



Mount Pleasant PICNIC Paint Party



Exploring Communities
Tactical Urbanism Project
2019

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INTRODUCTION

Exploring Communities is a joint-partnership between the Federation of Calgary Communities and the University of Calgary to provide undergraduate urban studies students with an opportunity to work with a local community association to implement a successful tactical urbanism project. Tactical urbanism consists of low-cost and temporary projects that are designed to improve an urban environment by making it more lively and enjoyable. Well-known and common examples of tactical urbanism are block parties, little libraries, and street murals.

We've listened to your ideas and concerns, and have outlined a project that we believe will bring the community together in a fun and inclusive event. Through gathering information about Mount Pleasant over the past four months and presenting our ideas to the Mount Pleasant Community Association, as well as our classmates, our team has assembled a report that outlines a finalized budget and step-by-step instructions on how to implement the **Mount Pleasant Picnic Paint Party**.

Our team is extremely proud of the project that we produced this semester, as it required careful planning, collaboration, and strong attention to detail, and we're excited to see it brought to fruition by the MPCA.

We wanted to thank the Federation of Calgary Communities, Dr. Fast, and the Mount Pleasant Community Association for giving us this opportunity.

Sincerely,
Aleksa, Alyssa, Brainard, Carolina, Christian and Mariah.



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Photos by Mariah Wilson

Illustrations and Report Design by Brainard Amay



UNIVERSITY OF
CALGARY

COMMUNITY

Our first community meeting was held on the 19th of February, 2019. We had the opportunity to introduce ourselves and our project to the Mount Pleasant Community Association (MPCA). The meeting also allowed our group to gather information on potential 'tactical urbanism' ideas that we could initiate planning for based on the feedback from the members during the activities that we planned. The meeting included a participatory mapping activity which allowed the MPCA to highlight areas in their community they viewed as assets, gathering spots, and areas for potential improvement.

Next, we held a think-pair-share activity which allowed the MPCA members to discuss ideas they had for tactical urbanism initiatives to be introduced in the community. Following our first meeting with the MPCA, our group gained meaningful feedback from the activities that the members participated in, and allowed us to develop our project proposals.



ENGAGEMENT AND COLLABORATION

In our first meeting, we developed three separate tactical urbanism proposals that related to the information we gathered from the community members. From that insightful first meeting, our group collaborated to develop ideas that we felt could strengthen the community of Mount Pleasant. On our second meeting, we presented our three ideas to the community, with the intent of agreeing on a suitable option to further develop.



GET BIKING MOUNT PLEASANT

The first tactical urbanism plan we presented to the community was a Community Biking Day, to physically engage community members to get biking, explore highlights of the neighbourhood, and have access



COMMUNITY MURAL

Our second idea was focused on confronting the graffiti taggings occurring in the neighbourhood. The plan was to collect community members for a one - day event of mural painting on empty walls of businesses along 16th Avenue.

This project also aimed at building relationships between artistic residents, and eager school students.



MOUNT PLEASANT PICNIC

Our final idea was to celebrate all community members in a fun afternoon of outdoor activities at the Arts Centre green space and the adjacent 26th Ave. This site was chosen as we heard that the green space is underutilized and there is a desire to reclaim the street following a pedestrian death.

After the community members debated the different options, we cast two votes to narrow the choices. As the community already has access to materials needed for the Biking Day plan, the choices were left between the Paint Party, and the Picnic. Consensus was reached by the MPCA that the two remaining ideas would be combined, and the initial proposed Paint Party would be modified to fit into the Picnic Event.

