



### Conceptual Approach

Equal parts pilot study, placemaking, and civic function, the Crazy Legs Lane temporary pop-up park will transform 3,500sf of existing street right-of-way into a public space for community benefit. The design is anticipated to be a highly visual graphic statement, calling attention to itself and the potential design opportunities for this 100% corner of three unique neighborhoods and the University of Wisconsin-Madison. Lively and ephemeral in nature, it will host up to three programmed events specific to soliciting design input for the permanent space in conjunction with the City of Madison design process. The remainder of its existence will be for civic life to engage and enhance the experience of the everyday.

### Project Description (400 words or less)

The project will coordinate closely with the City of Madison Engineering (Traffic/Planning) and the Engagement Resource Team (ERT), currently in place for the Monroe Street Redesign process. At its core, the project is a pilot study for the permanent closure of Crazy Legs Lane and the redesign of this under utilized city park.

Currently, the city is planning on closing the street to vehicular traffic via concrete barricades while still allowing bike lane functions to occur unimpeded. The pavement surface (curbs/pan remain unpainted) would be painted as indicated in the proposed design with amenities added to promote gathering and 'idea generation' for the permanent park design. Amenities will include painted wood picnic tables, movable bucket seating, surface mounted bike racks, city litter receptacles, plywood chalkboard/signage/sponsor recognition, and potentially an overhead string lighting canopy (pending electrical access).

The project is anticipated to host events from the end of June 2017 to the end of August 2017. After which, the pop-up park can remain until the permanent park is installed, or the painted street can be reopened and function as normal...albeit, a slightly more vibrant thru-fare. There is no intention to paint over the existing traffic marking on the street (stop bars/crosswalks), so it may be reopened at anytime if desired by the City.

A strong leadership team has been developed to see this project through. It includes representatives from the Monroe Street Merchants Association, adjacent businesses, neighborhood association representatives, Dudgeon Monroe president David Hoffert, and the district 13 alder to name a few.

