

# EAST 7th



Cepeda Branch Library at 615 N. Pleasant Valley Rd.

Recommendations for Public Art for the  
**East 7th Street Corridor Project**  
City of Austin  
**Art In Public Places**

By Design Team Artist Jennifer Chenoweth  
Austin, Texas, September 2004



The 7th Street Corridor Project creates many opportunities to bring art into our neighborhood. As part of the design team, my role is to make art an integral part of the design for 7th Street.

My recommendations here include

- a *theme* for the corridor,
- *colors* that reflect the identity of the neighborhood,
- artistic *priorities* for the project,
- *locations* for public artwork,
- and *opportunities* for artists and businesses to enliven the streetscape.

In order to make these recommendations, I have read neighborhood plans, researched the neighborhood’s history, photographed art and landmarks in the area, and listened to neighbors and artists who have an interest in this project.

The theme for the project that drives the decisions of the design team is

## **HISTORY: Culture, Nature and Identity**



Parque Zaragoza Recreation Center at 2608 Gonzales St.

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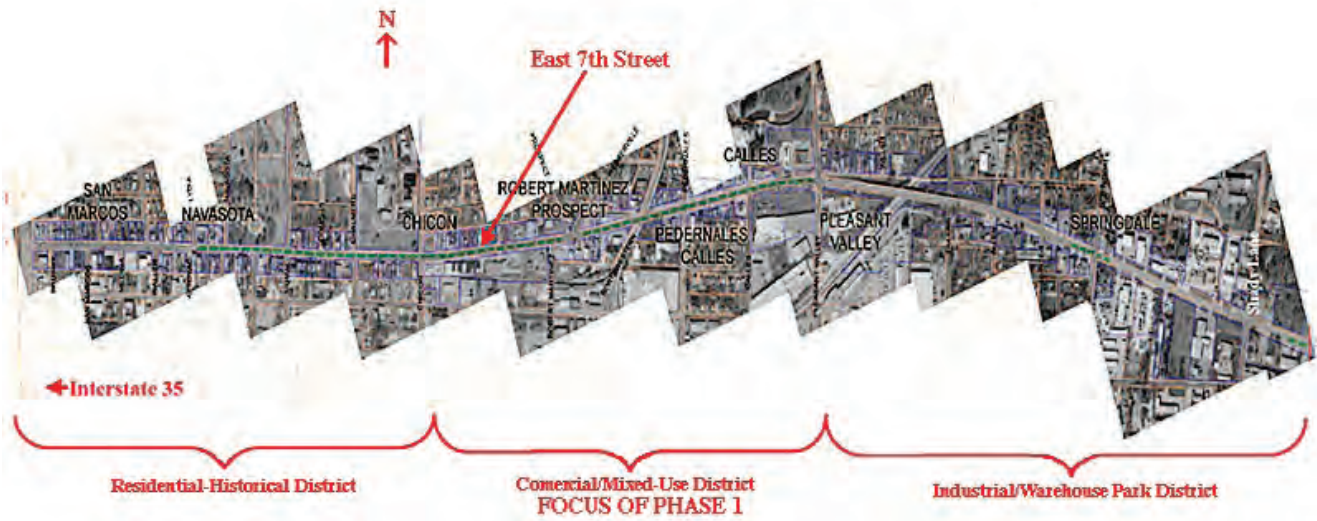
### **Participating Artists’ Criteria:**

The criteria for selecting artists to work on any part of the project will have these priorities:

- qualifications and experience
- preferred to live or work in East Austin
- durability of materials proposed
- constructability of project and installation

For more information about the history of the neighborhood, see a bibliography of research from the Austin History Center on the project website.

