

Southeast Area Plan Hiestand Neighborhood Placemaking Project - Summer2025

The Hiestand Neighborhood is a Qualified Census tract eligible for Federal Community Development Block Grant Implementation Funding. As part of the Southeast Area plan, The Planning team will be hosting a public plan engagement and placemaking event this summer (2025) in the neighborhood to begin discussion on ideas for grant funding through this program.

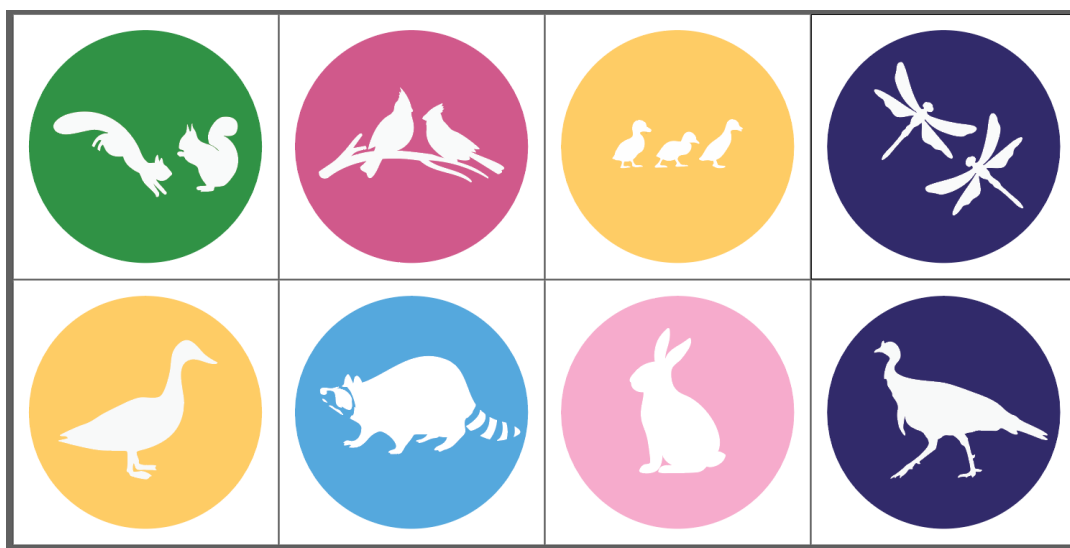
5:30--7:30 PM: Placemaking Pavement Painting Project and Outdoor Community Meal

Placemaking Project:

City staff has held a series of public engagement opportunities in the first phase of the Southeast Aea Plan. In addition to housing and transportation concerns, the idea of the importance of urban wildlife, open space and recreation opportunities has become a large theme. This placemaking project aims to bring these ideas together as neighbors talk about experiences in their communities while participating in a fun pavement painting project.

Planning Staff has created a series of urban wildlife stencils. Staff would like to engage residents to paint circles and wildlife stencils on the existing basketball court in Hiestand Park.

- Paint has added grit texture to avoid slippery surfaces.
- The Paint and plain circle stencils are left over from the State Street Pedestrian experiment
- The newly stencils include squirrels, cardinals, a mama and baby ducks, dragonflies, a raccoon, a rabbit and a wild turkey.
- Stencil circle sizes will range in size from 2 ft to 4 ft in diameter
- Additionally, 1 ft diameter polka dots could fill in the blank areas.

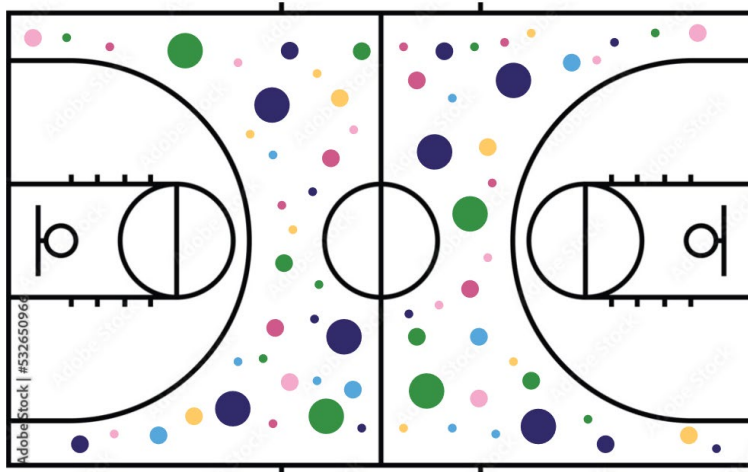


Location:

The Basketball court is located at the yellow star on the map below within Hiestand Park.



Proposed Example Layout of Circles to scale: 1 ft, 2 ft and 4 ft in diameter

**Relevant Policy:**

The existing Art in Parks Policy Approved by the Board of Parks Commissioners in 2024 (Legislative File ID# 84319) lays out that "Other Park Amenities" such as "signs, displays, or installations owned and placed by the City that include elements of art or speech are expressions of Government Speech and not considered Private Art or Public Expressive Displays"

Project Maintenance:

It is expected that the paint will last 1-3 years. It will wear off overtime, and there is not a need to refresh. Parks will have no mandate to maintain and can remove/replace at any time at their discretion if desired. If the neighborhood decides that it would like these to be more permanent, we might be able to consider thermoplastic medallions as seen in the Olbrich Multi-use path in the future using CGBG funding.