



Northline

# PUBLIC ART STRATEGY



PublicCity

THE CITIZENS OF LEANDER  
ENVISION A FUTURE WHERE THE  
CITY ENABLES BALANCED GROWTH  
THAT ACHIEVES A STRONG AND  
DIVERSE ECONOMY THROUGH A  
DEEP SENSE OF COMMUNITY PRIDE  
AND HERITAGE, DESTINATION  
EXPERIENCES AND AMENITIES, AND  
A DYNAMIC AND ATTRACTIVE  
BUSINESS CLIMATE.



**City of Leander**  
**Comprehensive Plan 2020 Vision Statement**

**DEFINITION OF PLACEMAKING:** WITH COMMUNITY-BASED PARTICIPATION AT ITS CENTER, AN EFFECTIVE PLACEMAKING PROCESS CAPITALIZES ON A LOCAL COMMUNITY'S ASSETS, INSPIRATION, AND POTENTIAL, AND IT RESULTS IN THE CREATION OF QUALITY PUBLIC SPACES THAT CONTRIBUTE TO PEOPLE'S HEALTH, HAPPINESS, AND WELL BEING.

~ Project for Public Spaces

**DEFINITION OF PLACEKEEPING:** AS THE ACTIVE CARE AND MAINTENANCE OF A PLACE AND ITS SOCIAL FABRIC BY THE PEOPLE WHO LIVE AND WORK THERE. IT IS NOT JUST PRESERVING BUILDINGS BUT KEEPING THE CULTURAL MEMORIES ASSOCIATED WITH A LOCALE ALIVE, WHILE SUPPORTING THE ABILITY OF LOCAL PEOPLE TO MAINTAIN THEIR WAY OF LIFE AS THEY CHOOSE.

~ U.S. Department of Arts and Culture

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# INTRODUCTION

Northline Leander Development Company, LLC (“NLDC”) has embarked on an innovative development project in partnership with the City of Leander, TX with particular focus on bringing public amenities such as streets, parks and trails to bring cultural and recreational spaces, community spaces and economic development for the region. This 116-acre public-private mixed-use development, called Northline, is the first of its kind in Leander, and its innovation in approach and quality sets the standard and serves as inspiration for the public art plan for Northline, affirming that public art will play a significant role in its evolution as an impactful, multi-purpose destination. Recently identified as one of the fastest growing large cities in the country, Leander is well positioned to be a leader in the region for innovation in urban planning, civic engagement, high quality services, and exceptional temporary, permanent and programmatic public art through Northline.

NLDC identified Public City to develop a public art strategy for Northline. Development of the strategy was preceded with and informed by research of Leander, review of city master plans and comprehensive plans, Northline development details, and interviews.

Methodology for developing the public art strategy included a site visit to explore the city and a series of interviews over the course of two months with project partners, City departments, and community leaders, who live, work and play in Leander. These conversations revealed the visions, values and priorities of Leanderites, and informed several repeating patterns of interest for the public art strategy:

- ➔ GATEWAY TO THE HILL COUNTRY
- ➔ UNIQUELY LEANDER
- ➔ INCLUSIVE + FAMILY-FRIENDLY
- ➔ INNOVATIVE APPROACHES IN PUBLIC ART

These resounding patterns of information as identified by Northline stakeholders and partners helped to inform the overall public art theme for Northline: **CONNECTION + IDENTITY**. The public art theme of Connection + Identity reflects Northline’s central location as within the unique Central Texas landscape, it’s connectivity by multi-modal transportation, and a place of connectivity among its residents, workers, and visitors. The identity of Leander is also of great importance, whether the public art makes reference to the history of people, places, and use of the land that became the foundation of the City, reflects the vision and future of the city through community participation, contributes to the unique identify of Leander, or reinforces the message that Northline is a welcoming place for everyone.

Implementation of the public art strategy is recommended in multiple phases, reinforcing the intention to allow use and participation by the Northline community and visitors to organically shape its culture and identity. The strategy intends to prioritize implementation in alignment with the overall development construction schedule over time.

## ENGAGEMENT PHASE + FINDINGS

An engaged community is a key component of the public art planning process. The main aim of public engagement is to encourage the public to have meaningful input into the decision-making process while at the same time infusing the site with active participation that directly reflects the goals and themes that were expressed as priorities for Leander. A proactive public involvement process is one that will provide historical context of the City and the development site, early and continuing involvement of the public in stewarding the plan, relevant insight from civic, business and neighborhood leaders, and a foundation and system of accountability and transparency for the final strategy recommendations.

In order to inform and prepare a thoughtful and comprehensive strategy, Public City conducted research in review of studies, ordinances and plans as well as data collection through one-on-one meetings, a group presentation and a survey to understand Leander's art landscape and growth interests.

The following documents, ordinance, and plans were studied in preparation for the public art strategy recommendations:

- ➔ Northline design drawings
- ➔ Public Art Commission Master Plan
- ➔ Destination Leander - Comprehensive Plan 2015 Update
- ➔ Leander Parks, Public Spaces, and Recreation Comprehensive Plan March 2019
- ➔ City of Leander Comprehensive Plan 2020 Draft



We wish to thank representatives from the following PARTNERS + STAKEHOLDERS + COMMUNITY LEADERS who provided invaluable insights into the Leander history, communities and vision for the future. Their input formed the inspiration and foundation for the Northline Public Art Strategy.

CITY OF LEANDER, TEXAS

- Mayor and City Council
- Parks and Recreation Department
- Economic Development Department
- Leander Public Art Commission
- Historical Preservation Commission



LEANDER CHAMBER OF COMMERCE + VISITORS CENTER



LEANDER INDEPENDENT SCHOOL DISTRICT

LINCOLN PROPERTY COMPANY



BUIE & CO.

PAGE/DYAL BRANDING & GRAPHICS



DAVID M. SCHWARZ ARCHITECTS

DESIGN WORKSHOP



WHAT WE ASKED...

- ➔ Learn more about your expertise and perspective to inform the foundation for the Northline Public Art Strategy
- ➔ Goals for the City of Leander and Northline to uncover shared priorities
- ➔ Understand potential for future partnerships, projects, and programming
- ➔ What more do we need to know that we do not know?



## WHAT WE LEARNED... (FINDINGS)

### GATEWAY TO THE HILL COUNTRY

Leander is situated within both the prairie land and rocky Hill Country terrain, making it unique in its environmental diversity. From the partners and stakeholders we heard a deep respect and appreciation for the location of Leander as the Gateway to the Hill Country.