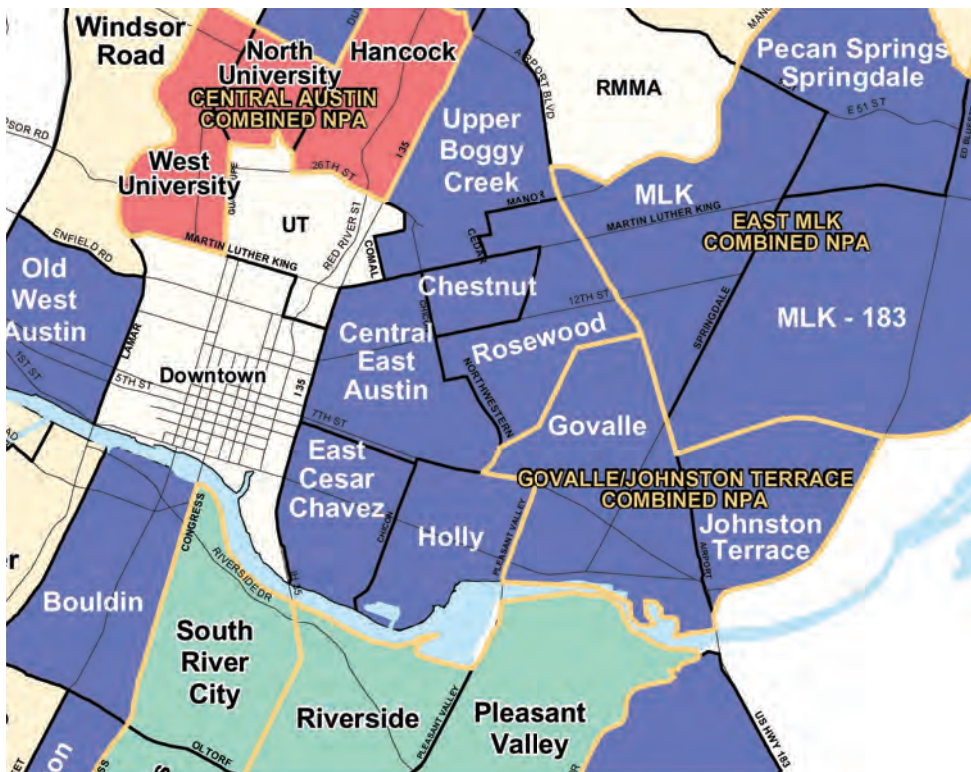




### History of the Project:

East 7th Street is a 2.25 mile corridor containing three distinct districts. Phase I extends from Chicon to Pleasant Valley and is the Commercial/Mixed-Use District. Though the priorities and locations for artwork are specific to Phase I, these recommendations for colors and themes will be considered and applied consistently to the whole corridor.

East Austin is a diverse and changing neighborhood. Our theme reflects the Hispanic, Black, and artist cultures that thrive in the area and the local businesses that support our growth. By offering the opportunity for many small projects by different artists, I hope to let the individual artists' voices tell the story of diversity. I recommend that each artist's work should also represent unique stories of the neighborhood.



The neighborhoods that surround the corridor are **Central East Austin, Rosewood, Govalle, Johnston Terrace, Holly and East Cesar Chavez**. More detailed information, including census data from 1940 to 2000, is on the web site for the project at [www.fisterrastudio.com/7th.html](http://www.fisterrastudio.com/7th.html).



From the Holly Neighborhood Plan, 2001:

*“Goal 7: Preserve the neighborhood’s historical and cultural character.”*

### Color Specifications:

Looking at the neighborhood landmarks of architecture and art, the colors below were chosen to reflect the cultural character of the area. Many colorful and unique projects surround the 7th Street Corridor. In pavers, fixtures and artwork, these dominant colors will be repeated to enliven the streetscape.



Oswaldo “A.B.” Cantu Pan American Center at 2100 E. 3rd St.



Stone arch with metal cactus by David Santos and Joe Perez at Austin Energy’s Holly Street Power Plant at 2400 Holly St.



Mural by John Fisher at the Carver Branch Library at 1161 Angelina St.



Tile sample



Mural by Fidencio Duran at Austin Energy’s Holly Street Power Plant at 2400 Holly St.







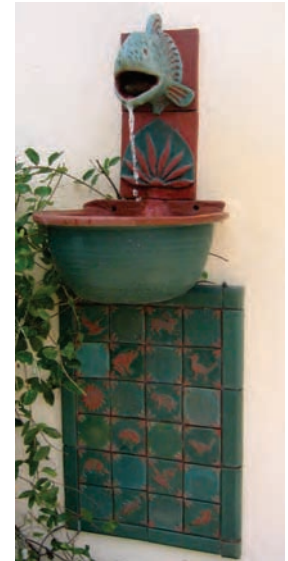
Tile sample



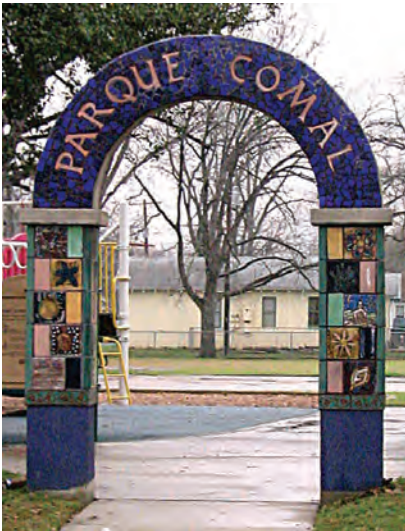
Lorraine "Grandma" Camacho Activity Center at 34 Robert T. Martinez, Jr. St.



