

District 3 World Heritage Trail Signage & Wayfinding Public Art



CITY OF SAN ANTONIO
DEPARTMENT OF
ARTS & CULTURE

Date of Final Report: December 10, 2020

Arts & Culture Project Manager: Kimberly Mirelez
Project Location: Traffic Island at Mission Road and Huff Avenue
Funding source: 2017-2020 Bond Program

Public Works Scope: Comprehensive World Heritage Trail signage and wayfinding to include additions, architectural features, kiosks, related infrastructure and other improvements.

Public Works Timeline: Construction completion—September 2022

Public Works Contact: Amy Ramirez, Engineer, amy.ramirez@sanantonio.gov

Goal of Engagement: Identify what theme and narrative the community would like the public art sculpture to have.

Marketing Strategy: The Department of Arts & Culture contracted with arts agency American Indians in Texas at the Spanish Colonial Missions (AIT-SCM) for project outreach through social media, newsletters, word of mouth, and the distribution of 500 door hangers for distribution to area neighborhoods and businesses. Department outreach also included stakeholder engagement, requesting that they share the event with their constituents. The World Heritage Office also posted to their newsletter and social media as well as sending to NHAs.

Target Audience: Stakeholders along the World Heritage Trail



Survey Dates: October 27, 2020-December 1, 2020

Meeting Date: November 17, 2020

Total responses: 27 SA Speak Up Surveys, 26 attendees to virtual meeting, 1 call, and 1 email

Email & Virtual feedback: Attendees expressed the following:

- Interest in having an artist from the community or Southside.
- Interest in participating on the Artist Selection Panel and continued community involvement.
- Interest in telling the story of the indigenous population along the World Heritage Trail.

Summary of Findings: The World Heritage Trail sculpture should:

- Include community involvement and participation.
- Tell the story of the Indigenous population along the World Heritage Trail.
- Include an artist from the Southside of San Antonio with ties to the community.

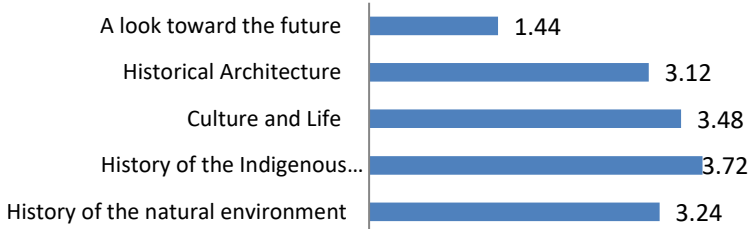
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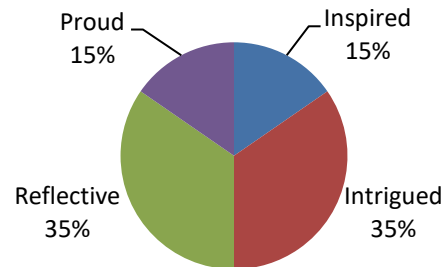
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Evidence:

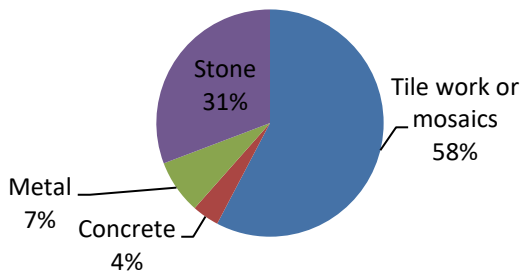
1. Please rank the stories you would like to see in a sculpture. (highest score is most popular answer)



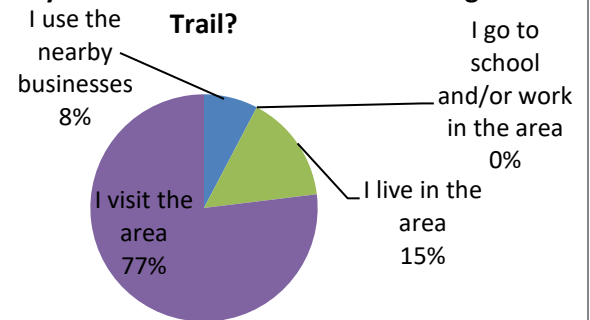
2. How do you want the artwork to make you feel?



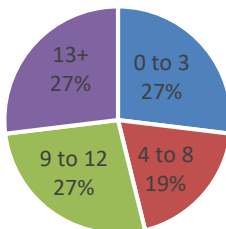
3. What materials should be used in the sculpture?



4. How do you interact with the World Heritage Trail?



5. How many times per year do you visit the World Heritage Trail?



Next Steps: An Artist Selection Panel will choose an artist in late Spring of 2021. Artist will use this engagement as a guide to create a concept design which will be presented to the community for feedback in Summer 2021.