### City of Waco

Beautification, Arts & Culture Program Update

10.15.2024



Amanda Dyer, Beautification, Arts & Culture Program Manager

## BEAUTIFICATION, ARTS & CULTURE PROGRAM (BAC)

- Purpose
- Background
- FY24-FY25 Work Plan
- Current & Upcoming Projects
- Future Plans
- Summary

### **BAC PROGRAM UPDATE**

### Purpose

The Purpose of this presentation is to provide the following information on the Beautification, Arts & Culture Program:

- Establishment
- Work Plan Development
- Current Activities
- Future Plans for Beautification
- Future Plans for Public Art



# BACKGROUND: WHY BEAUTIFICATION, ARTS & CULTURE?

- Why: A need was identified to beautify gateways, high traffic corridors, and Waco's overall aesthetic
  to both enhance the economic development program and downtown master plan, and to encourage
  collaboration & participation from organizations, neighborhood associations, and residents across
  the city.
- <u>How:</u> Researched peer and aspirational communities, benchmarked organizational structures focused on beautification, arts, and culture.
- Opportunity: Focus on developing a beautification program, implementing the public art strategic plan, enhancing Waco's identity through collaboration between departments, ensuring efficiency and effectiveness in addressing City Council priorities.

#### Solution:

- Beautification, Arts & Culture Program established with FY24 budget in order to prioritize improvements in Waco's visual impact.
- Program Manager recruitment launched in December and Amanda Dyer was hired into the role February 2024. Senior Planner for Beautification, Ashley Millerd, hired in June 2024.
- Spring/Summer worked with CMO staff and City & community stakeholders to develop program/workplan through FY25.

## BEAUTIFICATION, ARTS & CULTURE FY24-FY25 WORK PLAN

#### **Program Work Plan through FY25**

- 1. Major Corridor Beautification
- 2. I-35 Aesthetic & Lighting Improvements
- 3. Arts & Culture Asset Maintenance

## ROW MOWING & LITTER CLEANUP

#### 1. Major Corridor Beautification

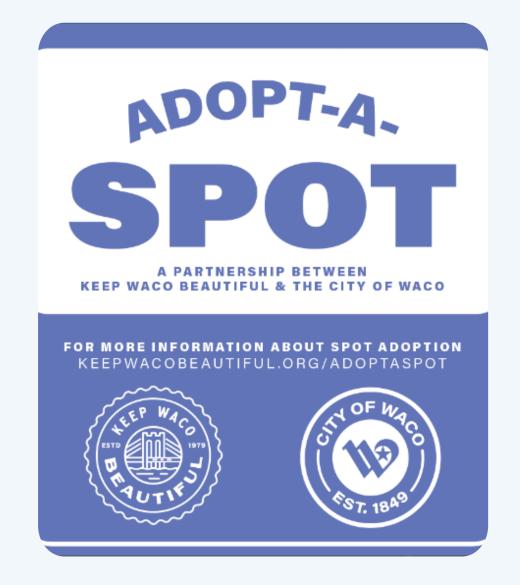
- Augmenting TXDOT ROW maintenance for priority gateway corridors
- Three locations mowed in July, August, September 2024:
  - 1. E. Lake Shore Drive from 19th to Gholson Rd
  - 2. N. I-35 at Forest Street
  - 3. I-35 at S. Valley Mills Dr
- Monthly mowing at seven total locations in FY25:
  - 1. E. Lake Shore Drive from 19th to Gholson Rd
  - Franklin Avenue at New Road
  - 3. N. I-35 at Forest Street
  - 4. N. I-35 at S. Martin Luther King, Jr. Boulevard
  - 5. S. I-35 at S. University Parks
  - 6. I-35 at S. Valley Mills Dr.-East Side\*
  - 7. I-35 at S. Valley Mills Dr.-West Side\*
- Additional opportunities for litter cleanup in FY25 being identified



Before & after July ROW mowing on Lake Shore Dr. at
Brazos River

## ADOPT-A-SPOT PROGRAM

- 1. Major Corridor Beautification
- Partnering with Keep Waco Beautiful, Solid Waste, Public Works
- 30+ high-priority locations identified for pairing with community organizations
- Organizations commit to quarterly cleanups of their adopted "spot"
- Modeled after highly successful Adopt-a-Park program initiated by Keep Waco Beautiful and City of Waco Parks and Recreation



### CORRIDOR BEAUTIFICATION INCENTIVE PROGRAM (CBIP)

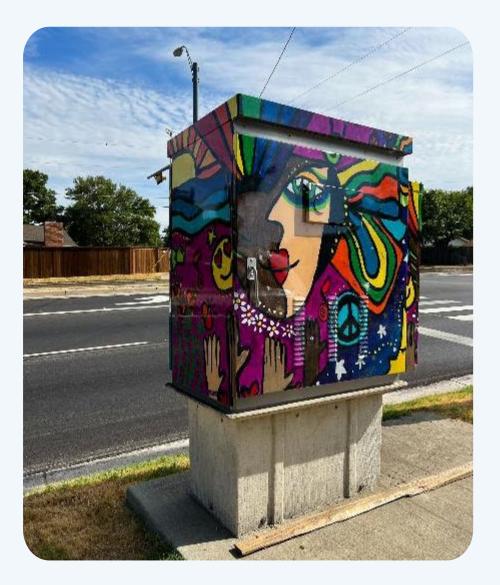
- 1. Major Corridor Beautification
- Requesting Council approval today
- 1:1 matching grants of up to \$15,000 for ROW-adjacent improvements along high-priority corridors: Waco Drive, Franklin Avenue, Valley Mills Drive
- Landscaping, façade, signage, public art, parking, sidewalks