This is made evident with a focus on environmental protection within the draft City of Leander Comprehensive Plan 2020, to protect endangered species in The Balcones Wildlife Refuge for the Golden-Cheeked Warbler and Black-Capped Vireo and the High Probability Karst Zone for a rare spider, beetles and birds. One stakeholder proudly shared that her daughter was creating a habitat wildlife preserve, and suggested a project that highlights habitat and environmental preservation and educates on their importance would be welcome.



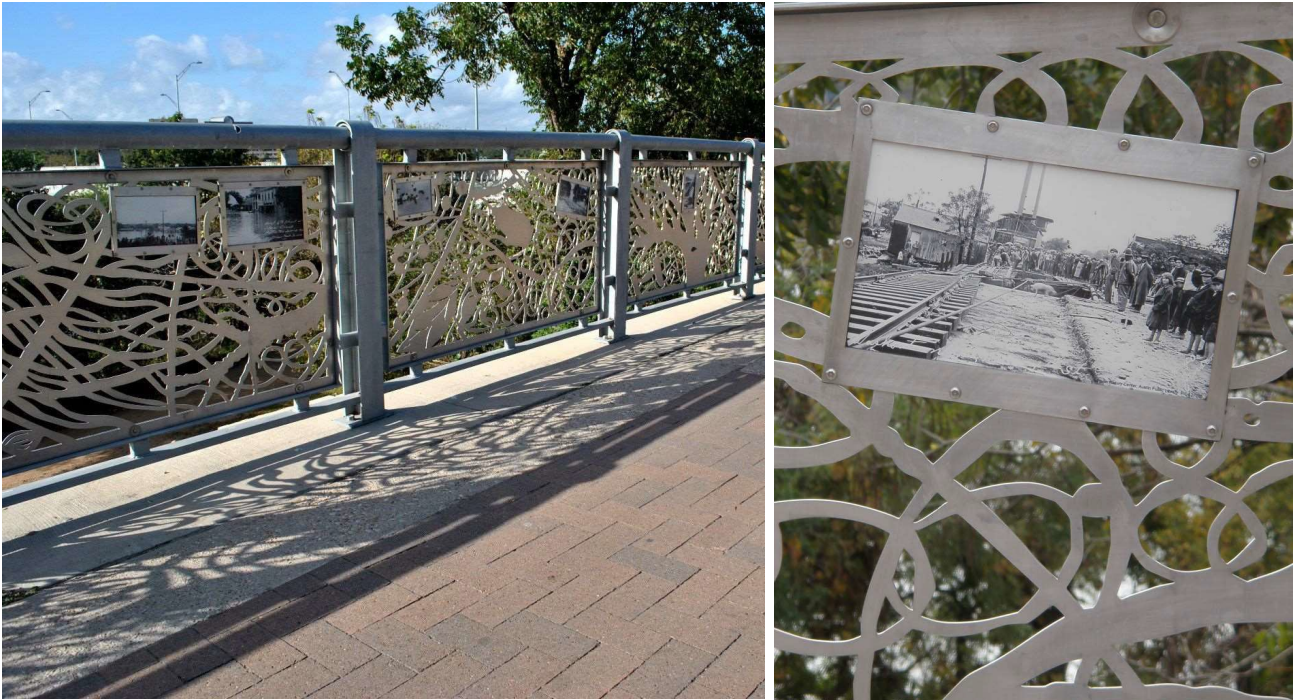
The landscape has long been an inspiration for artists, and the arts can help to make new connections to the land and deeper understanding of its uses and natural resource benefits. Art can open our eyes to the beauty of the natural world as well as address pressing environmental issues about ecology, conservation, sustainability, preservation, and education of threatened habitats.

RIGHT TOP: *Street Lagoon*, Stacy Levy, Mural Arts Program, Philadelphia Water Department, Philadelphia, PA, 2003

LEFT BOTTOM: *"Hi There"*, 16-foot mural featuring a golden-cheeked warbler native to Central Texas; Helena Sue Martin, Bee Caves, TX; 2020; Photo courtesy: Regina Pyne



In addition to an environmental focus, there was overwhelming support for acknowledging the history of Leander as the City embraces its future. Northline is already prime to bring history connoisseurs to the area by fact that it is located adjacent to an important historical site. The development sits on a portion of the former 224-acre property of the 1872 J.C. Bryson Farmstead, a designated Texas Historic Landmark. In April 2021, the City of Leander began pursuit of a preservation plan and site design for the historic property, making Northline and the homestead located just northeast of the development a cultural destination for unique Leander history of agriculture and homesteading and an educational opportunity to learn about the history of Leander. The arts in its variety of forms can bring fresh and contemporary expressions of history and experiences of the past through food, music, and visual art.



*High Water Mark*, marks the history of the extreme flooding before the Colorado River was dammed. The photos used in this artwork came from the Austin History Center and were taken a few blocks from where the artwork is located. The level of the pedestrian railing is at the height of the original high water mark, providing the impetus for the project; Deborah Mersky; Cesar Chavez Pedestrian Streetscape; Austin, TX; 2008

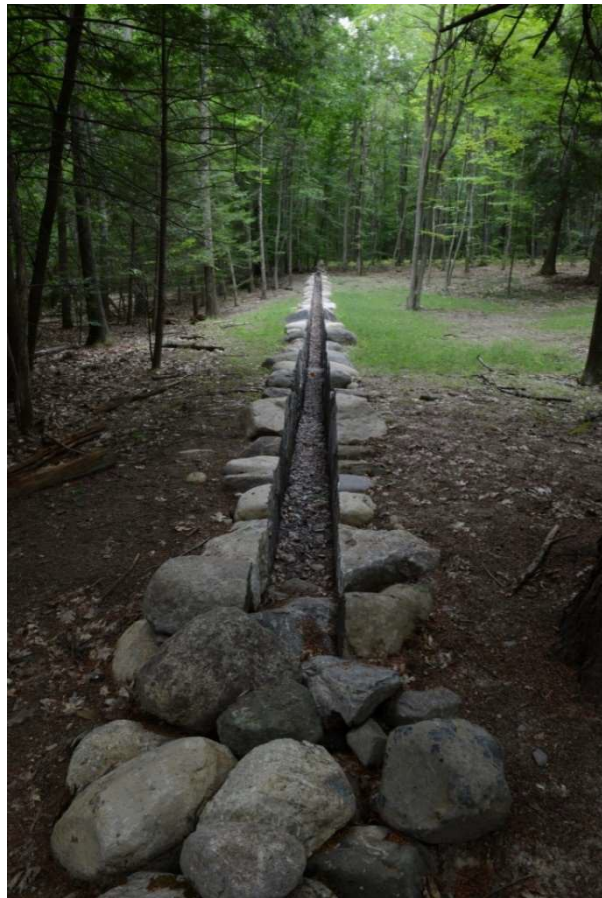


*Prairie Logic*, a public art installation inspired by the prairies and the railroad culture of historic Missouri, the artist team created a magical space on a rooftop park that also serves as a stage and educational event space; Janet Zweig and el dorado, inc; Prairie grass, landscaping and a modified box car; Kansas City, MO; 2012





