

1. Name of entity(ies) applying for funding and name of project.

Allston Village Main Streets, "Allston Village Lights"

2. Background on applicant(s): type of organization, e.g. 501 (c) 3, public agency, etc.; organization leadership

Allston Village Main Streets (AVMS) is a local 501(c)3 that focuses on the community and economic development of the Allston Village business district. AVMS works to protect and promote the vitality of Allston, serves the needs of the community, and assists the businesses of Allston in their success.

The organization is lead by a volunteer working Board of Directors. Allston Village Main Streets programs are driven by four volunteer committees: Design, Advocacy, Economic Restructuring, and Promotion. AVMS has one paid staff member, the Executive Director, who oversees that day-to-day operations of the organization.

3. Primary contact person name, phone number, e-mail.

Emma Walters, Executive Director
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4. Key personnel involved in the project.

The key personnel involved in this project is Allston Village Main Streets staff, Board of Directors, and Design Committee, as well as local artist Ross Miller.

5. Any partner organizations/property owners to be involved in project.

Although Allston Village Main Streets and Ross Miller will be leading this project, we have a number of partners involved. We will be working side-by-side with the City of Boston Electrical and Street Lighting within Public Works to make sure installations are compliant with City standards. We will also work with the district's local businesses, residents, and local artists to complete the design of the installations.

6. If applicant is a non-profit organization, provide qualifications and prior history of executing similar projects.

Allston Village Main Streets (AVMS) is an established 501(c)3. Non-profit status is attached.

Allston Village Main Streets has worked on numerous large scale public realm enhancement projects since its inception in 1996. AVMS was a crucial partner during the

median strip project on Brighton Avenue in the 1990s when it was decided to fill in the A Line. AVMS was also a partner in bringing bike share lanes to Brighton Avenue in 2012, the Union Square crosswalk on Cambridge Street in 2014, the parklet installation on Harvard Avenue in 2014, and was the leading force in the installation of several big belly trash cans throughout the district. In 2016 we worked with the community and MassDOT on an installation on the Franklin Street Pedestrian Bridge and with the City of Boston on installing permeable pavement in Allston Village's tree pits as an alternative to tree grates. Both of these projects will be completed this summer and have included intensive project management, strategic partnerships, and financial administration.

Beyond these projects, AVMS has demonstrated detailed project management, financial responsibility, and execution during the organization's largest project to date: POP Allston. POP Allston, a pop-up community space, was created as a way to activate what would otherwise be a vacant storefront in Allston's business district. POP Allston acted as an indoor skatepark, vintage market, DIY bike shop, yoga hub, live venue, fashion show venue, and special event space. Most importantly, POP Allston was a space that fostered community, spurred economic development, and demonstrated a great partnership between AVMS, the community, and the City of Boston.

Throughout AVMS' 20 year history, the organization has proudly demonstrated its ability to manage and execute large scale projects that enhance the Allston community.

Project Information

1. Briefly describe the proposed project. Include a description of the site with a map and identify all property owners. If the applicant is not the sole property owner, please include letters of support from property owner(s).

Map of proposed locations is attached. The property is owned by the City of Boston. Also attached are example renderings of what the installations may look like and how they will hang on the poles.

The Allston Village Lights project aims to use locally designed light installations as a way to create place and navigability throughout the Allston Village business district and to visually reconnect the two neighborhoods of Allston. By creating a guided passageway from neighborhood to neighborhood, the Allston Village Lights project will encourage pedestrians to seamlessly travel between neighborhoods by "lighting the way".

The goals of the project are:

- 1) Create a visual welcoming to the district.*
- 2) Help navigate visitors and residents to and from Allston Village*

3) Beautify the district in a way that celebrates Allston's vibrancy and ethos

Create a visual welcoming to the district:

We believe that by creating a branded sense of place in the business district with our light installations, a more clearly understood and shared visual geographical definition of Allston Village will develop. Creating a system to define a district visually not only beautifies and enhances that business district, but provides a distinction that will attract consumers, visitors, and residents in a way that facilitates efficiency, function, and economic development.

Help navigate visitors and residents to and from Allston Village:

We are using contemporary principles of placemaking and wayfinding to help enhance and distinguish popular pedestrian/cyclist routes that draw people throughout our neighborhood. Light installations will be attached to the light poles along Harvard Avenue, Brighton Avenue, and Cambridge Street with the lights being at higher densities at "gateway intersections". The project will then connect with commonly travelled streets of Allston used to get to and from neighborhood centers (Allston Village and Barry's Corner) by providing a guided passageway that knits together already existing or soon-to-be existing art installations (locations are designated on the attached map).

