



Art in Public Places | Cultural Arts Division | Economic Development Department

Downtown Austin Wayfinding Project

**Artist Information Meeting
May 7, 2014**





Art in Public Places | Cultural Arts Division | Economic Development Department

Welcome, Introductions and Overview of Meeting

Carrie Brown, Art in Public Places

Downtown Austin Wayfinding Project: Background and Schedule

David Taylor, Public Works Department

Artwork Goals, Application and Selection Process

Carrie Brown, Art in Public Places

Q&A



Background | Downtown Austin Wayfinding Project

The **Downtown Austin Wayfinding Project** is an initiative to make it easier for residents, commuters and tourists to find Downtown Austin destinations and attractions. The project, an action item outlined in the **Downtown Austin Plan** adopted by City Council in December 2011, aims to integrate a range of navigation and communication tools for traversing the downtown area, such as signage, brochures, kiosks and smart-phone applications.

“Wayfinding” explores ways to navigate from one place to another, and focuses on highlighting the experience of the path and eventual arrival of the wayfinding user. The Downtown Austin Wayfinding Project **will underscore downtown’s unique and eclectic identity, as well as improve movement for pedestrians, cyclists and motorists.**



Downtown Austin Plan

The Downtown Austin Plan was created in an effort to capture and develop the community vision for downtown and to create the best implementation strategy for achieving that vision. The Plan establishes priorities for the next 10 years, to ensure long-term economic, social vibrancy, and sustainability for downtown. Its major goal establishes that, at its 2039 Bicentennial, downtown will be the heart of one of the most sustainable cities in the nation with:

- A **dense and livable pattern of development** that supports a vibrant daytime and nighttime environment;
- An **interconnected pattern of streets, parks, and public spaces** that instill a unique sense of place and community;
- A **multi-modal transportation system** that is convenient, sustainable, affordable, and provides a viable alternative to the automobile; and
- A **beloved fabric of historic places, buildings, and landscapes** that celebrate the unique journey Austin has taken over the past 200 years.

Project Phases (original contract)

I

Downtown Wayfinding Analysis and Recommendations Report

Analyze existing conditions, plans, initiatives and interview key stakeholders. From this analysis create a clear and overriding philosophy for Downtown navigation presented in an “Analysis & Recommendations Report” and a “Downtown Wayfinding Master Plan”.

II

Downtown Wayfinding Master Plan

Building upon Phase I and the philosophy developed, create the design and framework for the Downtown Wayfinding System.

III

Downtown Wayfinding Graphics Manual

Using the Downtown Wayfinding Master Plan as the foundation, develop a Graphics Manual that bridges the concept developed for navigation with a focused and legible plan for implementation.

IV

Downtown Wayfinding System Implementation

Using the Downtown Wayfinding Master Plan as the foundation, develop a Graphics Manual that bridges the concept developed for navigation with a focused and legible plan for implementation.

Project Update

2013

■ January

Began development of the Downtown Wayfinding Graphics Manual based on the approved Downtown Wayfinding Master Plan.

■ February - April

Continued to develop the Graphics Manual and primary pilot Gateways by meeting with key stakeholders and incorporating feedback. This also included onsite visits to proposed wayfinding locations to determine feasibility of placement.

■ May - August

Continued to refine the Graphics Manual and primary Gateways through design development and stakeholder input.

■ September - November

Finalized proposed signage locations through field visits, developed temporary event signage and recommendations for the banner program, and implementation and funding priorities.

■ December

Amended contract to begin transitioning Graphics Manual to a biddable set of documents consistent with City of Austin ROW standards.

Projected Timeline | January 2014 to August 2014

2014

■ Development of Bid Documents

(Projected Completion – March 2014)

The project team, using the Graphics Manual as a base, will develop bid documents for system implementation.

■ Orientation Map Development

(Projected Completion – Summer 2014)

During the development of the bid documents the project team will also be developing the “Orientation Base Map”. This map will serve as the background graphic for the entire system and will require a significant amount of internal and external stakeholder input.

■ Bid and Award

(Projected Completion – Late Summer 2014)

