

# Northside Art & Design Charrette

## Case Study # 1 Economic Development

## Opportunity – Creating a Welcoming Environment for Commerce Throughout the Planning Area

### Scenario 1 Community Identity & Unified Design

Create unified design elements that will brand the Northside as a place of nature, community, and industry/commerce.



Example of unified design elements used throughout the community of Sailboat Bend in Fort Lauderdale, Florida.

**Concept:** Unified design elements will help to brand the Northside; native landscaping is integral to the branding. The designs will be perceived from motor vehicles as well as by passing bicyclists and pedestrians. Passageways into the Northside and through the Northside will be safer, aesthetically beautiful and unified.

**Location:** Throughout the planning area and beyond to include the whole Northside.



Sample images from local residents that represent the brand image of Northside.

**Ideas for Artwork:** Design and install similar Bus Stops, Light Posts, Signage and Way Finding, Fences and Screens, Gateways (informational & transition points), Pedestrian Crossings, Bike Paths, Landscape Plantings (Big Trees, Native Plantings, earthscaping), Planters, and Medians (through plantings). Use laser cut steel with a rust colored patina for the screens created from neighborhood group design processes throughout the Northside. Chosen symbols from nature such as cattails, cranes and other birds, coyotes, foxes, deer, and fish, will represent the Northside.



Sketch by local Mike Gasch possible bus stop shelter.



Possible screen design. Sketch: Mike Gasch Location: Warner Beach.



Rendering by Rachael Winkley of possible plantings and banners



Possible location for project on Woodward Drive. Concept: Kate Clapper.

Note: On April 11, 2009, an art and design charrette including the following participants yielded the above design concepts: In practice, the above scenario would be the result of extended dialogue and design processes with neighborhood residents and artists, designers and other strategic partners. The scenarios offered here are only examples of possible outcomes, and to be a catalyst for further discussion.

### Scenario 2: Light Posts



Picture of current light post.

#### Concept:

As part of unifying the Northside brand image light posts will be installed with designs that will help bring together many of the other elements of this plan.

#### Location:

Throughout the Northside specific locations to be decided through the planning process.

#### Ideas for Artwork:

Working on the elements of the metal cut screens, light post banners around the airport and the using designs from nature such as cattails, cranes or other birds, and other animals these light posts will reflect the branding of this plan.

#### Sample 1:



Light post on State Street in Madison. Picture provided by the City of Madison. Photographer Archie Nicollete.

#### Sample 3:



Light post in Bricktown area of Oklahoma City. Picture from: flickr.com/photos/valeriamelessia/131149577

#### Sample 3:



Light post in Seattle, Washington.

Picture from: <http://www.flickr.com/photos/>

# Northside Art & Design Charrette

## Case Study # 2 Transportation

Opportunity – Creating a Welcoming and Safe Environment Throughout the Planning Area

### Scenario 1: Bus Stops



Sketch: Mike Gasch

**Concept:** Bus shelters would offer needed shelter from inclement weather, as well as provide another element to tie into the unified brand image of the Northside.

Left: A recent picture of Madison's waiting at a bus stop without a shelter. Right: Artists sketch of possible bus shelter design.

**Location:** Bus stops throughout the Northside community. Specific area still to be decided.

#### Ideas for Artwork:

The bus stops will incorporate natural materials, such as wood or stone, as well as the designed cut metal screens with a rusted colored patina.

#### Sample 1:



Bus stop in front of the Tempe Historical Museum and the Tempe Library, Tempe, AZ. Designed by Linda Haworth Photo: Craig Smith

#### Sample 2:



This off-the-shelf type shelter is frequently used in Madison. Brasco Bus Shelters [www.brasco.com](http://www.brasco.com) Decorative screens could be attached to the back of the shelter to fit in with the rest of the identity imagery created for the Northside.

Note: In practice, the above scenario would be the result of extended dialogue and design processes with neighborhood residents and artists, designers and other strategic partners. The scenarios offered here are only examples of possible outcomes and to be a catalyst for further discussion.

### Scenario 2: Screens

Rendering: Rachael Winkley



Sketch: Mike Gasch

Left Center: Before and after pictures of potential placement of screens. Right: Possible designs for screens

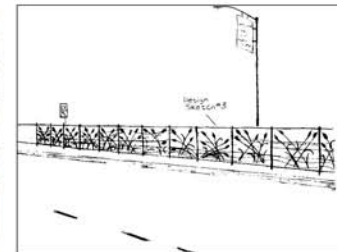
**Concept:** These screen and sculptural median art will work towards safety as well as beautifying the city. This artwork will prevent dangerous pedestrian crossing and serve to aesthetically improve the streetscape.

**Location:** Streets through the Northside. Particularly Northport Drive and Packers Avenue.

**Ideas for Artwork:** Unifying design and branding this artwork will consist of artistically designed laser cut metal panels and sculptural elements with a natural rust colored patina.



Before shot of fence on major Northside thoroughfare.



Sketch of screens on Northport Drive.

