



PROJECT PLAN

Lafayette Bridge

Painting & Lighting

Public Art Project





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1. INTRODUCTION

Nestled in the heart of west Laredo, the Lafayette Bridge stands not just as a testament to the city's economic growth, but also as a beacon of historical and communal significance. The bridge, in its current stature, intersects Lafayette Park and various recreational areas, a public space used by residents and visitors.

As the City of Laredo and Council Member Alyssa Cigarroa of District 8, stride forward in their developmental endeavors, the revitalization of Lafayette Park is paramount. The initial stage of the Public Art project, focuses on enhancing the space underneath the bridge, sets the tone for a broader vision: one that integrates art and modern technology. This Public Art project endeavors to fuse form and function by gracing the bridge's robust columns with mesmerizing artwork, representative of Laredo's rich culture, memories, and aspirations. But art isn't confined just to visuals; the atmosphere matters. Hence, augmenting this visual spectacle will be an immersive lighting experience, orchestrated using state-of-the-art programmable LED lights. This combination promises not only to transform the space beneath the bridge but also to create a luminous experience, making it a focal point of community gathering during both day and night.

This initiative isn't merely an infrastructural update; it's a reimagination. It beckons a future where bridges connect not just lands but also hearts, and where public spaces become canvases that narrate tales of a city's past while illuminating its path forward.

1a. Project Overview

The Lafayette Street Overpass Public Art project is an exciting endeavor undertaken by the City of Laredo and Council Member Cigarroa to transform the Lafayette Street underpass into a stunning visual masterpiece, encompassing both the painting and lighting of the overpass infrastructure, including its distinctive 17 columns. This project represents the city's dedication to celebrating its cultural heritage and promoting the arts as a powerful means of community enrichment. Situated in the western part of Laredo, the Lafayette Street Overpass will serve as an artistic gateway, connecting Lafayette Park, Las Cantas Ranas neighborhood, and the Jose A. Valdez Jr. Baseball Park.

1b. Project Purpose

The primary objective of this project is to create a vibrant and captivating art installation that not only beautifies the underpass but also narrates Laredo's rich cultural identity. Through a harmonious blend of painting and lighting, this installation will serve as a source of inspiration, a testament to the city's commitment to the arts, and a catalyst for community engagement by engaging local artists in the implementation of the artwork and offering a professional development opportunity. They will stand as a lasting tribute to Laredo's unique heritage, enhancing the quality of life for residents and creating a welcoming environment for visitors.



1c. Project Duration

The anticipated lifespan of the mural installation and lighting elements is estimated to be 15 to 20 years, ensuring a long-lasting and impactful contribution to the city's landscape.

1d. Project Collaboration

The City of Laredo has forged a collaborative partnership with UP Art Studio, a renowned entity in the realm of public art, to oversee the comprehensive management, artistic creation, and installation of the mural and lighting. This partnership extends to encompass local artists, the Fine Arts & Culture Commission, and various departments within the City of Laredo. It reflects a multi-dimensional approach to project implementation, combining expertise and creativity.

1e. Project Scope

The scope of this project, as delineated in the Request for Qualifications (RFQ), encompasses the artistic transformation of the Lafayette Street Overpass, including the painting and lighting of the overpass infrastructure, notably the 17 columns. UP Art Studio will play a pivotal role in ensuring the project's artistic quality and safety standards. Furthermore, the public art installation will unite various parcels of park area and recreational spaces, fostering community cohesion and a sense of shared identity.

This Project Plan will provide a comprehensive roadmap for the Lafayette Street Overpass Public Art project, addressing its goals, scope, schedule, budget, artist selection process, community engagement strategies, and stakeholder involvement. Through this plan, we aim to guide the successful execution of the project, realizing its potential to become an enduring symbol of cultural pride and unity within the City of Laredo.



2. GOALS

Council Member Cigarroa envisions a Public Art project that isn't just ornamental, but one that resonates deeply with the community. This isn't merely about painting and lights; it's about encapsulating the soul of the Las Santa Ranas neighborhood within Lafayette Park's embrace.

The ambitious goals for this Public Art project include:

2a. Establishing a Local Landmark

GOAL 1: To design and implement a visually striking and culturally resonant project that becomes an iconic local landmark, instilling a sense of identity and pride within the Las Santa Ranas neighborhood.

GOAL 2: To ensure that the project's design elements reflect the rich cultural heritage of the neighborhood, fostering a deep connection between residents and their community.

2b. Enriching the Quality of Life

GOAL 3: To enhance the overall quality of life for Las Santa Ranas residents by creating an environment that promotes well-being, encourages outdoor activities, and offers a space for relaxation and recreation.

GOAL 4: To improve mental and physical health by providing an aesthetically pleasing and welcoming area that residents can enjoy daily.

2c. Integration of Art and Infrastructure

GOAL 5: To seamlessly integrate public art with critical infrastructure, illustrating the potential for artistic elements to coexist with functional structures, thereby inspiring creativity and innovation in future urban planning.

GOAL 6: To showcase the intersection of art and engineering, offering a model for future projects that merge practicality with artistic expression.

2d. Cohesion and Community Engagement

GOAL 7: To promote unity and cohesion among the Las Santa Ranas community by designing an inclusive space that accommodates the needs and interests of all residents.

GOAL 8: To actively engage community members in the local artist community, and to provide them with professional development opportunities.

2e. Enhancing the Park Area

GOAL 9: To create a multi-functional park area by adding art to the terrain, which includes or will include in the near future exercise equipment, and offering recreational spaces such as soccer fields, volleyball, basketball, and pickleball courts.

GOAL 10: To address the diverse recreational interests of Las Santa Ranas residents, encouraging outdoor activities that promote physical fitness and community interaction.

These goals underscore the project's commitment to creating a meaningful and sustainable impact on the Las Santa Ranas neighborhood. By focusing on the establishment of a local landmark, enriching the quality of life, integrating art with infrastructure, fostering community cohesion, and enhancing the park area, the project aims to create a lasting legacy that benefits both current and future generations of residents.

3. SCOPE

The Lafayette Street Overpass Public Art Project is a monumental and ambitious venture that seeks to celebrate Laredo's rich heritage while bridging cultural divides. By introducing a large-scale mural installation on the overpass, this initiative aims to present the west part of Laredo with a vivid testament to the city's commitment to the Arts, community engagement, and the enrichment of its residents. As such, a meticulous project approach is vital, outlining clear roles, responsibilities, and the implementation plan.

3a. Project Approach and Development/ Implementation: Phase 2

The Lafayette Street Overpass Public Art Project is a bold vision, and its successful execution demands a holistic and phased approach. From conception to completion, the following approach ensures that every stage is meticulously planned and executed, keeping the broader objectives and community needs at its core.

The process begins with a rigorous **Design Finalization**, ensuring the mural installation designed by UP Art Studio resonates with community values and aspirations. **Site Preparation** follows, ensuring optimal conditions for mural application. **Safety Protocols** are implemented, safeguarding both artists and the public. **Mural Implementation** taps into the expertise and creativity of local artists under UP Art Studio's guidance. Post-completion, **Quality Assurance** ensures that the mural installation meets the highest standards. Finally, the **Seal & Protect** phase ensures the artwork's resilience against environmental factors.

- **Design Finalization:** While the initial artwork designs are set, they will undergo a review and finalization process, incorporating feedback from the community, the City of Laredo and the Fine Arts & Culture Commission. This ensures that the final mural not only aligns with the artistic vision but also resonates with the community's values and aspirations.
- **Site Preparation:** An integral part of the process involves preparing the underpass surfaces. This

includes power-washing to remove any grime, patching visible cracks or damages, and applying a primer or sealant. This meticulous preparation ensures that the artwork will adhere properly, guaranteeing their longevity and vibrancy.

- **Safety Protocols:** As work commences, it's paramount to ensure the safety of the artists and the general public. Measures such as establishing barricades, displaying clear signage, having a public safety presence, and even instituting lane closures will be considered and implemented as needed.
- **Mural Implementation:** This phase marks the convergence of individual creativity and a unified artistic vision. Local artists, mentored by UP Art Studio, will give input and collaboratively install the mural. By working in tandem, they will ensure that the artwork complements the overarching narrative of the overpass.
- **Quality Assurance:** Once the mural installation adorns the surfaces, a comprehensive inspection will be executed. This will ascertain that the mural installation aligns with the predetermined standards, both in terms of quality and representation. Additionally, adherence to spec and data sheets for the architectural coatings used will be strictly maintained, ensuring the longevity and durability of the mural against various environmental factors.
- **Seal & Protect:** The final step, if budget allows, will involve sealing the artwork with a protective layer. This sealant will shield the art from environmental wear and tear, further ensuring its longevity.



3b. Roles and Responsibilities

UP Art Studio, as the lead consultant, shoulders the responsibility of orchestrating this symphony of art. Their role encompasses everything from logistical coordination, artist mentoring, quality assurance, to final project delivery. Collaborative engagements with Council Member Cigarroa, local artists, the City of Laredo, the Fine Arts & Culture Commission, and other stakeholders are essential to drive this project to fruition. With everyone playing their part, the Lafayette Street Overpass is poised to become a beacon of Laredo’s rich cultural heritage.

For a project of this magnitude and significance, clearly defined roles and responsibilities are paramount to ensuring smooth execution and desired outcomes. Here is a breakdown of the roles and responsibilities for the Lafayette Street Overpass Public Art Project:

1. Council Member Cigarroa and City of Laredo:

- Responsibility:** Provide oversight, budgetary approvals, and community representation.
- Key Tasks:** Offer feedback on designs, ensure compliance with city regulations, liaise with city departments and Union Pacific, and advocate for community interests.

2. UP Art Studio:

- Responsibility:** Lead project design, artist coordination, and mural execution.
- Key Tasks:** Finalize mural designs, select and manage artists, coordinate with contractors for materials and lighting, and liaise with the City and third party vendors.

a. Safety and Site Preparation Team:

- Responsibility:** Ensure the mural application site is safe and primed.
- Key Tasks:** Prepare the underpass surfaces, coordinate with the City to institute safety measures such as barricades and signage, manage potential lane closures, and monitor the site throughout the project.

b. Quality Assurance Team:

- Responsibility:** Guarantee the art installation meets specified standards.
- Key Tasks:** Conduct thorough inspections prior, during, and upon mural completion, provide feedback and recommendations for adjustments, and oversee the application of protective sealants.

3. Local Artists:

- Responsibility:** Bring the mural concepts to life on the overpass.
- Key Tasks:** Give input on final design, execute mural painting, adhere to safety and quality standards, and participate in professional development initiatives.

3. Community Stakeholders:

Responsibility: Engage in the mural selection and provide input to ensure the art resonates with community values and aesthetics.

Key Tasks: Participate in artwork selection, provide feedback during community consultations, and actively promote community involvement in the project.