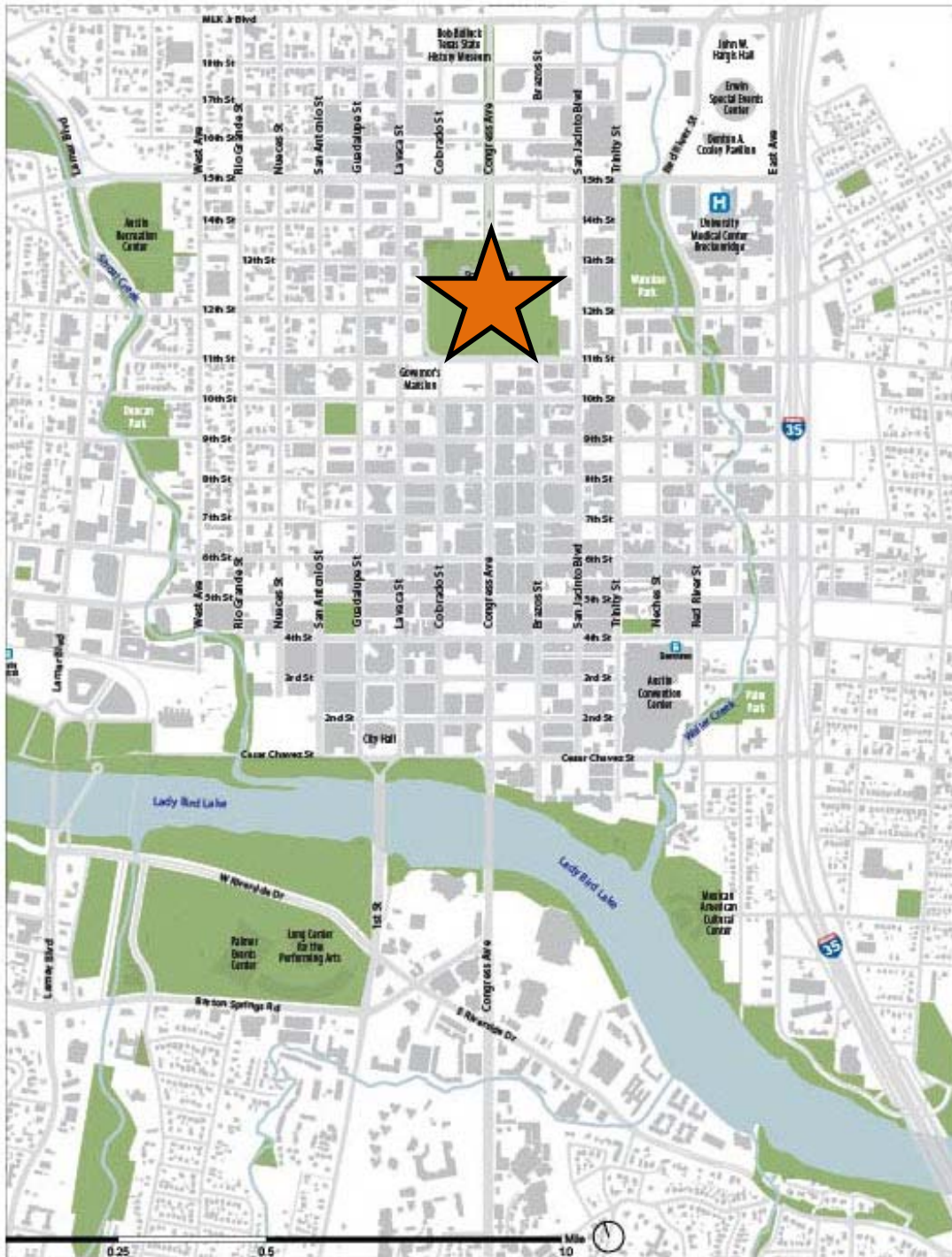
■ Electronic Parking Signage Solicitation

(Projected Completion – Summer 2014)

■ Construction

(Projected 1st Phase Completion – Late 2014)

Proposed Implementation
(FY 2014)