TOP: *RUUP*, three giant megaphones constructed to amplify the natural sounds of the forest. Each structure is large enough to seat several people and is accessible to hikers and nature lovers to sit inside to experience a unique surround-sound effect of the forest; Estonian Academy of Arts architecture students; Pähni Nature Centre, Varstu Parish, Estonia, 2015



The City is making plans to ensure Leander is a connected City – identifying cultural districts such as Northline, Old Town, and Lakewood Park Sculpture Garden – all tied by natural walking and biking trails. Leander is further connected to the region through the Capital Metro Rail commuter rail station inviting visitors to the area. Districts and trails can be unique place identifiers through great design, thoughtful arts and culture that reveal the uniqueness of a place that encourages active use by people.

BOTTOM: *Passage*, a responses to the environment and the artist's constant investigation into understanding the landscape; Andy Goldsworthy; granite; 2014-15



# UNIQUELY LEANDER

Located in the heart of Leander, Northline will serve as the ideal location to bring people together to experience urban amenities while sharing and exchanging ideas, stories of the past, and practices of historic and contemporary culture. The public art offer places of connection that draw people together.

There was a unanimous desire for the new development to feel authentic. We also heard that the identity of the new downtown district will be an evolution, a neutral place where people can imprint their lives in the civic places and communal spaces. While the development is a planned community, partners and stakeholders made it clear that it will be the life of the people and the unique spirit of Leander that will define the identity of the spaces, whether it be retail, public spaces or the central Town Square. Arts and cultural activities will engage diverse communities in a way that will help to inform the civic space identities over time.



TOP: Smooth Village, live music and entertainment venue in Old Town, Credit: [www.smoothvillage.com](http://www.smoothvillage.com); BOTTOM LEFT: Way Off Broadway Community Players, Credit: [www.ctxlivetheatre.com](http://www.ctxlivetheatre.com); BOTTOM RIGHT: The Comback In, Credit: [www.stayhappening.com](http://www.stayhappening.com)



Research of Leander’s creative sector reveals a rich community of diverse artists, creative entrepreneurs and arts and cultural nonprofit organizations that make up the unique cultural landscape and ecosystem of Leander. Commissioning local, regional, and state artists reinforce the local identity of a place by infusing the creative character and diversity of voices into public and civic spaces. The public art collection will reflect a rich diversity of talents, voices, and perspective.

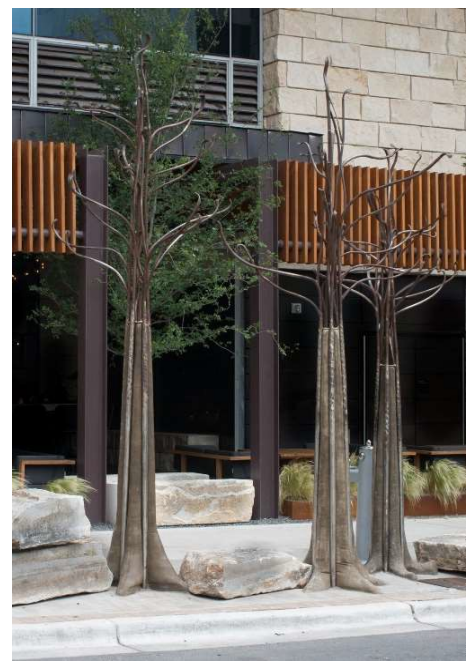


TOP: Of the Earth Institute of Indigenous Cultures and Teachings, Credit: [www.earthwisdominstitute.org](http://www.earthwisdominstitute.org); MIDDLE: Matt & Michelle’s Pottery and paintings by Michelle East at Old Town Leander Festival, Credit: [www.michelleeastart.com](http://www.michelleeastart.com); BOTTOM LEFT: Leander Independent School District Fine Art Students, Credit: [www.leanderisd.org](http://www.leanderisd.org); BOTTOM RIGHT: Soulshine Rhythm Experience uses drumming to promote socialization and builds bridges while fostering nurturing, support, camaraderie, self-respect and respect for others. Credit: [www.soulshinerhythm.com](http://www.soulshinerhythm.com)



Public art can become iconic identifiers through permanent and functional artworks that help to define a space and enrich the public realm. Whether permanent or temporary, all projects require preparation and detailed attention to curate meaningful arts experiences for the public, who seek unique and welcoming experiences, and to seamlessly fit within the space and cultures of communities in which it resides. Artful public amenities can be surprising experiences and memorable happenstances for a wide range of audiences.

Infusing public spaces with local artisan-made functional amenities such as bike racks, screens, water fountains, and seating areas in place of stock catalogue items can imbue a unique and discrete sense of place for Leander.



