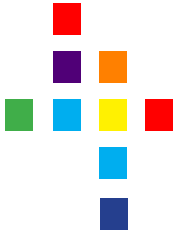


Todd W. Bressi Public Art



Placemaking City Design



ANN AND ROY BUTLER HIKE-AND-BIKE TRAIL ARTS AND CULTURE PLAN

Austin, TX 2021-23

Arts and Culture Plan Framework

Arts and Culture Project Types

For planning purposes, TTC will organize its thinking around six types of projects:

- Permanent Artworks
- Temporary Artworks
- Performance Artworks
- Artist Residences
- Artists in Community Engagement, Planning and Design Projects
- Arts and Culture Programming and Events

The following section of this plan outlines each of these categories of projects and general considerations for implementing them.

Permanent Artworks
pages 39-41

Temporary Artworks
pages 42-46

Performance Artworks
pages 47-49

Artist Residences
pages 50-51

Artists in Community Engagement, Planning and Design Projects
pages 52-54

Arts and Culture Programming and Events
pages 55-58

Proposed Three-Year Arts and Culture Workplan

This is a proposed list of projects that is dependent on funding and timing.

The Ann and Roy Butler Hike-and-Bike Trail, along with the landscape it passes through and the lake it surrounds, was born of civic imagination more than a half-century ago and has become one of Austin's most cherished public spaces. People value the experience of nature in the city and enjoy the opportunities it offers for outdoor activities like jogging and biking, as well as watching and being on the water. There are nearly five million visits each year to the ten-mile Trail.

This first-ever arts and culture plan for the Trail was commissioned by The Trail Conservancy to guide its work as it expands its role in managing, improving and programming the Trail. The plan envisions arts and culture activities as an integral part of the reconnection and regeneration that are occurring along the Trail; an essential component to the process of engaging the complex past, present and future of this place; and an opportunity to explore collaborations with the full range of Austin's creative spirit.

The plan:

- articulates what "arts and culture" means to the community,
- sets out a Vision and Values for the program,
- outlines a range of arts and culture project and activity types that TTC should focus on, and provides priority locations,
- outlines a range of place types along the Trail, and parameters for arts and culture activity in those areas,
- details a Three-Year Workplan as a time of testing the plan's project ideas and process recommendations in this plan and of building capacity and networks, and
- includes a robust set of policies and procedures for TTC and for collaborating with the City.

Top: The plan articulated six types of projects, providing parameters and recommending locations for each.

Center: A three-year workplan identified achievable projects that would help build capacity, networks and funding.

Bottom: The plan identified specific location for creative placemaking interventions, based on criteria for accessibility, visibility, safety and impact.

Client: **Charlotte Tonsor, Capital Projects Manager, TTC**
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	2023	2024	2025
Permanent Artworks			
Holly Project Lake Access		See Temporary "Project Celebration"	
Seahorn Waterfront			PLANNING / IMPLEMENTATION Identify opportunities for public art during planning and design phases
Temporary Artworks			
Project Celebration		PLANNING / IMPLEMENTATION Art activation for dedication of Holly Project	
Temporary Projects RFO	PLANNING / IMPLEMENTATION Establish a curatorial theme, consider locational focus	PLANNING / IMPLEMENTATION Establish a curatorial theme, consider locational focus	PLANNING / IMPLEMENTATION Establish a curatorial theme, consider locational focus
Creative Activation Zone RFO/RFP	PLANNING / IMPLEMENTATION Identify a location, seek proposals	IMPLEMENTATION Fortlandia	PLANNING / IMPLEMENTATION Identify a location, seek proposals
Partnerships	IMPLEMENTATION Fortlandia		IMPLEMENTATION Fortlandia

Creative Activation Zone

Type: **Temporary Artwork**

What

A "Creative Activation Zone" is a unique location for which artists and designers are invited to create a temporary place activation project. The main criteria for the project is that it should be site-specific, but it could be in any media – a physical installation, sound, video, performative – depending on the nature of the location.

TTC should plan for a "Creative Activation Zone" project each year. Over time, the concept could evolve into a highly-anticipated annual art and design commission, like the Waterfront Park commission (Alexandria, VA), the Flatiron Public Plaza Design Competition (New York) or the Boston Accelerator (Boston).

Why

A "Creative Activation Zone" project can:

- support the Arts and Culture Program's mission of deepening people's experience of the Trail environment, and connecting more people to the Trail.
- stimulate innovative creative collaborations between designers, artists and cultural practitioners of all disciplines.
- expand TTC's collaborations with art and design networks, and
- highlight areas of the Trail where future design improvements should be considered.

PART THREE