Downtown Austin



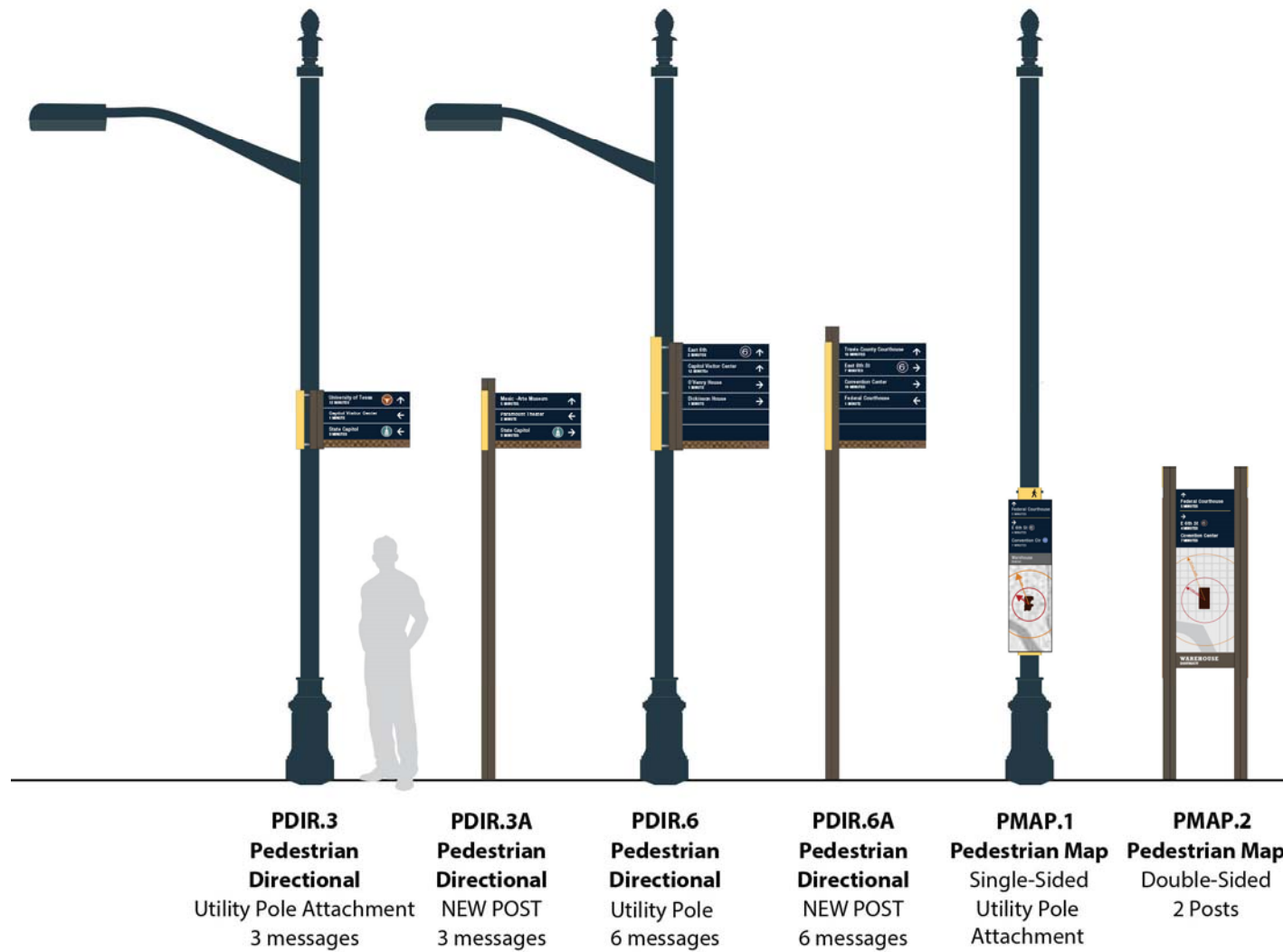
Project Limits

— Original Project Limits

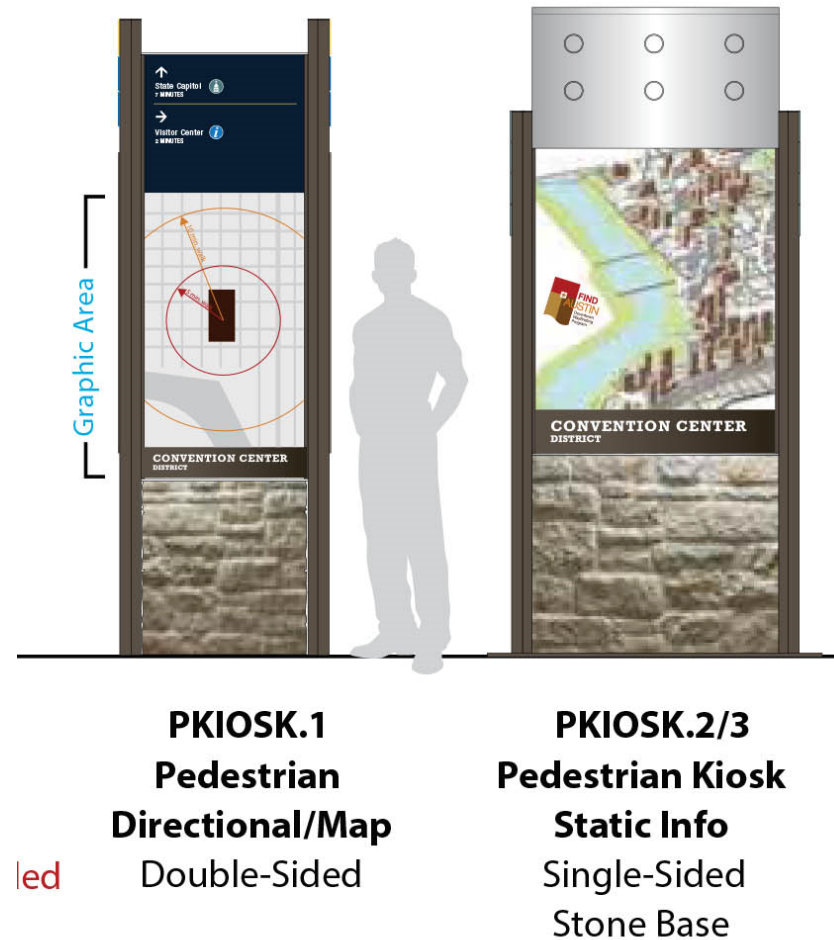


Downtown Austin