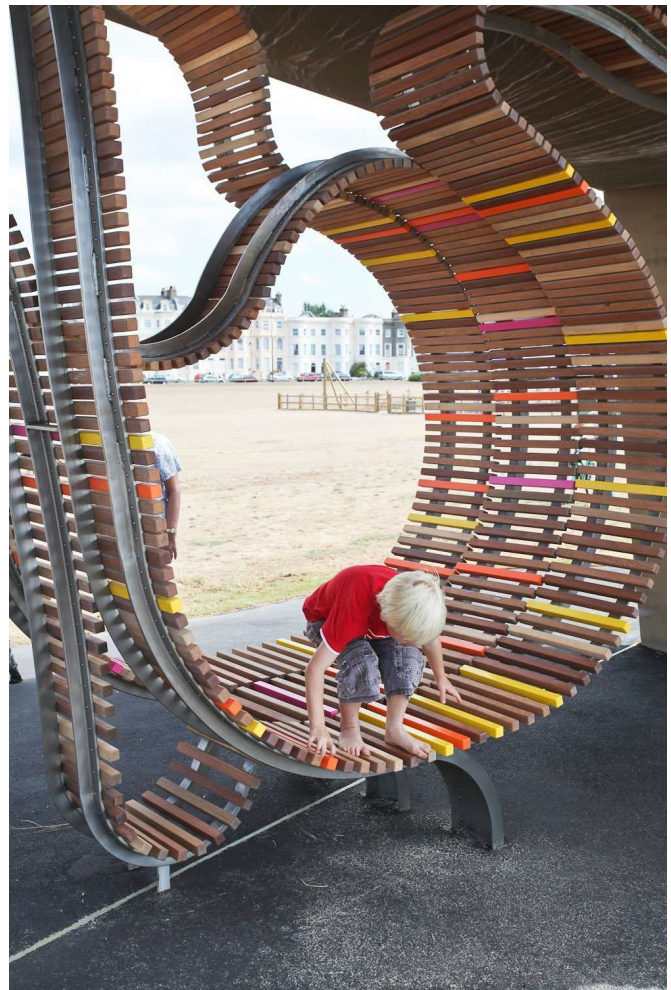
TOP: *Open Room Austin*, 2010, Roberto Behar & Rosario Marquardt, Sand Beach Park, Austin, TX; MIDDLE: *Power Picket*, 2016, NADAA, Seaholm Substation, Austin, TX; BOTTOM LEFT: *Railing at Palmer Event Center*, 2002, Stanley Studio; BOTTOM MIDDLE: *Stem Rack*, 2012, Ann Armstrong, One Congress Plaza, Austin, TX; BOTTOM RIGHT: *Cypress Grove with Drinking Fountain*, 2015, Lars Stanley, Second Street District, Austin, TX



## INCLUSIVE + FAMILY-FRIENDLY

On many occasions we heard that the public artwork should be inviting, family-friendly, and fun for the kids and parents, too. Art that could be climbed on, serve a function of play, and engaging for all ages seemed to be a preference. Public art is envisioned as an interactive and experiential event. The current design of the civic spaces use forms and materials to formalize the spaces while allowing for flexibility of planned and spontaneous activities to take place throughout the development, allowing art and cultural activities, and by extension, public spaces, be accessible to everyone.

Successful public art can seamlessly integrates into spaces and inspire many to seek out more. The work, although playful or fun, should still reflect a strong vision and exceptional quality in design, materials and construction. It was suggested that the art bench program be extended into Northline that would further link Northline with other art bench locations.



*The Longest Bench*, a structure of reclaimed hardwoods that seats over 300 and sinuously travels along the promenade, meandering around lampposts, bending behind bins, and ducking down into the ground, adapting to its surroundings, underlining it as a collection of individual playful places that can be added to throughout its lifetime; Studio Weave; Littlehampton, 2010; West Sussex, UK



*Soundscape*, an urban-furniture which engages citizens with the public space. The musical devices brings public participation to the next level by providing multiple senses of enjoyment; Edmond Wong Studio, 2013, Hong Kong



## INNOVATIVE APPROACHES TO PUBLIC ART

Public art is often experienced or seen as a static sculpture permanently affixed with public space. However, the notion of public art is only limited can take the form of any discipline and form of art in the public realm. Northline is planned to have many spaces for activation and programming, and is an exceptional opportunity to showcase the various forms of contemporary performing and visual art that exist in Leander and its region, such as poetry readings, drum circles, food in the park, soundscapes and interactive art.

Art crosses industries and can help to build healthier communities. The close proximity of adjacent institutions such as St. David's Hospital and Austin Community College can be leveraged to activate retail storefronts such as health-related arts or movement classes such as dance or trapeze schools. Partnerships with the library and cultural nonprofits into first-floor retail invites arts participation and while facilitating new connections and meeting the needs of the community.



TOP: Leander Old Town Street Festival, the Leander food, wine and street festival featuring local and regional wineries, breweries, artists and artisans; Credit: [www.ranchosienna.com](http://www.ranchosienna.com) + Leander Chamber of Commerce and Visitors Center; MIDDLE: Leander Bluegrass Festival, Credit: Leander Chamber of Commerce and Visitors Center; BOTTOM LEFT: Leander Old Town Christmas Festival; BOTTOM RIGHT: Old Town Leander Farmer's Market, Credit: [www.texasrealfood.com](http://www.texasrealfood.com)

# STRATEGY FRAMEWORK

## CONNECTION + IDENTITY

The methodology for collecting information for the Northline Public Art Strategy brings two resounding themes into view. One is the idea that Northline becomes a hub of connectivity through its topographical intersection between the Hill Country to the west and the Blackland Prairie to the east, a geographic connectivity within the City and throughout the region by multi-modal transportation in the form of light rail and nature trails, and as a place of connectivity among its residents, workers, and visitors where people come together to live, work, and play in Leander's new downtown.

Leander has a distinct and proud history upon which the City was built. Due to a number of factors that continue to attract people and business to the City, it is preparing for great growth in population and business. It became abundantly clear that careful planning and preparedness to define the future of Leander through the eyes of community is a priority for City leaders. How Leander tells its story - its evolution as well as its uniqueness that sets it apart from other metropolitan cities - is also of great importance.

The foundational connections between the public artworks within the Northline public art program will address a collective desire for a unique, innovative, and inclusive City Center of Leander. This strategy is intended to be a guidepost that will evolve as funding and project implementation become reality, while serving as a long-term framework to ensure the public art program remains cohesive and an integral component of development and management.

## PROJECT GOALS

Artworks will be accessible to and reflective of diverse audiences and will maintain rigor, relevance, depth of meaning, and aesthetic value. The public art strategy seeks to engage communities across cultures and demographics through a diversity of projects throughout the development.

There are opportunities to offer quiet and contemplative spaces in the public spaces, and to also provide a sense of activity and connection of community.

Northline public art will seek to align with City goals as outlined by the City's comprehensive plan, the public art master plan, and economic and community development objectives.

Lastly, it is also the goal of this strategy to maintain a balance in representation of artists' demographics (such as gender, ethnicity, race, gender identify and age) by actively seeking opportunities to engage underrepresented artists and their creative talents. A range artwork disciplines as presented to reflect a balance.

