

# STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event PARK (ING) DAY 2012

Event Organizer/Sponsor ADAM WILLIAMS / SGA DESIGN GROUP

Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No

If Yes, provide State of Wisconsin Tax Exempt Number N/A

Address 101 F. BADGER RD.

City/State/Zip MADISON, WI 53713

Primary Contact ADAM WILLIAMS FAX 608-255-9950

Work Phone 608-255-0800 Phone During Event 608-462-1724

E-mail awilliams@sga-madison.com

Website WWW.SGA-MADISON.COM

Secondary Contact DAVID SCHREIBER

Work Phone 608-255-0800 Phone During Event 608-720-0041

E-mail dschreiber@sga-madison.com

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: N/A

Estimated Attendance 10 PEOPLE MAX AT ANY GIVEN TIME (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours NA to NA  Yes  No

## EVENT CATEGORY

Run/Walk  Music/Concert  Festival  Rally  Parking (i.e., bagging meters)

Other COVERING A PARKING SPACE INTO A PUBLIC ART SPACE FOR A PERIOD OF TIME

## LOCATION REQUESTED

Capitol Square (note specific blocks below)  Podium/700-800 State Street

30 on the Square (a.k.a. top of 100 block of State Street)  Other (specific blocks/streets requested below)

Street Names and Block Numbers: SEE ATTACHED MAP - PREFER SW SIDE OF MILK

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 9/21/12 Rain Date(s) NO DATE

Event Start Date(s)/Time(s) 10 AM Set-Up Date(s)/Time for Event -

Event End Date(s)/Time(s) 4 PM (GONE-AVAILABLE FOR CARS) Take-Down Time -

Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

I/We waive the 21-day decision requirement. \_\_\_\_\_ (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statutes and laws.

Signature [Signature] Date 8/8/12

**MEMORANDUM**

Date: August 8, 2012  
Project: Park(ing) Day 2012  
SAA#: 2000

To: Madison Parks Division: Kelly Lamberty  
From: Aaron Williams

Re: Street Use Permit for Park(ing) Day: Friday Sept. 21, 2012

Kelly,

Once again, SAA Design Group would like to participate in the International event known as Park(ing) Day. The event hopes to inspire city dwellers everywhere to transform metered parking spots into temporary public parks for the public good. The following memo and exhibits outline our plan for this year's park.

1. We enjoyed last year's location. We were required to reserve two (2) spaces and be between an island bump-out and an SAA stationary vehicle for protection reasons. Pending Streets approval, we would again like to do something similar to this set up.
2. The schedule for the day is as follows:
  - Thursday (20<sup>th</sup>) day prior, pick-up bags for meters.
  - Thursday (20<sup>th</sup>) night prior, bag identified meters after 6pm
  - Friday (21<sup>th</sup>) 9am: Arrive for set-up
  - Friday (21<sup>th</sup>) 10am-3pm: Inhabit park, someone will always be there
  - Friday (21<sup>th</sup>) 3pm-4pm: Clean-up leaving it in the condition it was found
  - Friday (21<sup>th</sup>) 4pm: Metered parking space back to normal functioning
3. There will be no vending, music/performances, demonstrations, rallies, parades, etc.
4. Please see the attached exhibit for a preferred 'Park' location. This map identifies the spaces we had last year, with a yellow line highlighting other locations that would be preferable.
5. The event does not require a Safety and Security Plan
6. The Clean Up and Recycling Plan is to leave the area in the condition we found it.
7. Notification Requirements. We will attend a Street Use Staff Commission Meeting if required to discuss event specifics.
8. I have attached a copy of our insurance form (similar to last year) stating that the City of Madison is an additionally insured entity under SAA for the event. Please forward this form onto Eric Veum if necessary.
9. I have included the general 24x36" sandwich sign board poster that will be placed at the site of the 'Park'.
10. I have included a concept of what the 'Park' will look like.
11. This year we have been awarded a BLINK Grant by the Madison Arts Commission and are grateful for their support of this project.
12. I have included a check for \$50 payable to the City Treasurer

Thank you for your consideration and look forward to another successful Park(ing) Day.

