



Legislation Details (With Text)

File #: 12894 **Version:** 1 **Name:** Authorizing contract with Zillman Advertising, for Public Art and Identity Imagery for Allied Redevelopment

Type: Resolution **Status:** Passed

File created: 11/25/2008 **In control:** BOARD OF ESTIMATES (ended 4/2017)

On agenda: 2/3/2009 **Final action:** 2/3/2009

Enactment date: 2/4/2009 **Enactment #:** RES-09-00160

Title: Authorizing the Mayor and the City Clerk to enter into a contract, not to exceed \$30,500, with Zillman Advertising, for expenses related to the design and creation of two-dimensional and three-dimensional Public Art Work and Community Identity Imagery for the Allied Redevelopment Project.

Sponsors: Brian L. Solomon, Tim Gruber

Indexes:

Code sections:

Attachments: 1. 3D_signage.pdf, 2. allied_banner ideas_v2.pdf, 3. allied_hand print wall v2.pdf

| Date | Ver. | Action By | Action | Result |
|------------|------|-----------------------------------|---|--------|
| 2/3/2009 | 1 | COMMON COUNCIL | Adopt | Pass |
| 1/26/2009 | 1 | BOARD OF ESTIMATES (ended 4/2017) | RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER | Pass |
| 1/22/2009 | 1 | ALLIED AREA TASK FORCE | Return to Lead with the Recommendation for Approval | Pass |
| 12/16/2008 | 1 | MADISON ARTS COMMISSION | Return to Lead with the Recommendation for Approval | Pass |
| 12/2/2008 | 1 | BOARD OF ESTIMATES (ended 4/2017) | Refer | |
| 12/2/2008 | 1 | BOARD OF ESTIMATES (ended 4/2017) | Refer | |
| 12/2/2008 | 1 | COMMON COUNCIL | Referred | |
| 11/25/2008 | 1 | BOARD OF ESTIMATES (ended 4/2017) | Referred for Introduction | |

Fiscal Note

Funding of \$15,250 is included as part of the PCED 2009 Adopted Capital Budget for TID 29 - Allied Terrace (project #9, Acc't No. 822901) and an additional \$15,250 is included in the PCED Adopted Capital Budget for the Municipal Art Fund (project #19, Acc't No. 810427). No additional appropriation is required.

Title

Authorizing the Mayor and the City Clerk to enter into a contract, not to exceed \$30,500, with Zillman Advertising, for expenses related to the design and creation of two-dimensional and three-dimensional Public Art Work and Community Identity Imagery for the Allied Redevelopment Project.

Body

WHEREAS the Common Council adopted Resolution, I.D. 30476 on March 19, 2002 adopting the Public Art Framework and Field Guide for Madison, Wisconsin and recommendations contained in the framework; and

WHEREAS the Framework recommends the Madison Arts Commission focus on City capital projects as a primary way to introduce public art into the life of the City; and

WHEREAS many components of the Allied Drive Redevelopment could be enhanced by creating unifying identity imagery that is derived from a central iconic public art feature; and

WHEREAS, The Madison Arts Commission, whose mission it is to make the arts an essential part of the lives of all of Madison's citizens, identified the Allied Drive Redevelopment project as a site for the placement of art work and related identity imagery and approved issuing a request for qualifications for the project at their March 26, 2008 meeting; and

WHEREAS this project is identified as a potential expenditure from the Municipal Art Fund in the 2009 Capital Budget; and

WHEREAS the Allied Drive Redevelopment project will match \$15,250 of funding from Municipal Arts Fund with funding from their budget, bringing the total budget for this public art project to \$30,500; and

WHEREAS the \$30,500 will cover artists fees, community presentations, and other related expenses; and

WHEREAS the Madison Arts Commission issued a request for qualifications on May 15, 2008 inviting artists, teams, and firms to submit qualifications and a statement of interest in creating 3D art work and 2D community identity imagery for the Allied Redevelopment Project; and

WHEREAS the selection process involved mechanisms for input from neighborhood members and stakeholders including members of the Allied Neighborhood, the Weed and Seed Coordinator, the CDA, The Allied Redevelopment Task Force, the Madison Arts Commisison, Schreiber/Anderson Associates, Inc., Alder Brian Solomon, and other neighborhood residents residing in Aldermanic District 10.

NOW, THEREFORE, BE IT RESOLVED, the Common Council does hereby authorize the Mayor and the City Clerk to enter into a contract, not to exceed \$30,500, with Zillman Advertising, for expenses related to the design and creation of two-dimensional and three-dimensional Public Art Work and Community Identity Imagery for the Allied Redevelopment Project.