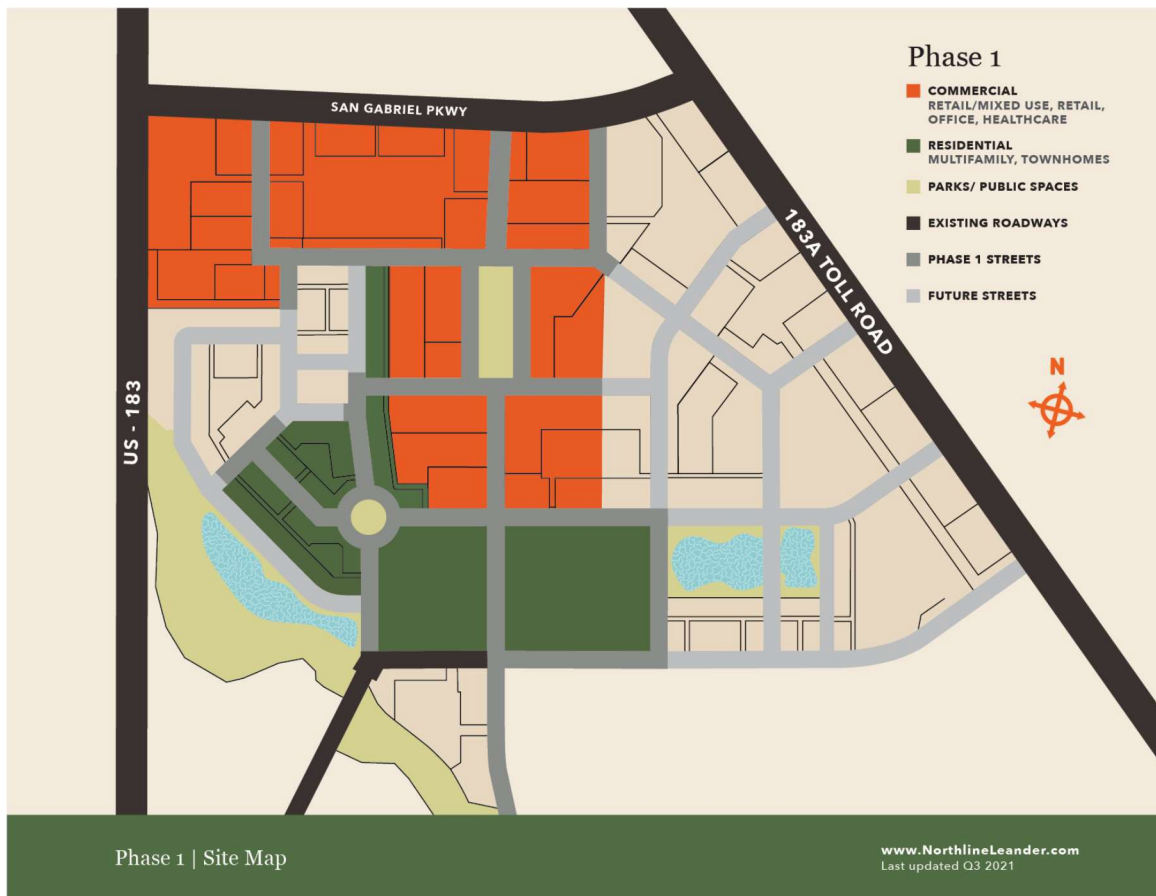
All projects, regardless of medium or format, will meet one or more of the following goals:

- + **ROOT IN HISTORIC + CONTEMPORARY CONTEXT OF LEANDER**
- + **HIGHLIGHT THE ENVIRONMENT AND NATURAL RESOURCES OF THE HILL COUNTRY**
- + **SERVE AND REFLECT LOCAL COMMUNITIES**
- + **PROVIDE ENGAGING OPPORTUNITIES FOR FAMILIES AND CHILDREN**
- + **CONSIDER BROAD DIVERSITY OF USERS AND ARTISTS – AGE, RACE, GENDER, ABILITY, EXPERIENCES**
- + **EMPLOY AN ENGAGING, SENSITIVE, AND CURIOUS APPROACH WITH CALIBER OF ARTIST AND PROJECT RELECTIVE OF THE DEVELOPMENT'S DESIGN EXCELLENCE**

# PUBLIC ART OPPORTUNITIES

We heard the desire for the identity to be defined by community over time through an iterative process of uses and experiences, which can be facilitated and enhanced by engaging arts and cultural activities throughout the development site.

Phase I of the public art strategy recommends implementation of a temporary community project that will both engage the community while soliciting input on the communities' ideas and desires for Northline's cultural activities and experiences in Town Square and other Northline civic spaces. While this strategy outlines possible ideas for each project, a community engagement effort will serve to reinforce and possibly refine what was discovered during the partner and stakeholder engagement process. Phase I also includes implementation of projects tied to horizontal construction, and is recommended to begin in fall 2021. All projects will be prioritized based on Northline's overall construction schedule as outlined per the diagram below.



Phase IIA will be dependent on vertical construction and discussions with the development partners to understand how best to showcase the arts within the context and design of the project. These art opportunities will be discussed on a case by case basis and design and installation of the artwork will align with their development construction schedule.

Phase IIB will implement strategies including community partners, possible funding streams and schedules for temporary public art installations and ongoing arts and cultural programming as a way to activate the civic and public spaces.





