



MONTROSE REDEVELOPMENT AUTHORITY (TIRZ 27)

MONTROSE ART PROJECT

Presented by Houston Arts Alliance



houstonartsalliance

advancing the arts in houston



AGENDA

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ABOUT HAA

Houston Arts Alliance (HAA) is a local arts and culture organization whose principal work is to implement the City of Houston's vision, values, and goals for its arts grantmaking and civic art investments. HAA's work is conducted through contracts with the City of Houston, overseen by the Mayor's Office of Cultural Affairs. HAA also executes privately funded special projects to meet the needs of the arts community, such as disaster preparation, research on the state of the arts in Houston, and temporary public art projects that energize neighborhoods.

The Houston Arts Alliance delivers turnkey results, comprehensively managing public art projects—starting with the intentions of the project, through artist selection, contracting, final design, fabrication, installation, completion, and close-out.

It is our goal to work with artists to produce an exciting and innovative visual experience matched to the needs of each unique client and space.



HAA'S ROLE

Drawing on tested processes and years in the field, we pride ourselves on serving clients through every step of the process. Our dedicated team is equipped to handle a range of assignments.

For the Montrose Art Project, HAA will:

- Manage the administration of the project
- Create a community engagement strategy
- Facilitate reviews and create an online public voting process
- Manage the implementation of the artwork for each location

MEET THE TEAM



Grace Zuñiga

Director



Allison Jagers

Senior Project Manager



Joselyn Saravia

Associate Project Manager



Linda Wu

Finance and Collection
Management Coordinator

COMMUNITY ENGAGEMENT GOALS

Goals:

Ensure that the artwork reflects Montrose's identity, history, biodiversity, and LGBTQ+ history

Foster a sense of ownership, understanding, and connection among residents and ensure an equitable and transparent process followed to increase support for the project.

Engage community members who are connected to Montrose through live, work, play, and interest by educating them on the artistic process, historical context, and cultural significance of the artwork.

Empower the community to transform Montrose Boulevard into a vibrant and engaging environment that inspires interaction and dialogue into select artwork locations and artists for the project



COMMUNITY ENGAGEMENT STRATEGY

1. PRELIMINARY RESEARCH AND PLANNING

- Understand the community's demographics, interests, and cultural background.
- Identify key Montrose stakeholders
 - Members from the LGBTQ+ community, business owners, members from community service organizations, TIRZ 27 Board, members of Neartown/Montrose Super Neighborhood #24 Association
- Define the goals of the public artwork:
 - What message or theme does it convey? How does it reflect the community's identity?

2. STAKEHOLDER ENGAGEMENT

- Conduct focus groups, surveys, or interviews to gather input from various stakeholders.
- Host a kickoff event or meeting to introduce the project, build excitement, and gather initial ideas.

3. COLLABORATIVE DESIGN PROCESS

- Organize workshops or design charrettes where community members can contribute ideas, sketches, or concepts for the artwork.
- Work with artists and/or artist teams to incorporate community input into the final design.



COMMUNITY ENGAGEMENT STRATEGY

4. REGULAR UPDATES

- Establish a communication plan to keep the community informed about the project's progress.
- Share design iterations, artist profiles, and any relevant news through newsletters, social media, and local outlets.

5. EDUCATION AND OUTREACH

- Work closely with selected artists to develop educational materials that explain the artistic process, the cultural significance of the artwork, and its relevance to the community.
- Collaborate with local allowing students to learn about art, history of Montrose, and community engagement.

6. INTERACTIVE PLATFORMS

- Create a dedicated website or online platforms where the community can track the project's development, access resources, and share their thoughts.
- Encourage online discussions and feedback to ensure ongoing engagement.



COMMUNITY ENGAGEMENT STRATEGY

7. COMMUNITY EVENTS

- Host events that showcase the progress of the artwork, such as open studios, workshops, and art talks.
- Invite community members to volunteer during the installation and participate in creating the artwork.

8. ARTWORK UNVEILING

- Plan a celebratory unveiling event that involves the entire community.
- Provide opportunities for the artist to share insights into the creative process and the inspiration behind the artwork.