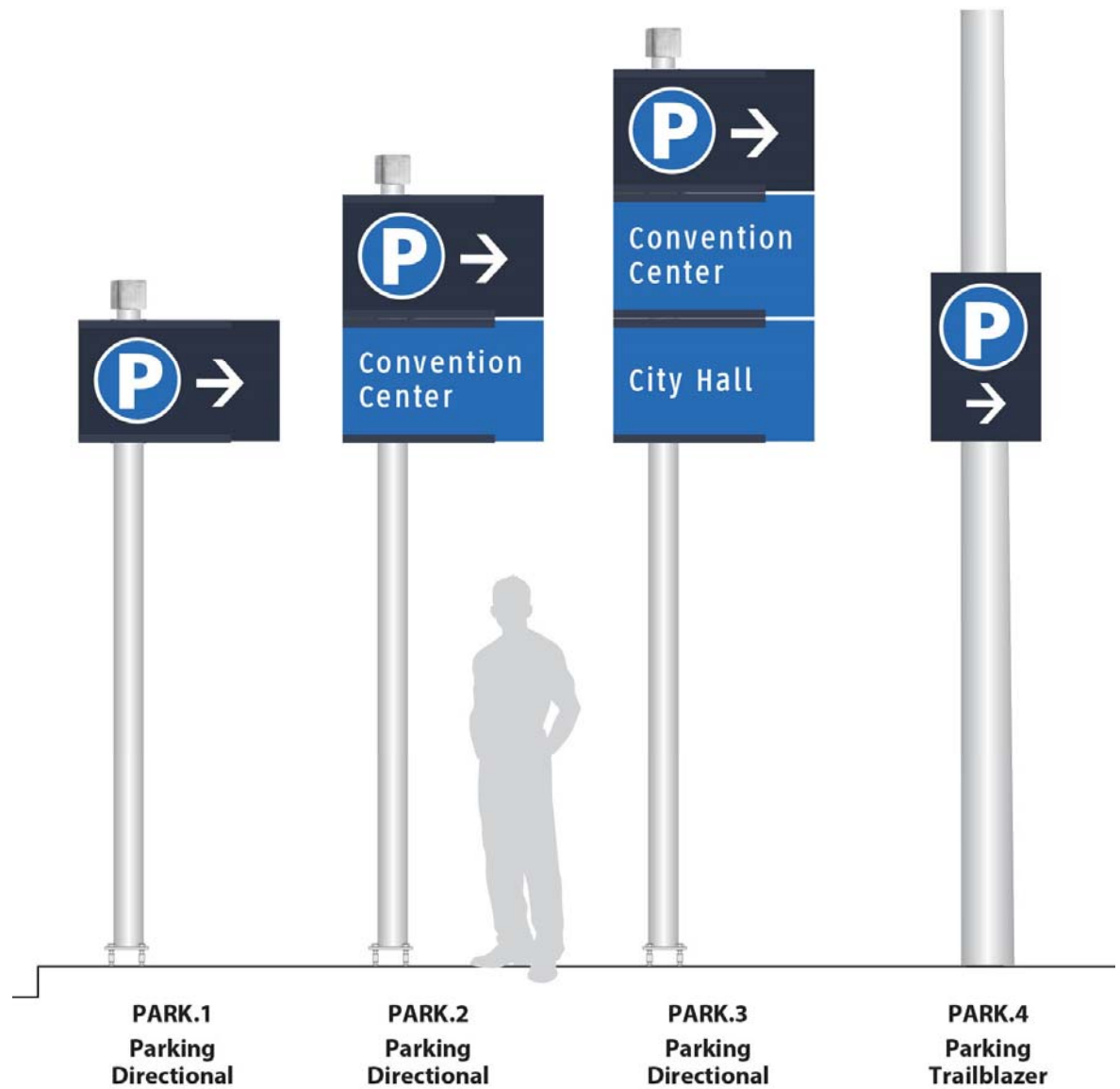
- Original Project Limits
- Current Project Limits



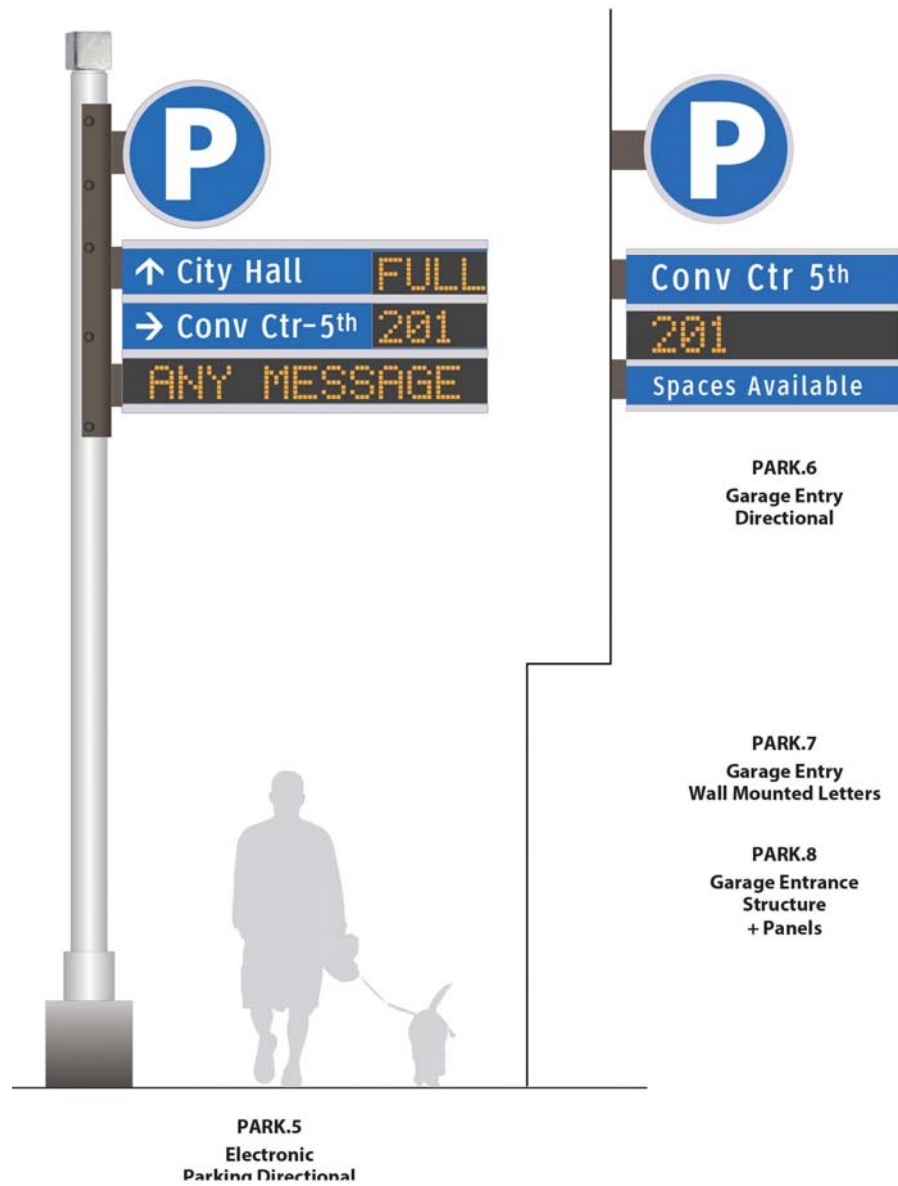
Pedestrian Signage (Directional)



