

State Street 700 - 800 Block & Library Mall Redevelopment Project

May 30, 2013

I recommend that the Committee include a programming staff position to coordinate the "social landscape" activities of the project. Many of the "Initial Data Gathering-Feedback and Comments" from the preliminary data gather portion of the project relate to activities that stakeholders wish to see in the redeveloped space. These activities, and others not mentioned, will not necessarily occur spontaneously.

I believe that the ultimate success of the Placemaking aspects of the State Street 700 - 800 Block & Library Mall Redevelopment Project depend upon the inclusion of a long-term "Placemaking" programming staff position as part of the redevelopment project. The staff position responsibilities should focusing specifically upon the coordination of music, art, community events, educational, etc. activities for the redeveloped area.

The UW Discovery Center incorporated programming staff for its Placemaking activities. Additionally, for years the Memorial Union and Union Terrace successfully activated Placemaking with designated staff focusing specifically upon activities for the Terrace.

In any event, it seems sensible that the University, the Chazen and the Historical Society should have significant involvement in the program staffing - in addition to the City. Possibly, the UW Alumni Association should be approached as a contributor to the funding for the staff position.

Thanks.

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