



Art in Southwest Madison

2025 Southwest Area Plan

Culture and Character Chapter

Introductions

Please share the following, if comfortable doing so:

- Name
- Pronouns
- Connection to the arts
- Connection to the plan area



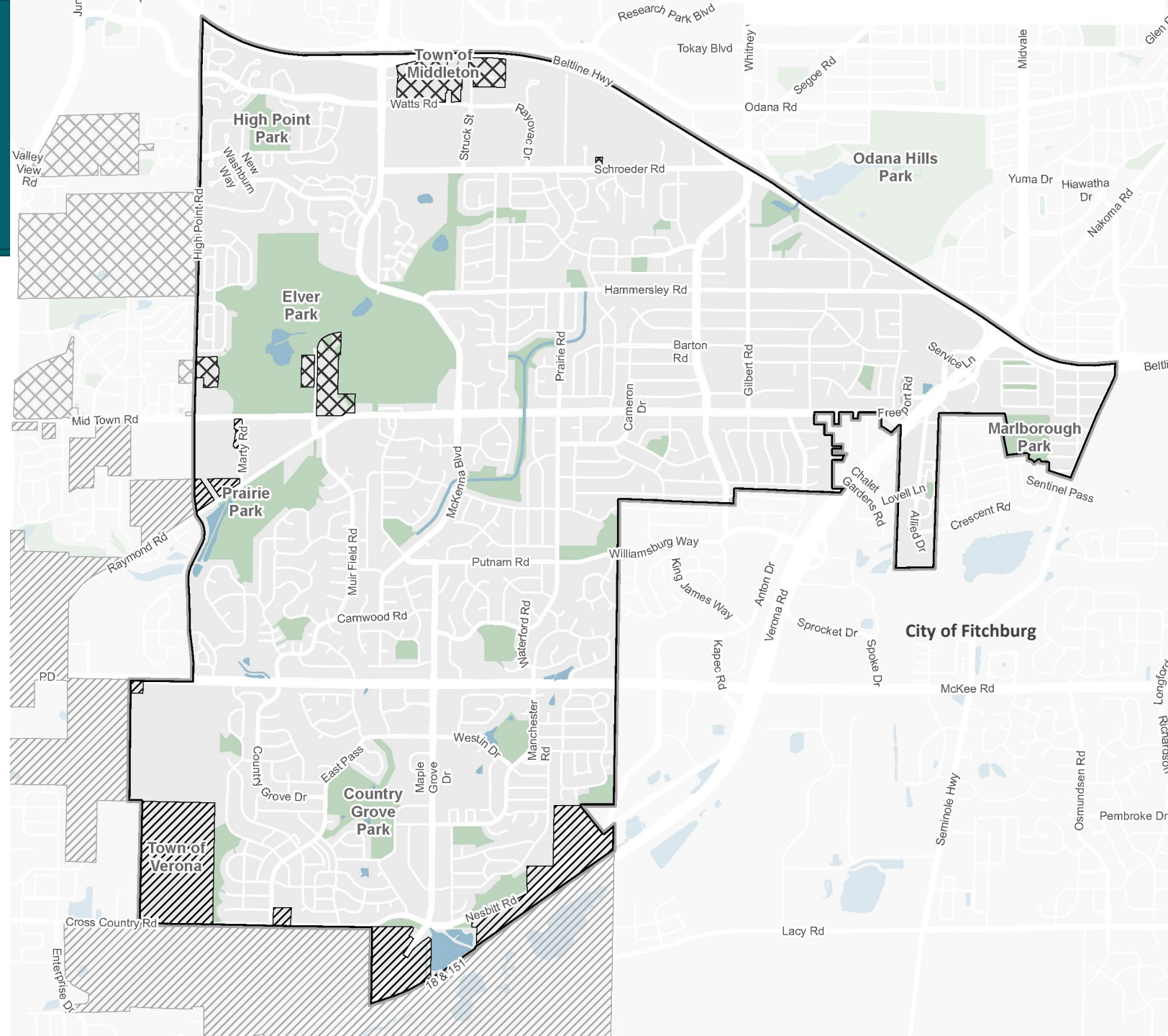
Southwest Area Plan Boundaries

North boundary: Beltline Hwy

East boundary: City of Fitchburg

South boundary: Verona Rd,
Hwy 18, Cross Country Rd

West boundary: Ice Age Trail
Junction Area, High Point Rd



Culture and Character Chapter

- Historic and cultural resources
- Urban Design Districts
- Public Art
- Placemaking



Process and Recommendation Framework



Southwest Area Plan: Chapters



Art-Related Feedback Received so far

Art that reflect local history and identity

"Murals that show the history of our neighborhoods—who lived here, how it's changed."

