

LIVABLE CENTERS

ELEMENTS OF PLACEMAKING



Lighter, Quicker Pilot Activations: Making it Happen

Getting from Ideas to Installations

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About UP Art Studio



- Public art and creative placemaking firm
- Houston-grown since 2021, work nationally
- Professional services and partnerships to the public, nonprofit, and private sectors
- Delivered 100s of murals and other public art projects
- Mission: Civic Pride through Civic Art / we aim to educate, move, and engage communities through public art.
- We produce transformative award-winning projects
- Focus: Reflecting authentic character. Local artists
- Special focus: People in underserved places

6 Public Art Project Needs

- Community Goals & Support
- Artists & Creativity
- Municipal Leadership
- Funding & Sites
- Project Management
- Positive Impact

Story #1: Mini Murals



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Story #1: Mini Murals



AWARDS

TIP Grant, Houston First, 2017-2018

Keep Houston Beautiful "Mayor's Proud Partner Award", 2016

APG Grant, Houston Arts Alliance / City of Houston, 2015-2016

"Houston Press Best Of" – Best Public Art Project, 2015

"Mini Murals" Mayoral Proclamation Day, 2015



Story #2: Five Corners / Hiram Clarke

Mini Murals led to investment in public art in Five Corners, a southwest Houston suburb!

Projects in the planning phase include:

- Imprinted Sidewalks
- Art Banners
- Infrastructure Murals
- Water Tower Art
- Underpass Art Park!
- Public Art Tour Map



Imprinted Sidewalks

Story #2: Five Corners / Hiram Clarke



Story #3: Growing a Brighter Tomorrow in Gulfton



Before - gang graffiti

Story #3: Growing a Brighter Tomorrow in Gulfton



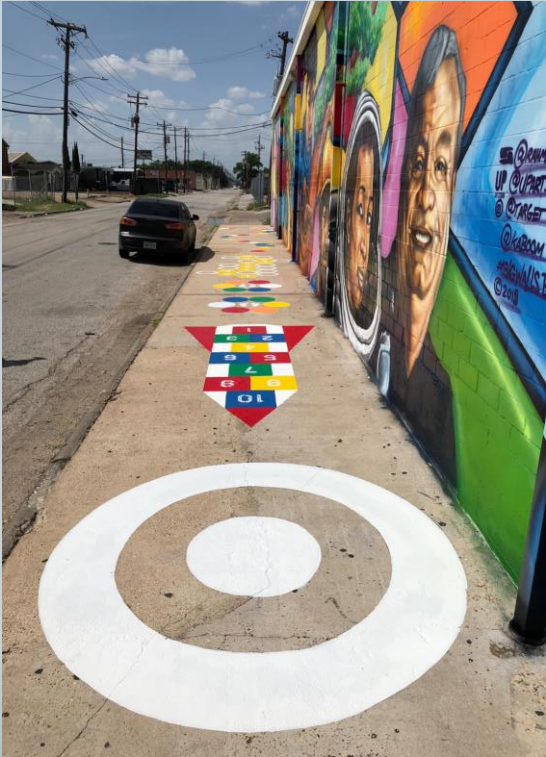
Mural was co-created with children from a neighboring school

Story #3: Growing a Brighter Tomorrow in Gulfton



After - beautiful community mural

Story #3: Growing a Brighter Tomorrow in Gulfton



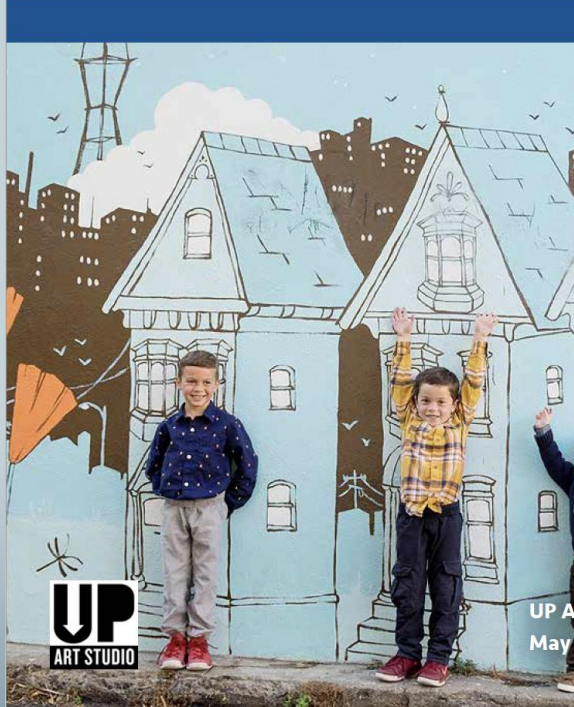
Temporary installation tested before permanent installation

