

A Place All Our Own

Proposal for an outdoor public gathering space through functional art in the heart of downtown Auburn



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WRIGHT STREET PARKING DECK AND COLLEGE GREENSPACE

Our concept was created with these three ideals in mind:

Accessibility

Feasibility

Affordability



PROJECT AREA LOCATION



- Located in Downtown Auburn just down the street from Toomer's Corner in a high traffic area by foot and vehicle.
- 1.7 mile walk and 0.5 mile drive from the Wright Street Parking Deck to Auburn University.
- Important to note that our project area is City of Auburn property.

PROBLEMS TO ADDRESS

The College Greenspace lacks a definitive sense of place. The location has no functional shading or seating on the lawn. It also lacks the unique aesthetic needed to draw in the general public.

- Lacks a definitive sense of place
- Lacks functional shading and seating
- Lacks unique aesthetic to draw in tourists and general public



THE OVERALL VISION

We hope to establish a program for public art in Auburn, starting with the Wright Street Parking Deck and College Greenspace area, to encourage an influx of public gatherings with people from all walks of life through artwork that defines the true character of Auburn, Alabama.



MISSION STATEMENT

- Create a **comprehensive plan** discussing the **various options** for public art, the **potential costs** for each option, **possible funding**, and how other communities have achieved similar projects with **examples**.
- **Contact private business** owners for input on types of art, the use of their structures for art, and possible monetary support.
- Meet with **local business owners, city officials, and potential artists** to brainstorm, choose an artist(s), secure funding, and **finalize** the artwork for implementation.



DEMOGRAPHICS & HOW THEY RELATE

- Demographics indicate that the population surrounding and visiting downtown Auburn is primarily young adult. There are also many families and retirees.
- Because of the diversity of population in the area, we must create a space that is accessibly, safe, and functional. This is what fuels our vision for the Wright Street Parking Deck & College Greenspace.

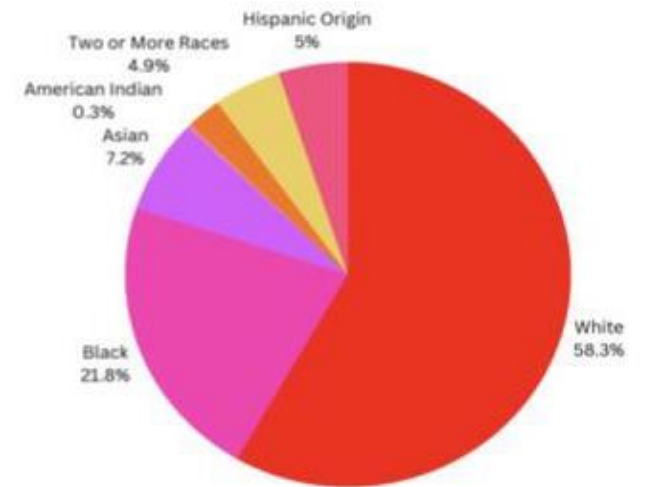
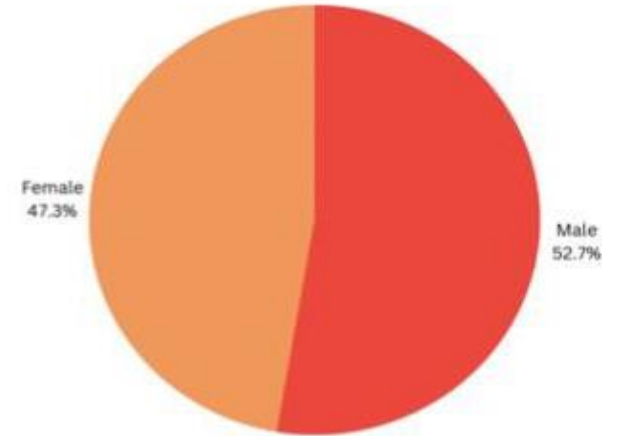
30,606
The number of people who reside in this area.

