

Creating Placemaking Spaces in Allied Drive

Background:

Allied is a Madison neighborhood that residents and stakeholders are working hard to strengthen a sense of community and stability. The Allied Dunns Marsh Neighborhood Association has demonstrated visionary leadership and works closely with agencies and City representatives in moving the neighborhood forward from a history of crime toward a future of promise. Building community through shared activities and interests is vital to a thriving neighborhood. An element of poverty that is rarely talked about is the inextricable link of poverty with low self-esteem. Clearly there is a lack of opportunity to affirm one's worth in a society that values contribution based on one's economic status and education. In order to build a sense of community and connection amongst neighbors in Allied, it is important to create opportunities for residents to recognize each other's worth and contributions. Respect for one's neighborhood is born out of respect for self and of neighbors. Our proposal is to build a public open space where talents and interests can be shared in an open performance area.

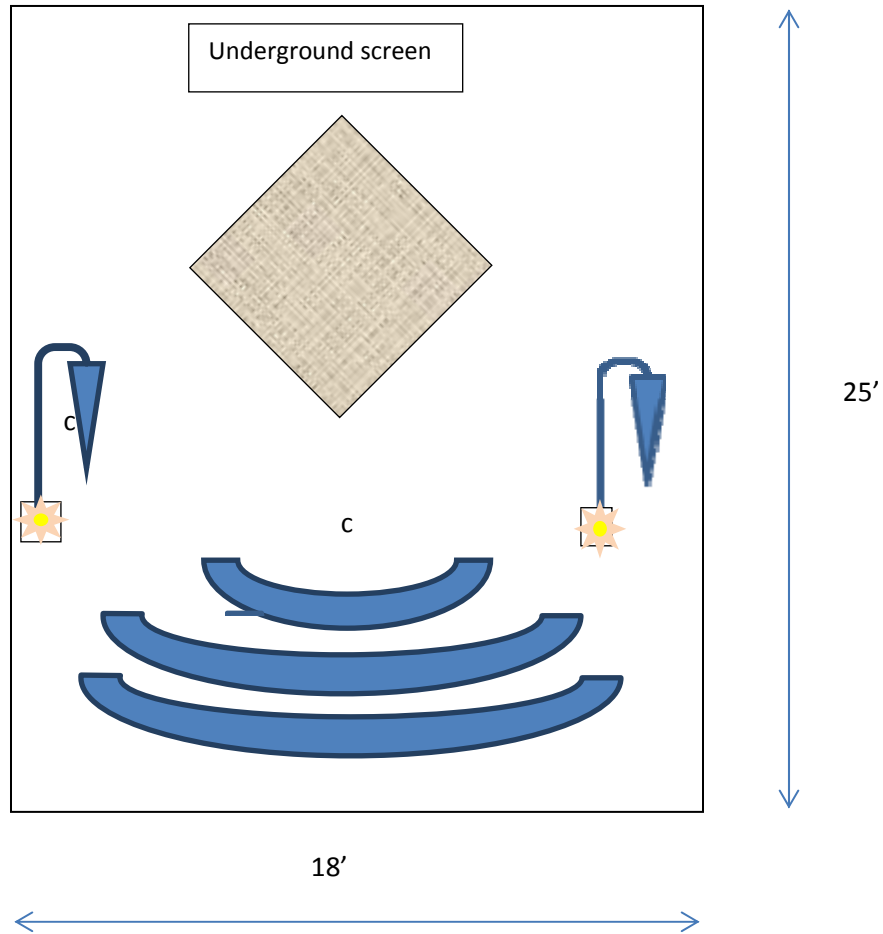
Revival Ridge is a CDA funded apartment housing project on Allied Drive that had a terrific amount of resident involvement and a commitment to have affordable housing options available so that existing Allied residents could enjoy the chance of living in nice new housing. Revival Ridge is located on the northern end of a property that has partially been designated for single family homes development. To date there have been no homes built. Between the housing development area and the Revival Ridge apartments there is a strip of land that is owned by the City of Madison but has not been designated for anything at this point. Plans for development of condominiums on that strip of land has been aborted. Allied residents dream of some day having a community center on that space, but this is more a dream than a reality at this point. Our proposal is to build the open performance area on that strip of land, in such a way that it could potentially become a courtyard for whatever building does occur on that land in the future.

