



# WACO REGIONAL AIRPORT

City Council Work Session

August 1, 2023

Terminal Modernization

Project Update:

Final Artwork Design Approval

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Development, Creative Waco





# Waco Regional Airport

## Public Artwork Final Design Recommendations

- Project Background
- Recommended Final Artwork Designs
- Timeline



# Waco Regional Airport

## Public Artwork Final Design Recommendations

### **March 2021**

- Decision to add art and culture features into the project that were emblematic of Waco

### **November 2, 2021**

- City Council approved contract with Creative Waco to facilitate the public art procurement process

### **August 2, 2022**

- City Council approved two of the four pieces of art

### **May 16, 2023**

- City Council approved the artists and preliminary concepts for the two artworks we'll be discussing today



# Waco Regional Airport

## Recommended Artwork Design – *Welcome Walkway*



Proposed Location – Area Linking  
Arrival Lounge and Main Concourse

- Showcases the diversity of Waco by integrating repetitions of the phrase “Welcome to Waco”
- Phrases submitted by community members in their language(s) of origin, design created by artist
- Incorporates space’s natural light
- Budget: \$12,000
- Dimensions: 50’-7” x 9’-6”





# Waco Regional Airport

Recommended Artwork Design – Welcome Walkway

*Welcome to Waco, by Eirini Linardaki*



*Original Proposal*



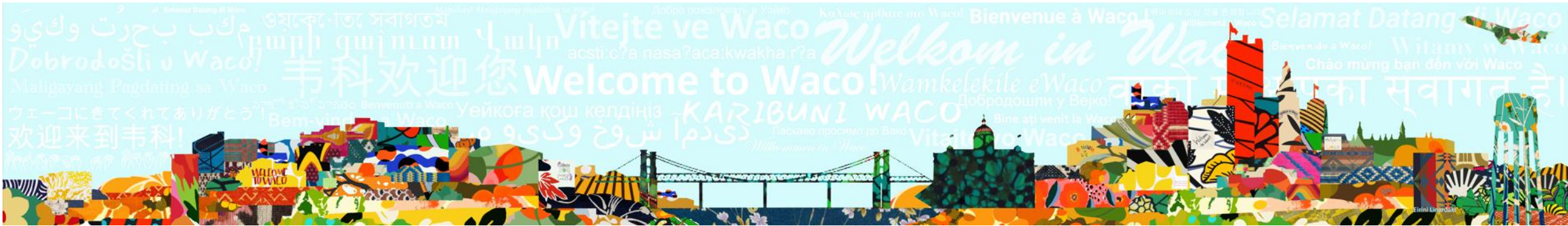
*Recommended Final Design*



# Waco Regional Airport

Recommended Art Design – Welcome Walkway

*Welcome to Waco, by Eirini Linardaki*



- Removed the tan horizon and replaced with blue sky
- Enlarged the blue sky with text as negative space (printed on transparent wrap) which will appear more subtle
- Varied the size and font of the "Welcome to Waco" phrases in the sky, while retaining the community-submitted artwork on the structures
- Adjusted the scale and placement of the structures so that the ALICO Building is shown as the tallest structure & the courthouse and water tower are not set apart
- Changed the jet silhouette to a CRJ-700, which currently services the airport
- Added an American Sign Language (ASL) interpretation of "Welcome to Waco"