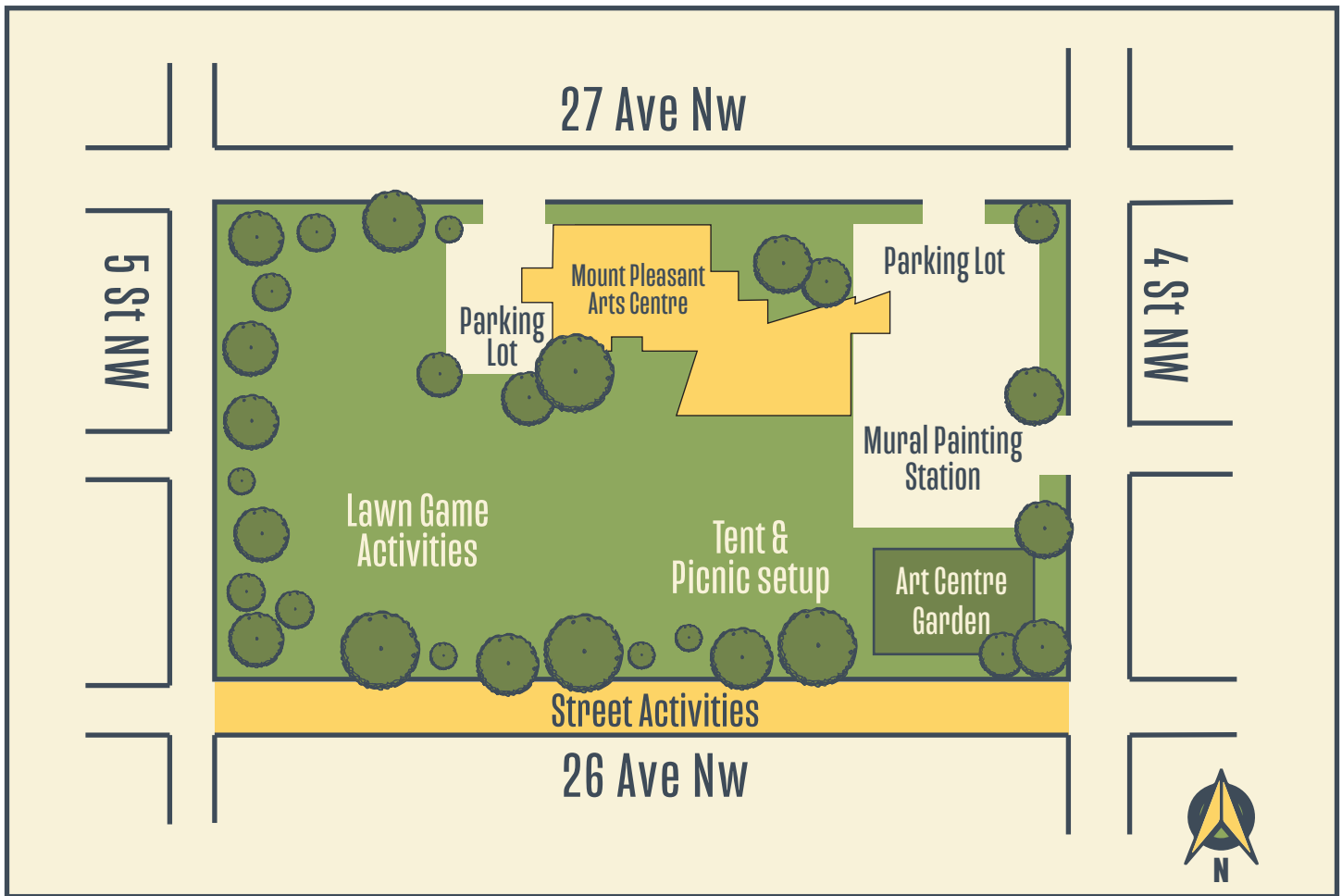
PICNIC PAINT PARTY

The Mount Pleasant Community Association (MPCA) shared that they wanted to bring the community together for one big block party event, utilize the underused Arts Centre green space, and reclaim the street after a recent pedestrian death. The community also shared that they would like to host a community mural painting event.

Therefore, we developed the **Mount Pleasant Picnic and Paint Party!** Hosted on 26th Ave. NW between 4th and 5th street, and the adjacent North Mount Pleasant Arts Centre green space, the goal of this event is to reclaim the street, encourage neighbourliness, and build community spirit. Activities will include lawn games, a bouncy house for children, chalk drawing, street hockey, face-painting, music, and the opportunity to paint a large mural for the community. Residents and families will be asked to bring their own supplies for the picnic.