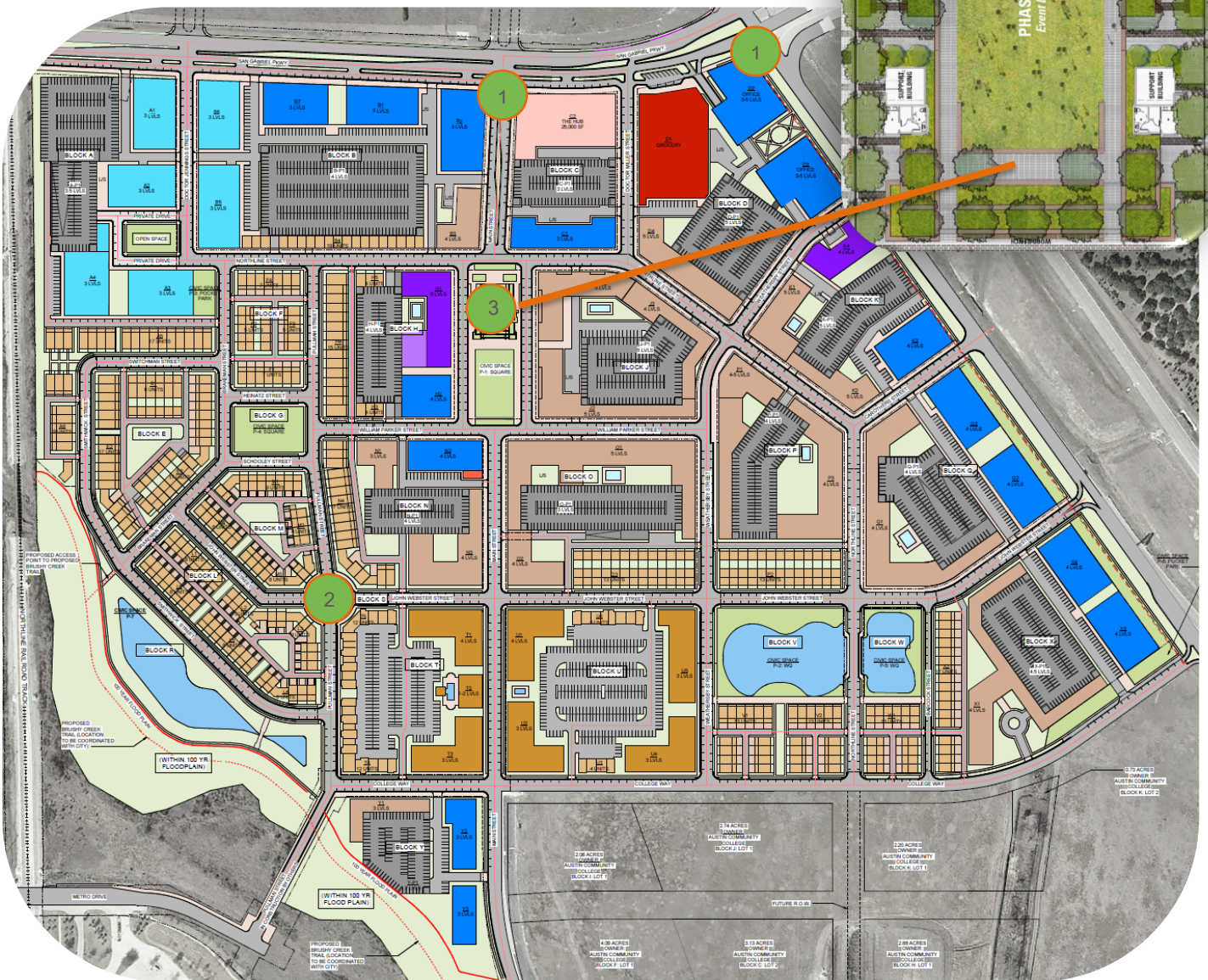
## PHASE I

- ➔ PUBLIC ENGAGEMENT PROJECT (*temporary*) – The project will kick off the broader engagement efforts in partnership with the NLDC team, local arts, cultural, and civic community partners. As the public art collection will be added over time and in phases, as funding becomes available, and as construction schedule permits, the public art engagement project and its outcomes may further refine the artwork selection processes for Northline. The public art management team will work closely with NLDC to align the project schedule with the construction schedule and that may serve as an opportunity to bring awareness of and engage new audiences about Northline. The exact project location will need to be determined while Northline is under construction.
  
- ➔ NORTHLINE GATEWAY ENTRANCE (*Phase 1.1 San Gabriel Pkwy Improvements*) – The project scale has the potential to be significant even with the relatively minimal footprint available to the public art project. The project will serve as a beacon to Northline, with the possibility of visibility from 183, or at minimum, upon entrance from the north entrance. It has the potential to become an icon for the development and become part of its identity that supports the branding and intention of this planned community. Given the high visibility and significance of this site as a gateway to Northline and that San Gabriel Parkway Improvements and Main Street are part of Phase 1.1 and Blocks C + D have completed 90% construction document review, the artist selection process for this project should begin immediately upon notice to proceed with the public art strategy implementation. The artist or artist team will need the opportunity to work with Design Workshop and relevant stakeholders to integrate the artwork into the site and to identify technical requirements for construction documents.
  
- ➔ NORTHLINE CIRCLE ENHANCEMENT (*Block S*) – Similarly to the Northline Gateway Entrance project, the Northline Circle enhancement will require art and design integration and technical requirements within the site. It is recommended that the artist selection process for Northline Circle begin at the start of park design to provide the artist or artist team with the opportunity to collaborate with the relevant NLDC design team.
  
- ➔ TOWN SQUARE (*Block I*) – Informed by the Phase I public engagement project, there may be opportunities to embed an artistic element into the Town Square pedestrian walkway and to integrate sculptural elements along or near the seating allée that reflect the themes of the public art strategy. The project will require early construction coordination to accommodate leave-outs or molds, depending on the pedestrian walkway surface. The final location and format of the public art will be determined by the selection of the artist and their collaboration with the developer's design team.



# LOCATIONS (PHASE I)

- TBD PUBLIC ENGAGEMENT PROJECT
- 1 NORTHLINE GATEWAY ENTRANCE
- 2 NORTHLINE CIRCLE ENHANCEMENT
- 3 TOWN SQUARE





## PHASE IIA

Phase IIA public art projects will be tied to vertical construction development to be discussed and negotiated with partner developers. Depending on the need and interest in activating publicly - accessible spaces, public art can be integrated into development to serve a number of purposes such as iconic markers, creative amenities, visual screenings, and integral art enhancements. Examples of public art that may serve as inspiration within vertical construction can be found in a separate document entitled *Northline Public Art Benchmark Report*, a comparison of national projects focused on scope and scale; artworks included in the benchmark report do not represent the goals or aesthetics intended within this Northline Public Art Strategy.

It is recommended that the public art management team be brought in to begin discussions of public art possibilities during conceptual design in order to identify public art opportunities and the process for artist selection so that collaborations between artist and partners commence during design development. Early involvement of an artist can result in cost savings as well as seamless integration of the public art project into development.

- OPEN SPACE – MEDICAL BLOCK (*Block A*) – Medical complex are a unique opportunity to showcase the public health benefits of public art. Arts communities and public health communities share a dedication to improving individual and community well-being. Per an article in Public Health Post, the public health benefits of a holistic and aesthetic impact of public art lies in the public engagement and public art’s ability to decrease stress, elicit awe, develop shared identity, reinforce self-efficacy, and promote positive health behaviors. Medical health professionals are an essential component to a physically and emotionally healthy community, and reflecting their essence and value through public art speaks to the human element of medical services. It will be important to provide early access to the development team and conceptual designs of the complex to co-create opportunities for meaningful public art that speaks to the experiences of those who work and visit the facilities.
  