# Waco Regional Airport

## Recommended Artwork Design – *Waco Backdrop*



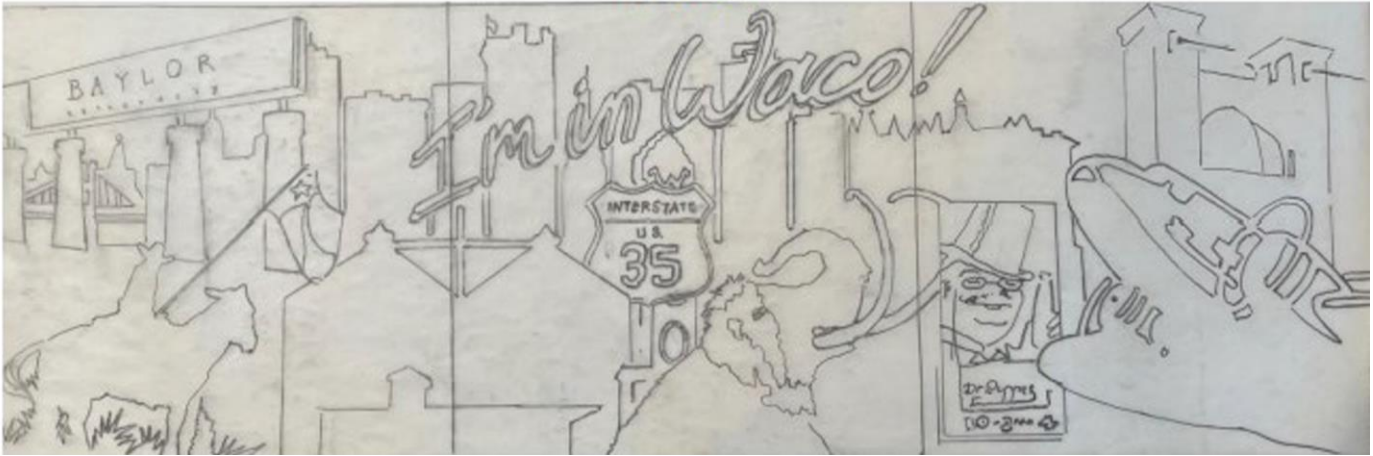
Proposed Location: Main Lobby

- Creates a high-impact and fun artwork that invites social media interactions
- It will be one of the first impressions created on arrival and last moments captured upon departure
- Provides the iconic “I’m in Waco” statement
- Budget: \$25,000
- Artwork Dimensions: 18’ x 6’