53.7%
The percentage of the population ages 15-24

12,968
The number of people working in the area.

89.7%
The percentage of the population 18 and over.

3,634
The number of family households in the area.



Goal 1

Transform the South College Greenspace into a family friendly recreational area that showcases public art.

Objectives

1A: Create Public Arts Team.

1B: Public arts team to meet with Auburn Public Safety to discuss concerns with project area.

Strategies

Safety: Meetings with Auburn Public Safety and stakeholders to understand the feasibility of making the area a public gathering place. Seek ways to make the area safer and more accessible.

Goal 2

Develop and implement more interactive aspects to the greenspace that transforms the environment to be inviting in nature.

Objectives

2A: The public arts team will discuss specific needs of the area.

Examples include shading, seating, and place-making.

2B: Research and discuss examples from other public art programs and learn how they were able to create functional spaces through art.

Strategies

Stakeholders: Public arts team members from City of Auburn, Auburn Downtown Merchants Association, Jan Dempsey Community Arts Center, and the community to brainstorm ideas.

Funding: Discuss private and public funding options. Following discussion, funding should be sought out in the form of public funds like grants or private funds. For example, local businesses or support from on campus organizations.

Goal 3

Promote the public art Project by providing information about the process and costs to surrounding small businesses, making all information publicly available.

Objectives

3A: Make all public arts documents accessible via the internet and on paper.

3B: Create a cost and effect report for the use of surrounding businesses and the Auburn Downtown Merchants Association

Strategies

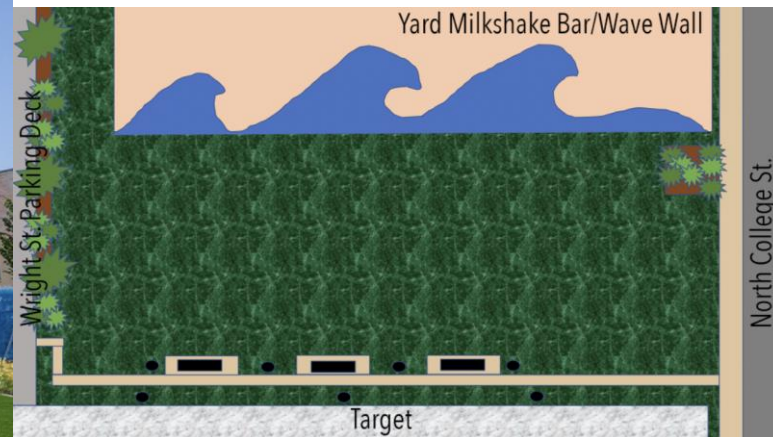
Implementation: Public arts team will meet to discuss public arts programs in other cities and finalize a decision including funding and budget. Team is also responsible for oversight.

Transparency & Review: Provide a cost and effect transparency following the implementation stage for surrounding businesses consisting of full and complete honesty of the reality of public art implementation.

