Milwaukee Central Business District Primary Pedestrian Corridors Development Project

Public Art Element

CBD Primary Pedestrian Corridors Development Project

- Funded through WISDOT under the Federal CMAQ Program
- Promote walking as an alternative means of transportation through improvements to the pedestrian realm
- $24 Million in Project Funding Approved
- 80 Percent Federal/ 20% Local Funding for Streetscape Improvements

CBD Primary Pedestrian Corridors Improvement Project

- Primary Pedestrian Corridors Include portions of Wisconsin Avenue, Water Street, Kilbourn Avenue and 5th Street

- Streetscape improvements include landscaping, lighting upgrades, distinctive sidewalk and crosswalk treatments, street furnishings, public art and other pedestrian amenities

CBD Primary Pedestrian Corridors Development Project

- Up to 2% of Project Funds Typically Dedicated to Public Art on Projects of this type
- Streetscape Public Art Advisory Committee established to guide the integration of public art into the streetscape

Public Art and Design Study - 2004

- Defined opportunities for public art within the primary walking corridors being developed in the downtown area
- Recommended a demonstration project on E. Wisconsin Avenue to model how the City, local businesses and arts community can partner to integrate public art into the pedestrian environment

Public Art Demonstration Project

- Incorporate elements of sequence and collage into the demonstration project
- Proposals received from nearly 50 artists in response to national RFQ
- Janet Zweig selected by the Project Advisory Committee from all respondents
- Contract awarded to complete design and implementation of the demonstration project

Public Art Demonstration Project

- Schematic Design approved by the Streetscape Public Art Advisory Committee on March 23, 2009

- Approval of the schematic design by the City required to advance to the development and installation of the artwork

Schematic presentation

for the City of Milwaukee downtown streetscape

public art demonstration project

Janet Zweig

March 23, 2009

The kiosks

There will be 5 kiosks attached to 5 light poles within the first block of East Wisconsin Avenue. These hexagonal kiosks will each hold 3 custom-built Solari flap signs, one on each of the three faces of the hexagonal housing that face the sidewalk. The flap units, which usually hold 40 flaps, will be custom-built to hold 80 flaps, making the animation time longer than the prototype animation which will be shown to the committee next.

The kiosks (cont.)

- There will be a sequence of inter-related photographic animations on all three units of each kiosk. As a pedestrian approaches a single kiosk, a motion detector placed above the kiosk on either side will activate the animation so it will begin as the pedestrian approaches. The flap units will display the animation as the viewer moves around it. When someone stands in the front of the kiosk, s/he can see the entire animation, as photographic figures move from one unit to the other, playing out the drama that is distinctive to that particular kiosk

The prototype animation for Conceptual Design approval follows.

Note: this is a prototype only. The final 15 animations will grow out of a community process in Milwaukee, spring to summer, 2009.