Mount Pleasant Arts Centre
523 27 Ave NW
[Date] / 12 - 5pm



[Click here for a street view of 26 Ave NW](#)



MURAL EXAMPLE



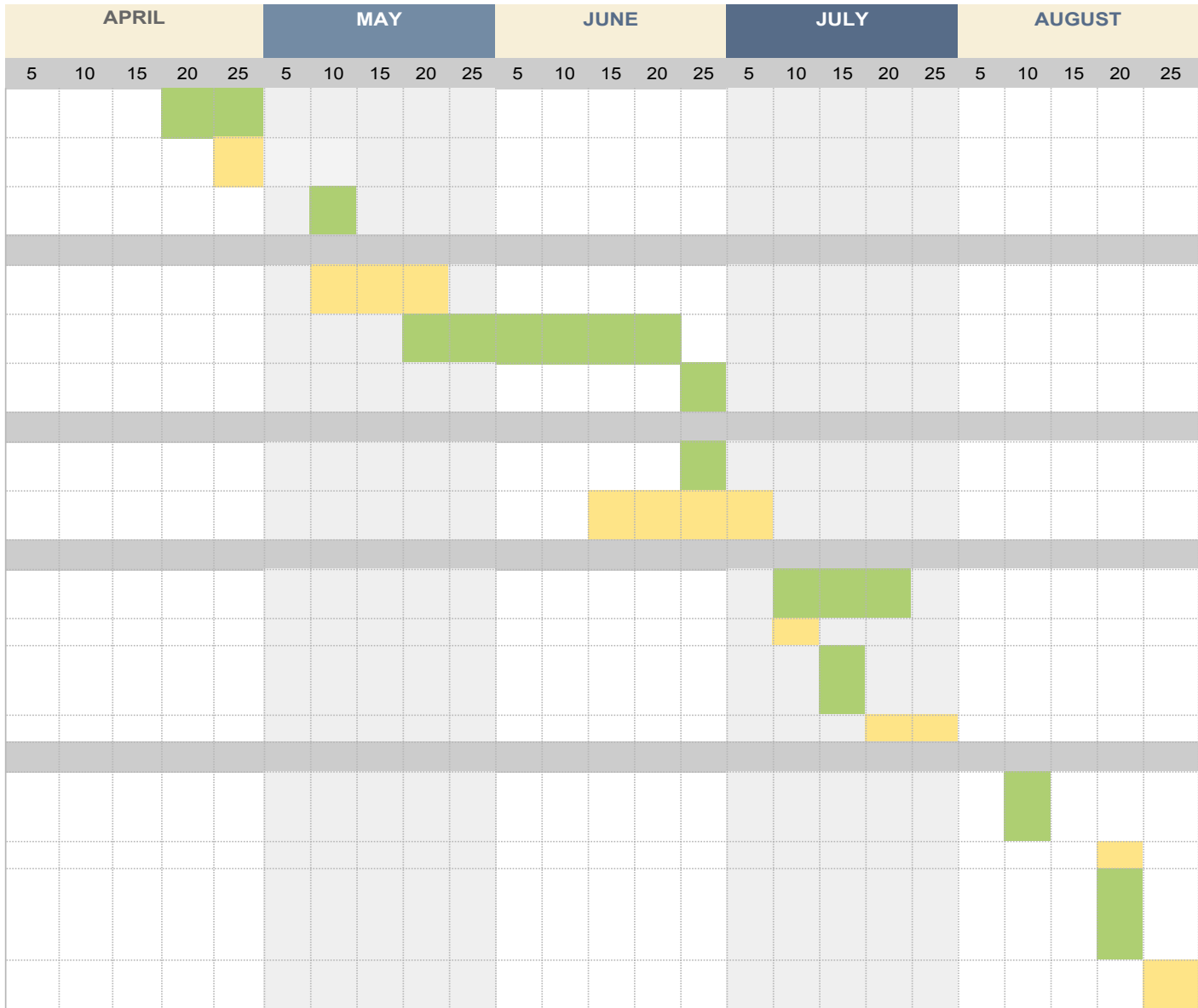
The mural painting will be held at the Arts Centre parking lot. The mural will be painted on 2-3 board panels and the design will be up to the MPCA. These board panels can be easily mounted where the MPCA decides, showcasing the mural around the community. Using a D-Ring mount, it will be easy to set up and take down the mural to relocate it to a different site.

During the event, Waste Management will be on site, including garbage and recycling bins. Residents will be responsible for tidying up their own picnic area, with volunteers providing assistance. At the end of the event volunteers will assist with take-down and packing up of activities, such as the mural painting station, shade tents, road pylons and games stations.

