



## Prospectus

# Project: Georgian Acres Neighborhood Park Project, District 4 Artwork Budget: \$34,000

### Project Summary

The City of Austin Art in Public Places (AIPP) program of the Cultural Arts Division, Economic Development Department seeks to commission a permanent exterior public artwork that reflects the rich cultural diversity and distinguishing natural environment of the Georgian Acres community within the neighborhood's new 5-acre, wooded park.

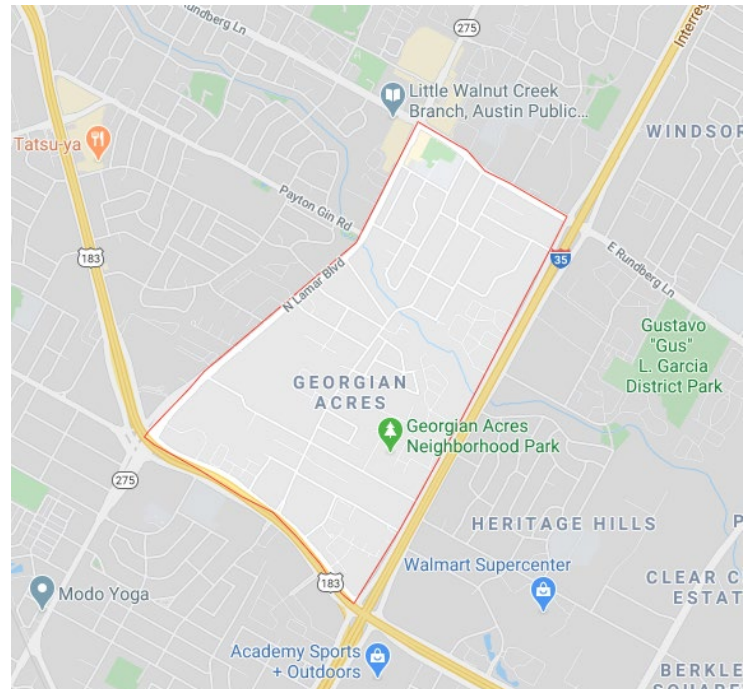
### Project Background

The Georgian Acres Neighborhood is located in north Austin. It is bordered by Lamar Boulevard to the west, I35 to the east, East Runderberg Lane to the north, and 183 to the south. It is a diverse residential area with young families as well as older residents.

Georgian Acres lies within an area of the city's urban core that (until the last decade or so) was largely unplanned. The neighborhood and the adjacent North Lamar area were annexed into the city limits between 1945 and 1984 (City of Austin, 2010, p. 12). In 2006, Austin City Council acted to begin the planning process for Georgian Acres and North Lamar (City of Austin, 2010, p. 1). Together, these two areas constituted the North Lamar Combined Neighborhood Planning Area (NLCNPA) under the City's design.

The NLCNPA is approximately 1,297 acres of urban neighborhood with many suburban features (City of Austin, 2010, p. 12-13). The area is marked by single-family, single-story, ranch-style homes and multifamily housing units (i.e. apartments). Most of the NLCNPA's commercial development is located around its periphery and includes automobile-oriented, industrial-type, and travel-related (hotels, motels, etc.) establishments as well as strip malls and various restaurants.

Historically, Georgian Acres was the territory of the [Tonkawa](#) and [Nemah](#) (Comanche) (Temprano, 2019). The area's primary natural feature—Little Walnut Creek and its tributaries—was the site of clashes between indigenous peoples and early European immigrants (City of Austin, 2010, p. 12). The creek bed was later used by farmers and ranchers for its water and fertile soil. In response to threatening erosion, parts of the creek's banks were stabilized in 1995. The creek is located less than a mile north of the Georgian Acres Neighborhood Park plot.



Since 1990, the NLCNPA has become a neighborhood rich in cultural and racial/ethnic diversity (City of Austin, 2010, p. 19). The NLCNPA is home to a high immigrant population and is largely Spanish speaking. In 2018, the American Community Survey reported that 69.2% of the Georgian Acres community were Hispanic or Latino (City of Austin, 2014-2018, p. Demographic) and 35.6% were born outside of the U.S. (City of Austin, 2014-2018, p. Social)—as interpreted by the City of Austin. In the past, the NLCNPA has been considered an “immigrant gateway,” especially for those arriving from Mexico and Central America (City of Austin, 2010, p. 21). The Georgian Acres Neighborhood Association also notes that the area has the highest amount of children and some of the most multi-family housing units of anywhere in Austin.

