

Holly Shores Public Art Action Plan Draft Recommendations

7.30.2013, rev. 8.7.2013



After many meetings and conversations about how public art can serve the future improvements at Holly Shores, the GO collaborative team has created a series of draft recommendations.

We would love your feedback.

When finalized, these recommendations will serve as a guide for city staff as they create new public art commissions within the Holly Shores Master Plan area. Using the City's 2% for art program, new pieces of public art will be created when the park master plan features receive funding.

Background Information

In September 2009, City Council allocated funds for the development of a Master Plan for Edward Rendon Sr Park at Festival Beach, Fiesta Gardens, and the Holly Power Plant Site Park. The master plan will serve as a guide for how the park should develop in the future. The Art in Public Places (AIPP) program wanted to ensure that public art be considered in the planning of the future park and continue to serve a vital role within the community. GO collaborative has been commissioned by AIPP to develop a Public Art Action Plan that will become a part of the future Master Plan being developed for the Holly Shores parkland.



Holly Shores Master Plan area: existing parkland highlighted in red, newly dedicated parkland outlined in yellow.

Process

Through a series of one-on-one interviews, a large public meeting, placticas (small group meetings), and the Artist Walk and Workshop, the GO collaborative consultants talked with local residents and artists about two essential questions:

1. How is the community currently supported by the visual arts?
2. As the master plan is implemented, what role should public art play within the park?

Residents responded to these questions with their ideas about what the future public art should be about. They shared stories of their lives, and the aspirations they felt for the future of the park. Some of the most frequent themes that emerged in these conversations were about the history of the neighborhood, the strength of the local culture, the stories of struggle that residents faced, and the daily rhythms of life that characterized the area for decades. Many comments highlighted the parkland itself, including conversations about the beauty of the trees, the soft roll of the land, and the strong connection to Lady Bird Lake. People also talked about their desire to see art that supports all ages, including local youth and residents of the RBJ Center.

Draft Recommendations

To support this diversity of ideas and desires that emerged from residents, the Public Art Action Plan proposes the creation of three zones. Each zone captures a different activity level within the park and is characterized by various landscape settings. These settings call for different types of art and varying levels of community involvement in the making of the art. See below for an outline and highlighted map of the three distinct "zones".

Please note: These zones are intended to provide a framework for future art commissions and implementation. They are intended to guide future decision-making about specific projects. The most current master plan proposal, still in draft form, has been used as a base map to highlight these zones.

ZONE ONE: Highly Programmed Landscapes

A. Type of Public Art

- Stand-alone/iconic artworks
- Functional art (such as shade features)
- Art integrated into existing features (such as wall murals)

B. Potential Subject Matter

- History of the neighborhood
- Celebration of neighborhood youth culture (such as sports, graffiti mural art, pools)

ZONE TWO: Connective Landscapes

A. Type of Public Art

- Art integrated into built features (such as arts-based community gardens)
- “Social Practice” art that has a strong community participation component

B. Potential Subject Matter

- Community identity and resident narratives
- History of the land (such as geology, agricultural use, changes in topography)

ZONE THREE: Natural Landscapes

A. Type of Public Art

- Functional art (such as benches and tables) with accessible features
- Temporary installations

B. Potential Subject Matter

- Celebration of current natural assets (such tree groves, water’s edge, gentle landforms)
- Connection to Lady Bird Lake and Trail
- Honoring neighborhood elders



We would love your thoughts and ideas about these recommendations. Please email share@gocoaustin.com to share your perspective.

The GO consultant team will be integrating comments they receive into the final recommendations. These recommendations will go for review to the various city Boards and Commissions at the same time as the larger Holly Shores Master Plan.