



The *Alleyways to Entryways* Project

Presenters:

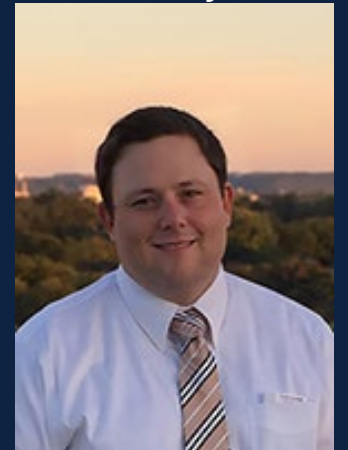
Tianshi "Lex"



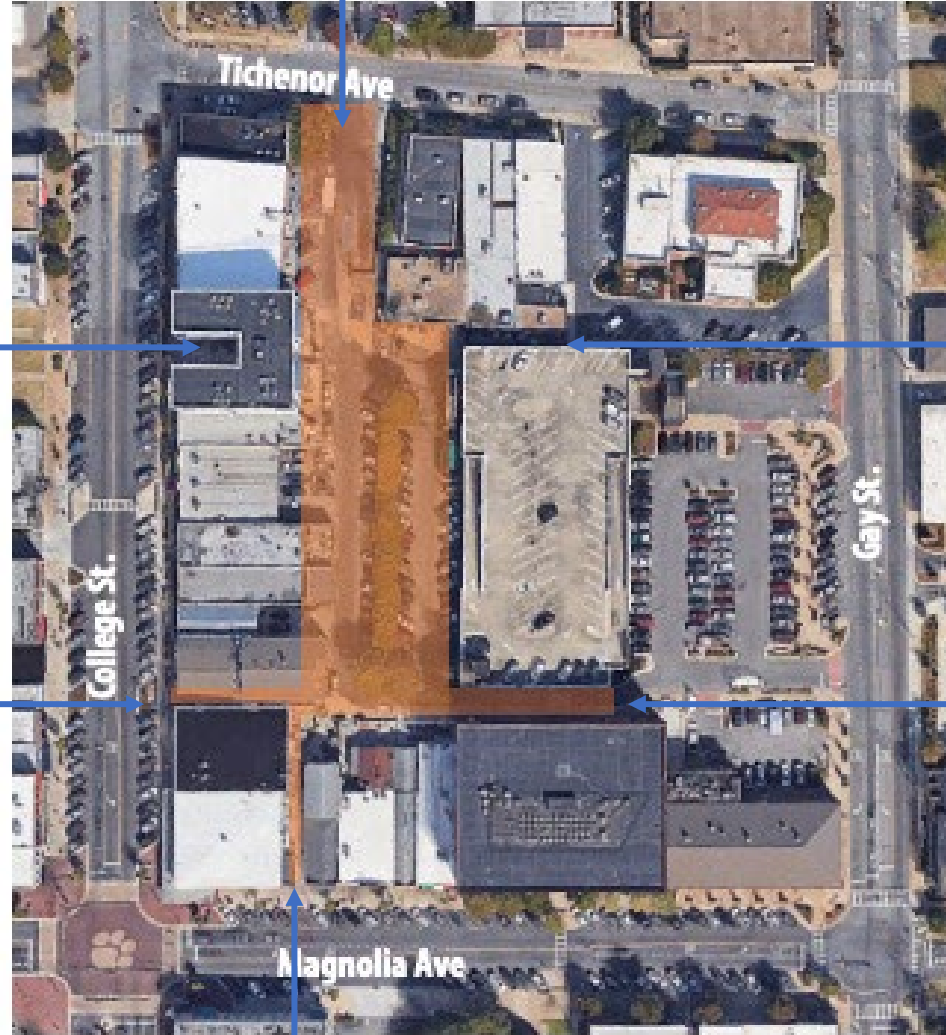
Whitney Lee



Tracy



Alleys Project Site



College St. Alley

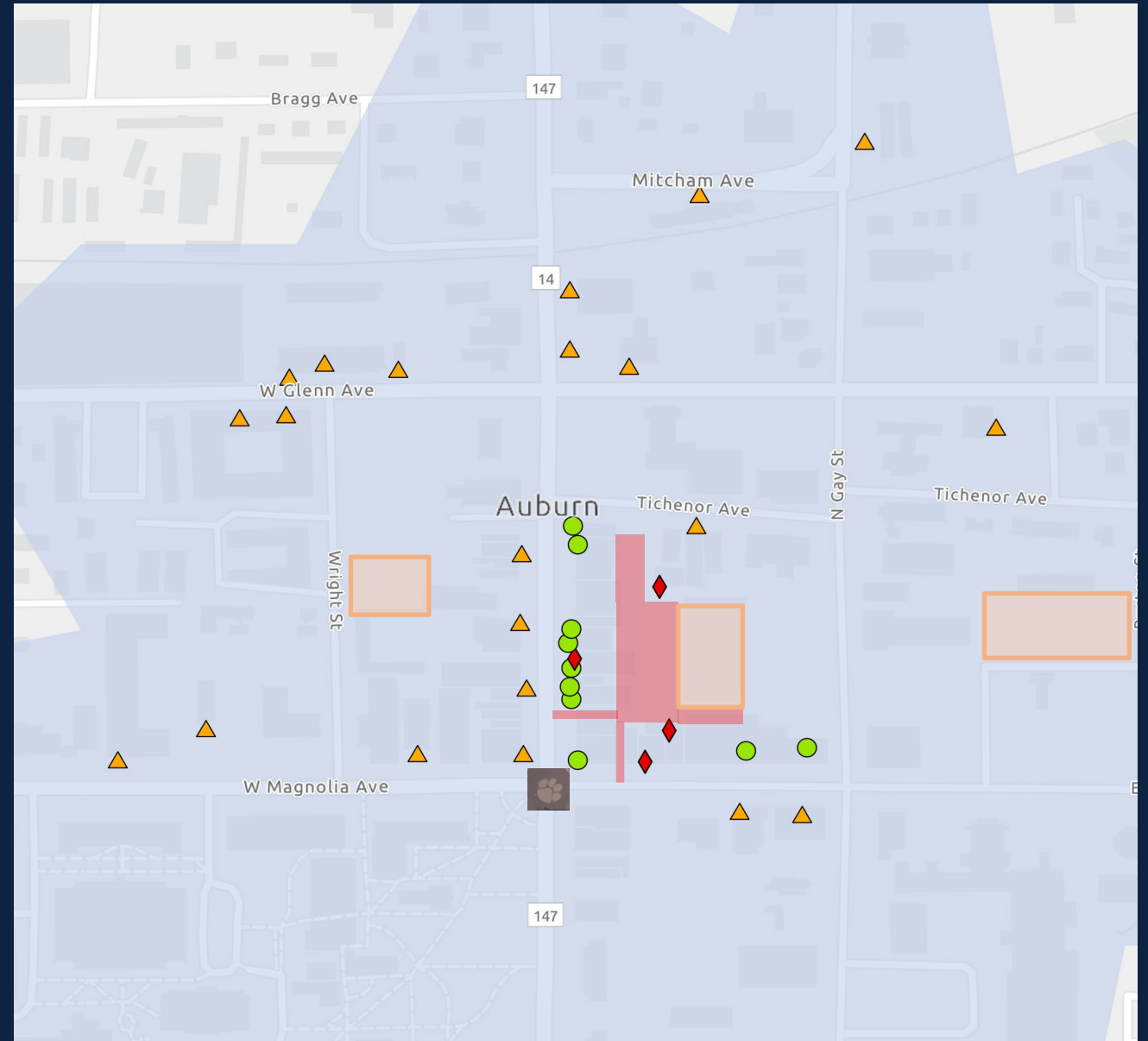


Magnolia Ave Alley



The Neighborhood

-  Project Site
-  3 Parking Garages
-  4 Restaurants with direct access to the alleys site
-  14 Food / Café locations on the same block
-  40+ Food / Café locations in under a 5-minute walk
-  Numerous non-food merchants





The Problem With The Alleys

The alleyways are used as utilitarian pathways by parking garage patrons to access Toomer's Corner. Being the heart of Auburn's urban core, this space is being underutilized to its full potential of being a social gathering place and displaying public art.



The *Alleyways to Entryways* Vision

To bring art that represents the Auburn community, to strengthen and promote the current cultures and traditions, while fostering an atmosphere that promotes inclusion and diversity.



The *Alleyways to Entryways* Mission

To enrich the Auburn community by integrating a wide range of art into public spaces, with the recognition that art in public settings is vital to a well-rounded community.

Through art, we will preserve Auburn's traditions by focusing on the diversity of the population and promoting artwork that is inclusive of all the community's cultures. We will strive to create a safe environment that is accessible to everyone. Lastly, we want to create a space for the Auburn community to be proud of and to leave a positive impression on our visitors.

Goals, Objectives, and Strategies

Goal 1: Bring art to the Downtown Alleys and transform the adjacent parking lot into an urban pocket park designed for multiple uses.