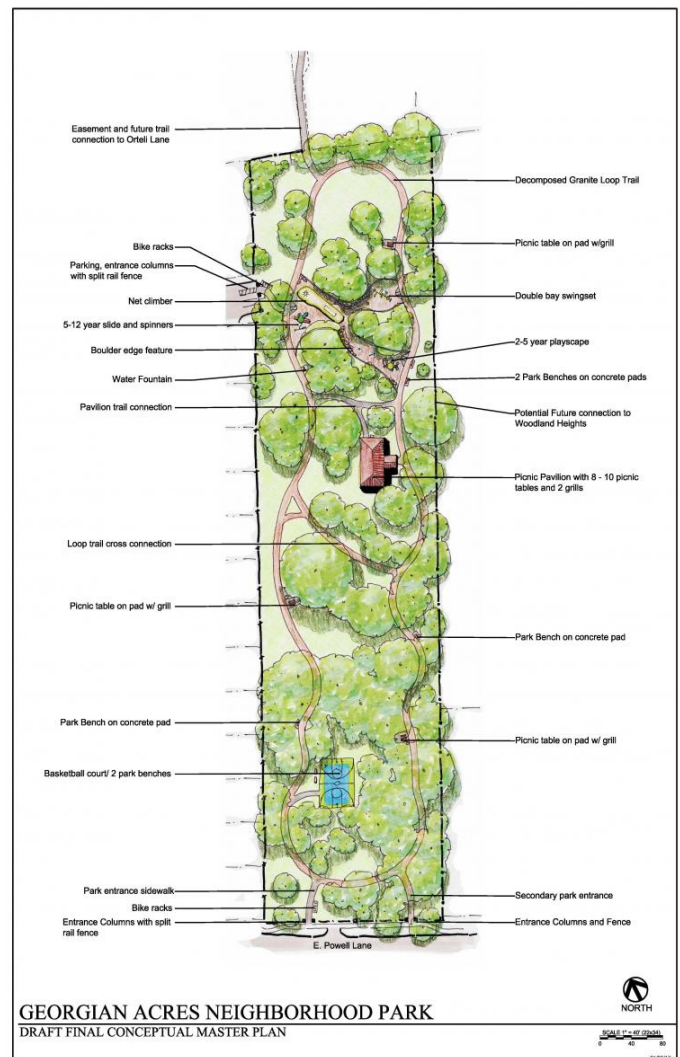
### Georgian Acres Neighborhood Park

Located at 500 East Powell Lane, Georgian Acres Neighborhood Park has been developed through a collaboration between the City of Austin and partners to fill a recreation gap in the community. The goals of Austin’s Parks and Recreation Department for designing this park include:

- Respond to the needs of the neighborhood, including opportunities for multiple cultures and age groups to connect;
- Preserve the beautiful, mature trees;
- Create a sustainable green space; and
- Provide opportunities for people to meet their neighbors and bring community together.

The park planning process was conducted in partnership with the District 4 Council Office, the area neighborhood association, and community leaders. After working with the community through a series of public engagement activities held in 2016, the site plans for the park were approved by City of Austin Development Services. Park construction began in September 2019 and is anticipated to be complete in summer 2020. Georgian Acres Neighborhood Park is set in a long, linear, 5-acre, wooded area and will feature:

- Granite loop trail
- Youth playscape
- Net climber
- Tot playscape
- Swings
- Picnic shelter with picnic tables and grills
- Standalone picnic tables
- Benches
- Water fountain
- Bike racks
- Basketball court



## Budget

Georgian Acres Neighborhood Park has been funded through multiple sources including the City of Austin's general fund, parkland development fees, Austin Park Foundation funding, an Austin Parks Foundation Impact Grant, a Dell Match Play grant, and funding from developers JCI and Artisua.

The AIPP 2% for this project is generated from 2018 City of Austin parkland acquisition. The total award for the artist contract is **\$34,000**, inclusive of design, fabrication, and installation, including engineering and permitting fees, travel and shipping expenses, insurance, and other project-related costs.