9. EVALUATION AND REFLECTION

- Assess the success of the engagement strategy through surveys, or feedback forms to evaluate the community's expectations and receptiveness.

HAA's goal is to create a sense of pride and ownership among community members, fostering a lasting connection with the public artwork.

IMPLEMENTATION STRATEGY

A four-phased process that is extensively community driven and transparent for selecting public art to be incorporated on Montrose Boulevard between Allen Parkway and I-59.

PHASE I

Project Initiation and Location Selection

PHASE II

Semi-Finalist selection

PHASE III

Finalist selection

PHASE IV

Finalists contracted and construction begins



PHASE I

PROJECT INITIATION + LOCATION SELECTION

Goal: Engage the community clearly and transparently to select artwork locations

Define project scope and eligibility requirements:

- Artists respond to Montrose's identity, history, biodiversity, and LGBTQ+ history
 - Community engagement efforts
 - Care and maintenance
 - ADA Requirements (if any)
 - Graffiti and vandalism-resistant practices
 - Expected life span of artwork
-
- Create a community engagement and marketing strategy to introduce the artwork project to the community
 - Create and execute the public online voting campaign for location selection
 - Run and promote the online voting campaign
 - Report results publicly



PHASE II

SEMI FINALIST SELECTION

Goal: Select three semi-finalists for each location

- Develop a marketing strategy to solicit applicants
- Promote and launch a Request for Qualifications outlining project goals and eligibility for each location
- Identify a core group of Montrose Stakeholders to select semi-finalists
- Facilitate a selection committee meeting
- Contract semi-finalists for final design



PHASE III

FINALIST SELECTION

Goal: Select finalists for the construction phase and finalize designs

- Manage final design process for each location
- Develop a marketing campaign to promote semi finalists and their design for public voting
- Promote, launch, and oversee the public online voting campaign
- Facilitate community engagement efforts with the neighborhood and artists for final design
- Publicly announce finalists
- Publicly share final design and allow for any feedback the community may have before construction phase begins