## SIGNAL CABINET ART PROJECT

#### 1. Major Corridor Beautification

- Paid opportunities for local artists
- Visual enhancement of high traffic areas, utilizing traffic signal boxes as a canvas
- Vinyl wraps meant to stay in place up to three years
- Coordinating with Creative Waco to administer the project
- FY25: W. Waco Drive from Lake Air Drive to New Road, future locations to rotate across Council districts
- Process will be codified in Public Art Policy (currently being drafted)
- After Public Art Policy approval, artwork proposals will be accepted for a summer 2025 installation target

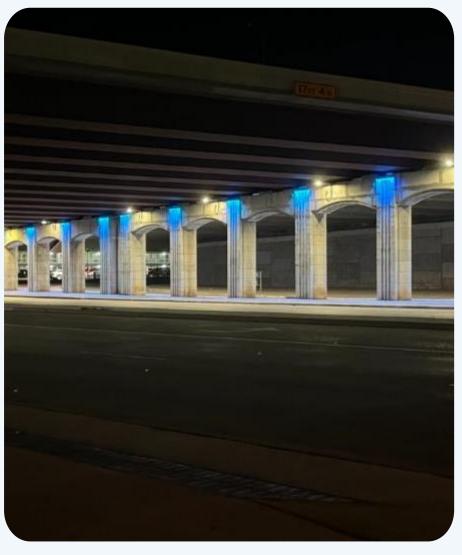


Example of signal box art in Bedford, Texas

## I-35 LIGHTING IMPROVEMENTS

#### 2. I-35 Aesthetic and Lighting Improvements

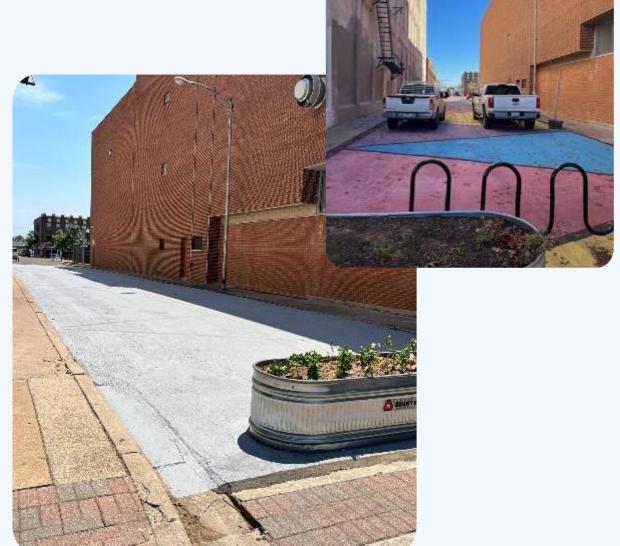
- Final programming plan for decorative lighting is currently being drafted and will include a holidays, events & promotions calendar to be located on the BAC webpage
- Policy will include establishment of process and approval for resident submissions of programming requests
- Update of Brazos River Bridges decorative lighting
- Review/update of current I-35 Lighting Policy to include all I-35 decorative lighting



I-35 at Martin Luther King, Jr. Blvd. Underpass

### 7<sup>TH</sup> STREET PLAZA REFRESH

- 3. Arts & Culture Asset Maintenance
- Partnering with City Center Waco and Creative
   Waco for a refresh of the pop-up park that has been in place since June 2021
- Updated street mural, upcycled furniture, lighting & power to accommodate programming
- Plans for early 2025 relaunch of the space
- Developing process and promotion for activation of space



# SCULPTURE CLEANING & MAINTENANCE

#### 3. Arts & Culture Asset Maintenance

- In September, Pyrology Foundry & Studio cleaned & waxed seventeen bronze sculptures included in the Waco Sculpture Zoo along the Brazos River.
- A rotating annual maintenance plan for all City of Waco-owned public art will be established.
- Best practice for outdoor bronze sculpture includes annual cleaning and waxing, while other materials can be maintained on different cycles.



Staff from Pyrology Foundry & Studio apply a hot wax treatment to sculptures after surface cleaning.

### BEAUTIFICATION, **ARTS & CULTURE FUTURE PLANS**

- **Neighborhood Beautification Plans**
- 2. I-35 Decorative Lighting—Relaunch of Resident Programming Requests
- I-35 4C Aesthetic Enhancements
- **Artwork Acquisition Policy**
- Reactivation of Public Arts Advisory Committee
- 6. Arts and Culture Asset Inventory and Maintenance Plan to include art, memorials, & historical markers
- Public Art for Future City of Waco Projects: S. Waco Community Center Mural, STEAM Center Murals, Fire Station #4 Sculpture

### **BAC PROGRAM UPDATE**

### Summary

- BAC program staff have developed a work plan through FY25 to address beautification needs within the city.
- Several projects and programs have been launched or will be launched during FY25.
- While beautification programs are being implemented, work is ongoing to prepare for broadened program focus to include public art and activations in the future.
- An artwork acquisition policy and procedures are being developed, based on the recommendations of the public art strategic plan. These items will be presented to Council in the coming months.





## THANK YOU.

Please contact <a href="mailto:amandad@wacotx.gov">amandad@wacotx.gov</a> with any questions.