Sketch by Rachael Winkley



Photo from: <http://moramarriageofn.com/gallery/gallery.php?id=88>



Artist sketch of screen design. Sketches by Rachael Winkley

Concepts from Northside Art & Design Charrette held on April 11, 2009. Participants include: Jeffery Affeldt, Ellen Barnard, Ron Baeseman, Kate Clapper, Mike Gasch, Martha Kauppi, Julia Weaver, Rachael Winkley, and Marcia Yapp.

# Northside Art & Design Charrette

## Case Study # 2 Transportation

Opportunity – Creating a Welcoming and Safe Environment Throughout the Planning Area

### Scenario 3: Airport Gateway Revitalization



Current view of airport gateway.

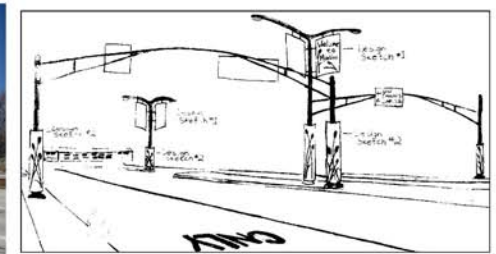


Purposed vision of airport gateway.

Rendering: Rachael Winkley



Current view of airport gateway.



Purposed vision of airport gateway.  
Sketch by Rachael Winkley

**Concept:** A warm welcome to the Madison begins when visitors and residents enter Madison from the airport. The current gateway needs revitalization to communicate the brand and personality of Northside of Madison.

**Location:** Dane County Regional Airport Area

**Ideas for Artwork:** Incorporating Madison's spirit and flare into the gateways through use of native plants and trees, artistic light post banners, replacing signpost arch with a gateway arch that incorporates uniformly designed welcome signs with traffic signs that fit with the brand image established in the rest of the plan.

#### Sample 1:

Sample draft design of banner for light posts to be used in Northside community identity.



Rendering provided by Northside Artist Group.

#### Sample 2:



Sample sketches of possible design for light post banners as part of the brand image of the Northside.  
Sketches by Rachel Winkley.

#### Sample 1:



Welcome Archway to Weed, CA. Photo from: <http://roadsidephotos.sabr.org/rp/arches.htm>

#### Sample 2:



Welcome sign from Escanaba, Michigan.  
Photo from: <http://static.panoramio.com/photos/original/5136662.jpg>

Note: In practice, the above scenarios would be the result of extended dialogue and design processes with neighborhood residents and artists, designers and other strategic partners. The scenarios offered here are only examples of possible outcomes, and to be a catalyst for further discussion.

Concepts from Northside Art & Design Charrette held on April 11, 2009.  
Participants include: Jeffery Affeldt, Ellen Barnard, Ron Baeseman, Kate Clapper, Mike Gasch, Martha Kauppi, Julia Weaver, Rachael Winkley, and Marcia Yapp.



# Northside Art & Design Charrette

## Case Study # 3 Natural Resources, Parks and Open Space

### Scenario 1: Create Welcoming Gateways to Warner Park at Both Entrances



The current view of main entrance to Warner Park



Proposed Warner Park Entrance.

Concept: Ellen Barnard  
Rendered: Jeffrey Lee

#### Concept:

Celebrate the abundant green space and natural landscapes on the Northside by designing a meaningful, welcoming, community-created, grand entrance/gathering place.

**Location:** Main and side entrance to Warner Park.  
3110 N Sherman Ave & 1625 Northport Dr

**Ideas for Artwork:** A Grand entrance that also functions as a gathering place for those passing by. Possible materials include stone and earth walls with sculptural metal tree archways.

#### Sample 3:



"Passage" at Jesup Blair Park - Georgia Avenue, Silver Spring, MD. Designed by Linda DePalma

#### Sample 2:



Children's Gateway at Issaquah, Washington  
Artist lead designer Milenko Matanovic, volunteer built.

#### Sample 3:



Metal tree artwork at the gateway to the Bristol and Bath Railway Path, UK.  
Designed by Cod Steaks  
Pictured from [www.flickr.com/photos/antphotos](http://www.flickr.com/photos/antphotos)

### Scenario 2: Create Intimate Gathering Places That Utilize the Vast Open spaces of Warner Park.

Vast open spaces in  
Warner Park.  
Picture from:  
[www.flickr.com/photos/  
christian\\_wilcox/25053549](http://www.flickr.com/photos/christian_wilcox/25053549)



**Concept:** Create intimate gathering spaces within the vast open spaces of Warner Park.

**Location:** Warner Park

**Ideas for Artwork:** Using the same community driven process that creates the Grand Entryway, and using natural materials, build a few small circular gathering spaces that can be used for private ceremonies, small performances art, and concerts.

#### Sample 1:



Kelkiari at Issaquah, Washington  
Artist lead designer Milenko Matanovic, volunteer built.

#### Sample 2:



Cambie Community Gathering Space at B.C. Canada  
Artist lead designer Milenko Matanovic, volunteer built.

Note: In practice, the above scenarios would be the result of extended dialogue and design processes with neighborhood residents and artists, designers and other strategic partners. The scenarios offered here are only examples of possible outcomes, and to be a catalyst for further discussion.