# AARON WILLIAMS

Landscape Architect

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| statement  | ...to enhance the experience of the everyday.  |
| education  | (09) 1998<br>(12) 2002 <b>University of Wisconsin-Madison</b> , Madison, Wisconsin<br>Bachelor of Science - Landscape Architecture - Environmental breadth   |
|            | (04) 2013 <b>Xtreme LA 2013</b> , Berkeley, California<br>Selected participant in a 3-day charrette focused on sea-level rise and habitat loss   |
|            | (01) 2001 <b>Mike Lin Graphic Workshop</b> , Manhattan, Kansas<br>Two week workshop + multiple day sessions (participant & organizer)  |
| experience | (02) 2015<br>present <b>UW-Madison Campus Planning &amp; Landscape Architecture</b> , Madison, Wisconsin<br>Assistant Campus Planner & Zoning Coordinator<br>Provide facilities planning services in support of the long-range physical planning activities<br>Function as the Capital Projects liaison with the city of Madison zoning approval process<br>Effectively work to bridge the tangent between architect and engineer<br>Emphasis on green infrastructure and campus stormwater management planning activities   |
|            | (10) 2010<br>(01) 2015 <b>SAA Design Group, Inc.</b> , Madison, Wisconsin<br>Associate, Project Manager<br>Lead design landscape architect bridging the spatial tangent between engineer and architect<br>Function as marketing coordinator while maintaining website and social media platforms<br>Emphasis on project visioning and design character, coordination with project implementation<br>Member of management team; review monthly financials, workload forecasting, staffing organization  |
|            | (12) 2002<br>(10) 2010 <b>Schreiber/Anderson Associates, Inc.</b> , Madison, Wisconsin<br>Intern, Landscape Architect I & II, Assistant Project Manager<br>Technical landscape architecture roles from concept through construction administration<br>Primary graphic support via modeling, hand illustration and/or computer vignettes<br>Lead designer on Madison infill projects; city submittals, staff presentations, city ordinances   |
|            | (06) 2002<br>(08) 2002 <b>Sasaki Associates</b> , Watertown, Massachusetts<br>12 week Summer Internship Program<br>1 of 5 participants from over 120 applications<br>Working within a 100 person multi-disciplinary firm<br>Project Work: National Harbor - Washington, D.C., Portside Pier 1 - Boston, MA, UMASS Campus   |
| involved   | (11) 2016<br>present <b>Allen Centennial Gardens Board of Directors</b> , Madison, Wisconsin<br>Selected to the board to inspire exploration, support and learning at the UW-Madison garden.   |
|            | (05) 2016<br>present <b>Monroe Street Reconstruction Engagement Resource Team</b> , Madison, Wisconsin<br>ERT member representing UW-Madison. Committee composed of organizational and institutional stakeholders to help define and implement a public engagement plan for the Monroe Street Reconstruction.  |
|            | (10) 2006<br>present <b>ASLA/WI ASLA</b><br>2010-2014 WI ASLA Communications Chair - Executive Committee Member<br>(07) 2014 Georgia Professional Awards Judging Member<br>(01) 2013 Strategic Planning Committee Member<br>(09) 2012 Indiana Professional Awards Judging Member - Lead  |
|            | (05) 2010<br>present <b>UW-Madison Landscape Architecture Department</b> , Madison, Wisconsin<br>(12) 2016 Allen Centennial Garden Design Competition Jury<br>(12) 2016 LA201 Introduction to Landscape Architecture Design Critic - Fall Semester<br>(05) 2016 LA699 Designing Healthy Communities presenter/reference<br>(02) 2016 LA312 Graphics for Designers<br>(03) 2014 LABash portfolio review workshop<br>(05) 2013 Capstone Design Critic - Spring Semester<br>(03) 2013 Senior Award Jury Panel Member<br>(12) 2012 Capstone Design Critic - Fall Semester<br>(04) 2012 Invited Alumni - Professional Practice Forum<br>(05) 2011 Land Arc 312 Invited Graphic Critic |
|            | (09) 2010<br>(09) 2014 <b>Park(ing) Day</b> , Madison, Wisconsin<br>Annual installation through SAA Design Group. Organized first Park(ing) Day in city of Madison on MLK Boulevard and have utilized the platform to test tactical urban introductions into the social fabric.  |

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## presentations

- (02) 2015 present **UW-Madison 2015 Campus Master Plan Update**, Madison, Wisconsin  
Presentations to various community and UW stakeholders
- (02) 2016 **Paper + Pixels**, Madison, Wisconsin  
UW-Madison Landscape Architecture LA312 Graphics and Design course presentation
- (10) 2014 **LDS Curriculum II - Structures**, Madison, Wisconsin  
Master Gardner presentation on non-living design materials
- (04) 2014 **LDS Curriculum I - Public Landscapes**, Madison, Wisconsin  
Master Gardner presentation on the types and uses of public landscapes in America
- (03) 2012 **Two + Urban + Riverfront + Parks**, Madison, Wisconsin  
WI ASLA LACES certified presentation on development of Phoenix and Schwiebert Parks
- (03) 2003 **Oconomowoc Building Blocks for a Great Downtown**, Madison, Wisconsin  
WI ASLA annual conference

## competitions

- (05) 2014 **Design MMoCA - "Unplanted"**, Madison, Wisconsin  
Madison Museum of Contemporary Art participant in biennial regional design showcase, selected
- (12) 2013 **30th Street Corridor - "Greenwood"**, Milwaukee, Wisconsin  
Century City gateway design competition, third place
- (08) 2013 **PlanPhilly Bike Rack Design**, Philadelphia, Pennsylvania  
I (heart) Bike rack proposal, submittal
- (10) 2004 **St. Iakovas Retreat Center**, Kansasville, Wisconsin  
137 acre retreat center for the Greek Orthodox Metropolis of Chicago, submittal
- (04) 2003 **Beale Street Landing**, Memphis, Tennessee  
The Riverfront Development Corporation international design competition, submittal