4. LED Electric and Lighting Contractors:

Responsibility: Work with UP Art Studio to develop and implement the lighting strategy for the artwork.

Key Tasks: Assess the mural locations, design a lighting scheme that complements the artwork and ensures safety, and oversee the installation and maintenance of lighting fixtures.

5. Union Pacific:

Responsibility: Ensure the project aligns with their operational standards and safety protocols.

Key Tasks: Review project plans, grant necessary permissions, and offer guidelines regarding the structural integrity of the overpass.

The success of the Lafayette Street Overpass Public Art Project hinges on the effective collaboration of these roles, each bringing a unique expertise and perspective to the table. Regular communication, updates, and check-ins will ensure that the project remains on track, and the final result is a reflection of Laredo's vibrant spirit and heritage.

3c. Artist Selection Approach

Selecting the right artist or artists is an essential facet of this project. The ideal selection will represent not only the aesthetic objectives of the initiative but also play a pivotal role in shaping the cultural narrative that Lafayette Street Overpass will tell for years to come. Several artist selection approaches include:

Open Call: This allows a broad spectrum of talent to participate, ensuring transparency and inclusivity.

Invitational: This zeroes in on established artists

with a recognizable vision and a track record of success.

In-House: This streamlines the process, leveraging familiarity, ease of coordination, and prompt decision-making.

After presenting these options to Council Member Cigarroa, the direction leans towards harnessing the expertise of UP Art Studio's in-house artists for the overarching vision, complemented by local artists for project implementation and professional development.

3d. Products/Processes for Implementation

A successful mural is as much about the artist's vision as the materials used. For the Lafayette Street Overpass, it's crucial that the products chosen ensure the longevity, vibrancy, and impact of the mural installation. Among the options considered:

Latex + Aerosol Paint: This is revered for its ease of application and a vast spectrum of colors.

Enamel: This stands out due to its durability and striking glossy finish.

Mineral: An ideal choice for older infrastructure, mineral-based paint offers unparalleled longevity.

Taking into account Council Member Cigarroa's preference and the City's aspiration for the public artwork to remain vibrant for 15-20 years, mineral paint, though premium-priced, emerges as the front-runner. Budget considerations will influence the final decision and research continues on products that could offer color retention, at a value budget.

3e. Lighting

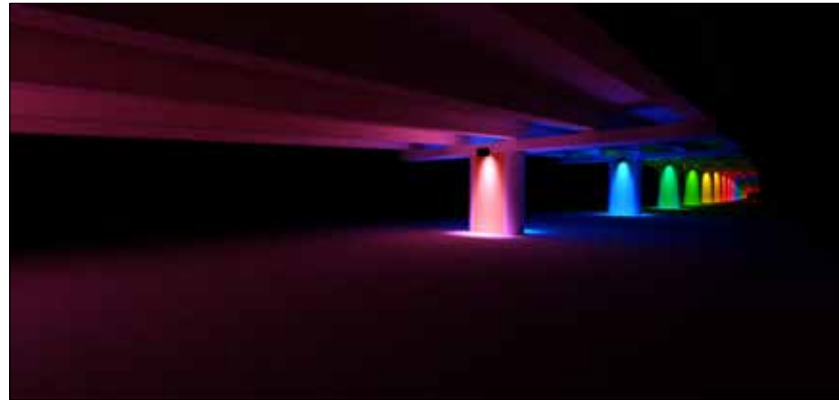
If budget allows, the role of strategic illumination can't be overstated. Teaming up with Laredo-based LED Electric and Lighting Contractors, a lighting blueprint was devised that not only accentuates the beauty of the mural art but also promotes safety, especially after dusk. Renderings and drawings from this collaboration are on the following pages:

Lafayette Street Overpass

Musco LED/RGB Light (White) -



Musco LED/RGB Light (Colors) -



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Lafayette Overpass
Laredo, TX
RGB/LED Rendering

musco
Lighting
CORPORATE OFFICE:
P.O. Box 208
1000 1st Avenue
Laredo, TX 78577
+1-214-291-1477
+1-214-291-1478

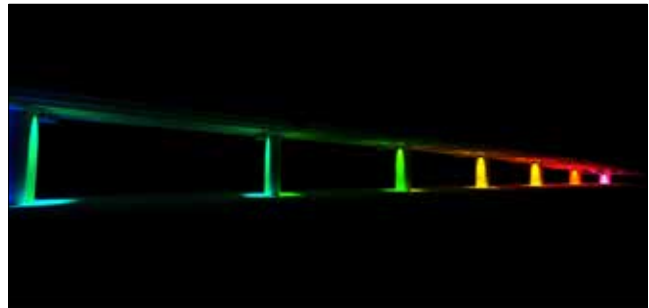
DATE:	BY:	REV:	REVISIONS:

JOB NUMBER:
229147
DRAWN BY:
JAC
CHECK BY:
F. Heys
REPRESENTATIVE:
F. Heys
SCALE:
1:10
DATE:
07/31/23
DRAWING NUMBER:
229147R1
1 of 2 SHEETS

Musco LED/RGB Light (Colors) - View Looking West



Musco LED/RGB Light (Colors) - View Looking East



Musco LED/RGB Light (Colors) - View Full Overpass



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Lafayette Overpass
Laredo, TX
RGB/LED Rendering

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+1-214-291-1478

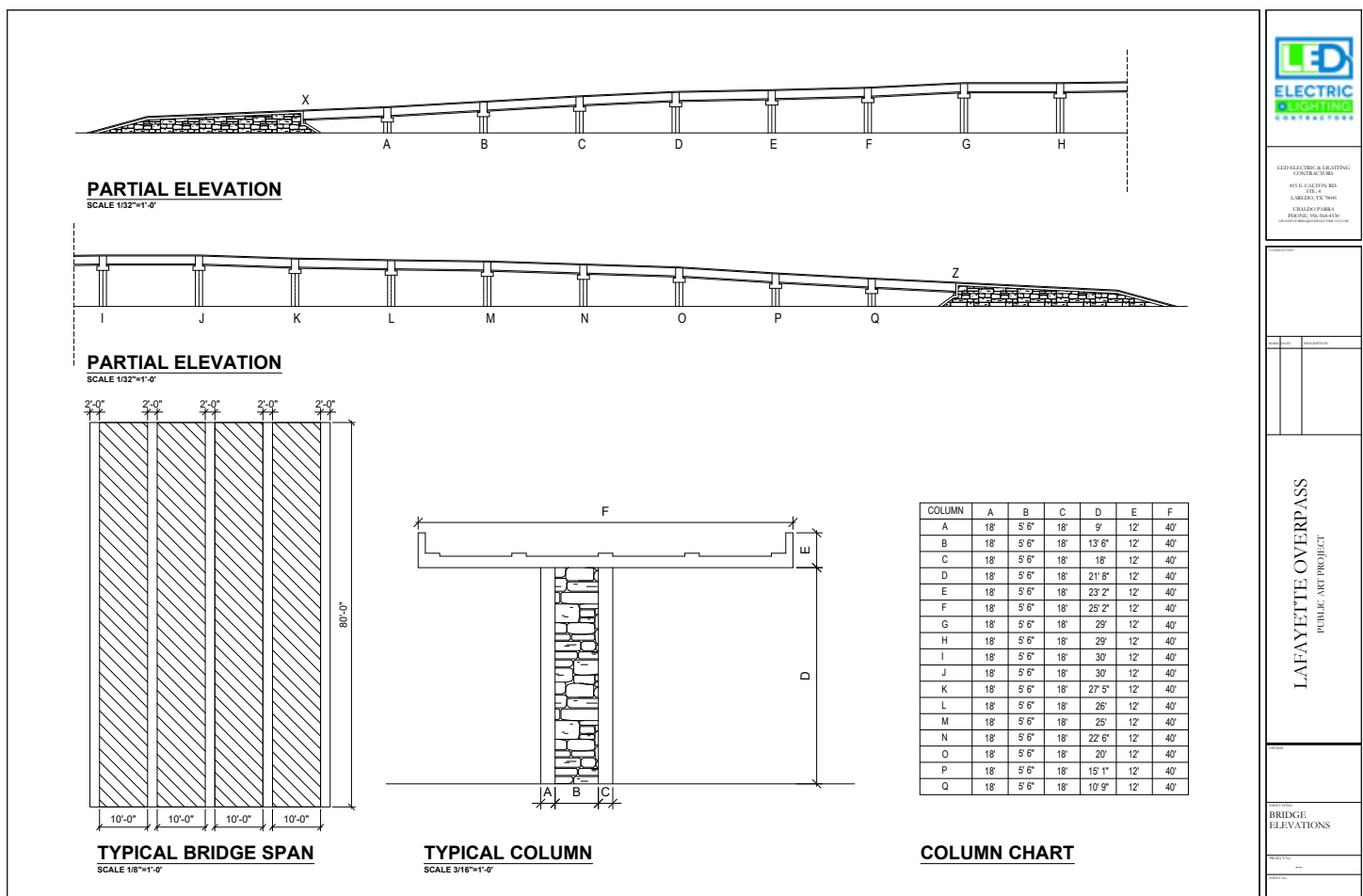
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07/31/23
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229147R1
2 of 2 SHEETS

Budget

RGBW Option Phase I – Columns Only	\$258,000
RGBW Option Phase II – Beams Only across columns	\$530,000
RGBW Option Phase III – Space between columns	\$946,000
White Light only Phase I – Columns Only	\$212,000
White Light only Phase II – Beams Only across columns	\$366,000
White Light only Phase III – Space between columns	\$620,000

Bridge Elevations



3f. Coordination with City of Laredo & Union Pacific

Effective collaboration with stakeholders is pivotal to the success of this project. UP Art Studio's proactive approach has manifested in open channels of communication with various City representatives, including Council Member Cigarroa. Departments such as Engineering, Parks, Traffic, Library, and CVB have generously provided their insights, ensuring that the project's vision aligns seamlessly with city-wide objectives.

Union Pacific, a crucial stakeholder in this initiative, requires a specialized approach. Navigating the intricate maze of their stringent project protocols, especially when in the vicinity of their right-of-way, is a task UP Art Studio is familiar with, given our recent dealings with the City of Victoria.

It's pertinent to note that the onus of approaching Union Pacific lies with the City of Laredo. UP Art Studio's experience from its ongoing project with the City of Victoria, which falls within Union Pacific's Right of Way, serves as a valuable guide. Our encounters have revealed Union Pacific's prerequisites for projects in or within 25' of their right-of-way. This encompasses a Reimbursement Agreement for structures review, a Right of Entry and Indemnity Agreement, and the provision for observers. The financial obligation for these requirements is approximately \$50,000. However, there might be room for negotiation at the city level.

The rationale behind the reimbursement agreement is multi-fold: It ensures coverage for UPRR's structures team to meticulously review the plans and the proposed work. This includes an analysis of paint colors, chemical composition, application methods, structure access, equipment type, and more. The objective is to secure structural approval, ensuring that the proposed activities do not compromise the integrity of Union Pacific's infrastructure.