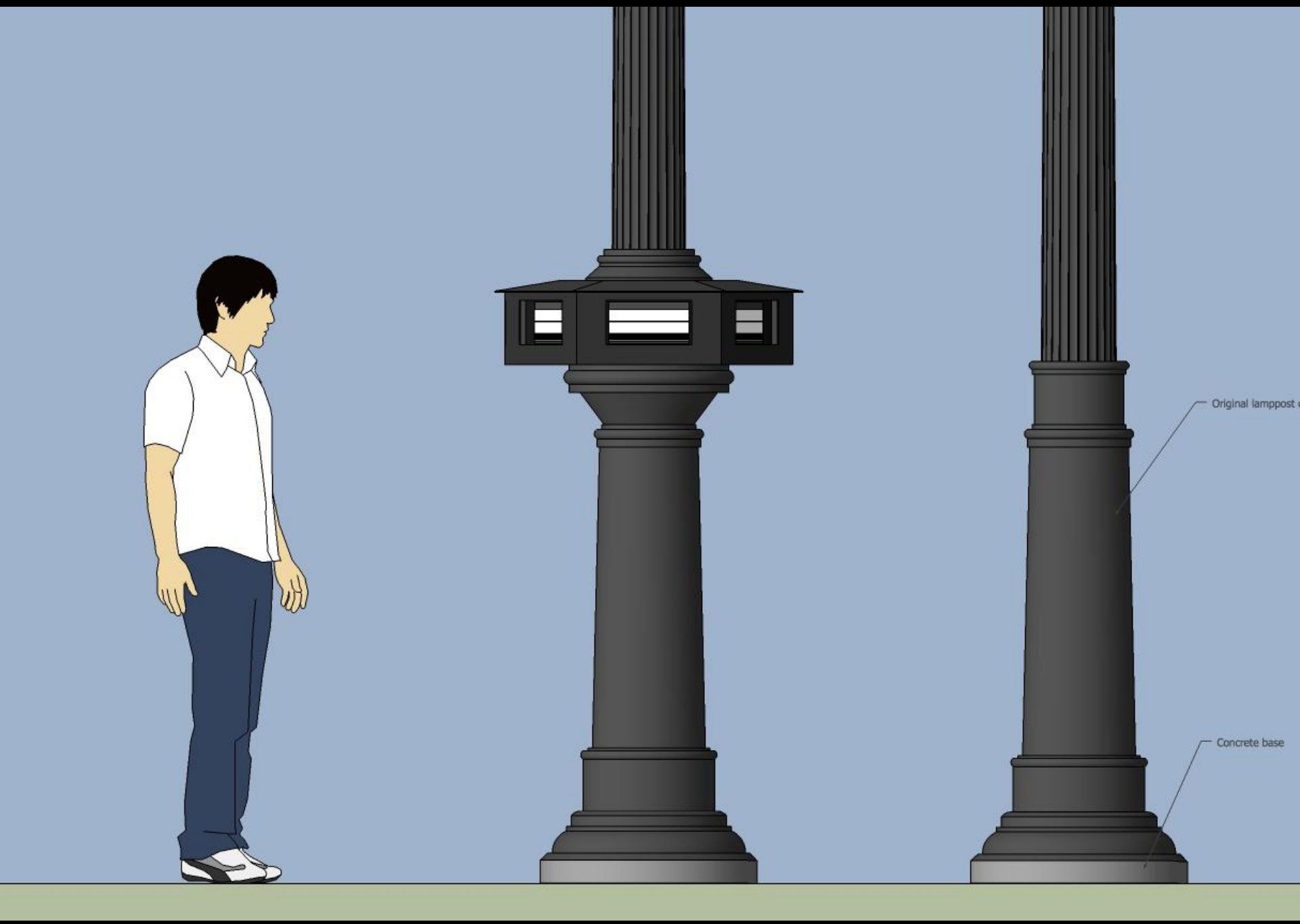
One year later:

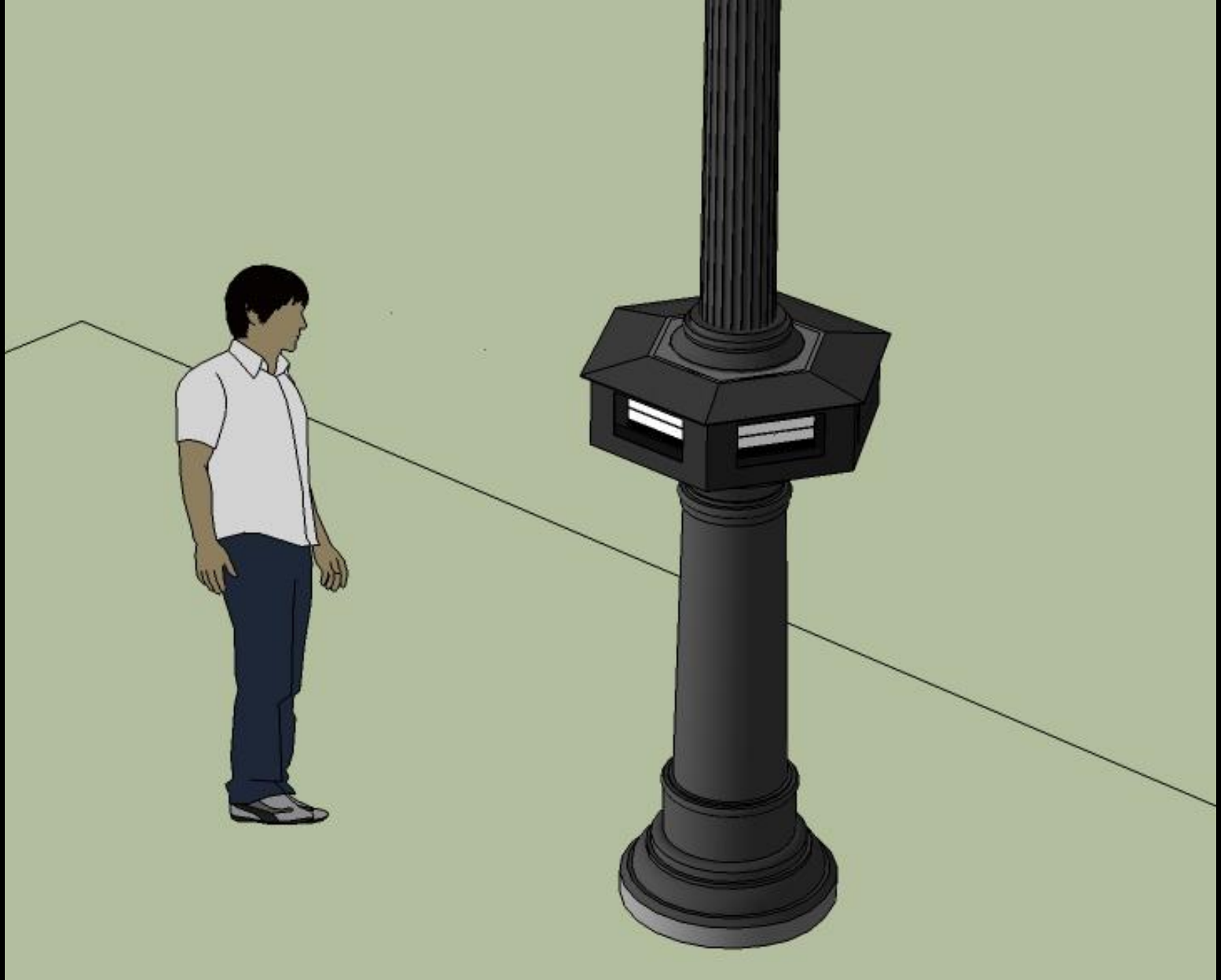
Solari finally agreed to fabricate the flap units!