Mosaic mural by John Yancy on 11th St.



Tile fountain at Clayworks at 1209 E. 6th St.



Gateway tile mosaic at Parque Comal at 300 Comal Ave.



Plaza Saltillo at 412 Comal Ave.



**PMS 123**



**PMS 261**



From the Central East Austin Neighborhood Plan, 2001:

*“Goal 7: Respect the historic, ethnic and cultural character of the neighborhoods in Central East Austin.”*

## East 7th Street Corridor Project Recommendations for Art:

### Project-Funded Opportunities:

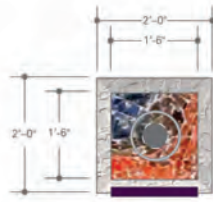
**A** **Way-finding Obeliscos** – signs at major intersections to orient pedestrians and visitors. Co-designed by fd2s inc. and Fisterra Studio, the obeliscos will be built of steel, concrete and tile. The obeliscos offer opportunities for artwork in ceramic tile. A total of 7 obeliscos are planned along the corridor.

- southeast corner at Chicon
- corner at Robert T. Martinez, Jr.
- park at north Webberville
- park at northwest Northwestern
- southeast corner at Pedernales
- northeast corner at Calles
- southwest corner at Pleasant Valley

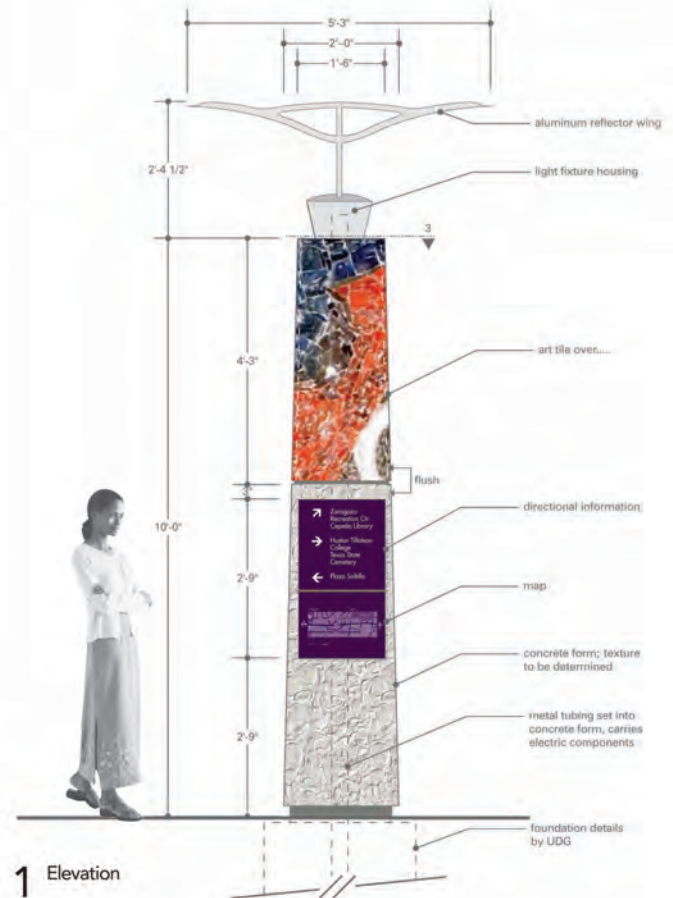


Note: Refer to Hermes Series at Lumac-Schröder for lighting fixture and specifications. [www.lumacschroeder.com](http://www.lumacschroeder.com)