Identify



Survey



Convey

Goals, Objectives, and Strategies

- Communicate and meet with the private owners and share our vision.
 - (1) Host bi-monthly meetings/workshops for six months at the Auburn Chambers of Commerce. The following topics will be discussed:
 - ✓ Downtown Alley Master Plan
 - ✓ Auburn Core Values/Vision
 - ✓ Finances/Funding Opportunities
 - ✓ MOUs
 - ✓ Implementation Plan
 - ✓ Artist Selection Process
 - ✓ Events



Goals, Objectives, and Strategies

- Work with the City of Auburn to obtain approval for the new park.
 - (1) Form a multi-disciplinary committee Auburn Public Arts Taskforce (APAT) will consist of seven members, serving a two-year term.
 - (2) Auburn Public Arts Taskforce (APAT) will collaborate with key stakeholders to present a public art proposal to Auburn City Council.
 - (3) Partner with Auburn University's Department of Landscaping and Design over a six-month period to curate an eco-friendly and pedestrian-focused design.



Goals, Objectives, and Strategies

Goal 2: Commission public artworks that expand people's awareness and enjoyment of public art.

- Host events for artist to showcase their work.
 - (1) Pop-up shops/workshops
 - (2) Peak seasons (Fall and Summer)
- Provide virtual tours of the public artwork/Onsite QR Codes
 - (1) Location of artwork
 - (2) Name of the artwork
 - (3) Artist information



Goals, Objectives, and Strategies

Goal 3: Create an inviting, diverse, and inclusive environment in Downtown Auburn Alleyways.

- Create a succinct plan to recruit diverse artists.

(1) *Open Competition* - artists are asked to present evidence of their qualifications for a specific project.

(2) *Invitational Competition* - a limited number of artists are invited to submit evidence of their qualifications for a project.

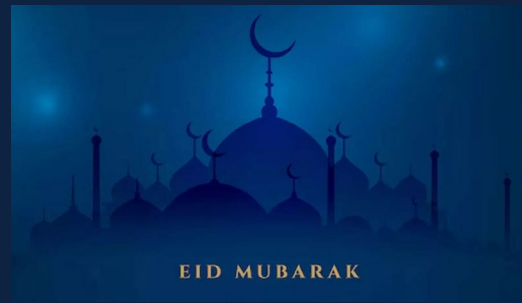
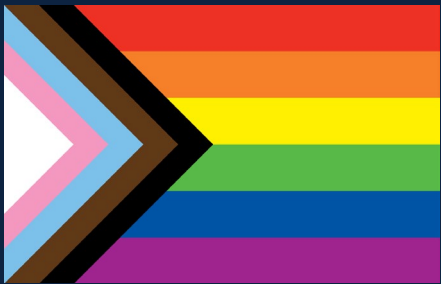
(3) *Pre-Qualified Artists List* - APAT can establish a pre-qualified artist list for City projects to include national, regional, and/or local artists.



Goals, Objectives, and Strategies

Goal 3: continued

- Target ALL ethnicities and generations.
 - (1) Ensure that our events and artwork are reflective and representative of the diversity in Auburn.
 - Host themed events: Black History Month, Women's History Month, Pride Month, Chinese New Year, Ramadan, Mother's Day, Father's Day, etc.
 - APAT and any appointed subcommittees will be highly diversified in terms of age, gender, race, and culture.



Goals, Objectives, and Strategies

Goal 4: Ensure the health and safety of the public in Downtown Auburn Alleyways.

- Environmental Services and Public Safety: "Safety Plan"

(1) Install appropriate lighting, signage, and pedestrian crosswalks in the alleyways and the adjacent parking lot.

(2) Consult with Environmental Services

- ✓ Avoid harmful chemical pollutants.
- ✓ Effects of soot from automobiles or local industries.
- ✓ Avoid materials such as paints that are affected by ultraviolet light.
- ✓ Select materials and coatings resistant to graffiti and vandalism.





Key Stakeholders:

- City Council & Mayor – policy and funding approval, advocacy and leadership, private partnerships and fund-raising
- Office of the City Manager – budgeting, policy initiatives
- Economic Development – business recruitment, development
- Parks & Recreations – maintenance and operations, special events
- Planning – project conceptualization and design, land use/zoning policy recommendations, additional planning studies as needed
- Public Safety – police, fire, code enforcement, communications, and administration
- Public Works – project management and design, maintenance
- Artist
- Private property owners adjacent to the site

Economic Stakeholders:

- Local restaurants, stores, and merchants
- Auburn Chamber of Commerce
- Auburn Opelika Tourism
- City of Auburn

Community Stakeholders:

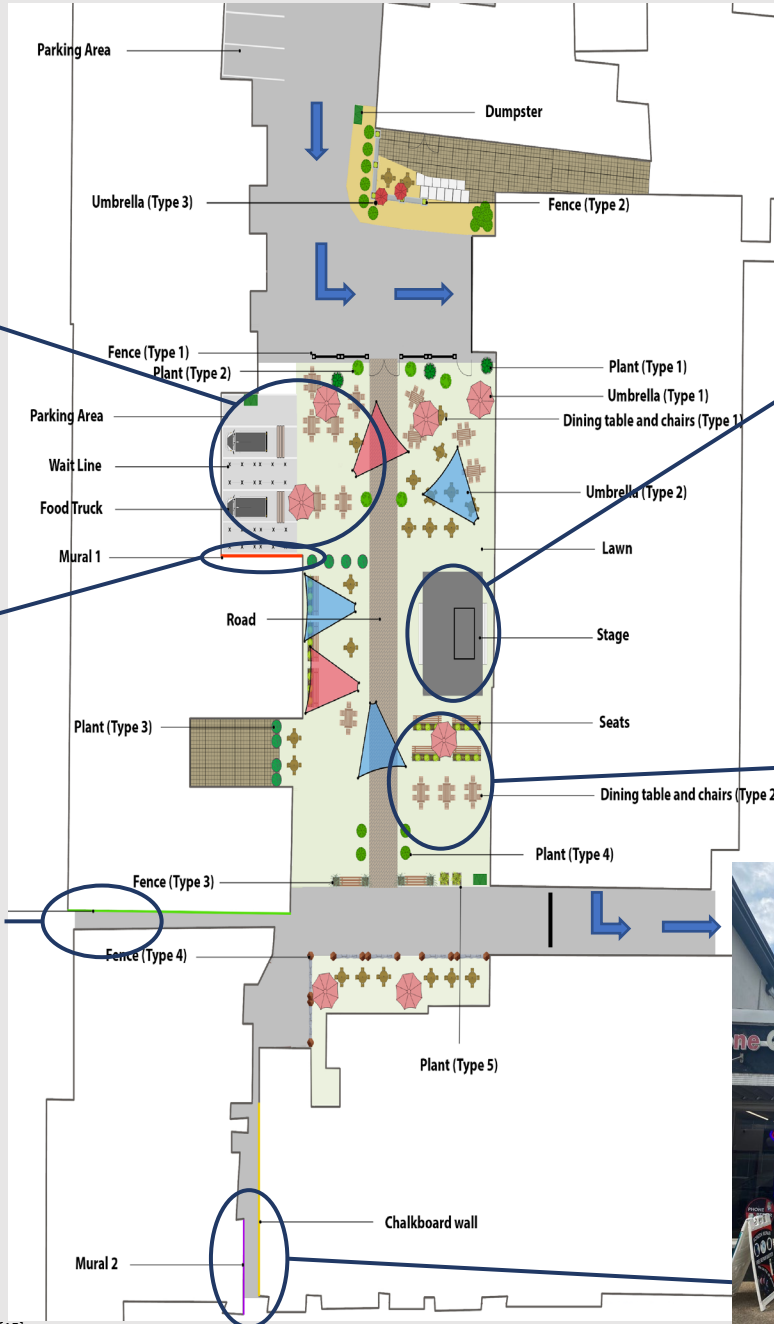
- Auburn University
- Jan Dempsey Community Arts Center
- Community Groups of Auburn
- 20-Minute walking population
- Remaining population of Auburn

Concept Plan



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Food Trucks and Seating



[18]

Mobile Stage



[17]

Seating Concept



Green Wall

Archway

[13]

Mural Concept



[14]



[16]

Chalkboard Mural

Concerns

❖ Loss of public parking spots

- Only 38 public parking spots will be lost
- There are 3 parking garages within a block's radius of the site
- Studies show converting parking lots into public spaces creates more revenue than the parking spots.
- This could prevent closing off streets for downtown events.