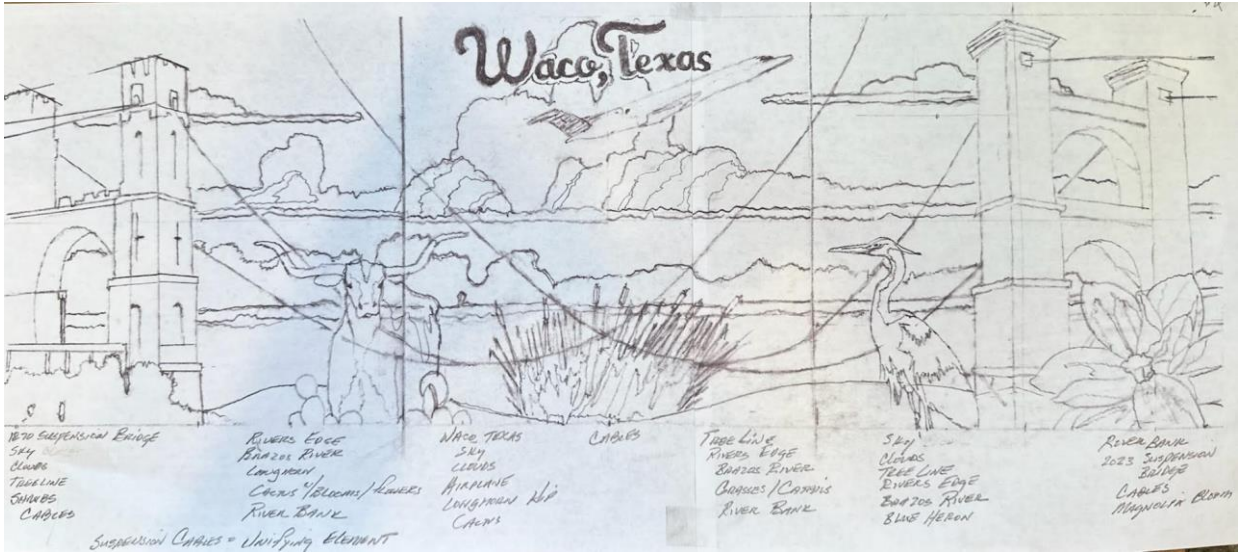


# Waco Regional Airport

Recommended Artwork Design – Waco Backdrop  
*Waco, Texas*, by Mike Tabor



Original Proposal-*I'm in Waco!*



Recommended Final Design-*Waco, Texas*

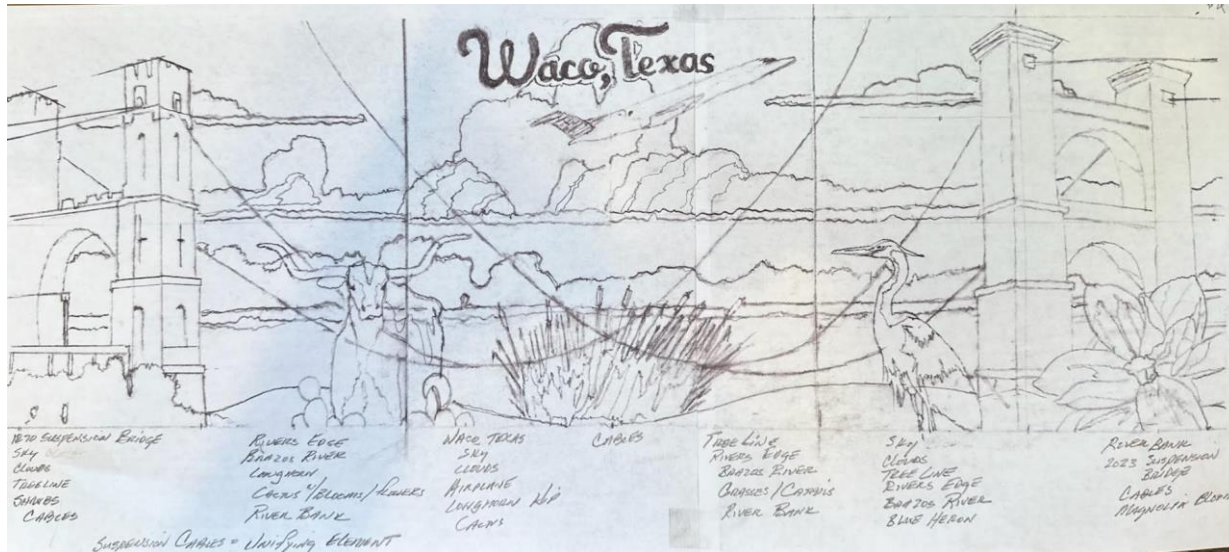




# Waco Regional Airport

Recommended Artwork Design – Waco Backdrop

Waco, Texas, by Mike Tabor



*Recommended Final Design-Waco, Texas*



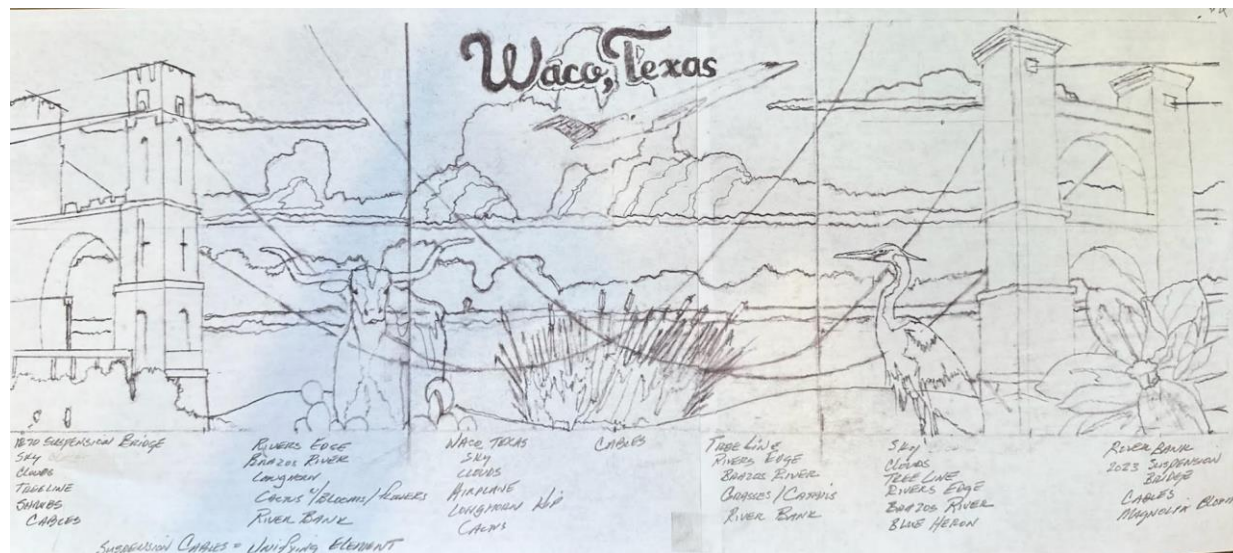
*Recommended Color Palette*

- Simplified design centered around one iconic Waco symbol
- Interprets Waco's past, present & future
- Includes both the original brick-faced suspension bridge tower and the current stucco finish
- Longhorn, magnolia and jet illustrate the evolution of the local economy
- River grasses, blue heron show local flora and fauna & call attention to the importance of local waterways
- Suspension cables are emphasized and serve as a unifying element across the design



# Waco Regional Airport

## Recommended Artwork Design – *Waco Backdrop*



- Color blocking and shading technique will be utilized
- Reproductions of locally-significant historical documents will be incorporated using a collage effect







# Waco Regional Airport

## Current Project Timeline

**AUG 1, 2023:** Work-session presenting final design drafts

**AUG 15, 2023:** Resolution presented to City Council approving final artwork designs

**Final installations will be completed in-step with final phase of construction**





- [illegible]





QUESTIONS?

