

ALLIED DRIVE DRAFT PROPOSAL

MATCHING FUNDS

It is purposed that the Madison Arts Commission match the \$15,000 provided by the CDA to develop community identity imagery for the Allied Drive Redevelopment Project.

CALL TO ARTISTS

The Madison Arts Commission is accepting applications from artists, communication designers, and teams to work with community members and leaders to develop branding imagery to be incorporated in 3D and 2D applications into the Allied Drive Redevelopment Project in order to provide a unique identity for the neighborhood.

PROJECT OVERVIEW

The project involves a new housing development on a City-owned nine-acre site on Allied Drive. The City purchased this site in 2006 for the purpose of improving housing opportunities in the neighborhood.

A community dialogue regarding the future of this site has been ongoing for over a year. The Allied Area Task Force, the neighborhood, City staff, CDA, the Schreiber Anderson Associates team, and others explored conceptual design approaches, which resulted in a set of criteria for future development. The expectation includes a two-phase development. During Phase I approximately 40-45 rental units will be constructed on the northern third of the site beginning this summer. During Phase II approximately 60-65 predominantly owner-occupied and rental units will be developed on the southern two-thirds of the site to be built in the future.

While the architecture and landscape architecture have been contracted, the project is looking for an artist, designer, or team to create a visual brand that would work with the architecture and landscape to give the project a distinct identity. This brand image may be incorporated as a specific sculptural/3D element to serve as a gateway into the community. The brand imagery could also be used as 2D/3D imagery incorporated into signage and other elements of the project such as into the base of lampposts or engraved in manhole covers. The imagery should reflect what the development means to the larger community and provide the basis for a name for the project.

The selected artist, communication designer, or team will work with the Madison Arts Commission, Allied Area Task Force, the Schreiber Anderson Associates team, various City departments, and community stakeholders to develop the final brand imagery. A recommendation for selecting one or multiple artists, designers, or companies will be that of the selection committee and will be based on the submitted ideas and other criteria identified below. Madison's Common Council will need to approve the final selection for the project.