3g. Implementation Plan (Next Steps)

Following the completion of Phase 1, it's essential to maintain the project's momentum with a detailed implementation plan, focusing on artist selection, design finalization, and the artist application.

Phase 1 (continued): Artist Selection and Design Approval (current contract)

Duration: Approximated 16-18 weeks

1.1 Artist Selection

Task 1: Initiate an open Call for Artists, formally issue the call. Set clear criteria for the selection process, ensuring alignment with the project's vision and goals.

Task 2: Convene a selection committee, inclusive of at least one member from the Fine Arts & Culture Commission, to review artist submissions and shortlist candidates.

Task 3: Conduct artist interviews or presentations, allowing shortlisted artists to pitch their skillset and showcase previous work.

Task 4: Finalize the artist or artists for the project based on committee recommendations and obtain the Fine Arts & Culture Commission's approval.

1.2 Design Finalization and Approval

Task 5: Work with the community to choose the final design.

Task 6: Once the designs are refined, present them to the Fine Arts & Culture Commission for approval.

Task 7: Make any necessary design modifications based on feedback from the Commission.

Phase 2: Mural Implementation

Duration: Approximated 16-18 weeks

2.1 Preparation

Task 8: Prepare the Lafayette Street Overpass for mural application. This includes site cleaning, surface smoothing, and primer application.

2.2 Mural Installation

Task 9: Under the guidance of the UP Art Studio, selected artists begin the mural application, ensuring consistency with the finalized design.

Task 10: Implement necessary safety protocols, including the establishment of barricades, signage, and potential lane closures.

Task 11: Periodically review the progress to ensure alignment with the design and maintain quality.

2.3 Quality Assurance and Protection

Task 12: Upon mural completion, conduct a detailed inspection to ensure it meets the project's standards.

Task 13: Apply a protective sealant to the mural, safeguarding it against environmental factors and ensuring longevity, if applicable.

Upon the mural's successful implementation, the project will transition into the documentation and community celebration phases, in which UP Art Studio will work closely with CVB, PIO, and other City departments as needed..

2.4 Documentation, Publicity and Community Celebration

Task 14: Develop communications plan and program. Select and oversee photographer/videographer

Task 15: Draft news release and written materials. Conduct Media outreach.

Task 16: Organize and produce community celebration.

Task 17: Project Closeout



4. LOCATION AND SITING CONSIDERATIONS (SITE AND CONTEXT)

Lafayette Street Overpass, situated in the heart of District 8, serves as an iconic bridge connecting communities, histories, and spaces in the vibrant city of Laredo. The project's location is paramount not only for its physical placement but also for its symbolic significance in representing Laredo's rich tapestry of cultural and historical narratives.

4a. Location Description

City of Laredo: Founded in 1755, Laredo stands as a beacon of trade and cultural amalgamation. Its unique location on the Rio Grande marks it as a significant inland port with Mexico. Its historical significance, from the Republic of the Rio Grande to its current stature, makes Laredo a city of stories.

District 8: The heart of Laredo, District 8 encompasses the majority of government offices and is anchored by the Laredo Community College. With a vision of revitalization, projects such as the Neighborhood Empowerment Zone aim to restore its glory.

Las Santa Ranas Neighborhood: A "barrio" in west Laredo, Las Santa Ranas stands as a testament to multigenerational Hispanic families. While the area faces challenges, the community's spirit remains unbroken.

Lafayette Street Overpass: Spanning from the 1600 block to the 2200 block of Lafayette Street, the overpass, also known as the Judge Hector J. Liendo Overpass, forms an integral part of Laredo's infrastructure.

4b. Cultural and Historical Significance

Lafayette Street Overpass stands in proximity to the Las Santa Ranas neighborhood, a testament to Laredo's rich Hispanic heritage. The collective treatment of the seventeen columns as one mural offers a canvas that spans the city's cultural heartbeat.

4c. Visibility and Accessibility

Being near the Central Business District of District 8, the overpass promises high visibility. This centralized location ensures that both Laredo's inhabitants and visitors have convenient access to witness this fusion of art and history.

4d. Infrastructure and Layout

The seventeen columns under the overpass, viewed collectively as one mural, represent a vast canvas waiting to be adorned. Each column stands as a chapter of a larger narrative, reflecting the essence of Laredo.

4e. Environmental Considerations

Environmental factors, especially the presence of nesting pigeons, have been taken into consideration. There's a notable amount of bird droppings which poses environmental and health concerns. Pre-installation will involve power washing the infrastructure, accompanied by a bird repellent spray to ensure a clean slate for the mural. Additionally, it is recommended that the City install bird spikes or other permanent deterrents to minimize future challenges.

Furthermore, the overpass has historically experienced issues with water runoff which, over time, can degrade the integrity of both the structure and any applied artwork. To protect the artwork and prolong their lifespan, it is crucial to introduce measures that deflect water away from the artwork. Implementing solutions, such as the addition of runoff deflectors, can effectively divert water, preserving the brilliance of the murals.

4f. Site Assessment

The UP Art Studio team undertook two site assessment visits to Laredo, ensuring a comprehensive understanding of the site's feasibility for public art. More details can be referred to in the Site Assessment Form in the Appendix.



4g. Surrounding Amenities

Adjacent to the overpass lies the Lafayette Street Park, a unique recreational space. This park boasts an array of amenities including basketball courts, soccer fields, pickleball courts, a skate park, and a new health clinic and Veteran's complex, ensuring a continuous stream of visitors, enhancing the mural's audience reach.

4h. Community and Artist Engagement

While the mural's design has been predetermined, the project emphasizes community and artist integration. Engaging the local artist community in the project's implementation offers a touch of local authenticity. Additionally, professional development opportunities for local artists will be explored, nurturing the city's talent.

A community paint day is also recommended. The wooden bollards along the columns serve as the perfect canvas for community participation.

The unveiling ceremony, planned as a significant event, will foster community pride and ownership of the mural.


As the project progresses, every step will be taken to honor Laredo's legacy, ensuring the mural stands as a testament to its past, present, and future.



4i. Map

To offer a comprehensive spatial understanding of the Lafayette Street Overpass and its surrounding areas, we have included a detailed map. This map provides clear geographic demarcations, pinpointing the exact location of the overpass and other significant landmarks. Whether you're a resident familiar with Laredo's streets or a visitor exploring the city's charm, this map offers clarity on the project's location within the larger urban fabric.



 CITY OF LAREDO ENGINEERING DEPARTMENT 1110 Houston St. Laredo, Texas 78640 Ph: (956) 791-7344 Fax: (956) 791-7478	
REVISIONS:	
LAFAYETTE BRIDGE PROJECT AERIAL EXHIBIT OF LAFAYETTE STREET FROM 1700 BLOCK TO 2200 BLOCK	
EXHIBIT	
DRAWN BY:	J.F.G.
CHECKED BY:	J.F.G.
APPROVED BY:	J.F.G.
SHEET 1 OF 1	

4j. Master Plan (Surrounding Amenities)



LAFAYETTE MASTER PLAN				CITY OF LAREDO ENGINEERING DEPARTMENT 1110 HOUSTON ST. LAREDO, TX. 78040		EXHIBIT	SHEET 1 OF 1
DATE	REVISION	STATUS	FINAL	PROJECT NAME	SHEET TITLE		
DESIGNED	C. LAST	DATE	10/10/2018				
DRAWN	F. LAST	DATE	10/10/2018				
APPROVED	C. LAST	DATE	10/10/2018				

4k. Photos

A picture paints a thousand words, and in this section, we present a visual narrative of the Lafayette Street Overpass and its environs. The photographs have been curated to provide a multi-faceted view, capturing both the grandeur of the overpass and the nuances of its architecture. These images not only showcase the current state of the site but also offer a glimpse into the potential transformation awaiting through the mural project.







5. PRELIMINARY SCHEDULE / TIMELINE

Phase 1 (continued): Artist Selection and Design Approval (16-18 weeks)	
2023	
Oct. 27	Submission of the Project Plan for review by Council Member and City Staff.
Oct. 27 - Nov. 3	Review period for the Project Plan by the Council Member and City Staff.
Nov. 3 - 10	Implement final edits to the Project Plan by the Council Member and City Staff.
Nov. 10 - 17	Project Plan is reviewed and approved by the Fine Arts & Culture Commission
Dec. 15 - 18	UP Art Studio develops the Call for Artists.
Dec. 19 - 22	Call for Artists reviewed by CM, Staff and FACC
Dec. 26	Issue the Call for Artists; Assemble Selection Committee
2024	
Jan. 11	Artist information session
Jan. 15 - 18	UP Art Studio Team to Visit Laredo - Site Visit, Meeting with CM Cigarroa, Staff, etc.
Jan. 19	Call to Artists extended deadline
Jan. 23 - Feb. 2	Artist Selection Committee begins reviewing and scoring artist qualifications; Artist contracts are drafted
Feb. 5	Deliver final Project Plan / Final Budget
Week of Feb. 5	Artist interviews; Selection committee shortlists artists for selection
Week of Feb. 12	Council Member & City Staff meet to make final local artist recommendations; Arts Commission reviews the artist/team recommendation; approves the artist/team recommendation.
Feb. 20	City Council; Sign Contract between UP Art Studio and City of Laredo for Phase 2: Mural Implementation
Phase 2: Mural Implementation (16-18 weeks)	
Week of Feb. 20	Artist contracts are signed.
Feb, 26 - Mar. 1	Artist conducts a site visit and participate in community engagement sessions, including FACC.
Feb, 26 - Mar. 1	UP Art Studio design team finalizes and submits the mural design for review by CM & Staff & FACC;
Mar. 4 - 8	The mural design undergoes further refinement based on feedback and is presented again for final approval (if needed). Finalize Budget.
Mar. 11 - 15	City Council Approval; Preparation of the Lafayette Street Overpass for mural application begins, including site cleaning, surface smoothing, and primer application. Bird and run-off repellants.
Mar. 18	Painting of the mural on the Lafayette Street Overpass begins. Safety protocols are implemented, including barricades, signage, and potential lane closures. Periodic reviews are made.
Apr. 1	Continuation of painting, ensuring alignment with the design and quality standards.
TBD	Final stages of painting and detailed inspections of the mural to ensure project standards.
TBD	If applicable, a protective sealant is applied to safeguard the mural. Final inspections and approvals are conducted.
TBD	Project is officially completed. Potential unveilings or celebrations are organized to mark the completion.

6. ARTIST SELECTION PROCESS

The Lafayette St. Bridge Project recognizes the importance of selecting artists that resonate with the vision and values of the community. In doing so, we aim to transform Lafayette Street not only into a visually appealing space but also a testament to the community's identity, values, and history. To achieve this, the Public Art Program will use an open Request for Qualifications (RFQ) approach.