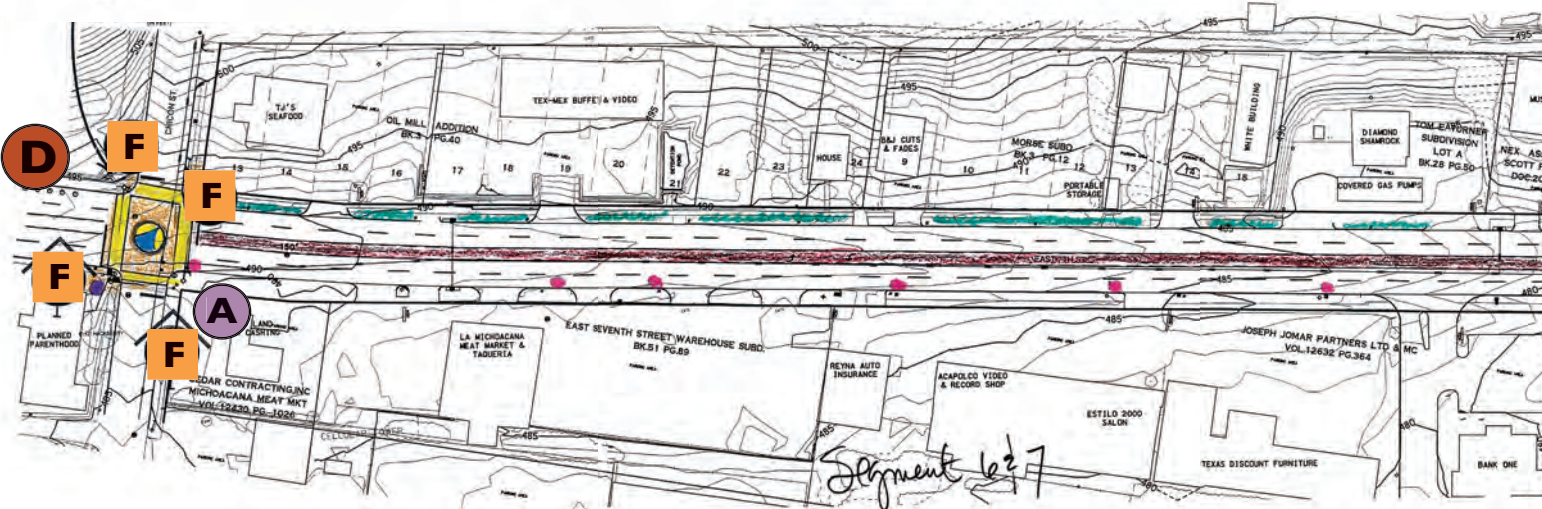
2 Top View



3 Section Detail



1 Elevation





**B District Markers** – gateway markers that also provide traffic safety barriers at gateway intersection of Pleasant Valley at 7th Street. Jennifer Chenoweth collaborates with the design team to create the conceptual design. Fistera Studio will contract to detail the design and fabricate metalwork, contractor will build and install the work. The sculptural screens and trellises will integrate landscaping and metalwork at the following intersections:

- 1 - northeast corner of Pleasant Valley
- 2 - northwest corner of Pleasant Valley
- 3 - southeast corner of Pleasant Valley



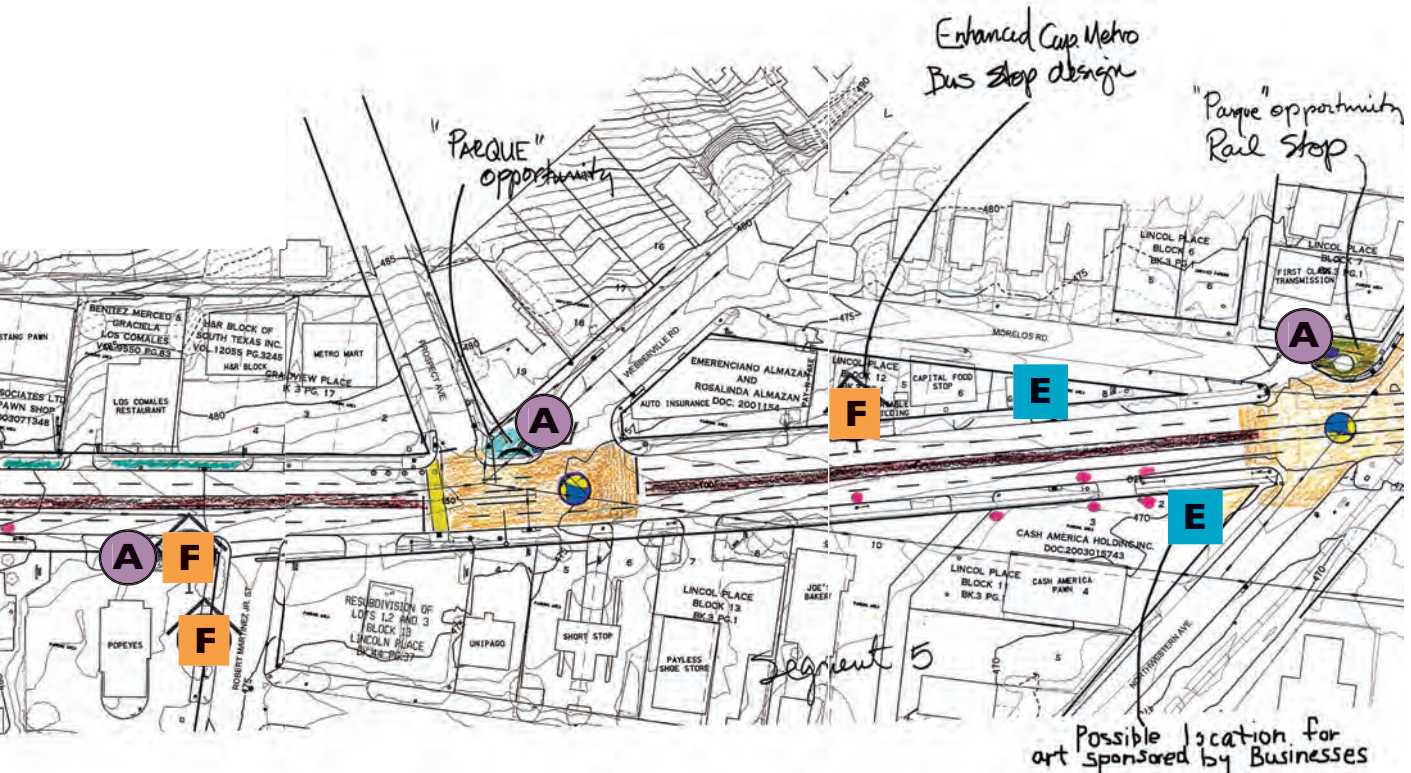
Northeast corner of 7th and Pleasant Valley