- PARKING GARAGE – RETAIL BLOCK (*Block B*) – As one of the largest parking lots in Northline that is open to the general public to service the surrounding retail establishments, there are numerous opportunities to give a distinct identity and character to this block. Parking garage public art can manifest as wayfinding within the parking garage facility and/or an aesthetic screening for the exterior of the parking structure. The art application does not need to be limited to Block B and could add a unifying identity throughout publicly-accessible parking garages in Northline depending on interest by NLDC and/or the Northline Property Owners Association and willing participation by the partner developer. This public art strategy may provide the unifying element through its vision and goals for a Northline-wide application of public art within or on parking garages while still providing a unique work of art responsive to the specific use and identity of the block development.

- ➔ GROUND FLOOR AND/OR PARKING GARAGE (*Block D*) – This multi-use block with grocery store, retail, and office space has multiple public audiences to engage and opportunities to define publicly-accessible spaces such as parking garage and ground floor seating or gather areas. As noted above for Block B, public art as part of parking garages can serve as vehicular and pedestrian wayfinding as well as aesthetic screens on the exterior of parking garages. Whole Foods Flagship store in Austin, for example, commissioned local artists to design and fabricate shade structures over the outdoor seating areas and provide interesting sculptures embedded in the landscape beds to add interest and character while supporting and showcasing the local creative sector. As with all public art opportunities within Northline, the final iteration and possibilities can be further discussed and discovered in collaboration with the development partner.
  
- ➔ HOTEL + RETAIL GROUND FLOOR AND/OR PARKING GARAGE (*Block K*) – Hotels serve as the front door to the cultural and historic experience of a City and the public art can build upon the goals of this strategy to highlight what is unique about Leander. Whether a boutique or national brand hotel, public art that reveals and reflects the City and/or district in which it resides provides for a unique marketing advantage and can be a destination for visitors looking for an authentic and unique experience. In addition to permanent artwork, many hotels are taking advantage of retail space solely dedicated to local art and artisan work. The benefits are multiple, including a higher profit margin than manufactured souvenirs, a meaningful take-away for visitors specific to their visit to Leander, and a contribution to the local creative economy.





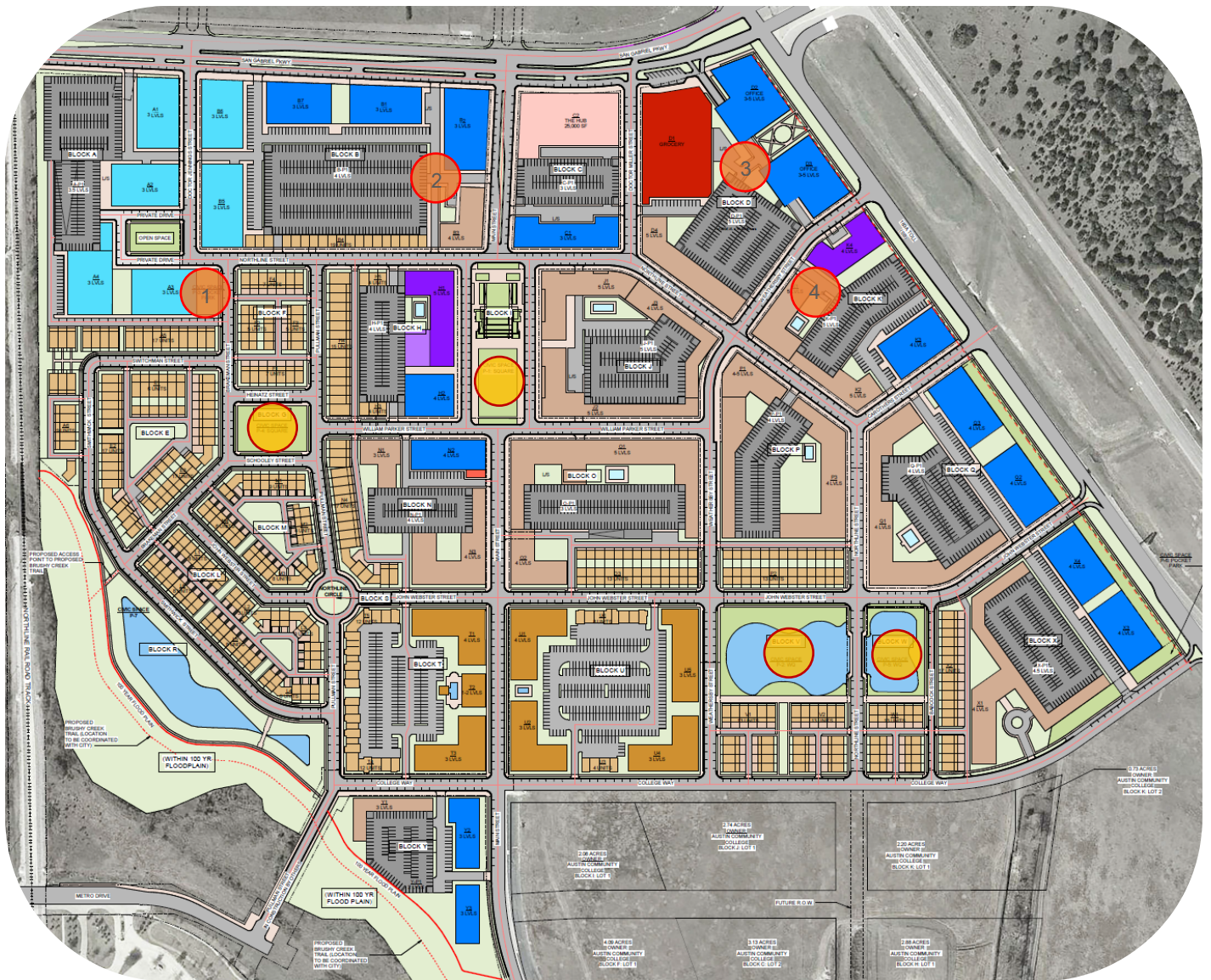
## FUTURE CIVIC + PUBLIC SPACE INFRASTRUCTURE

- ➔ CIVIC PARK INTERACTIVE SCULPTURE (*Block G*) – In response to the overwhelming interest and enthusiasm for a family-friendly, interactive work of art, the civic park is identified as a prime location surrounded by residential use to attract use of the park with a playful and child-friendly work of art within this residential block. The artwork will serve both a function of play, a visually aesthetic park amenity, and a unique identifier of the open space. Public art in this space would serve the residents of this block and be a destination and respite for visitors to Northline. It is recommended that an artist participate as a design team member of the park design to explore and optimize opportunities for integrated public art projects that will also engage potential residents and visitors to Northline.
  