6a. Artist Selection Process and Concept Approval

With the aim of ensuring transparency, inclusivity, and a positive professional development experience, a local call for artists will be made.

UP Art Studio will craft a detailed RFQ considering the specifications mentioned in the Project Plan. This will be released via an online application platform. Interested artists can apply by submitting a letter of interest, their qualifications, and samples of their work.

Following this, the Selection Committee will thoroughly evaluate the received applications and nominate artists for the mural project. Upon their recommendation, the chosen artists will get endorsement by the Fine Art & Culture Commission.

Once onboard, these artists will work with the UP Art Studio's project team. They'll work alongside Council Member Alyssa Cigarroa, city staff, consultants, and other key stakeholders to refine the Concept Proposal prior to community feedback.

The designs created by UP Art Studio will then be refined through conversations with the community, allowing the community to vote on their favorite design.

The Selection Committee will then review the Concept Proposal. On receiving their feedback and their green light, the Fine Arts & Culture Commission will give their final approval. Subsequently, contracts will be signed with the selected artists to kickstart the project.

6b. Selection Committee

Ensuring a holistic and balanced approach, the Selection Committee should be formed as per the guidelines in the City of Laredo Public Art Master Plan. Review of Submissions will be done by a neutral, volunteer Artist Selection Panel. This panel will comprise a minimum of five and up to seven members, contingent on the scale of the project.

Panel Composition

- Three Texas-based visual art experts.
- Two community members from the project's location.
- A representative from the Fine Arts and Culture Commission.
- The Project Designer or a designee from the respective City Department.

Criteria for Scoring and Selection

- Artistic excellence showcased in the artist's portfolio.
- Demonstrated skill and expertise in the chosen medium.
- Relevance of previous works to this particular commission.
- Necessary experience for completing a project of this magnitude.
- A letter of intent detailing the specifics of this project and site.

The panel's recommendations will be given to UP Art Studio and the corresponding Department Director. The **Fine Art & Culture Commission**, in a public setting, will review the suggestions of the Selection Panel. Public comments will be welcomed during this stage. Based on feedback, the Commission will provide their final recommendations.

6c. Artist Scope of Work

The detailed breakdown of the artist's responsibilities and deliverables will be forthcoming when Draft 1 of this Project Plan is accepted.

6d. Vision

The Lafayette Street Overpass Project offers an opportunity to leave an indelible mark in the heart of Laredo.

Vision (Opportunities)

Phase 1 - Painted columns (potential for lighting integration)

- Option 1: Uniform solid color or color pattern.
- Option 2: Consistent color treatment across all columns.
- Option 3: Different colors for individual columns.
- Option 4: Color treatment with added designs like blooming flowers.

Phase 2 - Areas beneath the bridge, primarily at street level

Phase 3 - Surrounding structures and communal spaces such as basketball courts, skate parks, etc.

6e. Graphics / Early Conceptual Renderings

During this process, a series of design concepts were presented to Council Member Cigarroa, termed 'Round 1 Renderings.' Of these, two were selected for further refinement. The enhanced concepts, which incorporated feedback from the initial round, are denoted as 'Round 2 Renderings.' Both Round 1 and Round 2 Renderings can be found on the subsequent pages.

ROUND 1 RENDERINGS

Phase 1, Option 1 (one solid color or color way)



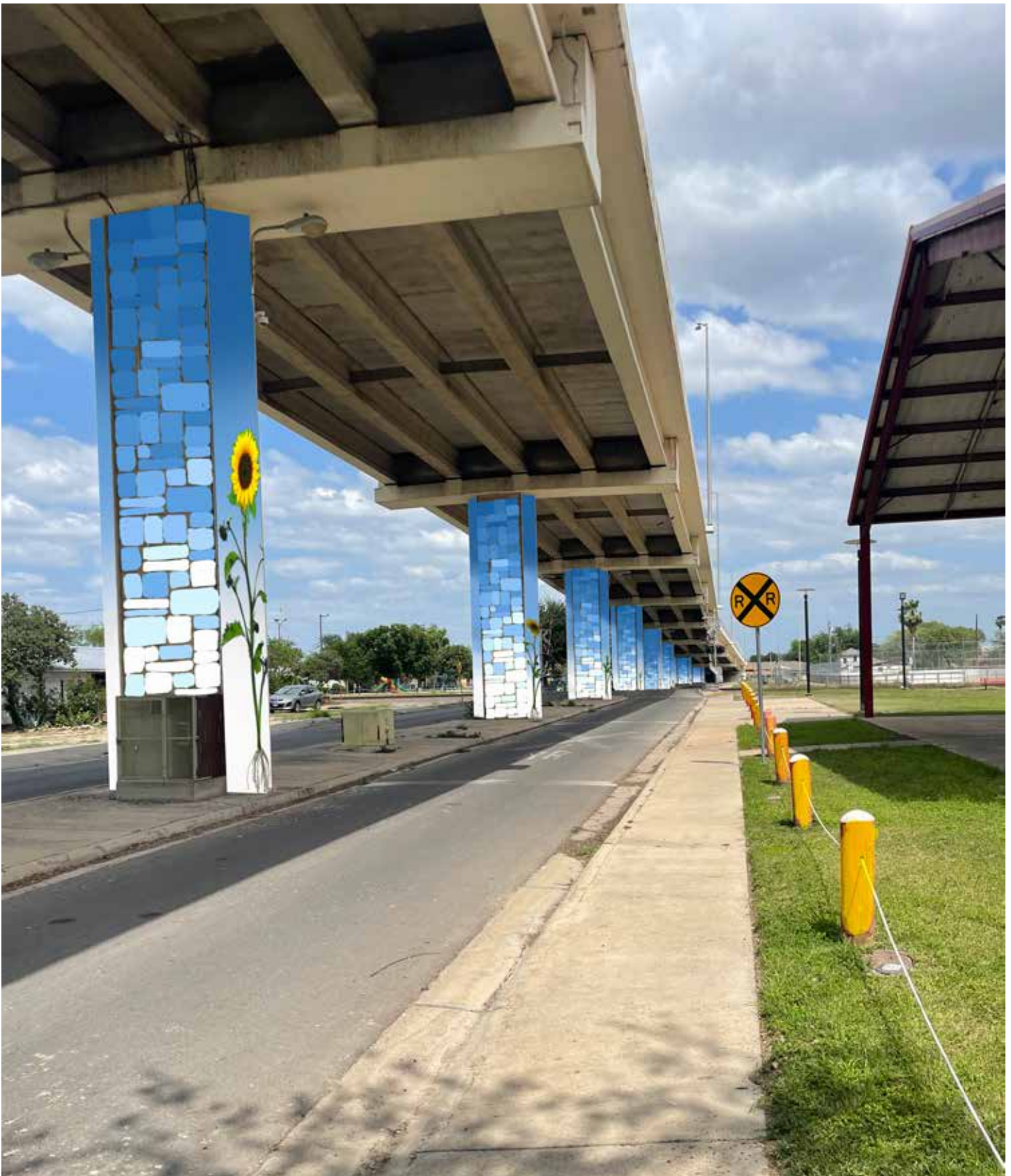
Phase 1, Option 2 (color treatment - all same)



Phase 1, Option 3 (color treatment - all same)



Phase 1, Option 4 (color treatment + figurative)



Phase 2 (street-level)



Phase 3 (adjacent structures / community spaces)



Phase 3 (adjacent structures / community spaces)



ROUND 2 RENDERINGS

Option 1 (one solid color or color way) - Loteria Inspired

A. Solid Colors



B. Solid Colors w/ Design



C. Solid Colors w/ Design + Beams



D. Solid Colors w/ Complex Design + Beams



ALTERNATIVE OPTIONS - NOT PRICED



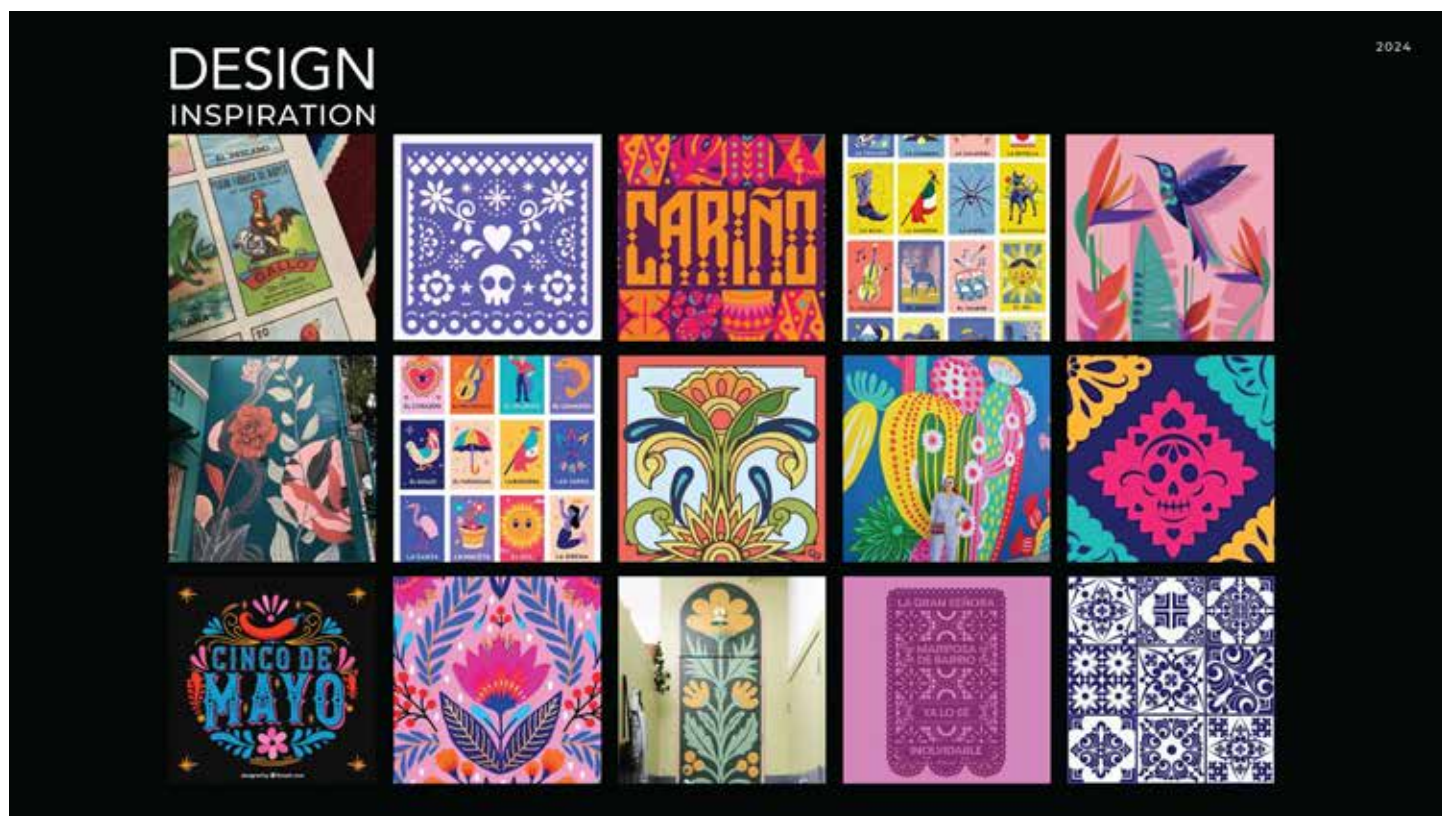
Option 2 (color treatment + figurative) - metamorphosis