Northwest corner of 7th and Pleasant Valley



Southeast corner of 7th and Pleasant Valley





From the Rosewood Neighborhood Plan, 2001:

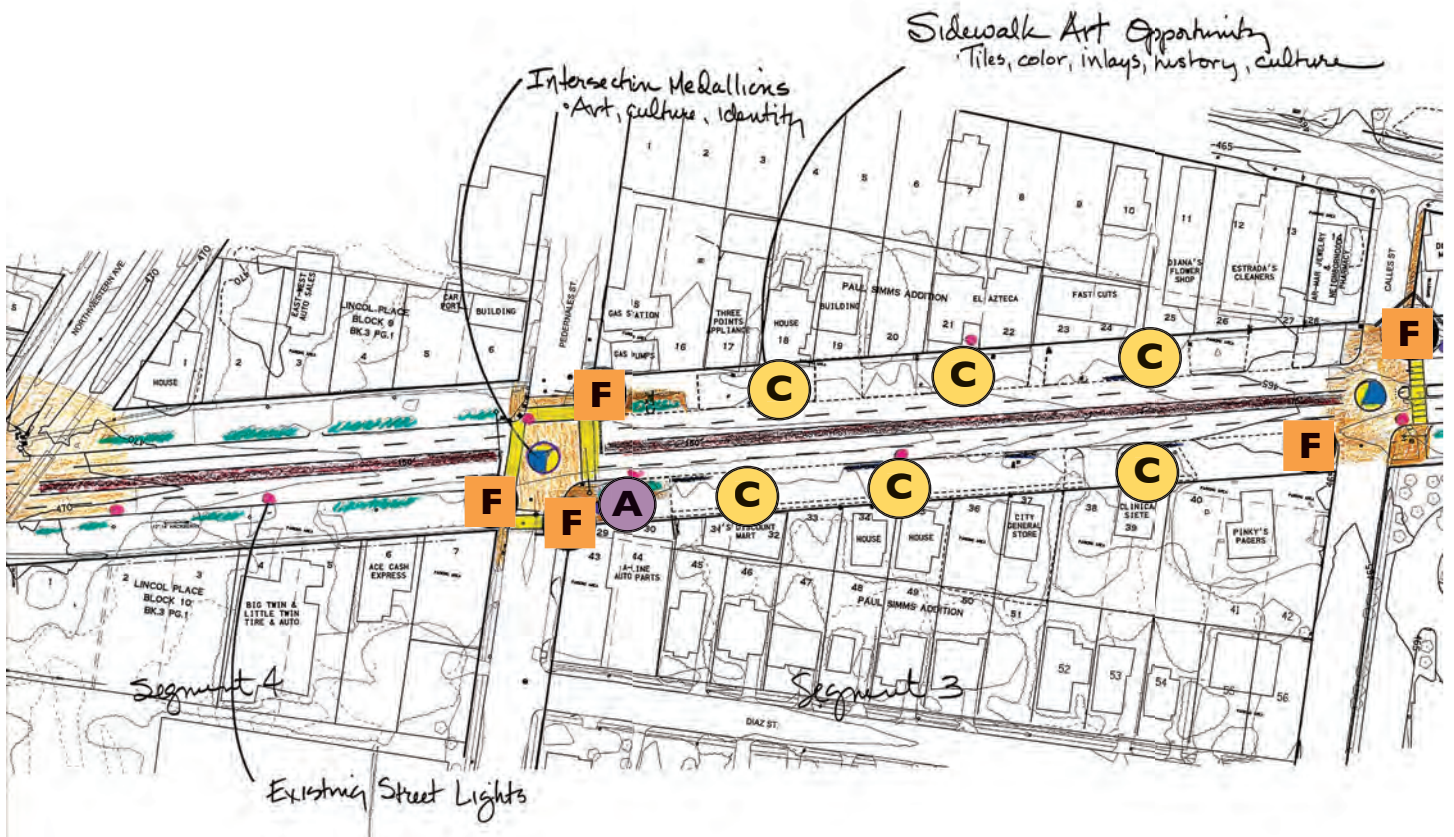
“Objective 1.3: Make the streetscapes in the neighborhood more attractive.”