## awards

### LEED Projects

- 2013 LEED-ND Silver - Westlawn Gardens, Milwaukee, Wisconsin  
2013 LEED Silver - Edgewood College Dominican Hall, Madison, Wisconsin

### WI ASLA

- 2015 Award of Honor - Madison College Campus Landscape  
2015 Award of Honor - Milwaukee, Wisconsin, Westlawn Gardens  
2014 Chapter Service Award  
2012 Award of Honor - North Lakeland Discovery Center, Manitowish, Waters  
2011 Award of Excellence - Schwiebert Riverfront Park, Rock Island, Illinois  
2011 Award of Honor - Vision Plan for the Fond du Lac Arts & Entertainment District  
2011 Chapter Visibility Award - Park(ing) Day  
2007 Award of Excellence - Phoenix Park, Eau Claire, Wisconsin  
2002 Outstanding Department Service Award - UW Department of LA

### Various

- 2014 APA-WI - Implementation Award  
2014 Design MMoCA Best Audience Experience  
2013 Nomination/selection for Gil Jevne - WI ASLA Lifetime Achievement Award  
2011 NAWIC Lorraine D. Wright Award - Schwiebert Riverfront Park, Rock Island, Illinois  
2010 Nomination for David Schreiber - WI ASLA Service Award recipient  
2008 Mayor's Design Award - Kilbourn Reservoir Park, Milwaukee, Wisconsin  
2006 APA-WI - Union Corners Brownfield Redevelopment, Madison, Wisconsin

## qualifications

Computer - PC platform - AutoCAD, M-Color, SketchUP, Adobe Suite, Microsoft Suite, Agera/CRS  
Noncomputer - Model Making, Illustration (color pencil, ink, marker, sketching) construction technology

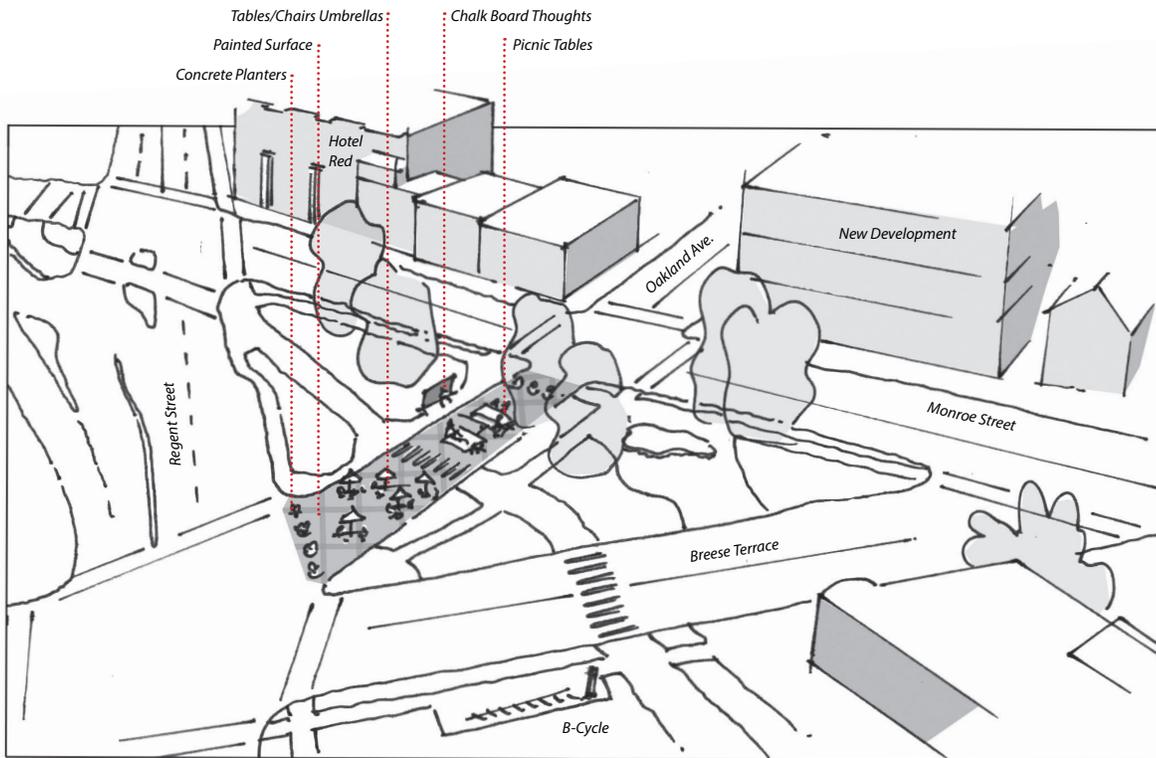
Registered Landscape Architect: WI #544-014, IL #157-001415