ALTERNATIVE OPTIONS - NOT PRICED



ROUND 3 RENDERINGS



UPPER COLUMN DESIGN CONCEPTS

2024



A

B

LOWER COLUMN DESIGN CONCEPTS

2024





A



B



LIGHT

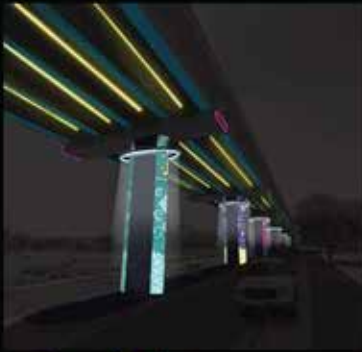
INSPIRATION



LIGHTING DESIGN OPTIONS

2024

A



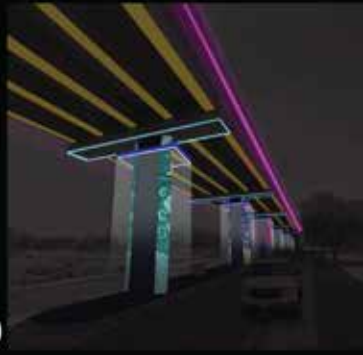
B



C



D



7. BUDGET AND FUNDING SOURCES

7a. Overview

The Lafayette Street Overpass Public Art Project's budget serves as an essential framework to align the project's vision with the necessary financial resources. Broken down by options, this budget encompasses both implementation planning and the artwork installation.

7b. Funding Sources

Council Member Alyssa Cigarroa commits as the primary funder of this project. The project is not officially part of the Capital Improvement Program (CIP) but will follow the CIP's master plan and process to align with city objectives.

Opportunities for additional sponsors, donors, grants, and partnerships with cultural institutions and non-profits, and private sponsors should be continually explored to solidify the project's financial bedrock.

7c. Local Service Providers

Central to the budgetary considerations is the incorporation of local service providers, a strategy ensuring the project's economic impact directly benefits the Laredo community. The following lists the anticipated service providers for this project:

- **Lighting Company:** LED Electric and Lighting Contractors
- **Pressure Washing:** J2j services LLC
- **Lift Rental:** Texas First Rentals Laredo

This allocation aims to secure the highest quality of work, all the while adhering to the set financial constraints. By collaborating closely with local vendors, the project not only promotes community engagement but also actively contributes to bolstering the Laredo economy, ensuring that financial benefits are directly infused back into the community.

7d. Contingency Budget

In anticipation of unexpected costs, a contingency budget is reserved at 5%, which acts as a safety net, ensuring the project's smooth financial sailing.

7e. Phase 1 Budget Allocation: \$25,000

This initial phase, which is currently underway includes:

Feasibility Analysis

- Site assessment & kick off meeting (Consultant visit 1 to Laredo)
- Kick-off meeting with city representatives to clearly define a project vision, goals, needs, and desires, and develop a final project management and delivery schedule.

Planning & Pre-Design

- Determine products/processes for implementation
- Develop an artist scope of work. Create vision, graphics and early conceptual images as needed to obtain city and community feedback, and prepare to solicit/develop artist conceptual renderings. With City staff, determine whether to issue an open Call for Artists or use an in-house artist
- Consult with local service providers; obtain quotes for budget
- Produce a final project approach, budget, and schedule for project implementation

Design Development and Community Engagement

- Coordinate with City of Laredo and Union Pacific, and other applicable entities
- Conduct Community Engagement, such as survey, focus group, and/or workshop.
- If a Call for Artists will be utilized, set artist fee, issue Call for Artists, and conduct selection process; If in-house artist is used, proceed to design for all bridge surfaces; review design; develop final images.
- Other tasks as needed to complete Phase One.

7f. Phase 2 Budget Allocation: \$TBD

The budget for the second phase is contingent upon the selected mural design option and material options. Phase 2 will include the following tasks:

Production and Installation (Artist and Project Management)

- Finalize design details and create a roadmap for installation of the artwork
- Create and provide a maintenance plan
- Coordinate supplies and equipment; prepare surfaces for mural installation
- Oversee artists painting of mural and installation of Public Art project

Assist City with Documentation, Publicity and Community Celebration

- Develop communications plan and program. Select and oversee photographer/videographer
- Draft news release and written materials. Conduct Media outreach.
- Organize and produce community celebration.
- Project Closeout



Proposed Budget (using Mineral Paint)

Description	Budget	% of Budget	Vendor	Task
Square Footage	25,000		<i>Timing:</i>	8 - 12 weeks
Artist Honorariums	\$134,500			
Rendering Fees	\$2,500	0.4%		Task 10
Artist Fee (2 - 3 professional artists)	\$90,000	15.7%		Task 13
Artist Assistant	\$12,000	2.1%		Task 13
Local Artists (2 - 3 local artists)	\$30,000	5.2%		Task 13
Materials/Supplies	\$148,750			
Primer (Supplies and Labor)	\$31,250	5.5%		Task 12
Base Coat/Paint	\$60,000	10.5%		Task 12
Clear Coat (Supplies and Labor)	\$37,500	6.6%		Task 12
Supplies	\$20,000	3.5%		Task 12
Support/Services	\$106,024			
Project Management: Support/Communications	\$65,000	11.3%	UP Art Studio	All Tasks
Safety Coordination	\$3,000	0.5%	UP Art Studio	Task 13
Local Artist Coordination/Workshop Facilitation	\$10,000	1.7%	UP Art Studio / Local Arts Org.	Task 16
Pressure Washing (7 days)	\$13,984	2.4%	J2J Services LLC	Task 12
Traffic Control* - 45 - 60 days	\$7,740	1.3%	Marcelo Galvan	Task 13
Public Safety*	\$0	0.0%	LPD	Task 13
Photography/Video*	\$6,300	1.1%	Interline Films	Task 14
Equipment Rentals (8 weeks)	\$37,232			
Aerial boom lifts (2)	\$13,842	2.4%	Sunbelt Rentals	Task 12
Scissor lift* (1)	\$4,410	0.8%	Sunbelt Rentals	Task 12
Mobile Power Unit (1)	\$2,808	0.5%	Sunbelt Rentals	Task 12
Fuel for boom and scissor lifts	\$3,500	0.6%		Task 12
2 Box Trucks - 10' + 17'	\$5,223	0.9%	U-Haul	Task 12
Golf Cart* (1)	\$3,255	0.6%	United Rentals	Task 12
Fencing (60 x 60 = 240 linear feet)*	\$3,118	0.5%	Prime Dumpster Incorporated	Task 12
Port-A-Potty*	\$485	0.1%	Prime Dumpster Incorporated	Task 12
Dumpster*	\$591	0.1%	Prime Dumpster Incorporated	Task 12
Travel (Transportation, Accomodations, Meals)	\$25,000	4.3%		Task 13
Community Engagement + Celebration*	\$5,000	0.9%		Task 16
Environmental Concerns (Bird Netting)*	\$50,000	8.7%	TBD	Task 12
Union Pacific (flagger only)*	\$30,000	5.2%	TBD	?
Lighting	TBD	TBD	TBD	Task 13
Contingency	\$40,000	6.9%		All Tasks
TOTAL	\$576,506	93.1%		
/SF	\$23.06			

* To reduce costs, the City could provide these services and equipment in kind; these are examples of items City of Victoria was able to provide for us.

7g. Conclusion

The budgeting for the Lafayette Street Overpass Public Art Project is an outcome of meticulous planning, assuring both transparency and precise allocation across all vital components. With a strong commitment to partnering with local providers and regular budgetary reviews, the end result promises to be a financially sound and magnificently executed public art installation. Through this endeavor, the Laredo community is set to enjoy a masterpiece they can cherish for generations.



8. COMMUNITY ENGAGEMENT, MARKETING, AND COMMUNICATIONS

Engagement and promotion of public art projects not only amplify their impact but also foster a sense of ownership and pride within the community. For the Lafayette Street Overpass Public Art Project, an effective engagement, marketing, and communications strategy is paramount.

Here are the specific strategies UP Art Studio, in conjunction with the City of Laredo, will employ:

8a. Community Engagement

Our goal is to actively engage the community in the mural's creation. Based on the recommendations provided to Council Member Cigarroa and her preferences, the selected strategies are:

1. Engage Local Artist Community: By integrating the local artist community deeply into the project, we ensure that the Lafayette Street Overpass Public Art Project is not just a display of art, but a collaborative effort that uplifts and educates Laredo's vibrant artist community.

- **Involvement in Implementation:** Invite local artists to actively participate in the mural creation process through an RFQ process. By working alongside the UP Art Studio team and other experienced artists, the selected artists will gain hands-on experience with the specific materials and techniques utilized for large-scale murals on infrastructure.
- **Skill-building Sessions:** Organize sessions focusing on the intricacies of creating public art on a grand scale, emphasizing materials, durability, safety, and visual impact.
- **Networking Opportunities:** Create opportunities

for local artists to connect with established muralists, suppliers, and public art advocates. This fosters an environment of growth, mentorship, and collaboration within Laredo's artist community.

- 2. Education and Workshops:** Offer sessions and workshops detailing the history, technique, and significance of mural art. These workshops can be facilitated by local artists, local art organizations, and/or art educators.
- 3. Mural Unveiling Events:** Celebrate the completion of the mural with a grand unveiling. This event will not only showcase the mural but also serve as a gathering for the community to come together. Music, local performances, and food vendors can be incorporated to make it a community festivity.
- 4. Social Media Campaigns:** Document the mural's progress from inception to completion. Share behind-the-scenes footage, artist interviews, and time-lapse videos. Engage the community by hosting online polls, Q&A sessions with artists, and sharing fun mural-related trivia and stories.
- 5. Collaborative Mural:** Host designated days where community members can come and contribute to painting wooden bollards in the park area, adjacent to the artwork. This gives a sense of ownership and pride to the participants and embeds personal stories into the art.