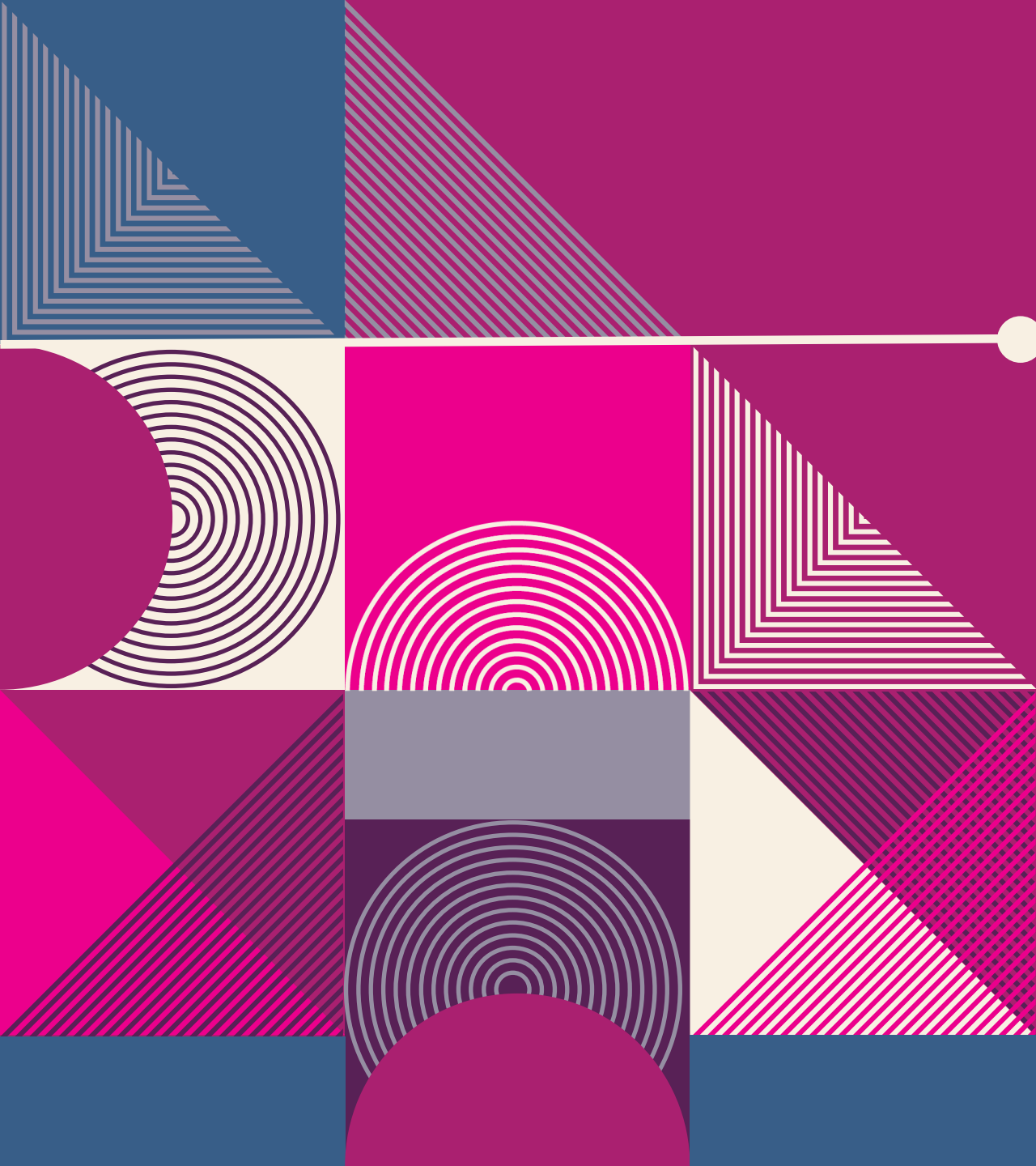


PHASE IV

FINALISTS CONTRACTED - CONSTRUCTION BEGINS

Goal: Deliver the project on time and within budget

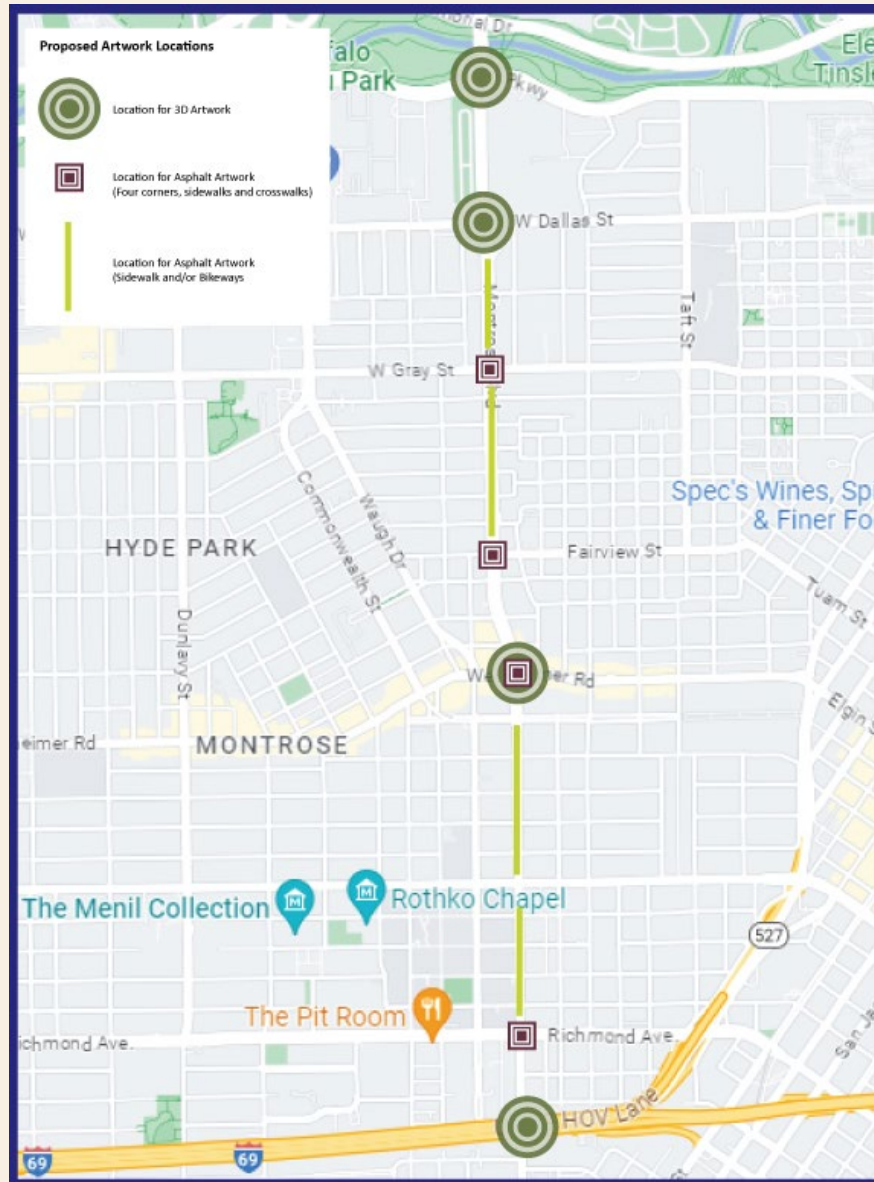
- Contract finalists
- Coordinate permitting for civil and structural (as needed)
- Facilitate community engagement efforts with the neighborhood and artists
- Coordinate with redevelopment project for installation and completion