# CRAZY LEGS TRIANGLE

## POP-UP PARK

Monroe Street Engagement Resource Team

PROPOSAL



*"Good public design is about people acting and interacting to achieve in concert what they might not achieve alone."*

*~Allan Jacobs*

This interim project proposal is for the area of roadway currently planned for removal with the renovation of this area in the anticipated City of Madison 'Crazy Legs Triangle' project. The stretch of road, named Crazy Legs Lane is approximately 130' in length. In an effort to bolster community enthusiasm for the project and test the potential of this road segment reduction, this proposal suggests installing a temporary 'pop-up' park. This park, by its nature shall be constructed of inexpensive, temporary materials with an emphasis on pedestrian gathering and generating ideas for a future park space (i.e. chalkboard w/chalk). If installed in the summer of 2017, this space could help guide the program elements for the future RFP as well as increasing responding consultant diversity and interest.

Seen as a pilot project, elements may include standard City site amenities such as tables, chairs, umbrellas, picnic tables, benches, etc. The street would be delineated via large concrete planters on either end to prevent errant vehicular travel and ensure pedestrian safety. By providing a place for less structured social gathering and civic engagement through purposeful "undesign" the project could become a precedent for other areas of the community.

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# CRAZY LEGS TRIANGLE POP-UP PARK

Monroe Street Engagement Resource Team

## REFERENCE WORK

### Park(ing) Day installations:

2010, 2011, 2012 (Blink Grant Funded), 2013, 2014

Park(ing) Day is an annual open-source global event where citizens, artists and designers collaborate to temporarily transform metered parking spaces into "PARK(ing)" spaces: temporary public places. Since 2005, PARK(ing) Day has evolved into a global movement, with organizations and individuals (operating independently of Rebar but following an established set of guidelines) creating new forms of temporary public space in urban contexts around the world. I implemented the first space on MLK Boulevard in 2010 and am proud the tradition has been picked up by others and continues to this day.

The mission of PARK(ing) Day is to call attention to the need for more urban open space, to generate critical debate around how public space is created and allocated, and to improve the quality of urban human habitat...I see the Crazy Legs Lane pop-up park as the next natural extension from these temporary parklets.

I can only hope that the pop-up park will inspire people to participate in the civic processes that permanently alter their day to day environments.



# CRAZY LEGS TRIANGLE POP-UP PARK

Monroe Street Engagement Resource Team

## REFERENCE WORK

...Continued



# CRAZY LEGS TRIANGLE POP-UP PARK

Monroe Street Engagement Resource Team

## REFERENCE WORK

### **MMoCA Design Madison:** “unplanted” 2014

I am continually striving to create spaces of enduring quality that heighten user experience through the unexpected. I began the design process with the following question; How can we create and/or foster an installation that will heighten the awareness of our everyday experience?

As a landscape architect, I was not interested in defining the end result of the installation, rather setting up a framework for participation (people) to influence and do their thing in the creation of a new condition. Far too often today, we are bombarded with suggestions and directives to do ‘that’ and look at ‘this’, I’m more interested in creating the setting for life to occur. The Crazy Legs Lane pop-up park will take a similar position in that the highly visible design will at a minimum spur interest, and at its best will get strangers talking about design and the potential that exists.