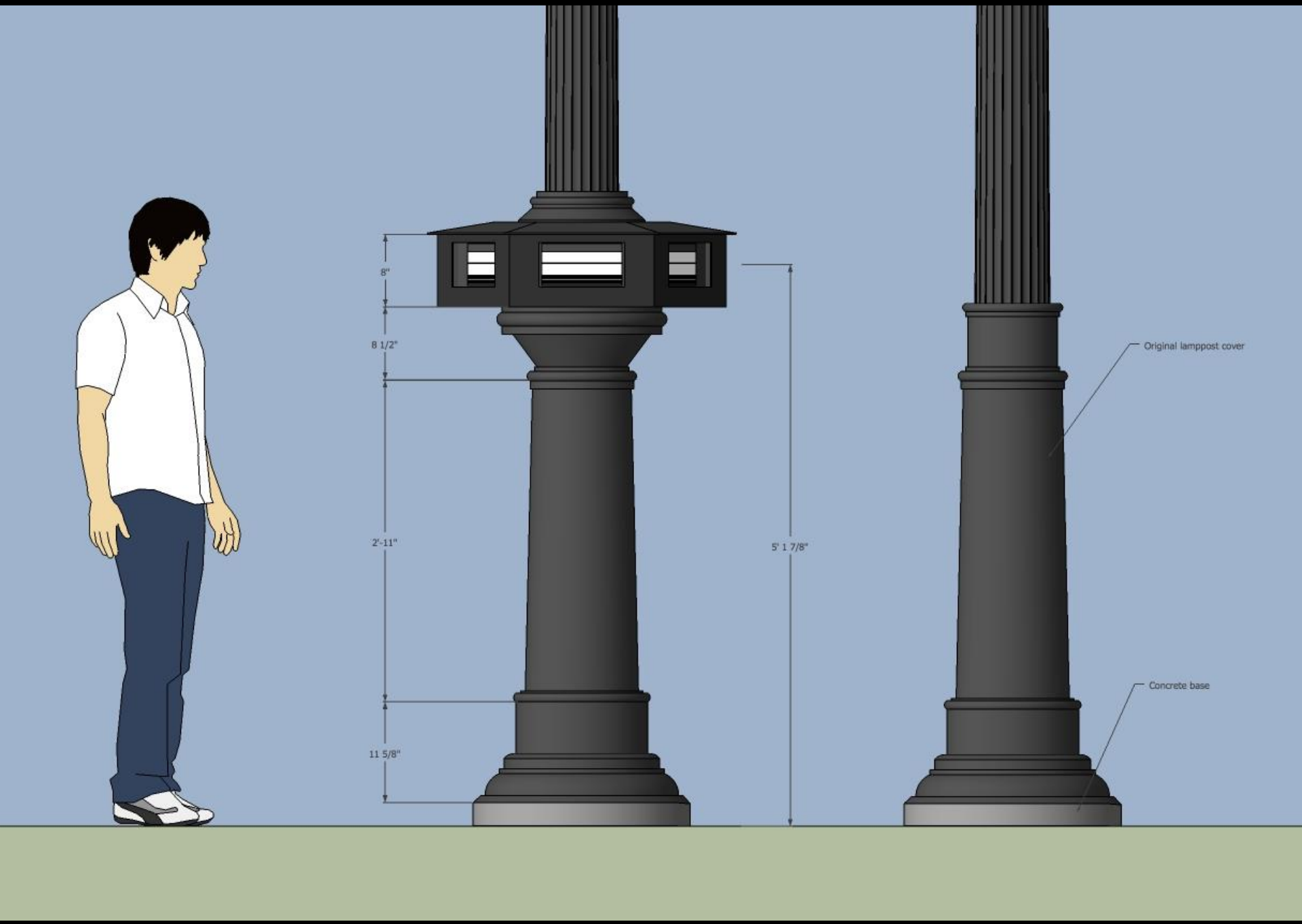
Now we can begin.

