

COUNCIL ACTION FORM

SUBJECT: REQUEST TO INSTALL TEMPORARY ART PROJECT AND TO WAIVE METER FEES

BACKGROUND:

With the support of the Main Street Cultural District (MSCD) and The Loft, Ryan Francois, a student at Iowa State University, is requesting suspension of parking regulations and enforcement for parking space #44 on Kellogg Avenue for 9 hours a day from April 24-27, 2014, to install an interactive art project called "bloccupied." Bloccupied is a temporary installation of modular street furniture that will be displayed in the public parking stall. The purpose of the installation is to provide an interactive space for pedestrians in the Downtown area. The total potential maximum loss of revenue to the Parking Fund for this space is \$5.40 for 3 days.

Mr. Francois has met with Public Works Engineering staff to ensure compliance with necessary regulations pertaining to the ADA, storm water runoff and any other considerations to provide safety in the area during the demonstration. He will also meet with the Fire Department's Inspections Division to ensure that all other life safety codes are met with the project. Liability insurance has been purchased for the project and will be in place for the duration of the installation. Mr. Francois has recruited volunteers to monitor the space while it is displayed. Only the frame and base of the display will remain in the parking space for three nights; all other objects will be removed and redisplayed in the morning.

ALTERNATIVES:

1. The City Council can approve the placement of the art installation and the suspension of parking regulations and enforcement for parking space #44 on Kellogg Avenue.

Under this alternative the City must reserve the right to order the installation removed if deemed necessary by the City. This will be included in the Temporary Obstruction Permit issued by the City Clerk's Office.

2. The City Council can consider the placement of the project at a different location and/or on different dates.
3. The City Council can deny the placement of the project in parking space #44 on Kellogg Avenue.

MANAGER'S RECOMMENDED ACTION:

Mr. Francois and the Main Street Cultural District are excited to demonstrate this new concept in urban landscape design to the Downtown area.

As long as the City reserves the right under this authorization to have the project removed if deemed necessary, then it is the recommendation of the City Manager that the City Council adopt Alternative No. 1. This alternative also directs staff to suspend parking regulations and enforcement for parking space #44 on Kellogg Avenue from April 24 – 27, 2014.



April 18, 2014

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) endorses and welcomes the Temporary Interactive Art Display called Bloccupied of April 24-27th that utilizes one parking space within the central business district of Ryan Francois. We recommend council approval be granted. We look forward to the interest and excitement this type of project will have and see the fun gathering space as an enhancement to pedestrian traffic in our district. Thank you for your continued support of downtown Ames.

Sincerely,

A handwritten signature in black ink that reads "Cari Hague".

Cari Hague
Executive Director

THE LOFT AMES

233 Main Street Ames, IA
www.theloftames.com

April 11, 2014

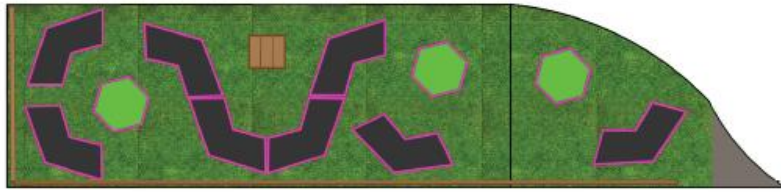
Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Campbell and City Council,

The Loft at 233 Main Street would love to have the Bloccupied Project of Ryan Francois on the corner street of our building. I love this idea to bring more people downtown and have an activity for all ages. These kind of projects are what makes our downtown so special and a place people want to be. I recommend council approval be granted. It is wonderful to enhance our downtown with this type of venue. Thank you for your continued support of downtown Ames. If you have any further questions, please do not hesitate to contact me personally at 515.233.4901.

Sincerely,

Amy Abrams, owner
Duck Worth Wearing
and The Loft



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bloccupied

april 24-27, 2014

bloccupied is a temporary installation of modular street furniture in a public parking spot
why? to enhance the Ames community by utilizing urban space in an engaging and creative way, beautify the streetscape, and encourage pedestrian transportation



furniture will be constructed from **recycled cardboard** and milk cartons, waterproofed with driveway sealant, and taped/painted

pedestrians will be encouraged to interact with the space by **modifying** its layout, **playing** jumbo jenga, and **drawing** on the furniture with chalk

handicap curb ramp provides access for all, cardboard fence delineates street for safety, and astroturf flooring adds vibrancy/texture

installation of **geometric mural** creates a more whimsical urban experience

entire installation is **lightweight & modular**, so it can be removed, stored, and reinstalled for various events in the Ames community