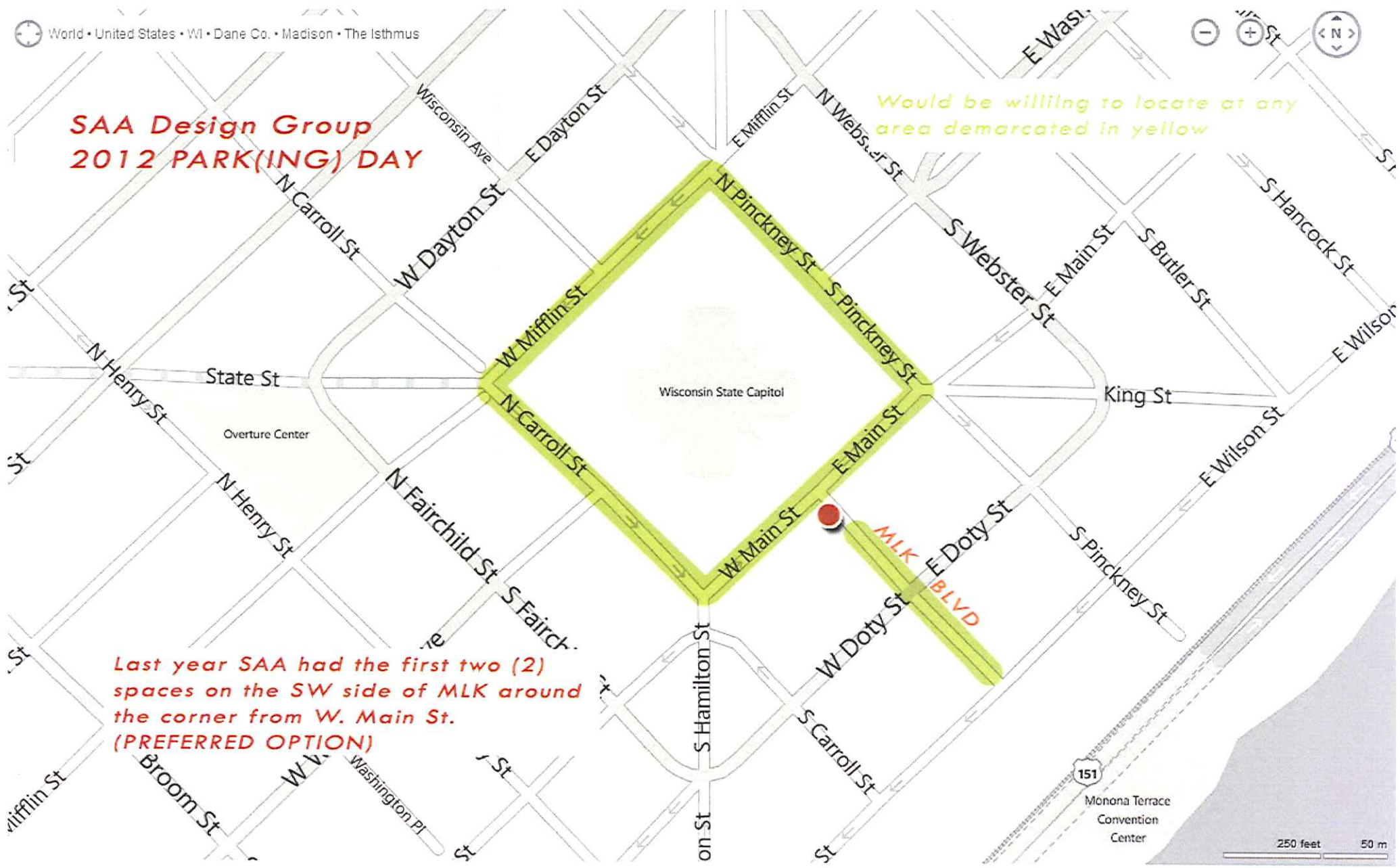


Aaron Williams



# SAA Design Group 2012 PARK(ING) DAY

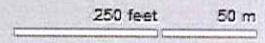
*Would be willing to locate at any area demarcated in yellow*



*Last year SAA had the first two (2) spaces on the SW side of MLK around the corner from W. Main St. (PREFERRED OPTION)*



Monona Terrace  
Convention  
Center



### **Introduction & Statement**

As a licensed landscape architect occupied in the profession since 2001, I have worked effectively at bridging the spatial tangent between Architect and Engineer. My focus is on contextual materiality being grounded in the identification and definition of a site's offerings to create innovation-place based results. With a philosophy centered around three connected concepts: A thorough understanding of 'site' to achieve a desired creation of place; Understanding the role of human occupation in a site and how that informs meaningful design; and the execution of construction into a 'made' landscape. An emphasis is placed on the process from concept to reality through the use of accurate illustrations, modeling and technical knowledge to create a more visceral understanding of how the completed project will be experienced. At the end of the day, my work strives to make an enduring human connection.

