include documentation of resource information and potential resource partnerships to be used by future artists. Guidelines shall be provided for the artist selection process to guarantee that the artists receive clear input and direction to ensure that the artists selected for the construction phase will be receptive to the community's concerns and are inclusive of the community's voice in their process.