8b. Marketing and Communications

To ensure widespread awareness and appreciation of the mural, UP Art Studio, Council Member Cigarroa, and the City staff will:

- 1. Diverse Materials:** Create promotional materials in languages relevant to the community to ensure inclusivity. This ensures all residents, irrespective of language barriers, can engage with and appreciate the mural.
- 2. Web-Based Information:** Launch a dedicated webpage or microsite under the City's official website detailing the project's progress, artist profiles, upcoming events, and other relevant information.
- 3. Media Releases:** Circulate press releases to local, regional, and national publications, highlighting the uniqueness of the mural, the artists, and its significance to the community.
- 4. Advertising:** Engage in print and online advertising campaigns in local and regional publications. Highlight the collaborative nature of the project, inviting readers to participate and visit.
- 5. Micro-targeted Online/Social Media Advertising:** Use targeted online ads to promote the mural, workshops, and events, reaching specific demographics and interests within the community.
- 6. Word of Mouth and Outreach:** Engage local community influencers, schools, and organizations to be mural ambassadors. Their testimonials, involvement, and word-of-mouth promotions will organically amplify the project's reach.

In conclusion, the engagement, marketing, and communication strategies for the Lafayette Street Overpass Public Art Project aim to deeply involve the community, making the mural a true representation of Laredo's cultural heritage and commitment to the arts. This combined approach will ensure a successful project that resonates with residents and visitors alike.



9. STAKEHOLDERS

Stakeholders play a pivotal role in the success and acceptance of any public art project. Their insight, feedback, and continuous engagement help ensure that the Lafayette Street Overpass Public Art Project is not only relevant but also resonates with the residents and visitors of Laredo.

9a. Primary Stakeholders

These are groups or entities that are directly impacted by the art installation at the overpass, either by virtue of proximity or because of their vested interest in the project.

- **Residents of Las Santa Ranas Neighborhood:** As the primary community in the vicinity of the artwork, these residents will see and interact with the art every day. Their input on the content and design is recommended.
- **Residents of District 8:** As a larger administrative region encompassing Las Santa Ranas, these residents have an overarching interest in the beautification and success of public art projects within their district.
- **Adjacent Businesses:** These establishments will benefit from the increased foot traffic and interest the artwork might generate. Their feedback on design and scheduling (to minimize disruption) will be invaluable.
- **Fine Art & Culture Commission:** Entrusted with the promotion of arts and culture in Laredo, their guidance, feedback, and oversight will help ensure the project aligns with the broader cultural vision of the city.
- **Gallery 201:** Known for its contemporary art exhibits, they can serve as a platform for promoting the art installation and hosting related events.
- **Laredo Center for the Arts:** Their involvement can help in integrating the mural installation into the broader artistic narrative of the city.
- **Laredo College, Fine Arts Department:** A collaboration can offer educational opportunities, artist workshops, and guided mural tours.
- **Laredo I.S.D & United I.S.D.:** Schools can organize field trips, art competitions, and educational sessions around the artwork, making it an educational tool for students.
- **Rio Grande International Study Center:** Their focus on environmental education can lead to potential collaborations around art with an environmental theme.
- **TAMIU, Department of Performing Arts:** Combining visual and performing arts can lead to unique event opportunities at the mural site.
- **Visual Artists in Laredo:** Engaging with local artists can provide feedback, potential collaborations, and a sense of ownership and pride within the artistic community.

9b. Secondary Stakeholders

These are entities that, while not directly impacted by the physical presence of the mural installation, play a significant role in the promotion, education, and appreciation of arts and culture in Laredo.

- **CultivArte:** A hub for local artists, their network and expertise can help in promoting the project and potentially sourcing talent.

It is essential to engage with both primary and secondary stakeholders throughout the project's lifecycle. Regular communication, feedback sessions, and inclusive decision-making will ensure the Lafayette Street Overpass Public Art Project truly becomes a symbol of Laredo's cultural heritage and a testament to its commitment to the Arts.

10. CONCLUSION

The Lafayette Street Overpass Public Art Project embodies the soul of Laredo's rich heritage and strives to bring to life its vibrant spirit. As we move forward, we acknowledge the intertwining threads of cultural significance, community involvement, and cultural excellence that weave together the tapestry of this endeavor. Nestled in the heart of Laredo, the project seeks not merely to paint an overpass but to craft a narrative – a story of a community, its history, and its hopes for the future.

The meticulous planning and scope of the project, spanning from the choice of location, artist selection, budget considerations, and engagement strategies, underline the city's unwavering commitment to both the arts and its citizens. The collaboration of multiple stakeholders, from local artists and UP Art Studio to Council Member Alyssa Cigarroa and the residents of Laredo, ensures that the final creation will truly be a representation of the city's collective voice.

In its essence, the Lafayette Street Overpass Public Art Project is more than just a beautification initiative; it is a beacon of community engagement, a celebration of Laredo's diverse tapestry, and a testament to the transformative power of art. It is our hope that this endeavor will serve as a luminous landmark, drawing together the community in appreciation and celebration, and standing as a symbol of Laredo's dynamic spirit for generations to come.

APPENDIX

MURAL SITE ASSESSMENT

Name of Project: Lafayette Bridge Art Project

Mural Site Information

Building Name (if applicable) _____

Mural Site Address _____

Cross Streets _____

City, State Zip Laredo, Texas

County Commissioner Precinct ☐ 1 ☐ 2 ☐ 3 ☐ 4

Council District ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☒ 8 ☐ 9

Management District N/A

TIRZ N/A

State Representative _____

width	height	total area	depth of mural from plane of wall	overall mural height above grade
ft.	ft.	sq. ft.	in.	ft.

Site Owner

Name City of Laredo (Engineering)

Daytime Phone _____ Email _____

Right-of-Way

Is the site in the Right-of-Way? ☒ Yes ☐ No

Who has control? City of Laredo, Union Pacific

Are there utilities to be concerned about? Potentially electric and water

Will the construction, fabrication and installation protrude into the public right of way?

☐ Yes ☒ No (If yes, refer to Engineering for approval.)

Proprietary Information

UP Art Studio, LLC • 1

MURAL SITE ASSESSMENT

Are any Permits required? ☐ Yes ☒ No (If yes, which kind?) _____

Is the project address in a special zone?

☒ Historic

☐ Other: _____

Do any other City or State Departments need to be involved?

☒ Engineering

☒ CVB

☐ Parks

☐ General Services Administration

☐ TxDOT

☒ Other: Library

Please check ALL that apply:

☒ The mural site is a chronic target for graffiti

☒ The mural site is highly visible from the street

☐ The mural site has never been tagged but will make a great site because _____

☐ The mural site currently has another mural on display that has been previously vandalized or is faded

Mural Site Questions

1. What material is the wall constructed out of?

☒ Concrete ☐ Cinderblock ☐ Brick ☐ Stucco ☐ Wood ☐ Other (list other) _____

2. What is the wall coated with now? _____

3. What type of building or structure will the mural be painted on?

☒ Public

☐ Commercial

☐ Residential

☐ Other: _____

4. Type of Mural (check all that apply)

☒ Mural painted on exterior building wall

☐ Mural consisting of tile, other material, or hardware affixed to exterior building wall

5. How old is the wall/property?

6. What condition is the wall currently in? ☐ Excellent ☐ Good ☒ Fair ☐ Poor

7. Will the wall require any repair before the mural can be installed? ☒ Yes ☐ No (if yes, describe repair)

Wall weeping in some areas

8. Describe the ground in front of the wall (condition, debris etc.) Bird waste and dung

MURAL SITE ASSESSMENT

9. Are there any items currently affixed to the wall? ☐ Yes ☒ No
10. Has the owner given permission for a mural to be painted on the wall? ☒ Yes ☐ No
11. Does the site have any notable significance to the community? ☒ Yes ☐ No (if yes, describe)
- _____
- _____
12. Can the wall be seen from the public right of way (e.g. sidewalk, alley, street etc.)?
☒ Yes ☐ No (If yes, describe)
13. Will the mural...
- a. Exceed the height of the structure to which it is tiled, painted, or affixed? ☐ Yes ☒ No
- b. Extend more than 6 inches from the plane of the wall upon which it is tiled, painted, or affixed? ☐ Yes ☒ No
- c. Exceed a height of 100 feet above grade? ☐ Yes ☒ No
- d. Consist of or contain electrical or mechanical components, or changing images? ☒ Yes ☐ No
- e. Be arranged and illuminated in any manner? ☒ Yes ☐ No
14. Have you selected a professional mural artist? ☒ Yes ☐ No (if yes, who?) UP Art Studio + local artist
15. Describe the theme/image you envision for this mural if known at this time. _____
- _____
16. Why do you want a mural at this location? How will the mural benefit the neighborhood? _____
- Beautification and Safety**
17. What neighborhood is the mural located in? _____
18. Who from the community needs to be engaged? (neighborhood assn., specific individuals, mgmt. district?)
- _____
- _____
19. What is the longevity of the artwork?
- ☐ Temporary
- ☐ Short-Term
- ☒ Long-Term
- ☐ Other: _____

MURAL SITE ASSESSMENT

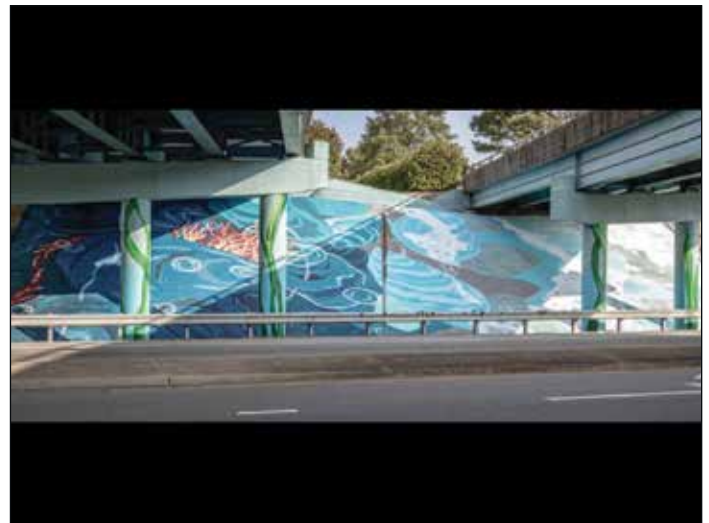
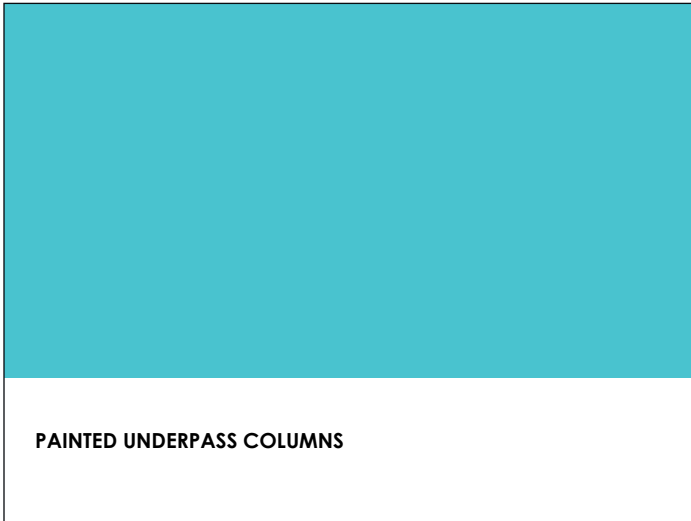
Document Checklist