TIMELINE

This is a proposed project timeline to help the MCPA delegate tasks to its members and complete the project on time.

TASK NAME	START DATE	DAY OF MONTH*	END DATE	DURATION* (WORK DAYS)	DAYS COMPLETE*	DAYS REMAINING*	TEAM MEMBER	PERCENT COMPLETE
120 Days Before the Event								
Contact Arts Centre to inquire about availability	Apr 20, 2019	20	Apr 25, 2019	5	0	5		5%
Decide on a date for the event and book Arts Centre	Apr 25, 2019	25	Apr 26, 2019	2	0	2		15%
Talk to residents along 26th Ave so it can be closed between 4th and 5th St.	May 8, 2019	8	May 11, 2019	3	0	3		0%
90 Days Before Event								
Complete application for block party and greenspace permits	May 14, 2019	14	May 20, 2019	6	1.5			25%
Solicit designs ideas for the mural (ie. local schools, Arts Centre, etc.)	May 20, 2019	20	Jun 20, 2019	31	0	31		0%
Email CJSW 90.9 about securing a volunteer DJ for the event	Jun 26, 2019	26	Jun 26, 2019	0	0	0		0%
60 Days Before Event								
Advertise the event in the newsletter and online	Jun 25, 2019	25	Jun 30, 2019	5	2	3		40%
Start gathering volunteers for the event	Jun 15, 2019	15	Jul 5, 2019	20	0	20		0%
30 Days Before Event								
Collaborate with local businesses and invite Coun. Druh Farrell	Jul 10, 2019	10	Jul 20, 2019	10	0	10		0%
Book bouncy house and face painter	Jul 10, 2019	10	Jul 10, 2019	0	0	0		0%
Send out message for communitiy members to donate lawn games and street equipment (ie. street hockey)	Jul 15, 2019	15	Jul 15, 2019	0	0	0		0%
Purchase supplies	Jul 25, 2019	25	Jul 30, 2019	5	0	5		0%
After the Event								
Clean-up the areas that were utilized and tear-down any things that were set-up	Aug 10, 2019	10	Aug 10, 2019	0	0	0		0%
Mount mural to a chosen location(s)	Aug 20, 2019	20	Aug 20, 2019	0	0	0		0%
Send out a thank you message to volunteers, businesses who donated, and any other special guests or groups that helped	Aug 20, 2019	20	Aug 20, 2019	0	0	0		0%
Publish photo album of event on Facebook	Aug 25, 2019	25	Aug 25, 2019	0	0	0		0%



BUDGET

The attached budget accounts for the MPCA purchasing all necessary supplies, however the community association may be able to obtain some supplies through donation by community members and community partners.

\$500 BUDGET

Picnic Paint Party				
Task Name	\$ Each	Qty	Budget	Notes
Materials & Supplies				
Party Supplies				
Crayola Sidewalk Chalk, 48 Count Pack	\$6.49	1	\$6.49	Sidewalk Chalk, 48 Count
Bouncy Castle Rental	\$180.00	1	\$180.00	For up to 4 hour period - AstroJump
Face Painting for 2 hours	\$75.00	1	\$75.00	Artist and supplies included
Extension cords	\$19.99	1	\$19.99	32'
Total			\$281.48	
Mural Supplies				
Paints	\$34.99	1	\$34.99	Rust-Oleum Multi-Pack Craft Acrylic Paint Set
Bennett General Purpose Paint Brush (Set of 4)	\$12.49	1	\$12.49	Lowe's
Paint Tray Liner Pack	\$3.29	1	\$3.29	RONA
Board Panels	\$26.33	2	\$52.66	Plywood-Home Depot
Brush Soap	\$3.27	1	\$3.27	Mona Lisa PS04 Pink Soal Brush Soap 4 oz.
Paper Towels/ Old rags	\$3.99	1	\$3.99	2 jumbo rolls
Access to Water			\$0.00	Arts Centre water access - free
Paint primer	\$17.99	1	\$17.99	ZINSSER Primer & Sealer
Mounting	\$10.99	1	\$10.99	D-Ring Hanger 6 pack
Sandpaper	\$3.97	2	\$7.94	Home Depot
Total			\$147.61	
Permits				
Green Space Permit	\$55.24	1	\$55.24	Arts Centre Green Space
Block Party Permit	\$0.00	0	\$0.00	Free
Total Permits			\$55.24	
Total Picnic Paint Party			\$484.33	