Story #4: League City: Public Art & Placemaking Opportunities Report

Public Art & Placemaking Program

A Path Forward

Final Report, Civic Art Feasibility Analysis and Initial Planning & Programming



For 2021-2022 and beyond, the sites in the chart below offer the most immediate impact.

EXECUTIVE SUMMARY

Community Benefits

Strategic investments in public art can benefit citizens in many ways. Projects should be planned and delivered to advance key identified community goals, including:

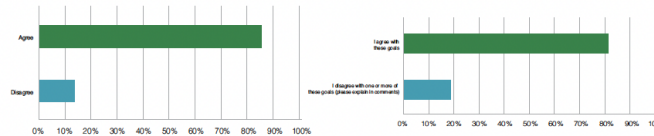
- ★ Advance the appeal of League City as a safe, accessible, and green place to live, work, and visit
- ★ Enhance League City's image as a safe and desirable community and "people place"
- ★ Contribute to vibrancy as a center for housing, jobs and business, and recreation

A Public Art & Placemaking Program is a powerful tool to realize the overarching goal to "Make League City a special place to live."

Strong Community Support for Public Art

League City residents expressed their preferences and ideas about a new League City Public Art Program through a community survey. Overwhelmingly, the survey documented a strong citizen mandate for public art.

This community input shaped and confirmed the recommendations in this report; please see survey results in APPENDIX A. Citizen comments received are featured throughout the report.



Q2: The purpose of a civic art and placemaking program should be to celebrate and advance League City's attractiveness as an historic, dynamic, and prosperous community - a great place to live, do business, work, visit and play.

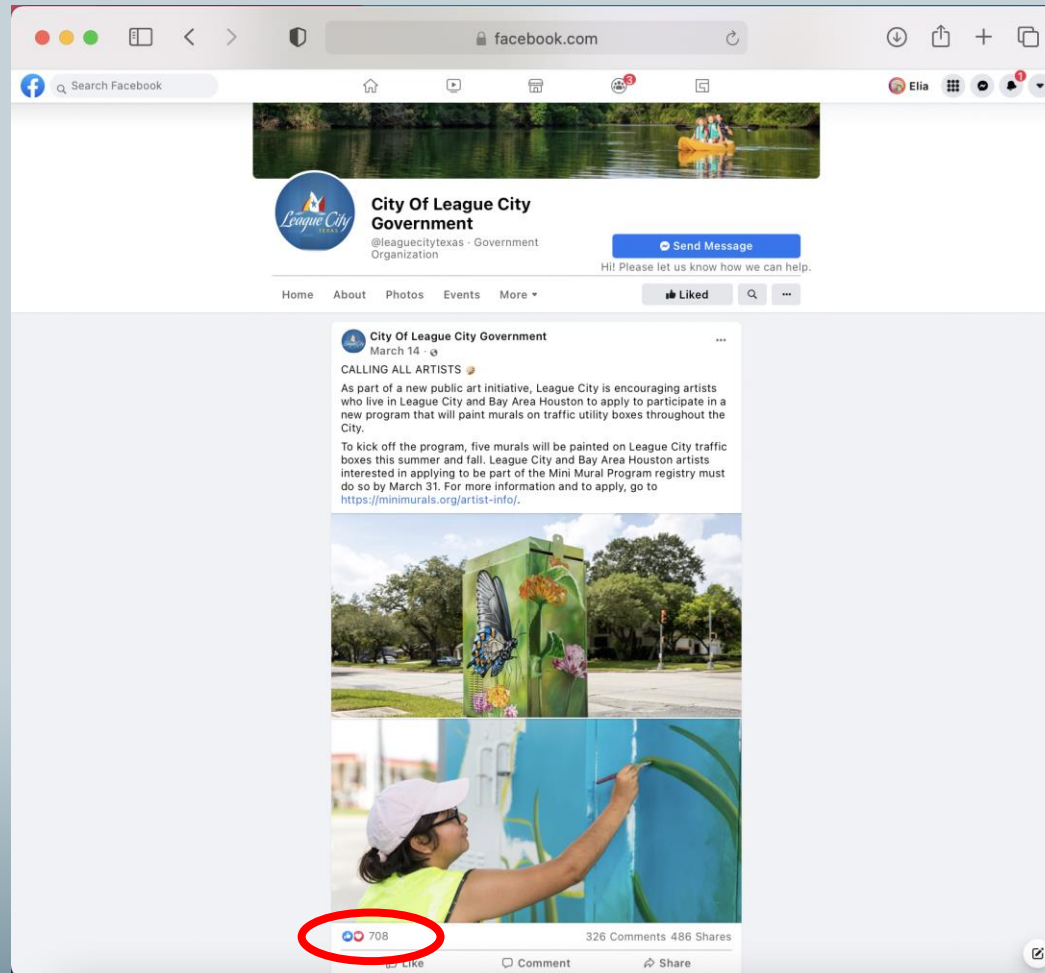
Q3: Public investments should advance multiple community goals. For public art, identified goals include: Advance League City as a safe, appealing, accessible, and green place. Enhance League City's image as a community and "people place" with high quality amenities. Contribute to vibrancy as a center for housing, jobs and business, recreation. Strengthen the economy, the commercial tax base, and tourism.