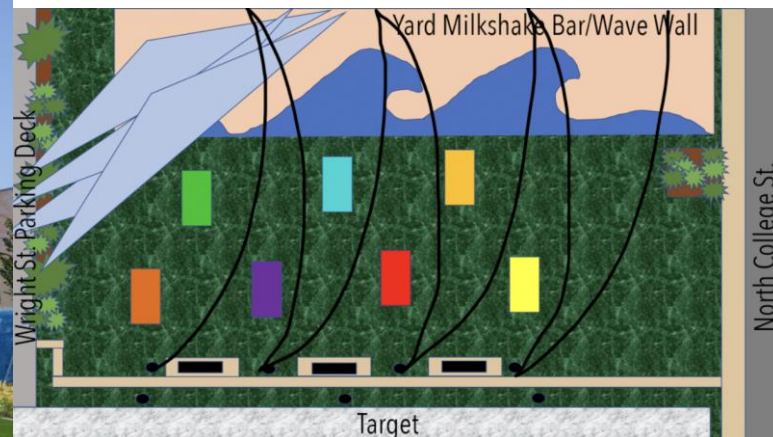
CONCEPT PLAN



Current Wright St. Parking Deck & College Greenspace



Proposed Wright St. Parking Deck & College Greenspace



PROJECT DETAILS

- The area has a turf lawn between The Yard Milkshake Bar (wave wall) and the new Target building.
- The Wright Street Parking Deck sits directly behind the greenspace.
- A wide sidewalk stretches in front of the designated area for pedestrian use.
- The city provides three black benches along the side of the Target building.



PROJECT DETAILS

- **Functional and durable lighting** is crucial
- Simple string lights installed over the entire greenspace between The Yard Milkshake Bar and Target
- The goal is to secure funding with help from the City of Auburn
- A reasonably inexpensive way to make city property safer and more attractive
- **Cost:** \$23.02 - \$30.01 per 10 feet according to Home Depot

The image shows a screenshot of Home Depot's website with three product listings for Hampton Bay string lights. Each listing includes a product image, a color selection bar, the product name, a star rating, and pricing information.

Product 1 (Top): Hampton Bay Outdoor/Indoor 10 ft. Light Line Voltage 10-Head ST40...
Rating: 5 stars (1)
Price: **\$23⁰²** /package \$25.58 Save \$2.56 (10%)

Product 2 (Middle): Hampton Bay Outdoor/Indoor 10 ft. Light Line Voltage 10-Head ST40...
Rating: 5 stars (1)
Price: **\$30⁰¹** /package \$33.34 Save \$3.33 (10%)

Product 3 (Bottom): Hampton Bay Outdoor/Indoor 12 ft. Plug-In G50 Incandescent Clear Bul...
Rating: 5 stars (1)
Price: **\$23⁹⁸** /package \$34.26 Save \$10.28 (30%)

PROJECT DETAILS

- **Functional shading** is a necessary investment as summer months are hot and open spaces that lack trees and natural shade start to become less appealing.
- With additional help from city funds, shading installation is the best way to expand the functionality of the greenspace further.
- **Cost:** An estimate for this type of shading at this scale is difficult to obtain without consultation.



PROJECT DETAILS

- The proposed **picnic table project** is a way to provide seating to the greenspace that also functions as public art.
- The goal is to secure funding for the tables with the help of Auburn-Opelika Tourism as they are public art advocates.