## Public Art Goals & Priorities

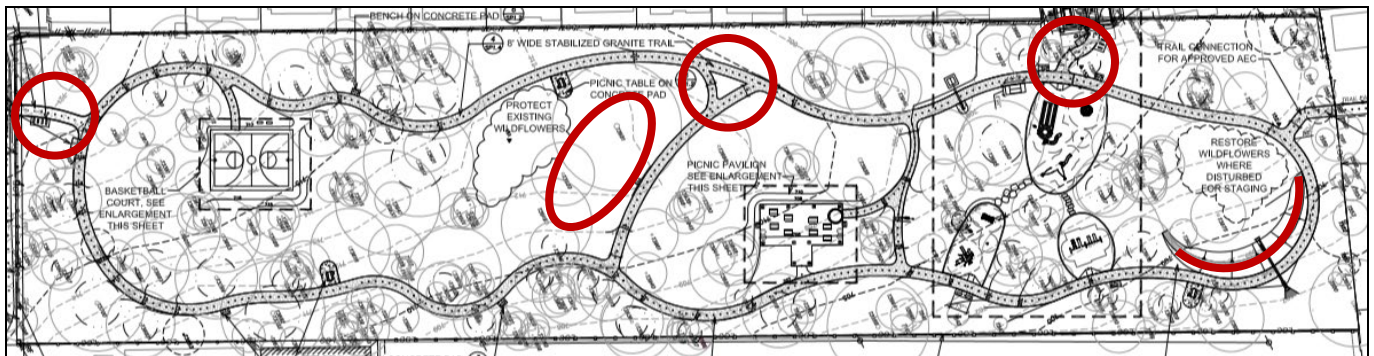
The AIPP program seeks to commission works of art of redeeming quality that advance public understanding of visual art and enhance the aesthetic quality of public places. This can be accomplished through the selection of a qualified artist or artist team who can innovatively and thoughtfully design within the context of this project.

To help ensure the engagement of diverse, local voices, AIPP collaborated with Georgian Acres community members to outline aims for the artwork. The resulting goals for the AIPP Georgian Acres Neighborhood Park project are:

- Represent and connect the diverse cultures of the neighborhood;
- Respect and integrate into the natural environment of the park;
- Inspire curiosity and imagination in a visually appealing way;
- Be safe, easily maintained, and vandal-resistant in an exterior environment; and
- Contribute to the depth/breadth of the City of Austin's public art collection.

## Artwork Opportunity

The community has stated a strong preference for artwork that is representative of the neighborhood's diverse cultural heritage and that serves to visually enhance this new community space. Additionally, this public art opportunity should embrace and empower the creativity of the people in the neighborhood. Artists familiar with the Georgian Acres community and/or who are intimately connected to the history and heritage of the area are highly encouraged to apply. Multilingual artists and/or artists able to interact with the community in languages other than English are also encouraged to apply. The proposed artwork should be integrated into the space of the park. Potential artwork locations are designated on the plan drawing below. The final artwork site will be determined in collaboration between the selected artist, City staff, and the neighborhood.



*Possible artwork location in Georgian Acres Neighborhood Park*

## Artist Information Meeting

To ensure information about the project is available to all interested artists, an artist information meeting will be held during the open application period at a location connected to the site. The purpose of the meeting is to further explain the parameters of the project and outline the application procedures. The meeting will include discussion of possible locations and opportunities for artwork. AIPP staff and project representatives will be available to answer questions. The presented materials, along with Q&A, will be posted to City's website after the meeting: [www.austintexas.gov/department/aipp-opportunities](http://www.austintexas.gov/department/aipp-opportunities).

## Artist Eligibility

Applicants should meet the following requirements:

- Professional visual artist, or artist team;
- At least 18 years of age; and
- Live in the 7-county Austin metropolitan area (Williamson, Travis, Bastrop, Caldwell, Hays, Burnet, and Blanco counties).

Full-time, permanent City of Austin employees, including employees of the Economic Development Department, are ineligible to apply. Employees of the project consultants and sub-consultants are also ineligible to apply. Artists who are under an active contract with the Art in Public Places program at the time of application are ineligible to apply.

Applications not meeting all eligibility criteria will be withdrawn from consideration.

## Submission Requirements

**Applications must be received online via [www.PublicArtist.org](http://www.PublicArtist.org) no later than 5:00 pm (CST) on Thursday, May 21, 2020.** For technical assistance with your application, please contact [info@publicartist.org](mailto:info@publicartist.org) or 210-701-0775 (9:00 am – 5:00 pm).

Applications include: a Letter of Interest stating what makes you a good fit for the project; 10 images of completed relevant artwork with the required descriptions; resume; and 3 professional references.



## Selection Criteria

The selection of an artist or artist team shall be based on artist qualifications that best meet the requirements contained in this Project Prospectus. The Selection Panel will review and consider the following evaluation criteria:

- » Artistic merit and technical expertise;
- » Ability to engage the community in which the artwork is being proposed; and
- » Demonstrated success completing works of art.