Pedestrian Signage (Informational)

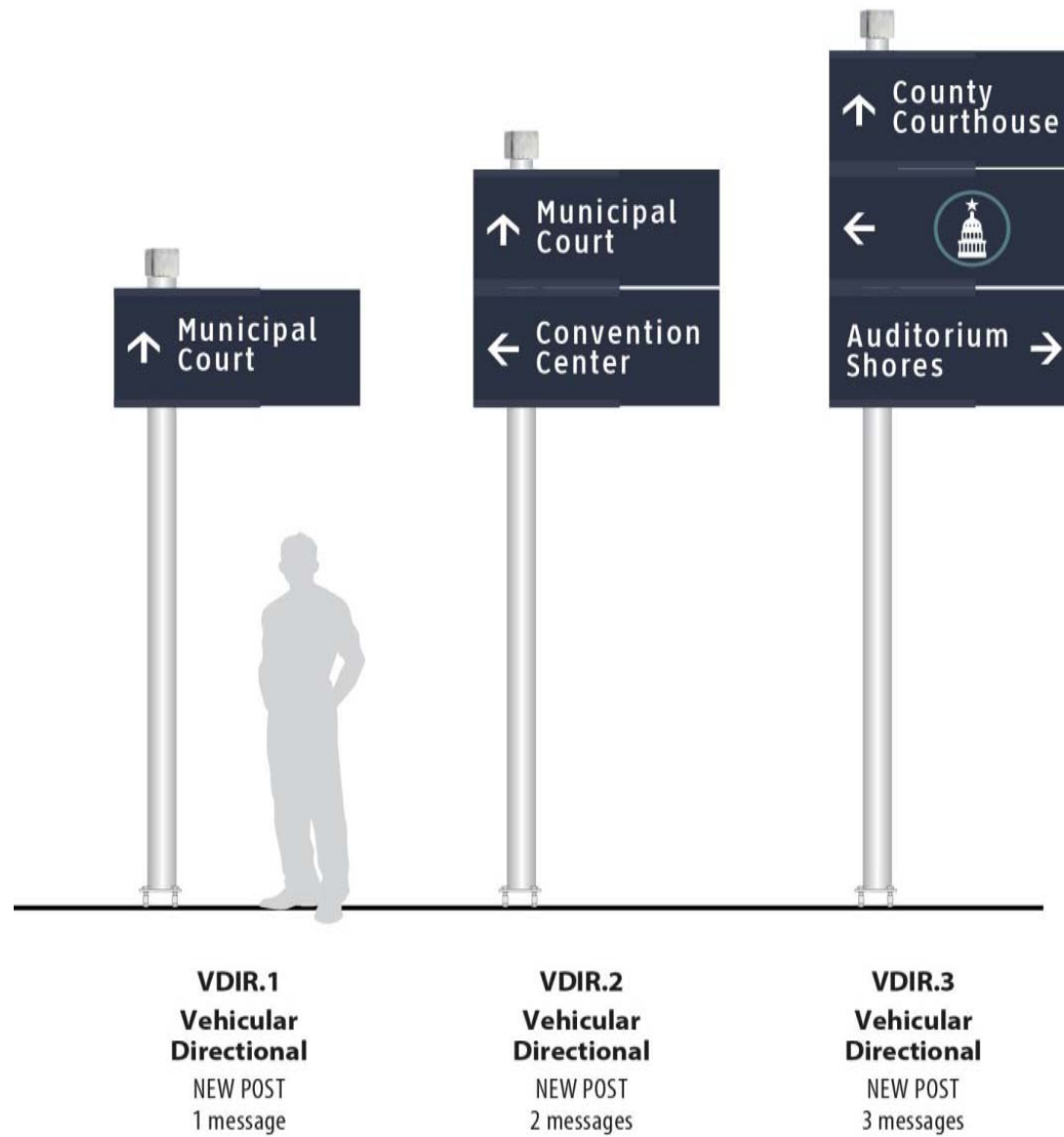


Parking (Static)