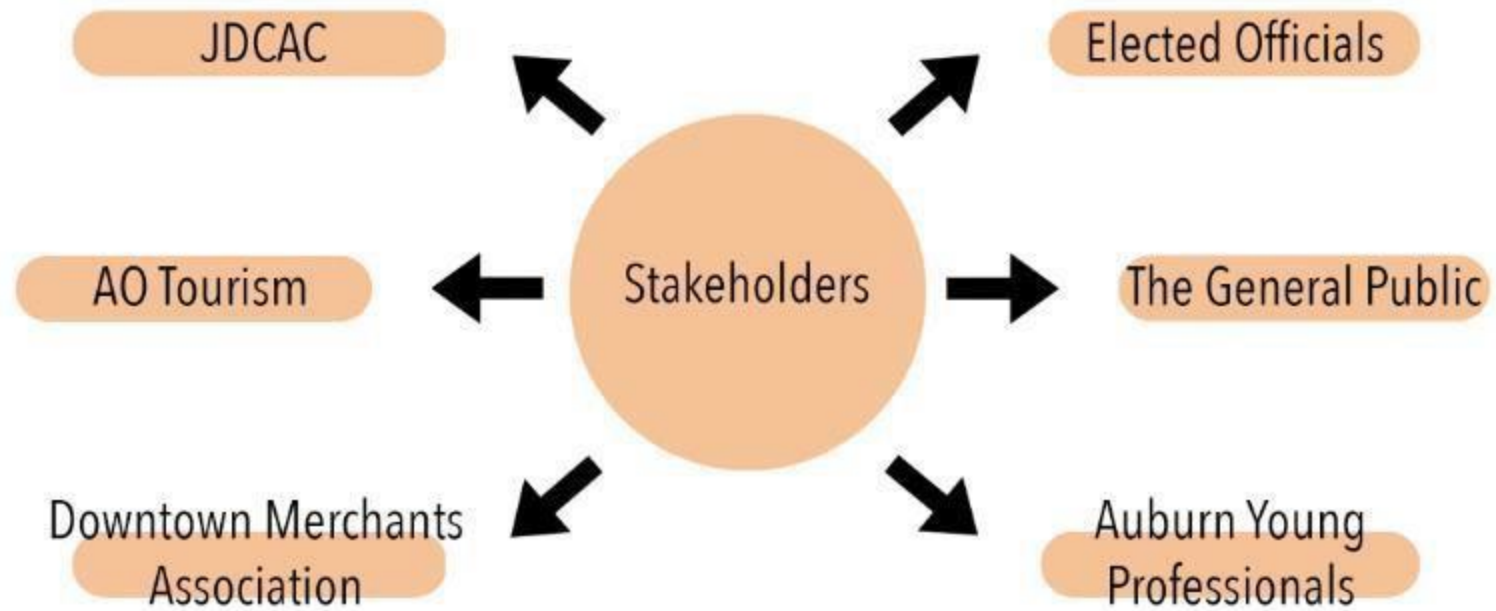
Finished table example:



Picnic Table Cost:
\$149.00 per
table

Exterior Wood
Sealer Cost:
\$40.98 per gallon

STAKEHOLDER DIAGRAM



*listed in no particular order

STAKEHOLDER ROLES

Elected Officials



City of Auburn
The city holds a supervising and management role with direct oversight over city land use.

JanDempseyCommunity Arts Center



JDCAC provides creative vision, resources, and will be on the front line of all art approval.

Auburn Downtown MerchantsAssociation



The ADMA is the public liaison between the art team and surrounding businesses to achieve complete transparency in project details.

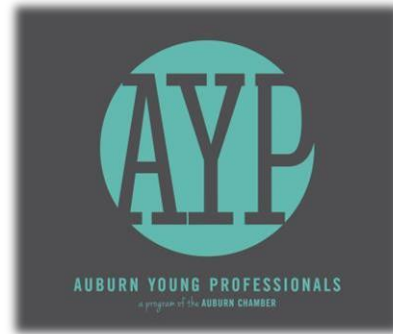
STAKEHOLDER ROLES

Auburn-Opelika Tourism



AO Tourism is a potential resource for funding and an advocate for public art proposals.

Auburn Young Professionals



AYP may provide valuable feedback from the young adult demographic who are not university students.

General Public



The Auburn community will provide additional feedback on public art implementation and how it may be perceived.

SUMMARY

The Wright Street Parking Deck and Greenspace provides a unique opportunity to create a public gathering space for the Auburn community – all demographics included.

Our project aims at introducing public art to Auburn in a tasteful way that furthers the small town culture we all know and love.



THANK YOU

Thank you to all who are involved in helping these presentations become a reality, including the Auburn University MCP program, The Jan Dempsey Community Arts Center, The City of Auburn, The Downtown Merchants Association, and Auburn-Opelika Tourism.

We greatly appreciate your guidance, mentorship, time, and dedication to our project proposals.

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- **City Logo: Page 17**

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- **General Public Photo: Page 18**

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- **COA Map of Project Area: Page 3**

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- **Greenspace photo: Pages 11, 19**

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- **Painted picnic table example: Page 15**

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- **Colorful shading example: Page 14**

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- **Green Space Photos – Pages 1, 2, 4, 5, 12**

Taken by Alyssa Albrecht