For more information on AIPP project selection criteria, see:

[http://www.austintexas.gov/sites/default/files/files/aipp\\_selection\\_criteria.pdf](http://www.austintexas.gov/sites/default/files/files/aipp_selection_criteria.pdf)

## Selection Process

A Request for Qualifications (RFQ) will be distributed and applications must be submitted through PublicArtist.org by the deadline. The City of Austin Art in Public Places Panel will convene a selection panel to evaluate the submissions. The selection panel and advisors will review qualifications and select three to five finalists for interviews *unless there is consensus on the selection of recommending one applicant and one alternate*. The selection panel and advisors will then convene for interviews and select one artist/artist team and one alternate. This recommendation will be presented to the Art in Public Places Panel and Austin Arts Commission for approval. The approved artist(s) will be put under a design + commission contract to coordinate with the City and project team to develop a final design, which is also subject to approval by the AIPP Panel and the Austin Arts Commission prior to fabrication and installation.

## Selection Panel & Project Advisors

A 3-member selection panel shall be chosen to include at least 1 visual artist. Possible selection panel members include:

- » Mery Godigna Collet, Artist
- » Michael Anthony García, Artist
- » Brian "Bydeeman" Joseph, Artist
- » Wura-Natasha Ogunji, Artist
- » Betelhem Makonnen, Artist
- » Paloma Mayorga, Artist
- » Arleen Polite, Artist
- » Polly Thurston, Community Member / Artist / Senior UX Designer, Mighty Citizen
- » Devanne Pena, Architect, Page Southerland Page
- » Trinity White, Architect, Trinity White Architecture
- » Wenjie Zhao, Landscape Architect / Designer, Asakura Robinson

Project advisors will be invited to participate in the process to provide assistance and expertise to the selection panel. The project advisors to the panel may include:

- » D'Anne Williams – Project Manager, Parks and Recreation Department, City of Austin
- » Polly Thurston – Georgian Acres Neighborhood Association
- » Jenny Black – Georgian Acres Neighborhood Association
- » Jacob Villanueva – AIPP Panel Liaison
- » Brett Barnes– Austin Arts Commission, District 4

The Project Team will be advised by:

- » Sue Lambe, AIPP Program Manager, Cultural Arts Division, Economic Development Department, City of Austin
- » Alex Irrera, AIPP Project/Collection Manager, Cultural Arts Division, Economic Development Department, City of Austin

No gallery owner, dealer, or art agent may serve as a juror due to the potential for conflict of interest. No juror may serve more than once in any two-year period in an attempt to bring a diversity of interests to the selection process and to more precisely match the expertise of the jury members to each project.

## Commitment to Equity

Art in Public Places embraces cultural equity. It is the goal of the program to ensure as many people as possible have meaningful engagements with public art and access to viewing, experiencing, and creating artwork.

AIPP actively seeks to provide members of historically underrepresented communities with equitable access to public art opportunities. These communities may include identities such as:

- Black or African-American;
- Arab-American;
- Asian-American;
- Hispanic or LatinX;
- Pacific Islander;
- Indigenous Nations;
- LGBTQIA; or
- a person with a disability.

In support of this commitment, the program will make every effort to expand access to the collection and programmatic decision-making. *For each project, every effort will be made to comprise project selection panels and finalist pools for AIPP commissions with representatives from a variety of historically underrepresented communities to better reflect the diversity of Austin.*

### **Tentative Schedule (Subject to Change)**

#### **2020**

March	Request for Qualifications (RFQ) released
April	Artist information meeting
May	RFQ closes Selection Panel review of applications
June	Artist interviews Park construction complete / park opens
July	Approval of artist and alternate by AIPP Panel and Austin Arts Commission Artist design + commission contract executed
August	AIPP kick-off meeting
Sept - Nov	Artist community engagement
December	Mid-Design review by AIPP Panel

#### **2021**

February	Final Design review by AIPP Panel and Austin Arts Commission
March - May	Artwork fabrication
June	Installation
July	Dedication

## Contact/Questions

**Alex Irrera** | Art in Public Places Project & Collection Manager

[alex.irrera@austintexas.gov](mailto:alex.irrera@austintexas.gov)

Direct: 512.974.7860 | Main: 512.974.7700

Mailing Address: City of Austin, Economic Development Department,  
ATT: Alex Irrera, P.O Box 1088, Austin, Texas 78767-1088



## **Works Cited:**

City of Austin. (2010). *The North Lamar Combined Neighborhood Planning Area Neighborhood Plan: An Amendment to the Austin Tomorrow Comprehensive Plan*. Author.