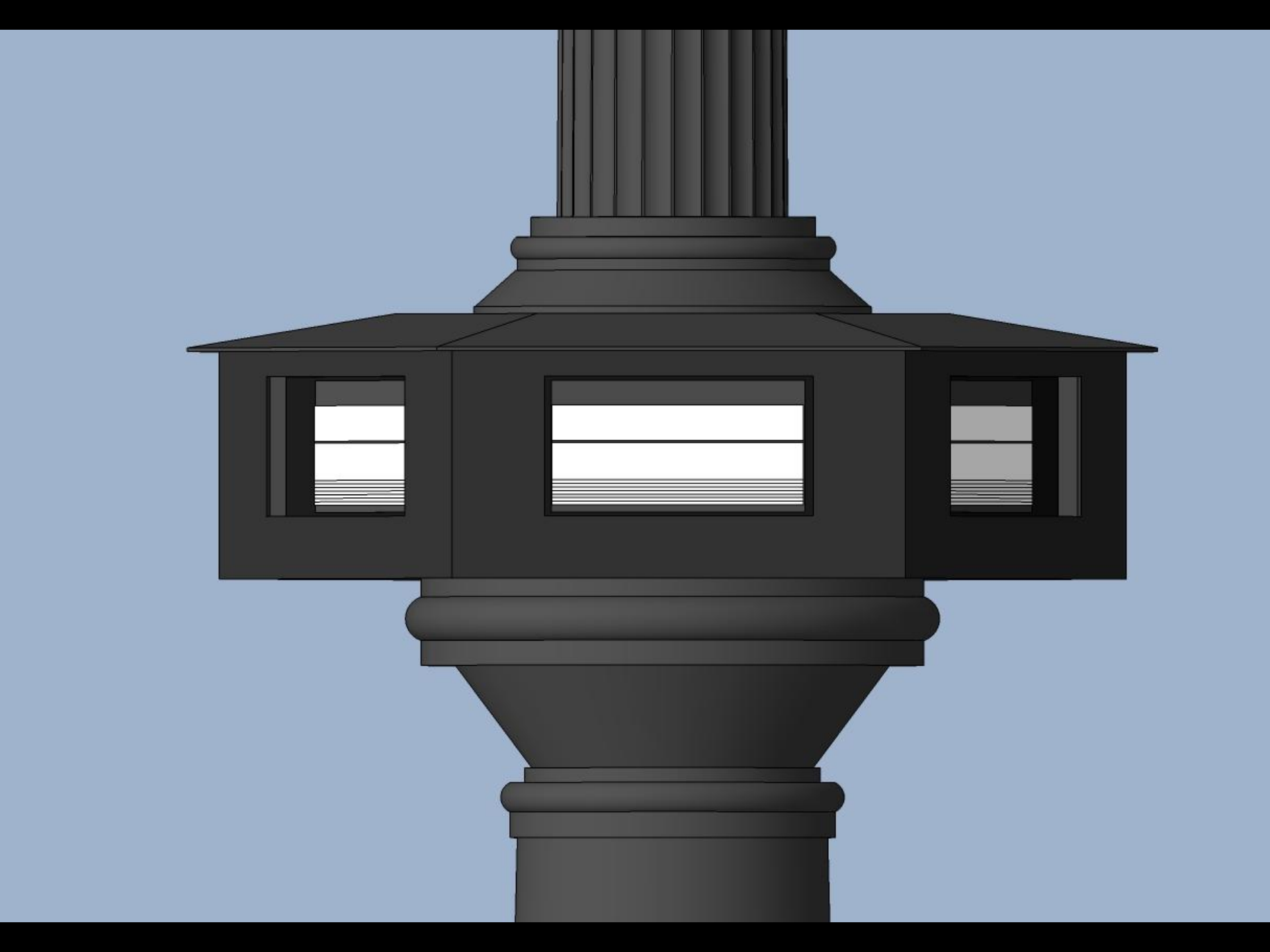
Design of the kiosks

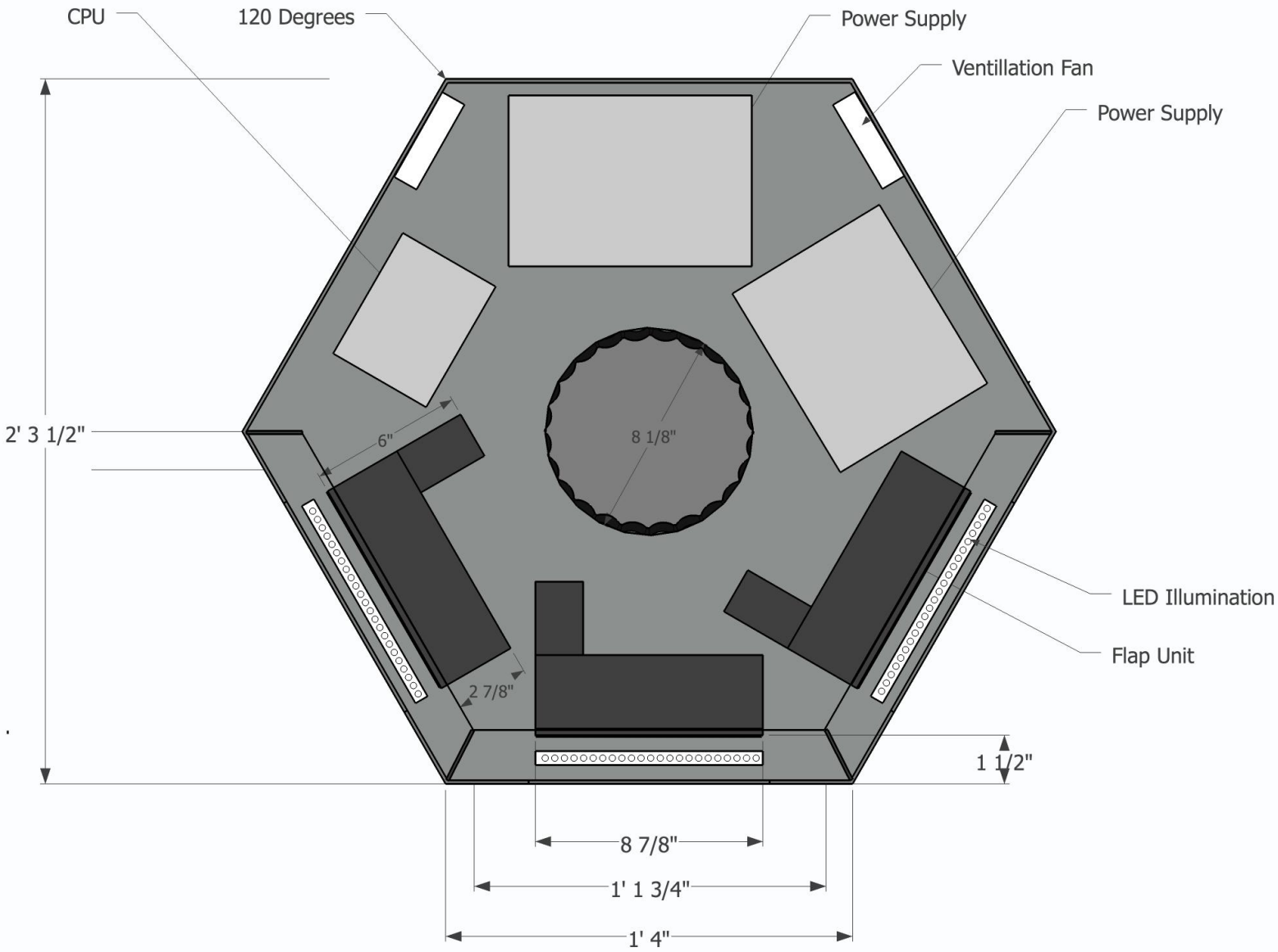
The kiosks are made to be discreet containers of the content, and to blend in with the existing street furniture. The animations are the life of the piece, so the housings are designed to be unobtrusive, holding intimate kinetic surprises for pedestrians.


Original lamppost
Concrete base




8"
8 1/2"
2'-11"
11 5/8"
5' 1 7/8"
Original lamppost cover
Concrete base




CPU
120 Degrees
Power Supply
Ventillation Fan
Power Supply
2' 3 1/2"
6"
8 1/8"
LED Illumination
Flap Unit
2 7/8"
1 1/2"
8 7/8"
1' 1 3/4"
1' 4"

The kiosks in context


PEPSI
151-LBC

The animations

Each kiosk will have a different animation, 5 stories in all. The animations will be of pedestrian encounters among people living in Milwaukee. These animations will be developed during the next phase of the process using community input. The animations will be filmed in Milwaukee and the images will be of Milwaukee actors, dancers, and others.

The animations (cont.)

