

City of Waco

Beautification, Arts & Culture Program Update

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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.
- How: 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
 2. 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

7TH 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



The worn original mural has been painted over in preparation for a new installation.

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

1. Neighborhood Beautification Plans
2. I-35 Decorative Lighting— Relaunch of Resident Programming Requests
3. I-35 4C Aesthetic Enhancements
4. Artwork Acquisition Policy
5. Reactivation of Public Arts Advisory Committee
6. Arts and Culture Asset Inventory and Maintenance Plan – to include art, memorials, & historical markers
7. 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 amandad@wacotx.gov with any questions.