### **National PARK(ing) Day**

Invented in 2005 by Rebar, a San Francisco-based art and design studio, PARK(ing) Day challenges people to rethink the way streets are used and stimulates the discussion for changes to urban infrastructure. "In urban centers around the world, inexpensive curbside parking results in increased traffic, wasted fuel, and more pollution," says Rebar's Matthew Passmore. "The planning strategies that generated these conditions are not sustainable, nor do they promote a healthy, vibrant human habitat. PARK(ing) Day is about re-imagining the possibilities of the urban landscape.

PARK(ing) Day has since exploded to become an international event across 162 cities in 35 countries and 6 continents. Opposed to a broad-based design for every installation, the philosophy is to promote local community artists, planners, landscape architects, and citizens to identify their own solution to reflect the community ethos. In doing so, each PARK(ing) Day location is inherently relevant and unique.

### **Project Objective**

Equal parts provocation, art, and civic function, the installation will transform one downtown Madison parking spot into a temporary pocket park. The space is intended as an abstraction of the urban environment, to illustrate the value of urban nodes and imagine the potential of public open space. The installation utilizes colorful and eccentric sculptural elements to draw people through the site. The intent is not only to attract attention to but stimulate thought regarding the value of our civic spaces. It is not intended to diminish the necessity of parking, but to highlight urban opportunities that are seldom pursued.

### **The Landscape as Art**

In a nutshell: balloons, and lots of them. The installation will seek to organize and define space, much as the built landscape does, but with abstracted balloon sculptures in place of vegetation and street trees. The sculptures, drawing on the form and color of trees in fall (install date Sept. 21, 2012), will feature numerous balloons connected to PVC "trunks". The branching pattern of the strings and the scheduled balloon heights will create an overhead canopy, while balloon "shrubs"



in pots will accent and help define the ground plane. Donated benches and various functional amenities will provide restful opportunities while sod will be temporarily laid to complete the park sensation.

The beauty of designing with balloons is to emphasize the simplicity and ephemeral nature of space. The intent is for the installation to dissolve as the day goes on, by removing balloons for children and their parents to take with them after visiting the space. In doing so, the "effects" of the small urban park will spread across the entire city. Instead of preaching the value of urban open space, this installation can communicate across generational gaps in a subtle, fun, and integrated fashion.

#### **Process**

We will plan to reserve one parallel parking spot on the corner of MLK Blvd for September 21st, 2012 adhering to the proper city permitting channels, and showcase the installation from 10am to 4pm. The preparation will rely on professional and potentially UW-Madison student volunteers. It will take roughly an hour with 5 volunteers to set up.

#### **Audience**

By virtue of having a central downtown location, we will attract restaurant employees, municipal workers, bus and bike commuters, UW-Madison and MATC students, tourists, and state and local politicians. Additionally, we are seeking the collaboration and engagement of two nearby businesses to help provide resources and advertising, or to become their dining park for the day.

#### **Publicity**

There will be numerous media outlets by which PARK(ing) Day will be advertised. A variety of web media including twitter, facebook, blogs, and the SAA-Madison webpage will attempt to reach a broader youth and professional audience. Printed flyers will be located around various municipal and university locations. T-shirts may also be printed to engage students and expand awareness of the event. As in past PARK(ing) Days, local TV stations will be contacted.

#### **Summary**

By awarding the BLINK grant to PARK(ing) Day 2012, the City of Madison is supporting outreach and education through the form of artistic abstraction. It gives Madison citizens the opportunity to interact within a stimulating art installation while emphasizing the value and importance of urban spaces.





PARK(ing) Day is an annual worldwide event that inspires city dwellers to transform metered parking spots into temporary public parks for all.





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*Reclaim your City!*

WWW.PARKINGDAY.ORG  
MY.PARKINGDAY.ORG

# PARK(ING) DAY

FRIDAY, SEPTEMBER 21ST 2012

BUILDING AND CELEBRATING PUBLIC SPACE SINCE 2005



THIS PARK IS HOSTED FOR THE PUBLIC BY:

**SAA** DESIGN GROUP  
Landscape Architects | Engineers | Planners  
[www.saa-madison.com](http://www.saa-madison.com)

 **MAGLIN**™  
[www.maglin.com](http://www.maglin.com)



PARK(ing) Day is an open-source experiment in spatial remixing created by independently-operated groups around the globe. Original PARK(ing) Day concept made in San Francisco by Rebar Art & Design. "PARK(ing) Day" is a registered servicemark of Rebar Group, Inc. Copyright ©2005-2010 by Rebar Group, Inc. All rights reserved. [www.rebargroup.org](http://www.rebargroup.org)



CONCEPTUAL RENDERINGS