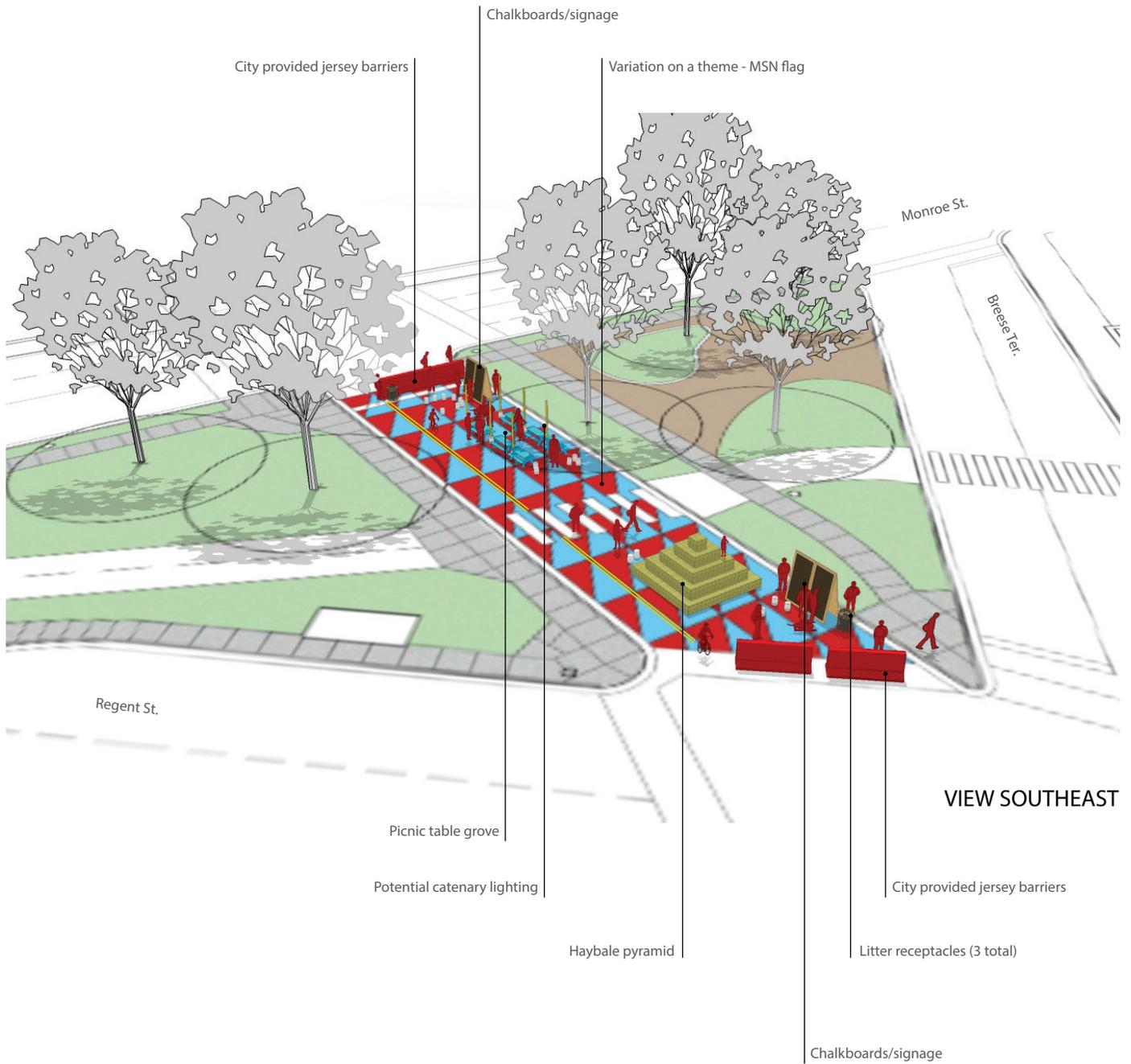
My day to day work is often focused on the interstitial spaces of buildings and corridors. I work at the spatial tangent between architect and engineer to plan, design and realize the spaces in-between: the entry plaza, the campus quad, the urban streetscape, the back forty and the backyard. I work to envision and implement the spaces that balance, enhance, and provide expressive form to the relationships that define our communities.