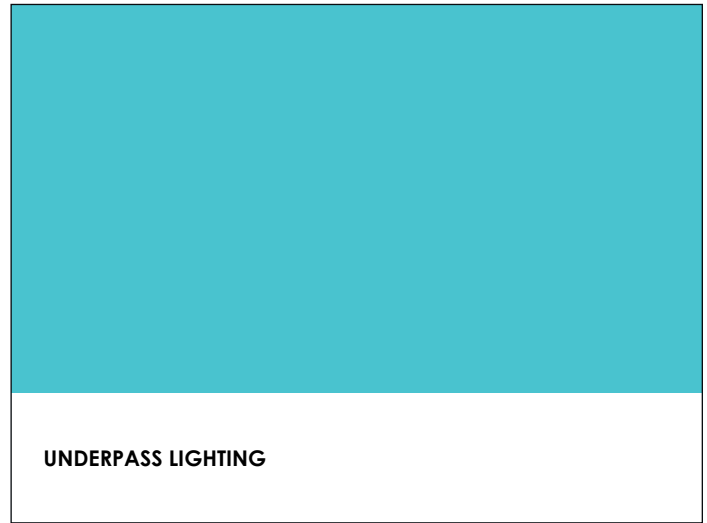
- ☐ Photographs
- ☐ Final Rendering
- ☐ Permits from other City Departments (if applicable)
 - ☐ Fire Department
 - ☐ City Planning
 - ☐ Public Works
 - ☐ Building and Safety
- ☐ Insurance Requirements

Stages Of Mural Production

- ☐ Pressure Wash and/or Sandblast the wall
- ☐ If Masonry, mason seal
- ☐ Primer
- ☐ Base Coat
- ☐ Decorative Coating (the Mural)
- ☐ Protective Coating

Presentation - Kick-Off Meeting: Examples/Inspiration



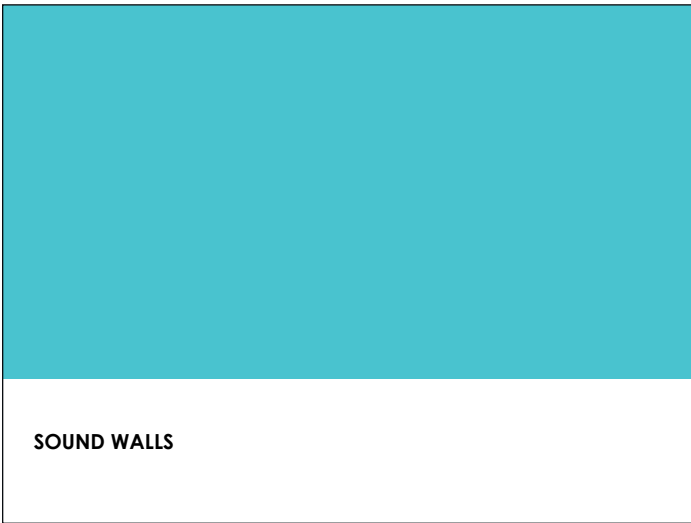


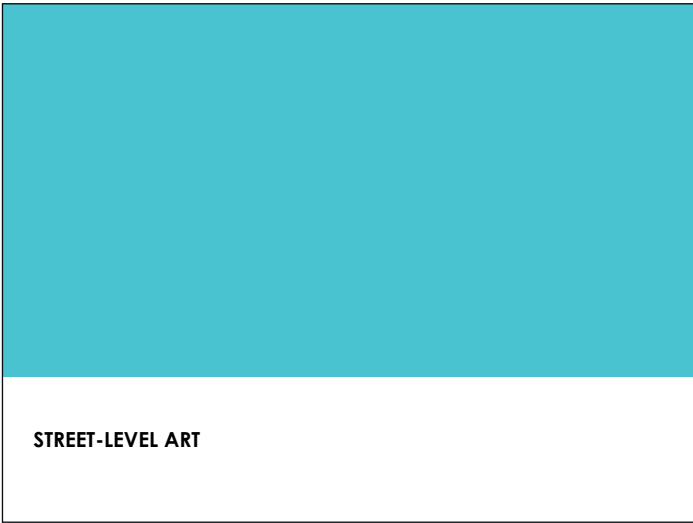
Lynn, MA



SPORTS COURTS









Presentation - In Person Visit



FY23-ENG-01 | Lafayette Bridge Overpass Public Art

June 2022 Update



Lafayette Overpass Public Art Project Update Workplan	
Timeframe	Activities & Milestones
PHASE 1.1 - FEASIBILITY	
April 04/15/23	<ul style="list-style-type: none"> ✓ Kick-off meeting (in person) with City of Laredo Staff, Council Member ✓ Nighttime and Day time site visits
04/16 – 05/07	<ul style="list-style-type: none"> ✓ City gathers and sends background documents. ✓ Develop a final project management and delivery schedule (Workplan).
May 05/01 – 05/12	<ul style="list-style-type: none"> ✓ Consultant team reviews documents; Q&A, ongoing dialogue as needed. ✓ Begin research and development phase. ✓ Complete site assessment and considerations.
PHASE 1.2 – PLANNING & PRE-DESIGN	
05/15 – 05/19	<ul style="list-style-type: none"> ✓ Determine products/processes/approaches for implementation.
June 05/22 – 06/16	<ul style="list-style-type: none"> • Create vision, graphics, and early conceptual images as needed to obtain city and feedback. • Determine artist approach: Call for Artists or direct selection. Develop local Artist Selection plan. • Prepare to develop artist conceptual renderings.
July 06/19 – 07/07	<ul style="list-style-type: none"> • Finalize goals, vision, needs and desires. • Site visit, if needed. • Consult with local service providers; obtain quotes for budget. • Produce a final project approach, roles and responsibilities, budget and funding sources, and schedule/timeline for project implementation.

Lafayette Overpass Public Art Project Update Workplan



PHASE 1.3 – DESIGN DEVELOPMENT & COMMUNITY ENGAGEMENT

07/10 – 07/28	<ul style="list-style-type: none"> Coordinate with City of Laredo, Union Pacific, and other applicable entities. Develop Community Engagement plan; identify key stakeholders.
August 07/31 – 08/18	<ul style="list-style-type: none"> Develop Maintenance plan. Develop Safety plan (for implementation). Proceed to finalize design for all bridge surfaces; review design; develop final images. Finalize Project Plan.

PLAN DELIVERY

08/21 – 08/25	Review Session – Dialogue & Discussion <ul style="list-style-type: none"> Meeting to go over the draft Project Plan (in person) <ul style="list-style-type: none"> City Staff Fine Arts & Culture Commission
08/28 – 09/01	<ul style="list-style-type: none"> Client delivers all final comments to consultant. Consultant makes edits and update as needed. Consultant prepares Final Project Plan. Prepares slide deck version, for presentation.
September	Final Presentation to City Staff, Commission (if needed) <ul style="list-style-type: none"> City/District designates budget for implementation.

PHASE 2 – INSTALLATION & PROJECT DELIVERY (3 MONTHS)

September/October	<ul style="list-style-type: none"> TBD
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3

Lafayette Overpass Public Art Project Update Site Assessment



MURAL SITE ASSESSMENT

Name of Project: Lafayette Bridge Art Project

Mural Site Information

Building Name (if applicable) _____

Mural Site Address _____

Cross Streets _____

City, State Zip Laredo, Texas

County Commissioner Precinct ☐ 1 ☐ 2 ☐ 3 ☐ 4

Council District ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☒ 8 ☐ 9

Management District N/A

TIER N/A

State Representative _____

width	height	total area	depth of mural from plane of wall	overall mural height above grade
ft.	ft.	sq. ft.	in.	ft.

Site Owner

Name City of Laredo (Engineering)

Daytime Phone _____ Email _____

Right-of-Way

Is the site in the Right-of-Way? ☒ Yes ☐ No

Who has control? City of Laredo, Union Pacific

Are there utilities to be concerned about? Potentially electric and water

Will the construction, fabrication and installation protrude into the public right of way?

☐ Yes ☒ No (If yes, refer to Engineering for approval.)

Proprietary Information

UP Art Studio, LLC • 1

MURAL SITE ASSESSMENT

Are any Permits required? ☐ Yes ☒ No (If yes, which kind?) _____

Is the project address in a special zone?

☒ Historic ☐ Other: _____

Do any other City or State Departments need to be involved?

☒ Engineering

☒ CVB

☐ Parks

☐ General Services Administration

☐ TxDOT

☒ Other: Library

Please check ALL that apply:

☒ The mural site is a chronic target for graffiti

☒ The mural site is highly visible from the street

☐ The mural site has never been tagged but will make a great site because _____

☐ The mural site currently has another mural on display that has been previously vandalized or is faded

Mural Site Questions

1. What material is the wall constructed out of?

☒ Concrete ☐ Cinderblock ☐ Brick ☐ Stucco ☐ Wood ☐ Other (list other) _____

2. What is the wall coated with now? _____

3. What type of building or structure will the mural be painted on?

☒ Public

☐ Commercial

☐ Residential

☐ Other: _____

4. Type of Mural (check all that apply)

☒ Mural painted on exterior building wall

☐ Mural consisting of tile, other material, or hardware affixed to exterior building wall

5. How old is the wall/property?

6. What condition is the wall currently in? ☐ Excellent ☐ Good ☒ Fair ☐ Poor

7. Will the wall require any repair before the mural can be installed? ☒ Yes ☐ No (If yes, describe repair)

Wall weeping in some areas _____

8. Describe the ground in front of the wall (condition, debris etc.) Bird waste and dung

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Lafayette Overpass Public Art Project Update Site Assessment



MURAL SITE ASSESSMENT

9. Are there any items currently affixed to the wall? ☐ Yes ☒ No
10. Has the owner given permission for a mural to be painted on the wall? ☒ Yes ☐ No
11. Does the site have any notable significance to the community? ☒ Yes ☐ No (if yes, describe)
12. Can the wall be seen from the public right of way (e.g. sidewalk, alley, street etc.)?
☒ Yes ☐ No (if yes, describe)
13. Will the mural...
a. Exceed the height of the structure to which it is tiled, painted, or affixed? ☐ Yes ☒ No
b. Extend more than 6 inches from the plane of the wall upon which it is tiled, painted, or affixed? ☐ Yes ☒ No
c. Exceed a height of 100 feet above grade? ☐ Yes ☒ No
d. Consist of or contain electrical or mechanical components, or changing images? ☒ Yes ☐ No
e. Be arranged and illuminated in any manner? ☒ Yes ☐ No
14. Have you selected a professional mural artist? ☒ Yes ☐ No (if yes, who?) UP Art Studio + local artist
15. Describe the theme/image you envision for this mural if known at this time.
16. Why do you want a mural at this location? How will the mural benefit the neighborhood?
- Beautification and Safety**
17. What neighborhood is the mural located in?
18. Who from the community needs to be engaged? (neighborhood assn., specific individuals, mgmt. district?)
19. What is the longevity of the artwork?
☐ Temporary
☐ Short-Term
☒ Long-Term
☐ Other:

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MURAL SITE ASSESSMENT

Document Checklist

- ☐ Photographs
☐ Final Rendering
☐ Permits from other City Departments (if applicable)
☐ Fire Department
☐ City Planning
☐ Public Works
☐ Building and Safety
☐ Insurance Requirements

Stages Of Mural Production

- ☐ Pressure Wash and/or Sandblast the wall
☐ If Masonry, mason seal
☐ Primer
☐ Base Coat
☐ Decorative Coating (the Mural)
☐ Protective Coating

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Lafayette Overpass Public Art Project Update Products/Processes/Approaches for Implementation



Paint Products Pros and Cons

Paint Type	Latex + Aerosol Paint	Enamel	Mineral
Pros	<ul style="list-style-type: none"> - Easy application - Low odor - Wide range of colors - Easy Cleanup 	<ul style="list-style-type: none"> - Durability - Glossy finish - Fade resistance 	<ul style="list-style-type: none"> - Breathability (best for older infrastructure) - Environmental friendliness - Longevity - Easy clean up
Cons	<ul style="list-style-type: none"> - Limited durability - Limited gloss options - Surface preparation required 	<ul style="list-style-type: none"> - Strong Odor - Longer drying time - Cleanup and thinning challenges 	<ul style="list-style-type: none"> - Limited color range - Application challenges - Higher cost
Cost	\$\$	\$\$\$\$	\$\$\$\$\$
Longevity	5 - 7 years	7 - 10 years	20+ years

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Lafayette Overpass Public Art Project Update Artist Selection Approach



Options

- Open Call **
- Invitational **
- In-House (quality control, guaranteed professional execution)
- Or a combination of any of these

** For the first two options, there should be a selection committee for the artist selection.

Artist Selection Pros and Cons

Selection	Open Call	Invitational	In-House
Pros	<ul style="list-style-type: none"> - Wide range of talent - Fairness and transparency - Community engagement 	<ul style="list-style-type: none"> - Established artists - Consistency of vision - Efficient process 	<ul style="list-style-type: none"> - Familiarity and collaboration - Ease of coordination - Efficient decision making
Cons	<ul style="list-style-type: none"> - Time consuming - Varying skill levels - Lack of personal connection 	<ul style="list-style-type: none"> - Limited perspective - Lack of freshness - Perception of bias 	<ul style="list-style-type: none"> - Limited perspective - Insular vision - Missed opportunities

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Lafayette Overpass Public Art Project Update Community Engagement Approach



Top suggestions for community engagement with murals

Community Design Survey	Survey for community input on mural design (choose from two options).
Artist Selection Process	Involve the community in selecting the mural artist.
Call for Volunteers	Encourage community members to volunteer in painting the mural.
Education and Workshops	Provide educational sessions and workshops on mural art.
Mural Unveiling Events	Organize an event to unveil the completed mural.
Social Media Campaigns	Utilize social media to share progress and engage the community.
Collaborative Murals	Allow community members to contribute to the painting process.
Community Outreach	Involve local schools and organizations in the project.
Maintenance and Preservation	Engage the community in maintaining the mural.
Evaluation and Feedback:	Gather feedback for future improvements.

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Lafayette Overpass Public Art Project Update *Vision (Opportunities)*



Phase 1 - painted columns (with optional lighting)

- Option 1: One solid color or color way
- Option 2: Color Treatment (all columns the same)
- Option 3: Colors vary
- Option 4: Color treatment + figurative (ex: flower blooming)

Phase 2 - underneath the bridge (e.g. street level)

Phase 3 - adjacent structures / community spaces (e.g. basketball court, skate park, etc.)

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Lafayette Overpass Public Art Project Update *Vision (Opportunities)*



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Lafayette Overpass Public Art Project Update

Early Conceptual Images: Phase 1, Option 1 (one solid color or color way)



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Lafayette Overpass Public Art Project Update

Early Conceptual Images: Phase 1, Option 2 (color treatment - all same)



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Lafayette Overpass Public Art Project Update
Early Conceptual Images: Phase 1, Option 3 (colors vary)



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Lafayette Overpass Public Art Project Update
Early Conceptual Images: Phase 1, Option 3 (colors vary)



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Lafayette Overpass Public Art Project Update

Early Conceptual Images: Phase 1, Option 4 (color treatment + figurative)



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Lafayette Overpass Public Art Project Update

Early Conceptual Images: Phase 2 (street-level)



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Lafayette Overpass Public Art Project Update
Early Conceptual Images: Phase 2 (street-level)



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Lafayette Overpass Public Art Project Update
Early Conceptual Images: Phase 3 (adjacent structures / community spaces)



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Lafayette Overpass Public Art Project Update

Early Conceptual Images: Phase 3 (adjacent structures / community spaces)



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Lafayette Overpass Public Art Project Update

Early Conceptual Images: Phase 3 (adjacent structures / community spaces)



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Maintenance and Conservation Worksheet

(TO BE FINALIZED UPON COMPLETION OF MURAL)

The following information is intended as a guide for supplying the City of Houston with the necessary information to ensure the best maintenance and conservation of our work.

General Information

Artist names(s): UP Art Studio (Frank Nathen, Alexandre Rajkovic, local artists)

Date of installation Estimated March 15, 2022 – May 15, 2022

Location of installation Lafayette Street Overpass Public Art Project
1600 – 2200 Lafayette Street, Laredo, Texas 78041

Dimensions (if more than one, please describe). H _____ W _____

Artwork Description

Please provide a narrative description of the artwork/artist statement.

To be provided once final design is selected.

Please list all primary and material finishes used in this work. When supplying this information, please provide the exact names of products used, including trade and common names, exact formula, spec sheets, etc.

The following materials will be used.

- Paint: KEIM Soldalit Sol Silicate All Surface Paint Tinted Colors
- Clear Coat: KEIM PSS 20 Eco Grafitti Protection System (sacrificial)

The spec sheets with product details are included in the design package.

Briefly describe the processes used in the creation or fabrication of this work. Please be as specific as possible listing tool types, machining specifications, casting directions, application techniques, and any similar detailed information that is available. Please provide drawings of mechanical connections, e.g. bolts or dowels and non-mechanical connections such as welds or glued joints.

Not applicable, as no fabrication was needed.

Describe the installation process and list associated installation materials (e.g. composition of base or backing, location and type of hanging device, diagram of footing). Also, list any special tools needed and their use in the process.

The surface will be prepared (pressure washed) and primed.

The mural will be painted directly on the wall surfaces using mineral paints.

If desired, once the mural is completed, an anti-graffiti coating will be applied, using a roller, according to manufacturer's instructions.

Is the site/context/surrounding landscape an integral part of the work? Would the intended character and integrity of the work be altered if the work were relocated to another site? How?

It is not possible to relocate the artwork as it is painted directly on the brick surface of the building.

Maintenance Requirements and Instructions:

Describe the ordinary or routine maintenance you recommend to keep the work in good condition (e.g. lubrication of moving parts, reapplication of surface coatings, dusting, washing, waxing, and/or regular component rotation or replacement). List the brand name of any products that should be used (if applicable) and the technique for proper application. Please include the frequency anticipated for these procedures.

Inspection, ongoing maintenance, and periodic treatment are essential to keep a mural in good condition. In extreme cases, relocation, repainting, or deaccession may have to be considered.

It is important to inspect the murals annually or semi-annually to ensure that instability, damage, or potentially damaging conditions are detected before major damage or deterioration occurs. All inspections as well as any work that is subsequently carried out should be documented.

A new layer of clear coat may be needed between years 7 and 10 following completion of the mural.

Routine maintenance activities may include removing or trimming vegetation, removing surface dirt (especially along the base of the mural), and reapplying coating. A gentle washing with sponges or a light water hose wash is recommended at least annually. Industrial maintenance procedures such as power washing are often inappropriate for murals and can cause extensive damage.

Indicate anticipated conservation of the work beyond ordinary or routine maintenance.

The following recommendations were adapted from the Canadian Government:

<https://www.canada.ca/en/conservation-institute/services/care-objects/fine-art/conservation-guidelines-outdoor-murals/caring-existing-mural.html>

Graffiti must be removed in a safe and effective manner that does not affect the image layer below. For this reason, removal should be undertaken by a conservator or an artist/technician familiar with the piece. Removal without adequate testing, or by an individual without adequate experience or supervision, can irreparably harm the mural.

As such, the artist/project manager – UP Art Studio, should be contacted whenever graffiti needs to be removed, or extensive treatment is required.

In the event that conservation is needed, a professional conservator should ideally be involved. He/she can provide treatment options and an outline of the materials and procedures to be used. The final decision should include input from all the various stakeholders — the owner/municipality, the community, and the original artist.

Prior to undertaking the agreed-upon treatment, the cause of deterioration should be determined and corrected. The original artist should also be consulted prior to major treatment or alteration of the work or its context, both as a moral right and because he/she can provide detailed information on the materials, techniques, and visual characteristics of the original surface.

The actual treatments can range from a traditional conservation approach (in which a conservator in-paints areas of loss) to treatments in which a conservator supervises or advises the artist and/or a group of community volunteers in restoration or reconstruction activities, to treatments undertaken by an artist, who has proved they are respectful of a conservation approach and undertakes relatively basic procedures that have been approved by the artist and owner.

A mural with major loss or deterioration may require more extreme intervention, such as reconstruction (repainting) of damaged parts based on respect for the remaining original material and evidence of an earlier state (photographs), or even repainting by the original artist.

All treatments should be carefully documented. The treatment decisions should be recorded, and a detailed record kept of the work undertaken, the materials used, the person(s) doing the work, and the date. Before, during, and after treatment photographs should also be taken.

Do you intend your artwork to age and/or deteriorate through time? How?

All murals will eventually deteriorate over time, however, they can be preserved long-term (20+ years) if proper materials are used to paint it, and maintenance and care is taken, as outlined above. A new layer of clear coat may be needed between years 7 and 10 following completion of the mural.

Contact information:

Please list the name and contact information for yourself and persons or firms involved in the production of your work as well as the contact information for persons recommended to be contacted in the event that conservation becomes necessary.

UP Art Studio should be contacted in the event that conservation becomes necessary.

Elia Quiles: 713-614-1605

Noah Quiles: 713-876-8802

Completed by:

Name

Date



UP ART STUDIO

832-701-0809

info@upartstudio.org

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