

LAREDO PUBLIC ARTS PROGRAM

Annual Plan FY26 – *Amendment No. 1*
In Collaboration with Utilities Department

Water Tower Rehabilitation Project

Presented By: Vanessa Filazzola
Public Arts Program Manager



Amendment Overview



LAMP Focus

Completing rehabilitation efforts for two key city structures outlined in the Strategic Plan for beautification of above-ground utilities.



High-Visibility Impact

High-impact public art strengthening civic identity and community pride.



Timely Funding Use

Prioritizes timely use of 2023 Certificate of Obligation bond funds, with Bond Counsel approval to utilize funds from above-ground utility projects subject to the 2% for Art calculation.



Strategic Alignment

LAMP-Aligned Strategy

1

Strategic Plan

Activates visible infrastructure as cultural landmarks that reflect civic pride.

2

Artist Empowerment

Expands design opportunities for artists, supporting local creative growth.

3

Civic Pride

Celebrates Laredo's unique identity and fosters community connection through art integrated into everyday spaces.



Design Approach & Schedule Coordination

01

Distinctive Character

Each design will highlight Laredo's unique character, reflecting local culture, pride, and align with the surrounding landscape.

02

Rehabilitation Coordination

Installation of artwork coincides with scheduled rehabilitation to minimize operational disruption and ensure efficiency.

03

Estimated Timeline

Approximately two months per tower, each scheduled separately to avoid undue stress on the remaining infrastructure and to ensure each tower is safely returned to full operation before beginning the next.



Locations & Design Prompts

Themes are focusing on Laredo's **Cultural Heritage & Local Pride**

FM 1472 (Mines Road)

"I ♥ Laredo" – iconic design using creative imagery or color. Incorporate official Laredo logo.

8711 McPherson Road

A landmark photo spot symbolizing unity and pride. Imagery of community, celebration, and welcome.

 **Other Concepts:** Transform the tower's shape into an integral part of the design, letting its form guide the artwork. Celebrate Laredo's blend of cultures and traditions. Envision the tower as a storyteller for the city.



Budget & Funding

Estimated Budget

\$100K
Per Tower

24.9%
Contingency
\$24,990 per tower

Funding Source

Public Art Fund – Certificate of Obligation (C.O.) Bonds (FY2023) of above-ground utilities.

Prioritizing timely expenditure of funds and maximizing impact in high-visibility locations.

\$249K
TOTAL PROJECT
**Including Contingency*



Moving Forward

"Turning everyday landmarks into beacons of Laredo's creativity and culture."

Outcome: Two iconic, high-visibility artworks transforming essential infrastructure into symbols of civic pride and community identity.



Design Selection

Return for final approval of the design and contractor selection per RFQ and RFP.

Schedule Alignment

Align installation with Utilities rehabilitation timeline.

Quality Control

Conduct milestone check-ins and Property Change forms.



THANK YOU

Together, we're creating a more vibrant, connected, and culturally rich Laredo.



 Email

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 Location

Joe A. Guerra- Laredo Public Library

 Phone

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PUBLIC ART

TIMELINE

How the Annual Plan is developed?

1

June

Research & Planning

Gather Council ideas and community survey input, review the LAMP, consult with relevant departments on project feasibility, and confirm proper use of funds with Bond Counsel.

2

July

Fine Arts & Culture Commission

Discuss any considerations or insights with FACC appointees.

3

August

Drafting the Plan

Develop project summary, timeline, estimated budget, potential locations, and artist selection process.

4

September
Approvals

Prepare and submit materials for the upcoming fiscal year's Annual Plan to City Council for approval.

5

October
Plan Implementation

Bring the upcoming FY approved plan to life!