The project also aims to celebrate the history of Allston and the pathways previously travelled. In the early 18th Century the main overland route from Harvard Square to downtown Boston traversed little Cambridge (now Lower Allston), passing the Barry's Corner area along Franklin Street to what is now Harvard Avenue. This connection was maintained during 19th Century railroad construction with a pedestrian underpass adjacent to the Allston train station. This proposed sequence of pole-light elements will mark and re-establish this connection while guiding pedestrians and bicyclists from the end of Franklin Street in Lower Allston, over the I-90 overpass foot bridge (location of a current AVMS wayfinding public art project) to Harvard Avenue. Three blocks after the footbridge a historic carved stone marker reads: "BOSTON 6 MILES 1729." Honoring this history, the Allston Village Lights project will install special narrow-focus LED spotlights to illuminate this 288-year-old milestone.

Beautify the district in a way that celebrates Allston's vibrancy and ethos:

Created and designed by local artists, the installations will reflect the local identity of Allston Village. By strengthening the connection between people and the places they share, the Allston Village Lights project will facilitate creative patterns of use to further define the Allston Village business district and to support its continued evolution as a vital economic center.

These installations will be made from low-power usage, full color LEDs and will be user controlled. This will allow AVMS to change the color of the lights for special occasions and holidays.

The installation will begin as a temporary installation, going up in November of 2017 and removed around February 2018. It will then be installed again in the spring. During the process, we will be working with the City to discuss a permanent installation to create year round beautification and public realm enhancement.

2. Describe public benefits of the project with reference to review criteria.

The Allston Village Lights project will:

Enhance the aesthetic quality and user experience of the public realm while improving connectivity for non-vehicular modes of transportation:

Created to enhance the pedestrian experience of the Allston Village business district, the light installation will help to visually connect the divided neighborhoods of Allston by beautifying current pedestrian and bicycle pathway connections.

Promote community collaboration and civic and cultural growth:

The Allston Village Lights project aims to be created by the community, in celebration of the community, and for the community. This process will promote collaboration by engaging local artists and business owners in the creation of installations through open design charrettes and studio workshop sessions.

Enhance local business and economic activity:

By creating visual events and markers that inspire curiosity, we invite pedestrians and visitors to explore the larger public realm of the neighborhood. This exploration will help create a visual destination and lead to increased foot traffic and longer visits. These enhancements will inevitably lead to increased economic investment in our local economy by increasing revenue for our local businesses and destinations.

Another added benefit is the ability to create a longer lasting, more sustainable and locally created option to the yearly Holiday Light installation in Allston Village. By using LED lights that allow for user control, each set of lights will be able to change color by simply using a cellphone control. This will allow AVMS to change the colors of the lights for special occasions and holidays, adding extra seasonal cheer during the holiday seasons.

3. Explain why HAPRFF funding is required.

HAPRFF funding is required because the installation, design, and upkeep will be organized and financially supported by Allston Village Main Streets. Public funding for projects

of this scale is often insufficient and we, as a non-profit, must fundraise and apply for grants through institutions like HAPRFF to cover the cost of projects such as this.

4. Explain if this project/funding would be part of a larger phased project, and if HAPRFF funding would be sought for future phases.

This grant proposal and scope of work is the complete phase of the project.

5. Timeline (start date, end date, milestones).

April - June 2017: Concept development and proposal review.

July - August 2017: Specifications and approvals. Creation of specific designs with local artists. Continued fundraising.

September-October 2017: Fabrication and installation preparation.

November 2017: Installation

6. Project maintenance requirements, protocols, and sources of funding.

Expected maintenance includes materials and labor for: 1) repair of accidental damage to individual displays, and 2) normal failure of lighting elements and attachment systems. Note: The LED lighting elements have a design life of 50,000-80,000 hours, or more than 15 years under normal conditions. Premature failure may be caused by mechanical wear (extreme wind and weather issues) or accidental damage (damage by delivery trucks, City Electrical Department maintenance inspection issues, etc.).

7. Anticipated project sustainability/life span.

Lighting Elements are low-power usage, full color range LED lights, protected with a translucent UV stable outdoor weatherproof surround. Power is supplied from each pole, and lights may be plugged in, or hard-wired as required. Power cycle is based on existing photo-sensors that control each streetlight.

8. Anticipated regulatory review and necessary permits.

Boston Arts Commission review is often required for banner installations on light poles. We expect to go through that process for the designs of our light installations. We will also need Department of Public Works review, Electrical Department review, and permits for installation.

Materials

1. Budget, including anticipated total cost and percentage to be funded by the HAPRFF.

Attached.

2. Other funding sources, if applicable, and amount and status (e.g. funds granted, requested, date when status will be known).

Open Door Grants, Boston Foundation (due September 1, 2017) - \$10,000
Patronicity - \$8,000

3. Images, renderings, and other relevant information

Attached.

4. Letters of support

Attached