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwi6hfmzt-PnAhUIQK0KHfl-ClwQFjAAegQIChAB&url=ftp%3A%2F%2Fftp.ci.austin.tx.us%2Fnpzd%2FAustingo%2Fnlamar-combined-np.pdf&usg=AOvVaw1DYrBpWtI4vyKBrQUtyCP5>

City of Austin (2014-2018). *American Community Survey Profile Report, 2014-2018, Census Tract 18.06, Travis County, Texas (14000US48453001806)*. Author.

Temprano, V. (2019). Native Land (Version 2.7) [Mobile application software]. Retrieved from <https://play.google.com/store/apps/details?id=ca.nativeland.NativeLand&hl=en>

**Georgian Acres Neighborhood Park AIPP Project**  
**Community Outreach Plan**

**AIPP Call to Artists (est. release date: 03/18/20):**

- Printed flyer
- Press release
- Email to AIPP Artist Calls List (2K+ recipients)
- CAD Facebook
- AIPP Facebook
- AACHF Facebook
- People's Gallery Facebook
- Tweets
- Instagram
- CAD and AIPP newsletters
- Banner on COA website
- Email to Primary Georgian Acres Community Groups & Associations:
  - [Georgian Acres Next Door](#)
  - [Georgian Acres Neighborhood Association](#) (GANA)
  - [Georgian Manor Neighborhood Association](#)
  - [The North Lamar/Georgian Acres neighborhood Plan Contact Team](#)
  - [The Austin Parks Foundation](#)
  - [Gethsemane Lutheran Church](#) (This is a historical church in the area; GANA has their meetings here.)
- Additional Community Groups & Associations – Adjacent to Georgian Acres (GA) (ZIP 78753)
  - East of GA: [Heritage Hills-Woodbridge Neighborhood Association](#)
  - East / Northeast of GA: [Heritage Hills/Windsor Hills Neighborhood Plan Contact Team](#)
  - North of GA (in North Lamar): [Mockingbird Hill Neigh. Assn.](#)
  - East of GA: [North Acres Homeowners Residents Assn.](#)
  - Includes GA: [North Growth Corridor Alliance](#)
  - North of GA: [North Lamar Neighborhood Association](#)
  - Includes GA: [Pflugerville Independent School District](#)
  - Northeast of GA: [Windsor Hills Neighborhood Assn.](#)

**Paid Advertising:**

- ✓ Facebook boost
- ✓ Glasstire web
- ✓ KAZI + KAZI interview
- ✓ + KOOP interview

**Possible promotion or distribution by District 4 Council Member Greg Casar's office.**

**Flyers/Posters: English and Spanish**

- Libraries (22)
- City Cultural Centers – Dougherty Arts Center, Mexican American Cultural Center (MACC), Asian American Resource Center (AARC), George Washington Carver Museum
- Austin Creative Reuse
- Jerry's Artarama

- Asel Art Supply
- Canopy
- Big Medium
- Six Square Office

**Meetings: Sent info and/or AIPP or Artist in attendance (future dates suggested)**

Georgian Acres Neighborhood Association meeting	01/25/2020
Meeting with District 4 CM Greg Casar's Office	03/02/2020
Georgian Acres Neighborhood Association meeting	03/28/2020
Global Arts event at Little Walnut Branch Library	04/04/2020
Georgian Manor Resident Association	04/10/2020