"We definitely need some art to enhance the cultural [vitality] of this community. Not all of the art has to be about League City."

— Citizen Comment, Public Art Survey 2021

Priority Sites	Examples of Suitable Project Types	Suggested Themes
<ul style="list-style-type: none"> ★ Main Street ★ Historic District ★ Entrances to Parks (Hometown Heroes, League Park) 	<ul style="list-style-type: none"> ★ Murals ★ Mini Murals ★ Sculptures/Installation 	Heritage Imagery, Nature, Waterway Imagery
<ul style="list-style-type: none"> ★ Other walkable retail/restaurant districts ★ League City Parkway ★ Marina Bay Drive ★ E. FM 518 ★ IH-45 exit intersections 	<ul style="list-style-type: none"> ★ Art Banner Districts ★ Creative Crosswalks ★ Sidewalk Poetry ★ Murals & LED Lighting 	Fresh artist treatments of League City name (to supplement signage with logo with sailboat imagery)
<ul style="list-style-type: none"> ★ See above and City Master Plan 	<ul style="list-style-type: none"> ★ Murals ★ Sculptures/Installation 	Native Texas plants, flowers, birds, and animals imagery
<ul style="list-style-type: none"> ★ HOA parks with utility cabinets 	<ul style="list-style-type: none"> ★ Mini Murals 	Privately funded by HOAs; imagery of neighborhood choice
<ul style="list-style-type: none"> ★ Major trailheads, at the most visible and well-used trail entrance points 	<ul style="list-style-type: none"> ★ Wayfinding for Trailheads 	Native Texas plants, flowers, birds, and animals imagery
<ul style="list-style-type: none"> ★ City Hall 	<ul style="list-style-type: none"> ★ Murals ★ Sculptures/Installation 	Welcome to all citizens -- past, present and future
<ul style="list-style-type: none"> ★ Clear Lake Nature Center & Boat Ramp ★ 6.5 mile Clear Creek Paddle Trail 		Liability, watershed protection
<ul style="list-style-type: none"> ★ Mobility Project sites ★ Drainage Project sites ★ New Sidewalks 	<ul style="list-style-type: none"> ★ Streetscape Amenities ★ Storm Drain Art ★ Ponds, Embankments 	Mobility Themes; Watershed Protection Themes

Story #4: League City: Public Art & Placemaking Opportunities Report



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City of League City Government
June 7 · 🌐

CHECK OUT THE FINISHED PRODUCT!

If you stopped by League Park for one of our "Sundays in the Park" events, you hopefully had a chance to see the creation of the first mural that is part of the City's newly launched Public Art Initiative. The mural, which is painted on the metal box that houses the plumbing for the park's water fountain, features several images telling the story of League City's history, including the Butler family, the longhorn, and the railroad. Stop by and... [See More](#)

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Most Relevant ▾

Story #4: League City: Public Art & Placemaking Opportunities Report



Story #5: Alex Hill Memorial Pride Crosswalk



THANK YOU!

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