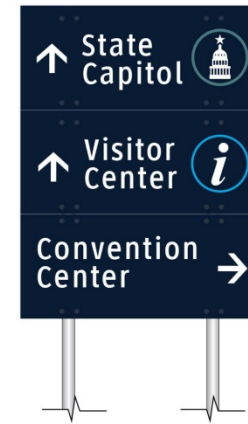


Parking (Dynamic)

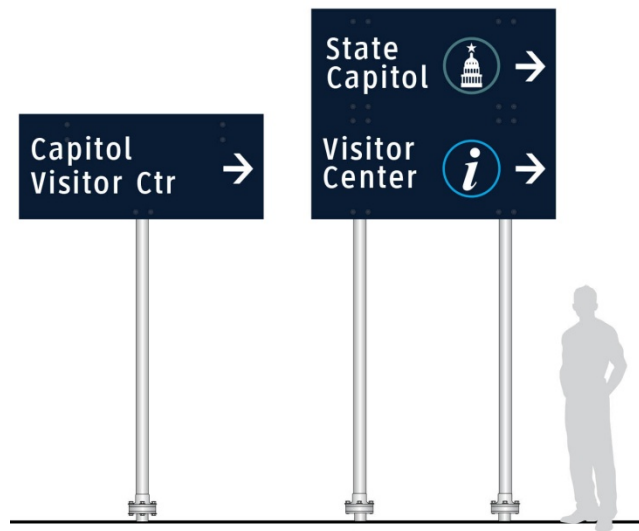
Proposed Implementation
(FY 2015)



Vehicular Signage



VDIR.6
TXDOT Vehicular Directional
NEW POSTS / 3 messages



VDIR.4
TXDOT Vehicular Directional
NEW POST

VDIR.5
TXDOT Vehicular Directional
NEW POSTS

Vehicular Signage (TxDOT)

Additional Components
(to be programmed)



District Gateway Signage



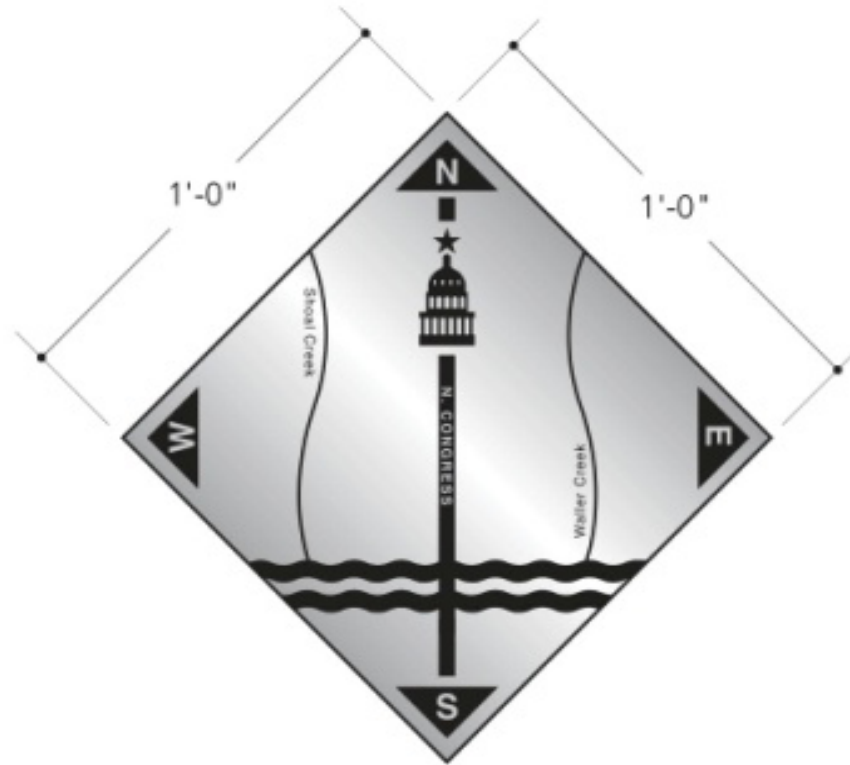
PINTERP.1
Pedestrian
Interpretive
Single-/Double-Sided