**C Sidewalk Cultural Walk** – several small projects to highlight cultural history of the neighborhood to be incorporated into the north and south sidewalks between Pedernales and Calles Streets. This block was identified for the cultural walk due to the density of merchants, lack of landscaping due to space limitations of access road configuration, and encouragement of pedestrian activity along the block. These artworks shall be limited to to a durable, non-slick material such as stone, concrete or an equivalent and be approved by Public Works Department as a non-standard item in the streetscape.

**D Huston-Tillotson College Wall** – 600'+ concrete wall where Adrienne Isom’s artwork is located.



Examples of artwork set in sidewalks from other cities



East 7th Street Art Recommendations



## Additional, Community-Funded Opportunities:

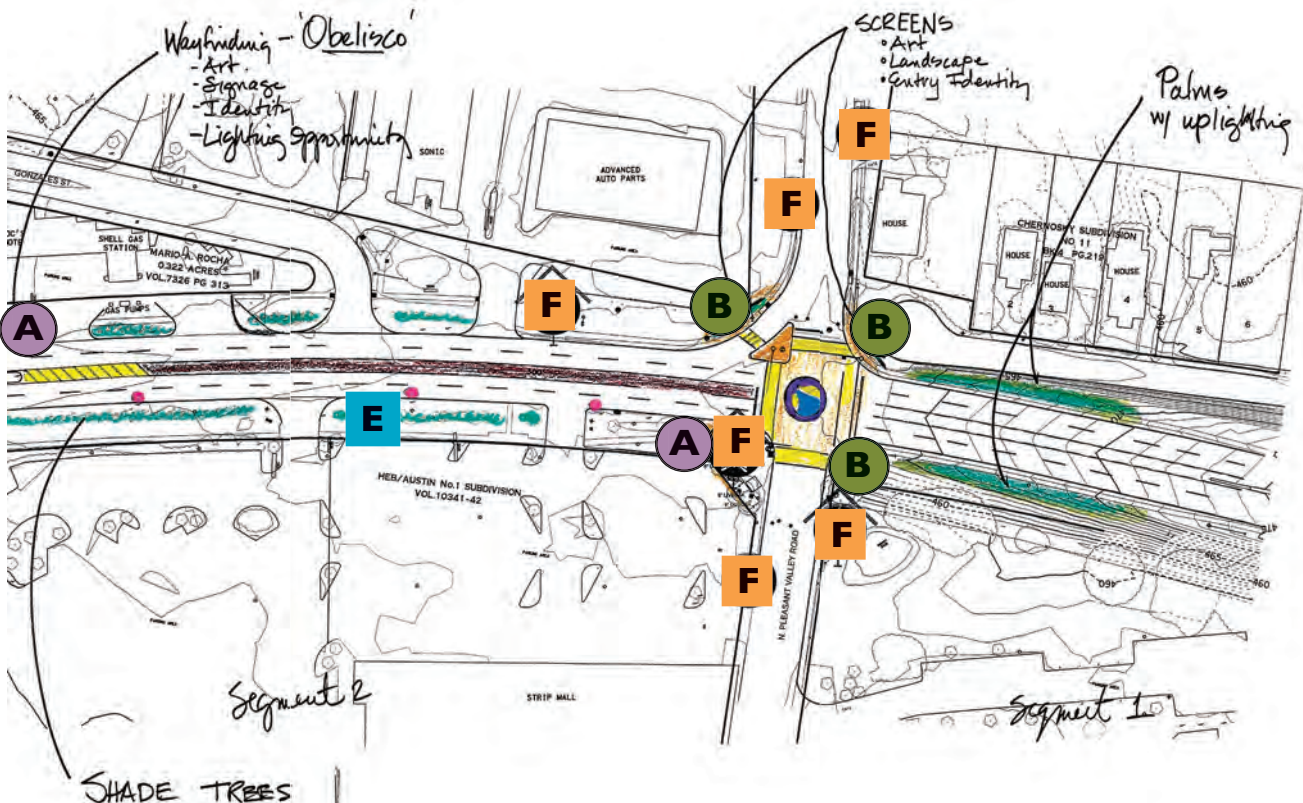
**E Business Sponsored Art** – opportunities, such as on the Cash America Pawn triangle of land (and possible future site of a Capital Metro commuter rail line), could be privately sponsored by local businesses.