**Email and/or postings:**

- |                                                            |                                                          |
|------------------------------------------------------------|----------------------------------------------------------|
| 1. AACHF - African-American Cultural & Heritage Facility   | 32. Burnet ArtHaus - Arts & Crafts Gallery and School    |
| 2. AIA, Austin Chapter                                     | 33. Burnet Bulletin                                      |
| 3. ALLGO - a statewide queer people of color organization  | 34. Caldwell Arts Council                                |
| 4. American Society of Landscape Architects, Texas Chapter | 35. Capitol View Arts                                    |
| 5. Art Alliance newsletter                                 | 36. Carver Cultural Center                               |
| 6. Art Center of Williamson County                         | 37. Carver Museum Curator                                |
| 7. Art Connections Gallery                                 | 38. City Shaping News (Imagine Austin)                   |
| 8. Art for the People Gallery                              | 39. CitySource                                           |
| 9. Art Institute of Austin                                 | 40. Civic Arts                                           |
| 10. Art on the Colorado                                    | 41. Conflict of Interest                                 |
| 11. Arte Texas                                             | 42. Cordovan Art School (Round Rock/Georgetown)          |
| 12. Artisans Connect                                       | 43. Creative Action                                      |
| 13. Asian American Community Partnership                   | 44. Creative Arts Society                                |
| 14. Asian American Cultural Center                         | 45. DANA newsletter                                      |
| 15. Asian American Resource Center                         | 46. Director, Mexic-Arte Museum                          |
| 16. Austin Modern Quilters Guild                           | 47. Dougherty Arts Center                                |
| 17. Austin Museum Partners                                 | 48. Downtown Austin Alliance                             |
| 18. Austin Visual Arts Association                         | 49. Elgin Art Association                                |
| 19. Austin's Art Opportunities page                        | 50. Elgin Chamber of Commerce                            |
| 20. Bastrop Association for the Arts                       | 51. Elgin Courier                                        |
| 21. Bastrop Chamber of Commerce                            | 52. ESB Mexican American Cultural Center                 |
| 22. Bastrop Clay Arts                                      | 53. Forklift Danceworks                                  |
| 23. Bastrop County Fired Arts                              | 54. Forklift/Public City; independent arts administrator |
| 24. Bastrop Daily Enterprise                               | 55. Former Director of Six Square                        |
| 25. Bastrop Fine Arts Guild                                | 56. Georgetown Arts Center                               |
| 26. Bee Cave Chamber of Commerce                           | 57. Georgetown Chamber of Commerce                       |
| 27. Bee Caves Arts Foundation                              | 58. Glasstire                                            |
| 28. Big Medium                                             | 59. Harvest Art Fest                                     |
| 29. Blanco Chamber of Commerce                             | 60. Hays Art Council                                     |
| 30. Blanco News                                            | 61. Hays Free Press                                      |
| 31. Boss Babes                                             | 62. Hays County Art Committee                            |

63. Highland Arts Guild
64. Highlander News - Marble Falls
65. Hill Country Art Alliance
66. Hill Country Council for the Arts
67. Hill Country Current
68. Hill Country Magazine
69. Hill Country News
70. Hill Country Sun
71. Hill County Arts Foundation
72. HOPE Campaign
73. Hutto Chamber of Commerce
74. Hutto News
75. Johnson City Press
76. KUT - Public Service Announcement
77. Kyle Chamber of Commerce
78. La Pena
79. La Raza Roundtable
80. Lakeway Bee
81. Lakeway Chamber of Commerce
82. Latinitas Magazine
83. Llano Fine Arts Guild
84. Llano News
85. Lockhart Chamber of Commerce
86. Lockhart Post-Register
87. Lost Pines Artisans Alliance Lost Pines Artisans Alliance
88. Luling Chamber of Commerce
89. Marble Falls Economic Development
90. Marble Falls/Lake LBJ Chamber of Commerce
91. MECA Chambers
92. Mexic-Arte Museum
93. Museum and Visitor Center of Bastrop County Historical Society
94. National Association of Latino Arts and Cultures (NALAC)
95. Pflugerville Independent School District
96. PODER
97. PROTOS festival
98. Public City
99. Raaisin in the Sun - Six Square/Mural Organization
100. Red Salmon Arts
101. Round Rock Arts Council
102. Round Rock Chamber of Commerce
103. San Marcos Arts
104. San Marcos Arts Council
105. San Marcos Chamber
106. San Marcos Daily Record
107. San Marcos Mercury
108. Six Square
109. Smithville Chamber of Commerce
110. SprATX
111. Statesman/Jeanne-Clarie Van Ryzin
112. Taylor Artist Guild
113. Texans for the Arts
114. Texas Art League
115. Texas Public Art Administrators Facebook Group
116. Texas State Art Department
117. The Bee Cave Bee
118. The Caldwell County News
119. The Contemporary
120. The Williams County Sun
121. TX Society of Sculptors
122. UNESCO Steering Committee
123. University Galleries at Texas State
124. UT Alumni Newsletter
125. UT Art Alumni
126. UT Department of Art/Art History
127. UT Landmarks
128. UT Visual Arts Center
129. VSA Arts of Texas
130. Warfield Center, UT Austin
131. Wesley Gallery – Dripping Springs
132. Westlake Picayune
133. Williamson County Art Guild