

# West Allis ArtScape:

## Exhibit A

### A Placemaking/Image Building Initiative

Placemaking is a multi-faceted approach to the planning, design and management of publicly visual and utilized spaces. Placemaking is sometimes also associated with Tactical Urbanism, which highlights low-cost, temporary changes to the built environment intended to improve local neighborhoods and city gathering places. Both movements aim to capitalize on a community's assets, inspiration, and potential, with the intention of creating visual improvements that promote people's health, happiness and well-being.

Eligible projects shall make an emotionally positive return on investment, generate a "sticky street" quality of attraction where people want to be or linger, and spark a visual cue of community pride. They may be located anywhere within the community, but should garner neighborhood or business support, ideally partnering with groups or individuals who can help take ownership of their community. Projects may be temporary, seasonal or permanent, as long as they are impactful and aim to create momentum for investment.

Projects meeting the intent of the program are bound only by imagination, but would ideally include regional or locally made or hand-crafted/produced/designed artwork. They should be of large scale or designed with broad impact. In order to accentuate or complement the physical environment, projects shall utilize lighting, color, texture or motion, as possible. Installation practicality and future maintenance shall also be considered in eligible projects. These funds shall not be used for routine maintenance of existing or typical infrastructure.

Examples of projects include, but is not limited to, murals and mosaics (artistic, inspirational or gateway), utility box art, street furniture, pedlets/parklets, public sculpture, wayfinding signage, creative pavement markings, and boulevard or park installations. Sample imagery found below.

This project has been developed in conjunction with the City of West Allis Department of Development. They are familiar with the project's goals and the intent of funding. All interested parties should contact the Department of Development for consistency with the intent of this program and general compliance with the rules and regulations of the City, prior to applying for Artscape funds.