**F Bus Stops** – Capital Metro could sponsor art on East 7th Street in several forms: enhanced bus-stop shelters incorporating art work, murals on ceilings of bus-stop shelters, artist-made benches, and two-dimensional art in ad space on buses.

**G Business Facades** – Businesses along 7th Street could commission murals and sculptures as signage or advertisements, possibly sponsored by matching grants from the city.



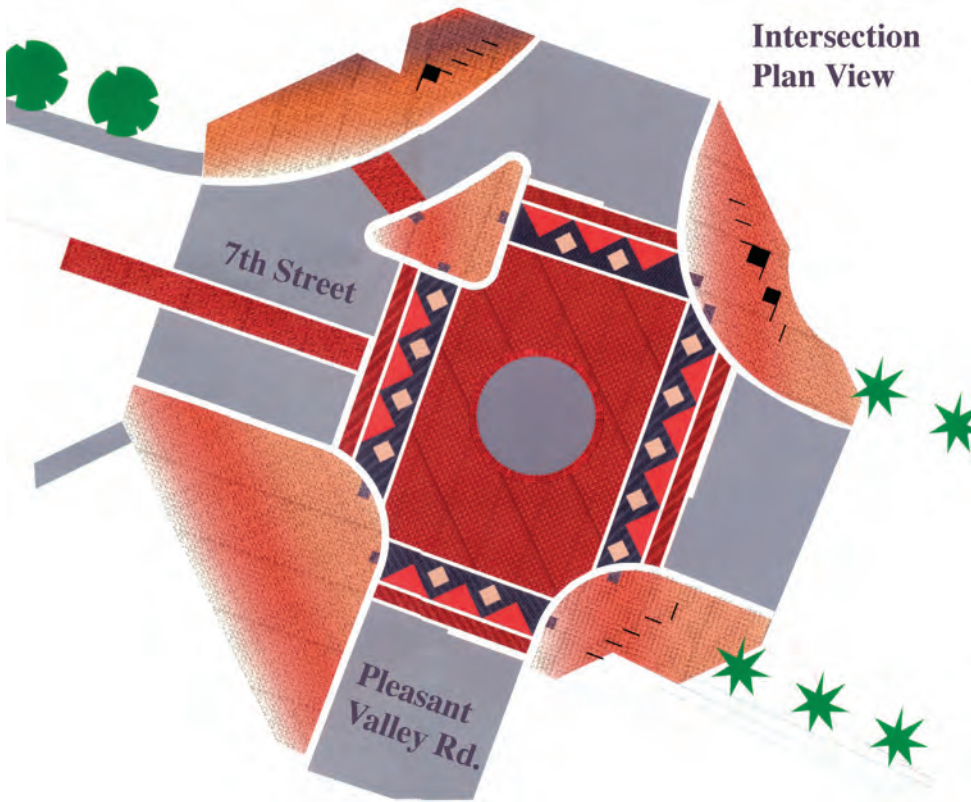
Example of artist-made benches





From the Govalle/Johnston Terrace Combined Neighborhood Plan, 2003:

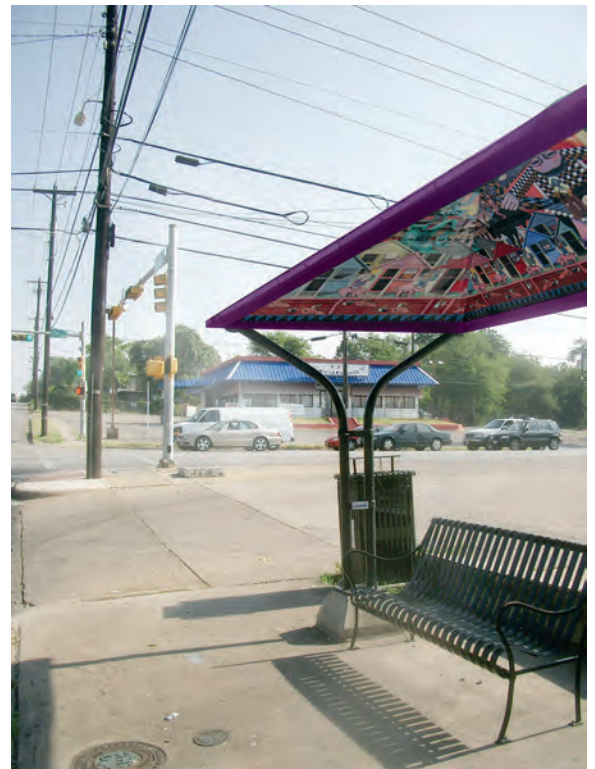
*“Guideline 1.4: Incorporating locally produced art into commercial architecture brings the unique character of the neighborhood to its business district.”*



Intersection plan view of E. 7th Street at Pleasant Valley Road



Capital Metro bus stop awning, opportunity for artwork



Bus stop canopies could look like this

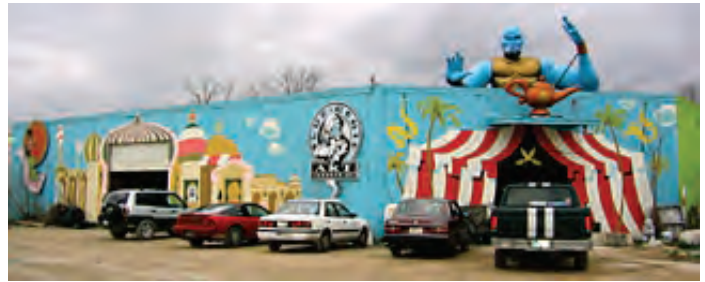


## Opportunities for Businesses:

In response to the neighborhoods' goals for streetscape improvements in the commercial/mixed-use district, business facades are an excellent opportunity for art. When art is used as signage, it creates an identity and a landmark on the corridor. This helps to give the neighborhood a local and particular sense of place, rather than seeming generic or corporate. Many neighborhood artists are interested in producing artwork for business signage in painted murals or signs, metal, concrete, fiberglass, wood and other durable materials.



Glass tile mosaic of Aztec sun at Sanchez Elementary at 73 San Marcos Ave.



Murals, sculpture and signage at Blue Genie Art Industries at 916 Springdale Rd.



Metal awning and facade created by Mind Over Metal at 311 W. 6th Street



Mural and signage by Tito Garcia at Leal's Tire Shop at 1900 E. Cesar Chavez



Metal art on roof ridge at 10th St. & Navasota  
[www.fisterrastudio.com/7th.html](http://www.fisterrastudio.com/7th.html)



Mural and signage at Moneyland at 1901 E. 7th St.

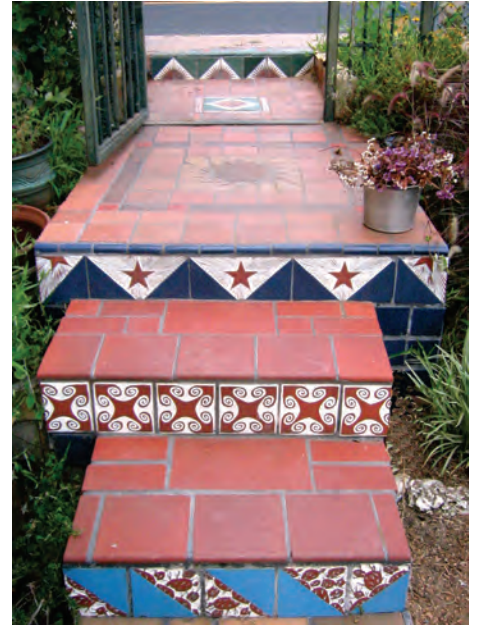


From the Central East Austin Neighborhood Plan, 2001:

*“Goal 8: Enhance and enliven the streetscape.”*



Concrete and steel artwork as gateway on public sculpture in San Diego



Tile walkway at Clayworks at 1209 E. 6th St.



Steel sculpture of dinosaur with plantings as part of fountain design on Promenade in Santa Monica



Tile and stone base for light fixture in Santa Barbara

**fisterra studio**

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