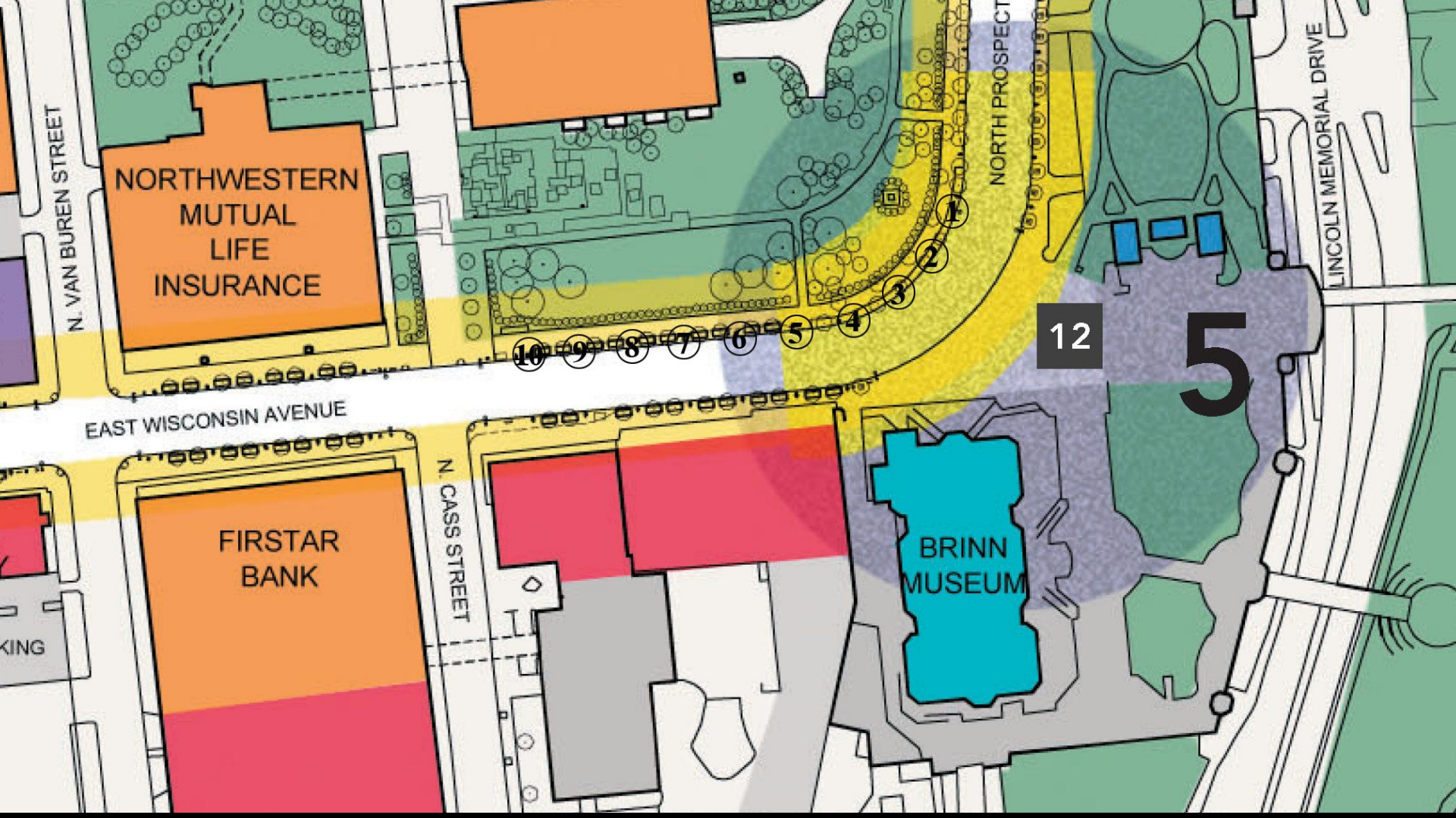
The ideas will be solicited from people in Milwaukee and will be credited and compensated; the actors and dancers will also be from Milwaukee and will be compensated for their performances. We will shoot the films in Milwaukee.

After filming the animations, the images will be converted into 80 still images for each unit. These images will be silkscreened onto the individual flaps and then assembled on the flap units.

The animations (cont.)

We will make 15 sets of different animations so we can replace the 5 animations yearly for three years and then rotate the animations after that.

Siting the 5 kiosks



Possible locations for the 5 kiosks: Alternating 1, 3, 5, 7, 9
Alternating 2, 4, 6, 8, 10
Sequential 5, 6, 7, 8, 9
Sequential 6, 7, 8, 9, 10