❖ Loss of private parking spots

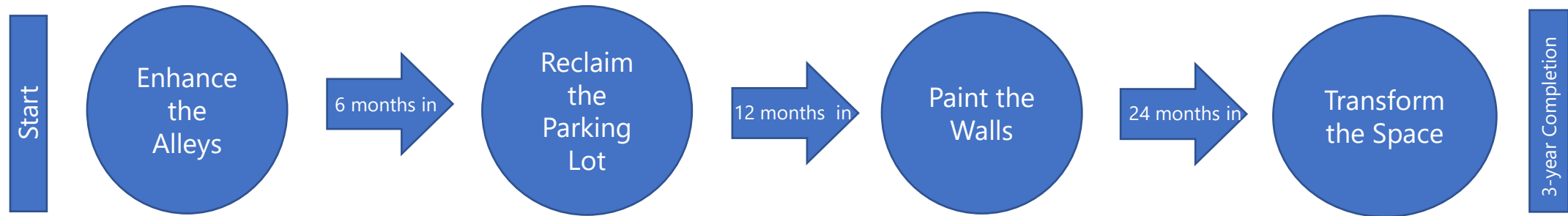
- Private Property owners will lose 8 double-length parking spots.
- These spots can be converted into other revenue streams such as leasing to surrounding restaurants or food trucks.

❖ Cost of Project

- Revenue generated from this site will outweigh the cost
- The community is worth it.



Implementation



- Make the alleys inviting.
- Install a green wall and string lights in the College St. Alley.
- Install chalkboard mural and archway at Magnolia Ave. Alley.
- Work with property owners to paint and landscape Magnolia Alley.

- Remove 38 public parking spots and work with property owners to repurpose their parking spots to cater to patrons enjoying the park.
- Commission Mural 1 and Mural 2 notated on the concept drawing.
- Hold markets and festive events to gauge the community's reaction to the new site.

- Work with property owners to commission mural artwork and increase public art in and around the site.
- Install seating and table options for the public to eat and socialize.

- Remove all existing features of the current lot and redesign to create a floating space to meet the needs of the community.
- Install shade canopies
- Landscape with living plants.
- Maintain access for deliveries and services

Enhance the Alleys

The most valuable assets in a community are the Places People Gather.

- Make Inviting
- Keep Accessible
- Eco-friendly/ Sustainability
- Durability/ Long-Lasting



[8]



[14]



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College St. Alley

Living Green Wall

Artificial Green Wall

Initial Start-up Costs	
Cost Of Moisture Barrier	\$1,250.00
Cost Of The Green Wall System	\$40,000.00
Cost Of Plant Material	\$14,400.00
Cost Of The Irrigation System	\$7,500.00
Professional Installation	\$13,000.00
TOTAL START-UP COSTS	\$76,150.00 (\$152.30/ Sq Ft)
On-going Running Costs	
Quarterly Licensed Irrigation Inspector	\$200.00 (est)
Regular Plant Maintenance Service	\$8,700.00/ annually
Plant Replacements	\$2,250.00/ annually
TOTAL ANNUAL COST	\$10,950.00
TOTAL 5 YEAR ESTIMATED COST OF A 500 Square Foot Live Green Wall:	
\$130,900.00	



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Initial Start-up Costs	
Cost of Green Wall Panels	\$32,500.00
Professional Installation	\$2,500.00
TOTAL START-UP COSTS	\$35,000.00
On-going Running Costs	
Dusting*	\$1,800.00/ annually
<i>*This varies from site to site, we used the conservative estimate of Quarterly cleaning.</i>	
TOTAL ANNUAL COST	\$1,800.00*
TOTAL 5 YEAR ESTIMATED COST OF A 500 Square Foot Artificial Green Wall:	
\$44,000.00	



Magnolia Ave Alley

Arch for Entryway

Arch	\$900-\$3000
Installation	\$500-\$1000
Total Cost	\$1400-\$4000

Chalkboard Wall

Primer	\$150-\$200
Paint	\$200-\$300
Supplies	\$250-\$400
Labor	\$500 (\$1 sq ft)
Total Cost	\$1100-\$1400



Alleyways to Entryways

References

- [1][2][3][4][5][6][7][8][9] images taken by Tracy Chandler
- [11] Image taken from Google Earth
- [12] Image from www.littlebrothersburgers.com
- [13] Image from Education UAE. <https://www.education-uae.com/school-mural-that-sends-students-home-with-a-powerful-message/>
- [14] Image by Tracy Chandler, Edited by Tianshi Xu
- [15] Image created by Tianshi Xu
- [16] Image taken by Tracy Chandler, Edited by Tianshi Xu
- [17] Image by Louisville Business First <https://www.bizjournals.com/louisville/news/2020/05/12/louisville-metro-waves-permit-fees-for-restaurants.htm>
- [18] Image by kaypark.com <https://kaypark.com/product/30-x-20-speedy-stage/>
- [19] Image by Gijs Vanhee <https://www.trendhunter.com/trends/giant-underwater-dog-mural>
- [20] Bring Nature Indoors <https://www.bringnatureindoors.com/the-true-cost-of-green-walls/>