Diversity inclusion and justice

"Art from the following groups: Black Lives Matter, Native American artists, LGBTQ+, etc."

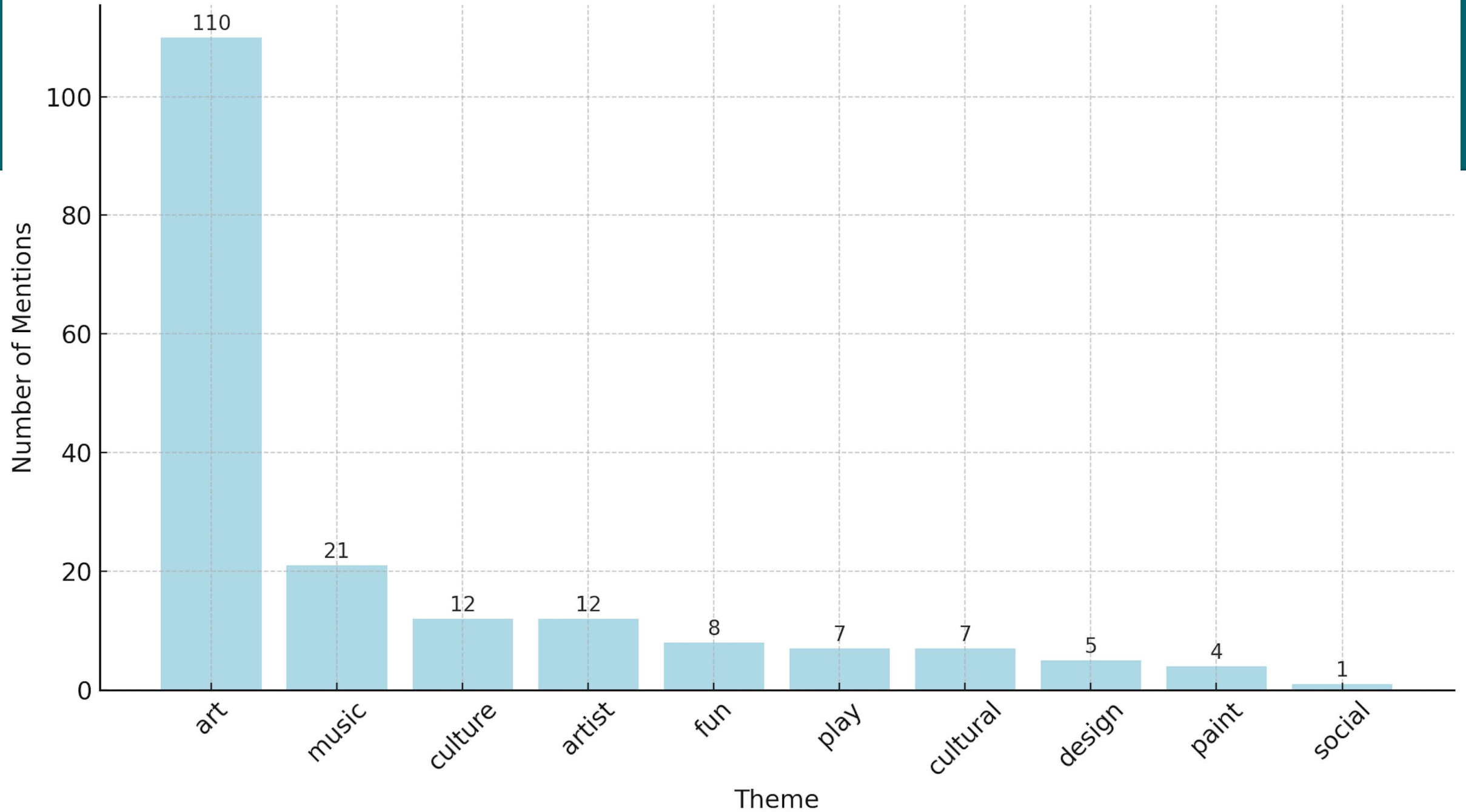
Joy, connection and everyday life

"Spaces where people can hang out, laugh, and make memories."

Music, color and movement

"Interactive art that moves, makes sound, or lights up would be amazing for kids."