Proposal explanation:

The proposal is to lay a cement slab base that includes cement ascending sitting steps that provides seating for about 30 people watching performances, in an amphitheater style. On the edge of the cement base would be a built-in underground storage compartment that has a locked access. In that compartment would be a movie screen that can be pulled up and hooked to a stand. One of the features for the cement slab is an area that has inlaid bricks that Allied residents can purchase for a nominal fee to have their name inscribed. This area not only conveys that this space belongs to the neighborhood which hopefully would engender a desire to take care of the area, but it would help define a performance space instead of having a stage. There would be in-ground electrical outlets for audio-visual equipment hook up. The screen could be opened up and used for such events as showing movies (Movies In the Park), covered over by a painted canvas for a background scenery of a play, or used as a projection screen for a background video for a musical performance. The area could be a place to host community meetings for topics of discussion, outdoor classroom activities, or for any

variety of word/music/theatric performances. The final feature would be light posts to keep the area lit at night, framed by a flower bed around the post's base.

Layout detail:



Project Costs:

Grade land and pour cement slab:

Buried locked screen compartment:

Screen:

Cement cast seating:

2 lamp posts:

Electrical work:

Brick pavers inscribed:

Publicity:

Oversight of use:

The Allied Dunns Marsh Neighborhood Assn would have responsibility for the key to the locked underground screen and for the scheduled reservation of the space. Electricity use would be billed to the neighborhood Assn. Insurance would be covered under City of Madison Parks Dept.

Project compliance:

- Scope of service: provide community with outdoor gathering and performance space
- Goal: Create a public space that encourages creative participation to build community
 - Inputs: 1. Assess resident interest in having and participating in an outdoor performance area
 - 2. Identify possible venues for use of space and people interested in coordinating venues
 - 3. Develop policy & procedures for reserving space, use of space & use of equipment
 - 4. Create publicity for space availability and informing neighborhood of procedures for reserving space and space use and equipment use policy
 - 5. Oversee project implementation following the listed timeline
 - 6. Coordinate necessary approvals with City staff
- Timeline:
 - Feb-April Outcome: Site use, project plan and grant application approval.**
Obtain CDA staff and City council approval to use proposed CDA land
Research required City agency review and approval requirements and existing neighborhood plans
Research subcontractors for cement, brick work, and electrical work.
Find cement contractor willing to have 1 volunteer resident assist on project to learn masonry skills
Partner with a landscape architecture student to finalize plan drawing
Partner with Boys & Girls Club, Head Start and Learning Center to engage their students in some form of performance/presentation
Verify required insurance and submit to City for review and approval.
Draft grant contract.
 - May Outcome: Contract with the City approved. Resident masonry “intern” accepted by cement contractor and plan for internship created**
Finalize and sign contractual agreement; submit to City for review and signatures.
Recruit resident masonry volunteer intern
Collaborate with masonry contractor for internship requirements and learning objectives
 - June 1 to August 1 Outcome: Subcontractors and residents involved in project will be identified**
Hire subcontractors, and engage landscape architecture student to finalize drawing
Submit proposals and deliverables for City staff review and approval
Canvas neighborhood to determine interested residents in having an inscribed brick placed and interest in performing
 - August 2 to December 1 Outcome: Outdoor performance area will be constructed. Organizational participation in space use will be coordinated**

Purchase any project materials, construct project,
 Coordinate at least five groups from the neighborhood that will offer at least one performance
 Record volunteer hours, and prepare and submit report on deliverables to Planning Division for review and approval.
December 2 to December 13 **Outcome: project completion satisfactory to City staff**
 Finalize and submit remaining proof of payments, deliverables, digital photos and closeout report

- Tentative meeting schedule:

Meeting participant(s)	Meeting facilitator	Date	Purpose
CDA staff	Brian Solomon	2/4/13-2/8/13	Obtain agreement in use of CDA site for project
Linda Horvath, Selena Pettigrew, Susan Corrado	Susan Corrado	2/4/13-2/8/13	Obtain approval for grant application submission