Interpretative Signage

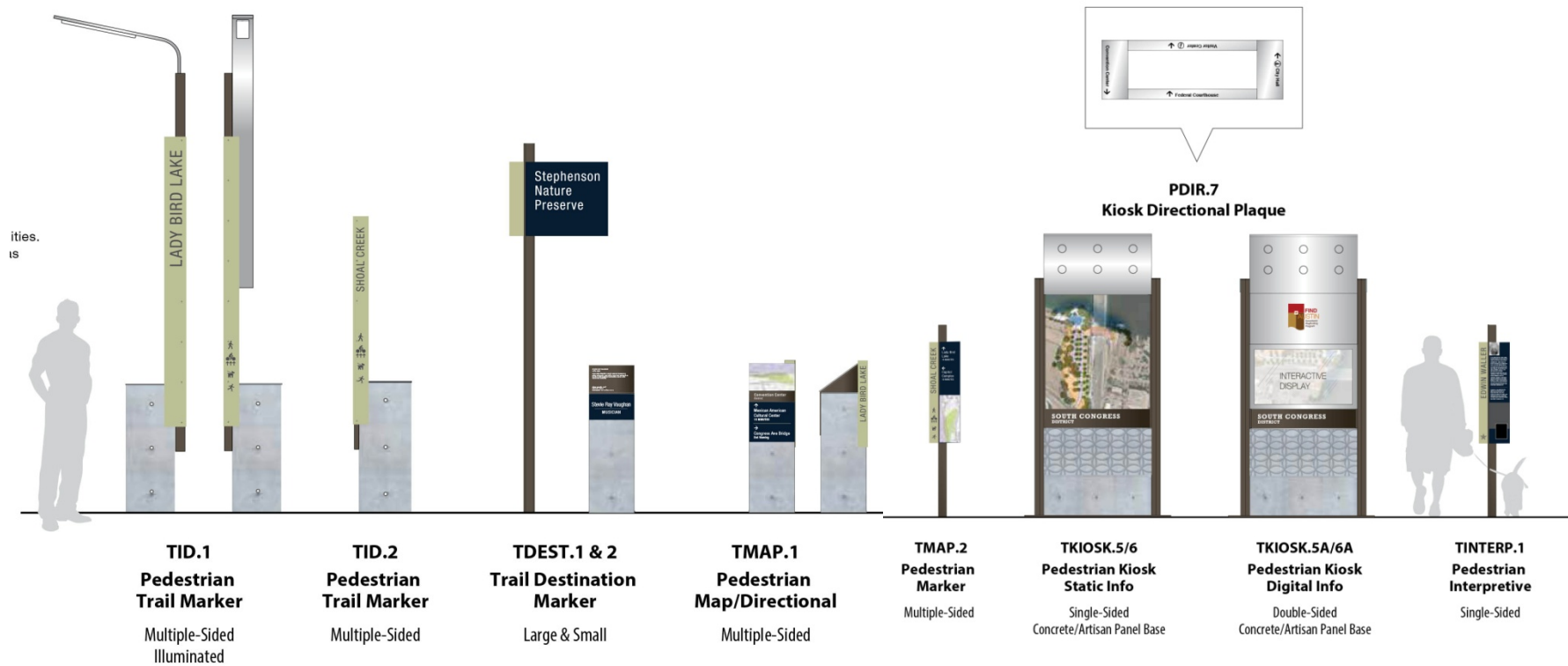


PKIOSK.2A/3A
Pedestrian Kiosk
Digital Info
Double-Sided
Stone Base

Pedestrian Kiosk (Dynamic)



Sidewalk Compass



Trail Signage

Public Art Intent and Goals | Downtown Austin Wayfinding Project

The goal of this project is to select an artist, or artist team, who will design artwork that **engages the public, via interactive guide or game, in the exploration and discovery of unique sites** in downtown Austin. The artwork should:

- engage the public in the interactive exploration and discovery of unique sites in downtown Austin;
- foster urban exploration for pedestrians and bicyclists;
- complement the overall purpose and function of the Downtown Austin Wayfinding Project;
- Contribute to a local, regional and national contemporary art dialogue;
- enrich or add to the depth/breadth of the City of Austin's public art collection.

Artwork Opportunity | Downtown Austin Wayfinding Project

This public art opportunity is open to a wide range of ideas to be proposed by the selected artist, or artist team, in consultation with the project's design team. However, **the artwork must engage the public, via interactive guide or game, in the exploration of downtown Austin.** The artwork should be dynamic, playful and appropriate for all ages. Multi-sensory experiences, “choose your own adventure”, and web-based applications are possible formats for the interactive guide or game. The artwork can include permanently installed objects, though it is not necessary.

“Unique” sites can include iconic destinations, like the Paramount Theater or the Willie Nelson statue, however **lesser known sites, such as unusual spaces or historically significant locations, are encouraged.** The artwork should also encourage the public to explore downtown Austin on foot or bicycle.

It is possible for the artwork to integrate into the wayfinding system, which will include digital kiosks and dynamic signage. It is intended for the artwork to **remain an active, participatory project** after the artist(s)' scope of work is complete. This is not an opportunity for temporary or event-based artwork.

Evaluation Criteria | Downtown Austin Wayfinding Project

In addition to the standard selection criteria found on Art in Public Places website, the Selection Panel will review and consider the following evaluation criteria:

- artistic merit and technical expertise;
- expressed interest and experience in developing creative community engagement strategies;
- demonstrated ability to successfully execute innovative public art projects in a complex design environment; and
- demonstrated ability to successfully execute a collaborative art or design project on time and on budget.

Submission Requirements

- **DEADLINE:** 5:00pm (CST), Thursday, June 5, 2014
- Applicants must submit all materials through www.PublicArtist.org.
 - Sign up for FREE!
 - Select up to 10 images to apply for the call. Artist teams must have each team member's work represented in the 10 images.
 - Letter of Interest: briefly describe your specific interest in the project and explain why your qualifications are a good fit. **Please keep in mind the "Public Art Intent and Goals."**
 - For technical assistance with your application, please contact info@publicartist.org or 210-701-0775 (9am - 5pm CST)



Application Process | Downtown Austin Wayfinding Project

[Guidelines & Policies](#)
[Resources for Public Artists](#)
[AIPP Current Projects](#)


[APPLY NOW!](#)

Have questions about
PublicArtist.org?