The image features a complex abstract composition of geometric shapes and patterns. On the left, there is a grid of squares and triangles. The top-left square contains a blue-to-white gradient with a pattern of concentric, slightly offset lines. The top-right square is solid magenta with a pattern of parallel lines. The middle-left square is white with a solid magenta circle on the left and a pattern of concentric circles on the right. The middle-right square is solid magenta with a pattern of concentric semi-circles. The bottom-left square is a mix of magenta and blue with a pattern of parallel lines. The bottom-middle square is a mix of grey and dark purple with a pattern of concentric circles. The bottom-right square is a mix of white and magenta with a pattern of parallel lines. The right side of the image is a solid magenta background with the text 'PROPOSED ARTWORK LOCATIONS' in white, bold, sans-serif font. A white line with a circular end extends from the top-right square towards the text.

PROPOSED ARTWORK LOCATIONS

PROPOSED ARTWORK LOCATIONS

LOCATIONS WILL BE DETERMINED BY A PUBLIC ONLINE VOTING CAMPAIGN IN PHASE I



- **Allen Parkway and Montrose** - 3D artwork
- **Montrose and West Dallas Esplanade** - 3D artwork
- **1500 Block of Montrose** - Asphalt artwork on shared use path
- **West Gray and Montrose** - Intersection mural
- **2000 Block of Montrose** - Asphalt artwork on shared use path
- **Fairview and Montrose** - Intersection mural
- **2500 Block of Montrose** - Asphalt artwork on shared use path
- **Montrose and Westheimer** - 3D artwork and intersection mural
 - **Memorial to those who lost their lives in the HIV/AIDS epidemic*
- **3900 Block of Montrose** - Asphalt artwork on shared use paths
- **4200 Block of Montrose** - Asphalt artwork on shared use paths
- **Richmond and Montrose** - Intersection mural
- **Montrose and I-59** - 3D artwork at the median of the bridge