Top Cultural and Artistic Themes Mentioned by Residents



Madison Arts Commission & Opportunities

- MAC consists of ten residents and one Alder
- One full-time and two part-time staff support this work.
- Since 1974 MAC has guided the Mayor & Common Council on arts policies and operated arts programs.
- **Mission:** Encourage artistic activities and initiate cultural programs that integrate, support, and advance arts and culture as an essential part of life in Madison.
- **Opportunities**
 - **Arts Grants** (opens in January, closes in March)
 - **Existing Art Call** (always open)
 - **Social Practice Artist Call** (always open)
 - **BLINK Temporary Public Art Commissions** (always open)

Existing Arts & Community Assets

- Art Dance Education – childcare on Woodington
- Madison Fine Arts Chinese School on Schroeder Rd
- Mid-West Family Madison (radio, digital marketing, concerts and events on Rayovac
- PhotoMidwest on Rayovac
- Roann Mathias Art Studio
- Wildflower Expressive Arts Therapies on Rayovac
- Xizhou Xie Art Gallery on Piping Rock Rd
- *Momenta* by Jeff Repko in Elver Park
- *I AM A MAN* by the Artist on the Southwest Employment Center
- *Abundance* mosaics by Marcia Yapp
- *The Light Box* by Reginald Baylor
- *Feed the Dream* by Elizabeth Doyle
- *Eleven Madison Elements/ Gathering* by TetraPAKMAN

+ others just outside the plan area (Janus Galleries, ART House 360, Verona Performing Arts Series)

Who are we missing?