4
5
6


8
7
6
5


6
7
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9


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PEPSI
151-LBC
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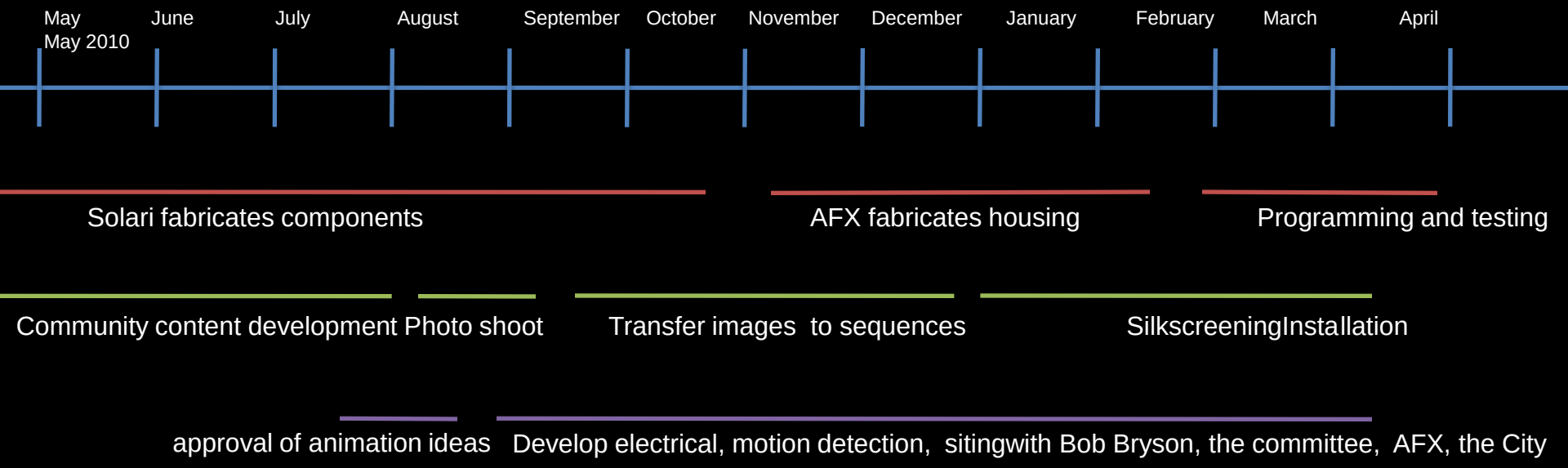
9

10

Timeline and work plan



Technical specifications

The kiosks will be powered through the light poles. The lighting will be within each kiosk: a row of LED lights will be above each flap unit for illumination at night.

The housings (fabricated by AFX Sign Effectz in Milwaukee) will be made of powder-coated aluminum and matched in color and texture using the same shade of black as the existing light pole covers. Each kiosk will have three laminated glass windows for each of its three flap units.

Technical specifications (cont.)

The flap units are made of steel, plastic and electronic parts. They have a warranty of 16 months and a maintenance manual will be provided by Solari. All electronic parts use low voltage (12 volts.) Transformers, power supplies and cpus are included and will be in the rear part of the housing. The heat from the electronics will be sufficient to keep them functioning in cold weather, and fans will turn on with a thermostat in warm weather to cool the electronic parts.

The weight of each kiosk will be approximately 40 pounds in total.

Conservation

Conservation of housing:

The housings will be powder-coated aluminum, color and texture to match the light pole covers. This material is corrosion-resistant against the environment (no rust) and durable. A vandal-guard coating will be applied - this clear coat doesn't allow paint to adhere. The durable finish requires minimal maintenance. It can be washed with mild soap.

A band clamp system will be used to attach the housings to the light poles, concealed under the lower lathed collar. There will be no penetration of the light poles so that their structural integrity is not jeopardized.

Conservation (cont.)

Conservation of electronic parts:

The electronics are low-voltage and therefore pose no electrical safety risk.

Laminated glass prevents injury to pedestrians or components in case of vandalism.

The electronic parts for the flap units are warrantied by Solari for 16 months, and a maintenance manual will be provided. Spare parts will be provided in case of any part malfunction: three spare flap units, 2 spare power supplies, one spare cpu, and spare flaps.

- LED life is 100,000 hours.

Maintenance recommendations

The budget includes the cost of replacing the animations for three years and maintenance for three years.

Monthly: visual inspection to check operation of kiosks and trouble-shoot all electronics, lighting, fans, and motion detectors. Repair if indicated.

Maintenance Recommendations (cont.)

Bi-yearly: dusting of individual flaps using compressed air. Wash housings, Change fan filters if needed. Make any repairs if needed.

Images sequences will be replaced each year for three years and then rotated.

Thank you!