BUDGET

Project Budget: \$875,000.00

Budget for Artwork: \$775,000.00

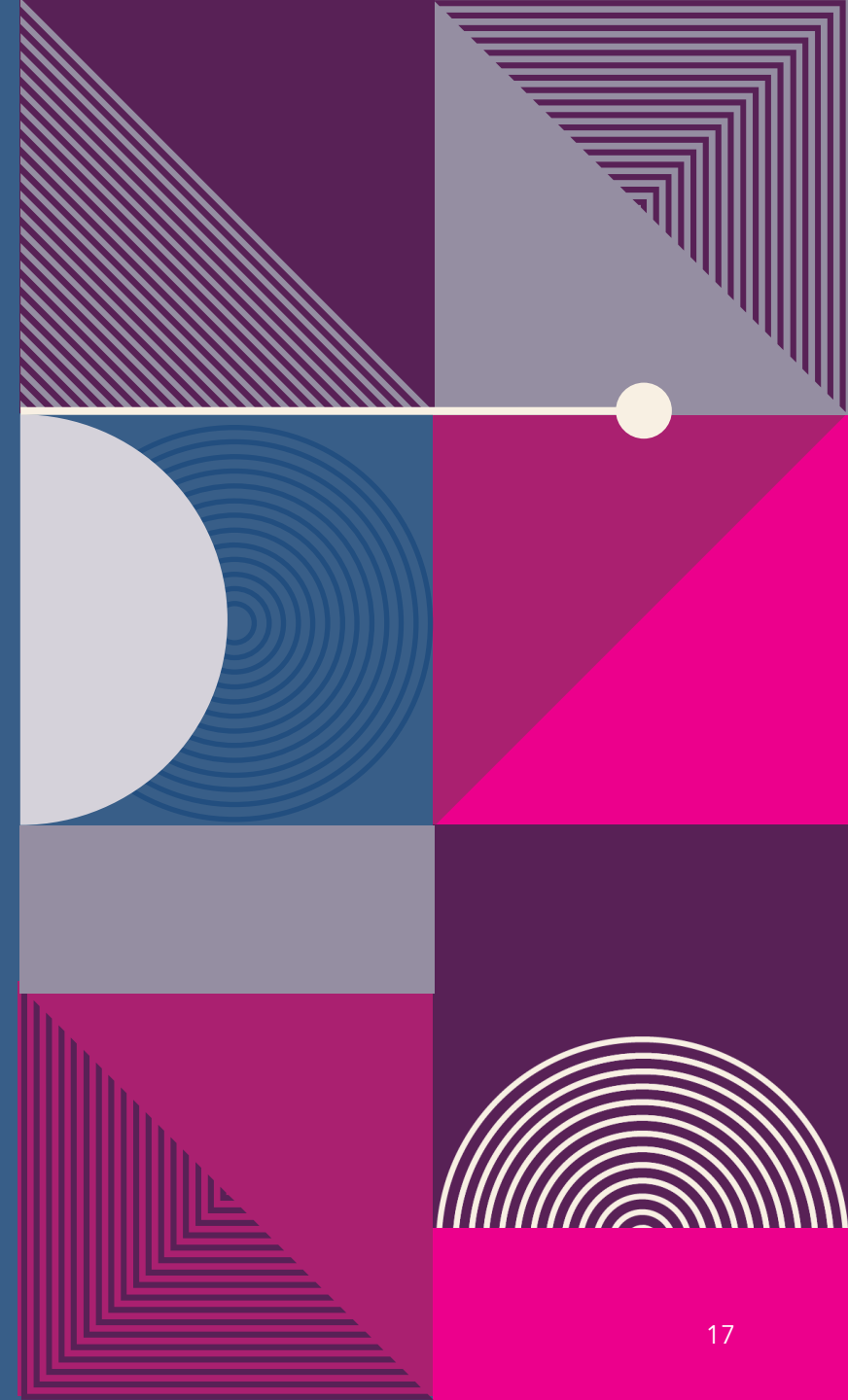
**Budgets for each location will vary and be determined by scope.*

HAA's Recommendation: *3D dimensional works with project budgets up to \$150k- 200k, with the remainder of the budget allocation for asphalt artwork.*

Houston Arts Alliance Fee: \$87,500.00 (10%)

Project Contingency: \$12,500.00*

**Each artist will provide a 10% contingency at minimum in their budget for each location.*



FINANCIALS FOR COMMISSIONS

	Request for Proposals (Semi-Finalists)	Final Design (Finalists)	Construction / Installation Phase (Finalists)
\$500 - \$2000	Lump Sum Stipend		
20% of the project budget		50% upon execution of the final design contract	
		50% upon completion of final design	
80% of the project budget			Upon execution of construction contract 25%
			50% of fabrication 40%
			100% completion 25%
			Final acceptance 10%

TIMELINE

Artist Selection and Fabrication for artwork at all locations will occur concurrently.