Inspiration



Ribbon
The Urban Conga
Long Island, NY, 2022



Belly Up
Matthew Geller
Charlotte, NC, 2022

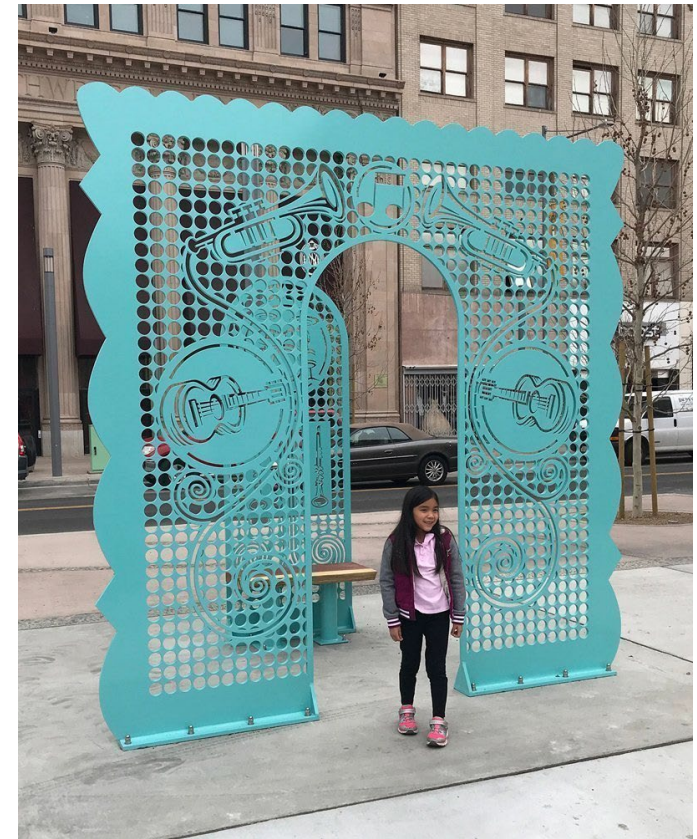


Room Within by Merge Conceptual Design, San Jose, 2016

Inspiration



Open Channel Flow, Matthew Geller, Houston, TX, 2009



Acero Picado, Gordon Huether, Fresno, CA, 2018

Inspiration



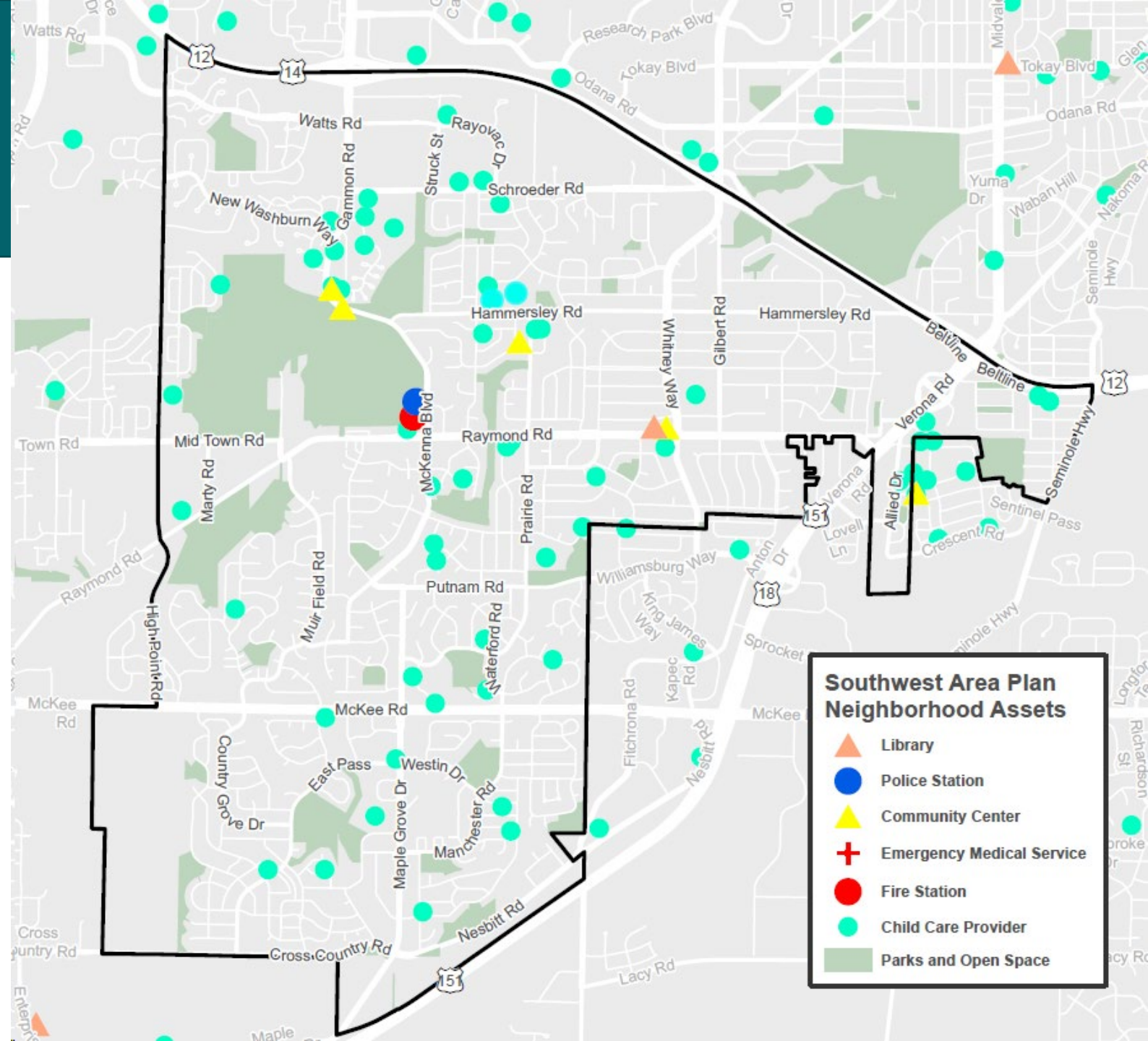
Schantz Bridge City Gateway
Vicki Scuri
Kettering, OH, 2020



Circles Unity
Erwin Redl & Paramedia
Tampa, FL, 2021

Potential Sites within the Plan Area

- Bike paths
- Meadowood Center
- Elver Park
- Allied Dr
- ...?



Where are we missing?

Breakout Activity

As a group discuss the questions below. Identify one person to share out at the end of the meeting. Mark the area plan maps with ideas.

1. What stories, images, or symbols could represent the plan area?
Example: Sandhill Cranes in North Madison
2. How could public art address issues in the plan area?
Example: Gilman St Dragons Fly Lighting Project
3. Where would public art have the most impact in the plan area?
Example: Water tower in Northeast Madison
4. Where would arts services/spaces (studios, theaters, programming, etc.) have the most impact in the plan area?
Example: Thurber Artist Studio in Darbo-Worthington

Next Steps

- We will provide feedback from this session
- Plan Team will develop draft recommendations based on your input
- Draft recommendations of the Area Plan will be available to the public, Alders, and City Departments for feedback.
- The final Area Plan will be presented to Council.
- Once adopted, the recommendations in the plan will influence future City initiatives in the area.

Staying Engaged

Project website: www.cityofmadison.com/southwestplan

- Sign up for email list
 - Project resources
 - Background maps
 - Videos
 - FAQ document
 - And more!
 - Contact information
- Email us at southwestareaplan@cityofmadison.com