# CRAZY LEGS TRIANGLE

## POP-UP PARK

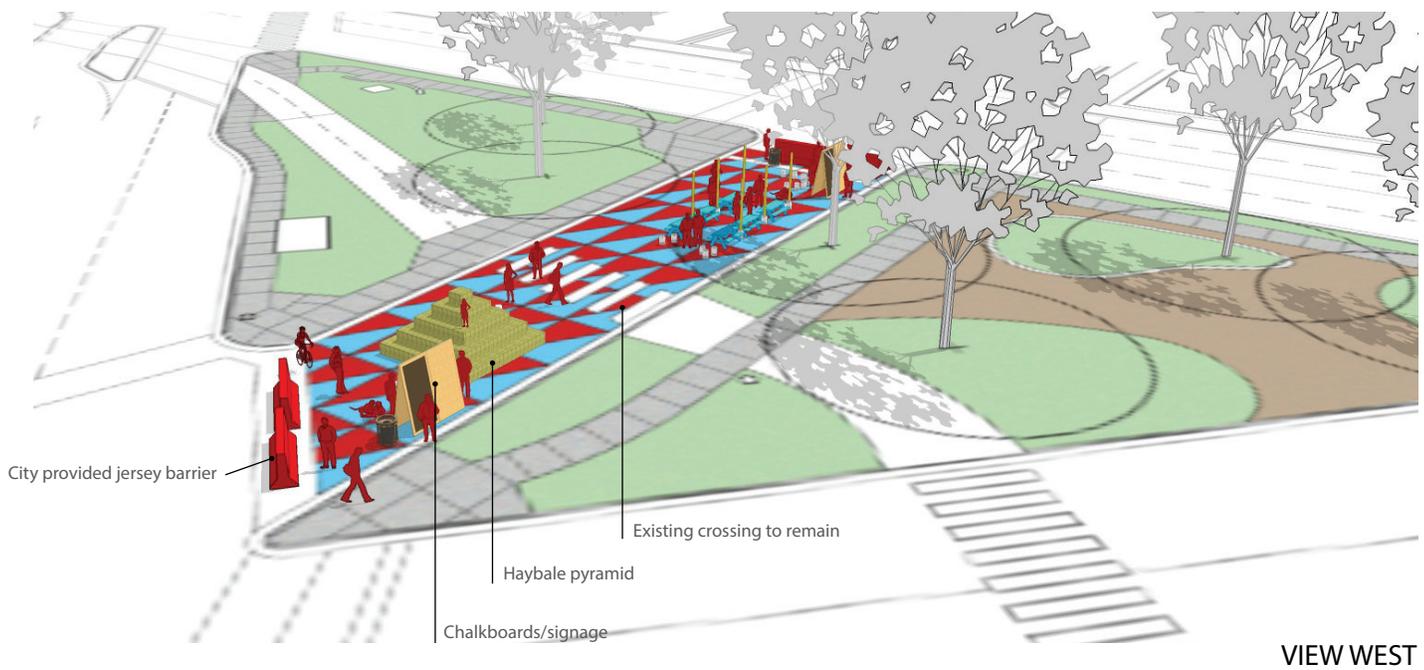
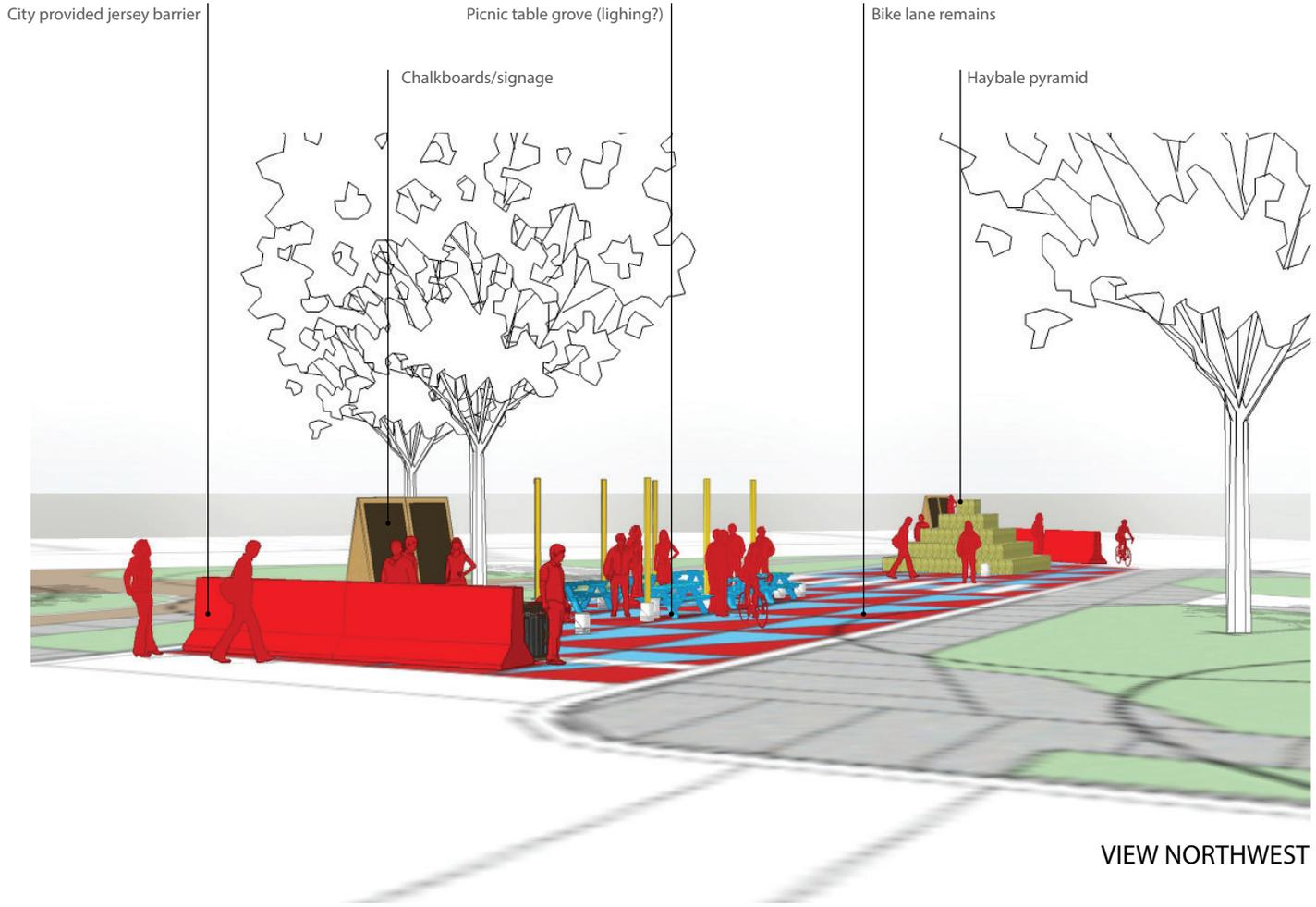
Monroe Street Engagement Resource Team



# CRAZY LEGS TRIANGLE

## POP-UP PARK

Monroe Street Engagement Resource Team



# CRAZY LEGS TRIANGLE

## POP-UP PARK

Monroe Street Engagement Resource Team

PLAN VIEW