TASK	TIMELINE	DATES	MILESTONE
Contracting, Scoping, Locations determined, RFQ Prep	3 Month	September - November 2023	RFQ Released, Locations selected by public voting
RFQ Open	2 Month	December 2023 - January 2024	RFQ Closed
RFQ Review and Selection	2 Weeks	February 2024	RFQ Submissions Reviewed and semi-finalists selected
RFP Released	1.5 Month	February - March 2024	RFP Closes
Finalist Selected by Public Voting	2 Weeks	March 2024	Artists Selected & Contracts Executed
Final Design	2 Months	April - May 2024	Final Designs submitted for review
Fabrication <i>*Fabrication time will vary based on project scope, supply chain, and site location</i>	6-12 Months	June 2024 - April 2025	Check-ins scheduled for 25% completion 50% completion 75% completion Art work Completed
Installation <i>*Installations can occur simultaneously and as artworks are completed.</i>	1 Month per each location	May - June 2025	Artwork Installed, Project Completed



ARTWORK EXAMPLES

Intersection Murals

Common Ground



Artist: Cecilia Lueza
St.Petersburg, FL, Photo by Edel Mohr,
Bloomberg Associates, Asphalt Art Guide

Walks of Life



Artist: Alexander Dreyfoos School of the Arts Students
West Palm Beach, FL Photo by Maxwell Zengage
Bloomberg Associates, Asphalt Art Guide

ARTWORK EXAMPLES

Art Crosswalks

Art Route Des Moines



Artist: Peter Gibson
Des Moines, IA Photo by Greater Des Moines Partnership
Bloomberg Associates, Asphalt Art Guide

Better Bankside Colourful Crossings



Artist: Office for Crafted Architecture
London, England Photo by Better Bankside
Bloomberg Associates, Asphalt Art Guide

ARTWORK EXAMPLES

LOCATIONS WILL BE DETERMINED BY A PUBLIC ONLINE VOTING CAMPAIGN IN PHASE I

Pavement Mural

Coxe Avenue




Artist: Ann Lewis
Pittsburgh, PA Photo by Pittsburg International Airport
Bloomberg Associates, Asphalt Art Guide

Same Same, but Different



Artist: Ann Lewis
Pittsburgh, PA Photo by Melanie Dusseault
Bloomberg Associates, Asphalt Art Guide



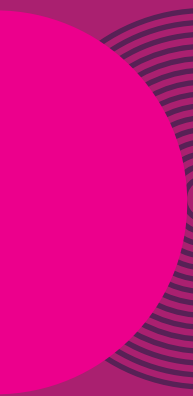
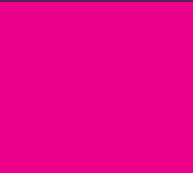
COMPLETED PROJECTS



David Maldonado, 2022
Denver Harbor Multi-Service Center



Falon Mihalic, Windbloom, 2022
Alief Neighborhood Center

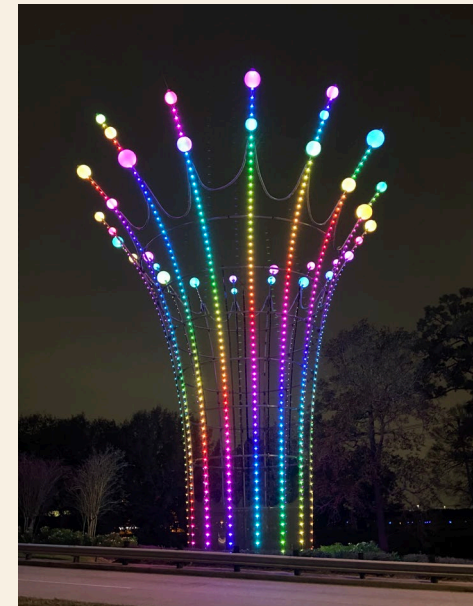




Alicia Eggert, This Present Moment, 2019-2020
William P. Hobby Airport



Dennis Oppenheim, Radiant Fountains, 2009
George Bush Intercontinental Airport



THANK YOU!

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