- ➔ ENVIRONMENTAL PUBLIC ART (*Blocks R, V+W*) – The commissioned artwork will serve as an enhancement in the civic space near the water retention areas, and address Northline efforts in environmental water quality and/or Leander’s environmental and habitat conservation efforts to advance public awareness and education and quality of life as residents in the Hill Country.
  
- ➔ TOWN SQUARE (SOUTH) – If public art is included in this phase of Town Square, it is recommended that the artist selected for the north phase participate on the design team. The final location and format of the public art will be determined as an outcome of the collaboration with the developer’s design team and subject to approval by the owner.
  
- ➔ STREETSCAPE AMENITIES (*Phase 1.1 Infrastructure*) – The public art management team will work with NLDC team including but not limited to Design Workshop to identify relevant streetscape amenities such as benches, fountains, bike racks, traffic bollards, tree grates, and/or art lighting to be located in the pedestrian Right-Of-Way along high-traffic streetscape improvements projects to determine opportunities for artist-designed and/or artisan-fabricated functional streetscape amenities.

## LOCATIONS (PHASE IIA)

- 1 OPEN SPACE – MEDICAL BLOCK (*BLOCK A*)
- 2 PARKING GARAGE – RETAIL BLOCK (*BLOCK B*)
- 3 GROUND FLOOR AND/OR PARKING GARAGE (*BLOCK D*)
- 4 HOTEL + RETAIL GROUND FLOOR AND/OR PARKING GARAGE (*BLOCK K*)

POTENTIAL  
PERMANENT  
PUBLIC ART  
LOCATIONS FOR  
FUTURE  
INFRASTRUCTURE  
PHASES INCLUDING  
STREETScape  
AMENITIES







## PHASE IIB

Phase IIB kicks off with the official public opening of Northline and access to civic spaces. Phase IIB outlines opportunities for temporary public art installations and ongoing arts and cultural programming. The Northline Property Owners Association should consider a contract or employee position to administer the onsite arts and cultural activities within Northline. Activities may include musical, theater, and poetry performances, temporary public art installations, and tactical urban strategies designed to activate public spaces by citizens to create new and diverse public discourse around improvements in the urban realm, as well as various community events that brings residents and visitors together through arts and creativity.

In an effort to strengthen the Leander arts and cultural community and stimulate the creative economy, it is recommended that empty retail space be offered to local cultural organizations on a limited basis to be utilized as working studio or production space. The space will need to be offered at a reduced rate or free if the organization can drive new audiences to Northline by providing some element of public access or programming within or near the retail space.

Ongoing temporary programming will bring continued interest and community use of civic and open spaces, engage continued dialogue in natural resources, promote access to high quality arts, and communal engagement through events in partnership with local arts, cultural, and civic organizations. Administrative duties related to the public art program may include temporary public art installations, recruitment of arts business to Northline retail spaces, coordination of cultural activities in public and civic spaces such as City festivals and farmer's markets, support in the development of a Northline Artwork Loan Policy and administration of loan agreements, and cooperation of marketing content between Northline, City of Leander, and other marketing agencies such as the Leander Chamber of Commerce & Visitors Center and various media outlets.

## ARTIST SELECTION CRITERIA + PROCESS

All public art projects will be competitively solicited to ensure a broad and inclusive reach of talent and diversity of demographics to represent the Northline public art collection. There may be occasion to extend an invitation to artists, who may not typically apply to public art projects but whose work and practice are ready for the challenge, to apply and compete for a project. Artists may apply individually or as teams of same or different disciplines. The calls to artists will be distributed through a variety of media channels and community stakeholder news outlets. While there are no geographic restrictions for artists most qualified for public art projects, priority of artist selection will be based on the artist or artists team's ability to understand and meet the Northline public art framework of connectivity + identity – to connect to the people and places of Leander and to create a work of art that reflects and contributes to the unique character of Leander.

More specific artist criteria may be applied to each project, but in general, all projects shall comply with the following criteria during artist selection:

- ➔ Ability to innovatively and thoughtfully design within the context of the site;
- ➔ Willingness to learn and understand Leander's history, evolution as a city, and culture;
- ➔ Openness to engage Leander communities in the artwork conception, design and/or creation;
- ➔ Willingness and demonstrated ability to collaborate with Northline design and development team, technical advisors, and a diversity of community stakeholders;
- ➔ Demonstrates ability to work with durable and compatible materials to extend the life of the artwork in the public realm;
- ➔ Interest in inspiring residents and visitors of Northline through compelling and quality artwork; and
- ➔ Contribute to the innovation and goals of Northline and the public art strategy project goals.

**PHASE I** public art projects will benefit from a unique selection panel of 3-5 people consisting of local and regional art and design professionals plus technical advisors from the Northline project. This will facilitate broader participation and perspectives in the selection of Northline public art. The selection panel will also consist of technical and community advisors to be determined by NLDC and/or the Northline Property Owners Association.

The Public Engagement Project will utilize direct selection of artist and community partners to collaborate and co-create the engagement and participatory nature of the project. For all projects, recommendations will be made to NLDC and/or the Northline Property Owners Association for final approval before proceeding with negotiation and agreement of a contract.

**PHASE IIA + IIB SELECTION PROCESSES** are to be determined based on discussions with development partners and NLDC and/or the Northline Property Owners Association to ensure confidence in the selection process and an outcome that is fitting for the development.

CIVIC SPACES ARE AN EXTENSION OF THE COMMUNITY. WHEN THEY WORK WELL, THEY SERVE AS A STAGE FOR OUR PUBLIC LIVES. IF THEY FUNCTION IN THEIR TRUE CIVIC ROLE, THEY CAN BE THE SETTINGS WHERE CELEBRATIONS ARE HELD, WHERE SOCIAL AND ECONOMIC EXCHANGES TAKE PLACE, WHERE FRIENDS RUN INTO EACH OTHER, AND WHERE CULTURES MIX. THEY ARE THE "FRONT PORCHES" OF OUR PUBLIC INSTITUTIONS.

~ PROJECT FOR PUBLIC SPACES

## CONSULTANTS



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