Email:
info@publicartist.org
or
Phone:
210-701-0775
(9 am - 5 pm CST)

[Click here for artist FAQs](#)

Economic Development Department

AIPP OPPORTUNITIES

Artists interested in being considered for a public art commission for the City of Austin must apply through **PublicArtist.org**. All professional artists, with a consistent body of work in any visual art media, are eligible to apply.

Watch Now: How to Apply for Public Art Projects using PublicArtist.org

- Visit [PublicArtist.org](#) to apply for art opportunities
- Read the [PublicArtist.org User Guide](#)
- Read the complete City of Austin Art in Public Places Program [Standard Artist Selection Criteria](#)
- More information about [Selection Panels](#)

Current Calls for Art in Public Places Projects

Request for Qualification: Downtown Austin Wayfinding Project

Deadline: June 5, 2014, 5:00 p.m.

The City of Austin seeks to commission a professional visual artist, or artist team, to design artwork that engages the public, via interactive guide or game, in the exploration and discovery of unique sites in downtown Austin as a component of the **Downtown Austin Wayfinding Project**. The City requests qualifications from artists who live and work in the Austin metropolitan area, including Travis, Williamson, Bastrop, Caldwell, and Hays counties. **Budget: \$32,000**

[Download the complete RFQ](#)

Artist Information Meeting - May 7, 6:00 pm, Austin City Hall

Request for Qualifications: Pressler Street Extension

Deadline: June 5, 2014, 5:00 p.m.

The City of Austin seeks to commission a professional visual artist, or artist team, to design and fabricate artwork for the Pressler Street Extension project located between Cesar Chavez and West 5th Street, along Reserve Road. The City requests qualifications from artists who live and work in Texas. **Budget: \$60,000**


[Download the complete RFQ](#)

Artist Information Meeting - May 13, 12:30 pm, Austin City Hall

TOP CONTENT

- ★ [Small Business Development Program](#)
- ★ [Art in Public Places](#)
- ★ [Cultural Arts](#)
- ★ [Austin's New Year](#)
- ★ [Downtown Redevelopment](#)

UPCOMING EVENTS

Artist Info Meeting: Downtown Wayfinding AIPP Project 

May: 07, 2014

[AIPP Open Office Hours \(May 2014\)](#)

May: 09, 2014

[Artist Info Meeting: Pressler Street AIPP Project](#)

May: 13, 2014

MORE EVENTS

CONTACT INFO

Phone: 512-974-7700


Fax: 512-974-6379

Email

Physical Address:

201 E. Second Street
Austin, TX 78701

[See Map](#)



Application Process | Downtown Austin Wayfinding Project

publicartist.org



The City of Austin's Art in Public Places (AIPP) program acquires and maintains works of art for City facilities through commissions, donations and loans for the cultural enrichment of the Austin community. AIPP is a program of the Cultural Arts Division within the City of Austin's Economic Development Department.

In 1985, the City of Austin became the first municipality in Texas to make a commitment to include works of art in construction projects. By ordinance, 2% of eligible capital improvement project budgets are allocated to commission or purchase art for that site. The AIPP Collection is found at sites such as the airport, convention center, libraries, parks, police stations, recreation centers, and streetscapes, enhancing public spaces for all residents and visitors to our City.



Open Calls

[Downtown Austin Wayfinding Project](#) - \$32,000 - Deadline: 6/5/2014
[Pressler Street Extension](#) - \$60,000 - Deadline: 6/5/2014

Application Process | Downtown Austin Wayfinding Project

publicartist.org

**Already have an account?
Sign in here.**

Email

Password

Sign In

Forget your password?

Please enter your email address:

Submit

**No account?
Sign up. It's free.**

You are about to sign up as an artist.

If you are an arts administrator or curator, [click here](#).

Email Address (this will be your username)

First Name

Last Name

The following details are optional but will be needed to apply to calls.

Mailing Address

City

State/Province

Zip/Postal Code

Country

Phone 1

Phone 2

Phone 3

Fax

Birthdate (for eligibility requirements)

Website Address

BOLD text indicates a required field.

For **technical assistance**, please contact
info@publicartist.org or 210-701-0775

Selection Process | Downtown Austin Wayfinding Project

- The Selection Panel and Project Advisors will review and evaluate the applications and recommend up to three finalists for interviews.
 - Selection Panel includes 3 art/design professionals (voting)
 - Project Advisors include several project stakeholders (non-voting)
- Each finalist will be awarded a \$350 stipend to develop conceptual ideas for the interview.
- The selected artist, or artist team, must be approved by the AIPP Panel and the Austin Arts Commission.

Selection Process | Downtown Austin Wayfinding Project

June 5, 2014

Deadline for RFQ submission

Week of June 16, 2014

Selection Panel review of submissions and selection of finalists for interview

Week of July 14, 2014

Finalist interviews

August 2014

Approval of Artist and Alternate by AIPP Panel and Austin Arts Commission

Late August/early September

Negotiate/execute artist contract; Project Kick-Off Meeting

December 2014

Approval of Final Design by AIPP Panel and Austin Arts Commission

Spring 2015

Anticipated project completion



Art in Public Places | Cultural Arts Division | Economic Development Department

QUESTIONS?

Carrie Brown, Art in Public Places

carrie.brown@austintexas.gov or 512-974-9310

Q & A sheet will be posted on our website at:

www.austintexas.gov/departments/aipp-opportunities