Concepts from Northside Art & Design Charrette held on April 11, 2009.  
Participants include: Jeffery Affeldt, Ellen Barnard, Ron Baeseman, Kate Clapper, Mike Gasch, Martha Kauppi, Julia Weaver, Rachael Winkley, and Marcia Yapp.

# Northside Art & Design Charrette

## Case Study # 3 Natural Resources, Parks and Open Space

### Scenario 3 Footbridge Over Waterway



Proposed location for footbridge. Photo provided by Kate Clapper

#### Concept:

For safety as well as aesthetics, build a footbridge that links the Northern and Southern ends of the park that connects Lake Medota to the marsh.

**Location:** Warner Beach  
1158 Woodward Dr.

#### Ideas for Artwork:

Utilizing natural materials, the footbridge could possibly resemble the one currently located in Warner Park (pictured below).

#### Sample 1:



Footbridge in Warner Park, Madison WI  
Picture from [www.flickr.com/photos/dawn\\_perry/1078413816](http://www.flickr.com/photos/dawn_perry/1078413816)

#### Sample 2:

Pickering Place in Issaquah, WA.



Lead Designers  
James Hubbell  
and Milenko  
Matanovic,  
volunteer built.

Note: In practice, the above scenarios would be the result of extended dialogue and design processes with neighborhood residents and artists, designers and other strategic partners. The scenarios offered here are only examples of possible outcomes, and to be a catalyst for further discussion.

## Opportunity – Create Family-Oriented, Accessible, and Safe Spaces

### Scenario 4 Screens lining the Woodward Drive



Above: Proposed location for screens. Insert and right: Right possible designs for



**Concept:** Using the same focus on safety and aesthetics, install screens that would provide a physical barrier between the street and the road.

**Location:** Woodward Drive

**Ideas for Artwork:** Unifying design of these screen will consist of artistically designed metal panels, with natural rust colored patina and no more than three feet in height, spaced in sections allowing entry.

#### Sample 1:



Village at  
Overlake  
Station.  
Lead  
Designer  
Milenko  
Matanovic.

#### Sample 2:



Picture from : [-7gaterepair.com/gates/fences/fences1.jpg](http://-7gaterepair.com/gates/fences/fences1.jpg) 24

Concepts from Northside Art & Design Charrette held on April 11, 2009.  
Participants include: Jeffery Affeldt, Ellen Barnard, Ron Baeseman, Kate Clapper, Mike Gasch, Martha Kauppi, Julia Weaver, Rachael Winkley, and Marcia Yapp.

# Northside Art & Design Charrette

## Case Study # 3 Natural Resources, Parks and Open Space

### Scenario 5 Visible Crosswalks on Woodward Drive

**Concept:** Increase recreational use of Warner Park Beach, by providing safe access, increased way finding and cohesion between Warner Park Beach and the rest of Warner Park.

**Location:** Warner Park Beach 1101 Woodward Ave.



Purposed crosswalk on Woodward Drive

### Sample 1:



Sample Crosswalk

**Idea to improve access:** Complete the loop that exists around Warner Park by continuing the existing sidewalk and turn left/Southeast, running as far as the end of the residential area. Install a highly visible crosswalk to link the path to the raised sidewalk across the street (Woodward Dr.) that runs along Warner Beach Park and at the other end of Warner Beach.

**Ideas for Artwork:** Place stylized "maps" that give very basic geographical information combined with symbols for activities that can be engaged in at Warner Beach Park such as: boating, fishing, swimming, picnicking, play area or spray park, at the corner of Troy Dr. and Forster Dr., Troy Dr. and Marcy Rd., and on Sheridan Dr. where the footpath meets the street at the top of the hill. The map signs will be made with the same materials and processes as the screens at the beach are made so that visitors recognize the destination.

### Samples of Recreational Symbols:



Note: In practice, the above scenarios would be the result of extended dialogue and design processes with neighborhood residents and artists, designers and other strategic partners. The scenarios offered here are only examples of possible outcomes, and to be a catalyst for further discussion.

## Opportunity – Create Family-Oriented, Accessible, and Safe Spaces

### Scenario 6 Changing House Revitalization



Current view of the changing house at Warner Park



Proposed mural on the changing house at Warner Park

**Idea for Artwork:** Create murals for both the Changing House/Restrooms on the North end of the beach and the restrooms on the South end of the beach. Involve surrounding neighborhoods in both the design and installation of the murals. Place several grills in the areas South of the Changing House/Restrooms.

Install a spray park, or play area, north of the Changing House/Restrooms.

### Sample 1:



Sample of Spray Park in Cornwall Park, Bellingham, WA

### Sample 2:



Sample of Cypress Spray Park from Madison, WI

Concepts from Northside Art & Design Charrette held on April 11, 2009. Participants include: Jeffery Affeldt, Ellen Barnard, Ron Baeseman, Kate Clapper, Mike Gasch, Martha Kauppi, Julia Weaver, Rachael Winkley, and Marcia Yapp.