SCALE UP - \$1000 BUDGET

Picnic Paint Party - Scale Up				
Extra Materials & Supplies				
Extra Lawn Games	\$100.00	1	\$100.00	Variety of games
Face Painting for 4 hours	\$75.00	2	\$150.00	Artist and supplies included
Additional Board Panels	\$26.33	1	\$26.33	Plywood
Additional Mounting	\$10.99	1	\$10.99	D-Ring Hanger 6 pack
Paint rollers	\$16.99	2	\$17.00	Mini Roller Kit-4 pieces
	\$34.99	2	\$69.98	Rust-Oleum Multi-Pack Craft Acrylic Paint Set
Bennett General Purpose Paint Brush (Set of 4)	\$12.49	4	\$49.96	Lowe's
Total			\$424.26	
Total Picnic Paint Party with Scale Up			\$963.83	
In Kind Costs				
Graphic Design for Marketing	\$150.00	1	\$150.00	2 hours
Event Photography	\$300.00	1	\$300.00	3 hours
Event Music	\$75.00	1	\$75.00	CJSW
Lawn Games	\$100.00	1	\$100.00	Provided by MPCA
Tents	\$47.00	1	\$47.00	From MPCA
Mural Design	\$699.00	1	\$699.00	MPCA to decide on who will create design
Volunteers	\$15.00	96	\$1,440.00	8 hours total * 12 Volunteers
Total			\$0.00	
Other Considerations				
Waste Management	\$378.71	1	\$378.71	From City of Calgary
Portable Bathrooms	\$120.00	6	\$720.00	From Straight Flush Portable Toilets
Total			\$1,098.71	

The MPCA indicated that they already have liability insurance for this event, therefore it has not been included in the budget.

In regards to waste management and public bathrooms, we recommend the MPCA collaborates with the Arts Centre.

At the time of writing the authors were unable to contact the appropriate party at the Arts Centre.

For future reference, please contact:

Laurie Hass Yearwood - Laurie.HassYearwood@calgary.ca

COLLABORATION



This event will involve the community association, volunteers, community members and local business partners. Potential business partners include:

7-11, Velvet Cafe, The Block, McDonalds,
4th Spot, Starbucks, CJSW

PERMITS

One Green Space Permit is required for the event to be at the Arts Centre green space and one Street Closure Permit from the City of Calgary.

If the event is held on June 15th (Neighbour Day) all permits will be free.

To obtain a Green Space Permit [click here](#).

To obtain a Block Party Permit [click here](#).

Requirements for a Block Party include:

A petition needs to be signed by a significant majority of the residents on the block.

The permit holder must obtain and place barricades in order to safely close the road during the event



Thank You!

It has been a pleasure meeting all of you and learning about Mount Pleasant. We enjoyed collaborating with the MPCA and the Federation of Calgary Communities on this project. We wish the MPCA the best of luck with this project moving forward!

Sincerely,
Aleksa, Alyssa, Brainard, Carolina, Christian, Mariah

MEET OUR TEAM



**Aleksa
Zeljic**

Growing up between the cities of Belgrade and Calgary, Aleksa has now settled to pursue a career in architecture. He is studying Urban Studies at the University of Calgary, and plans to complete his Masters of Architecture within the upcoming years. Aleksa has learned the important roles that sustainability and social structures play in the development of urban design. He is passionate about combining inclusivity within urban planning, and applying his aesthetic creativity to his work. After a Study Abroad program to Tokyo through the Japan: It's Culture and Life at the University of Senshu, Aleksa studied the architectural history of Japan, and has developed an understanding of how culture plays a vital role in city development. Aleksa enjoys creating art, learning new languages, hiking, and running. He plans to contribute his passions to the growing need of sustainable and inclusive design in the field of architecture.

Alyssa Carruthers is a 4th year Urban Studies major student from the University of Calgary who is interested in how public policy and urban design influence health, safety and social connections within cities. Her experience working as a Registered Nurse has developed her ability to critically think in fast-paced environments while collaborating with diverse groups of people. Alyssa received the Program for Undergraduate Research Experience (PURE) award, enabling her to complete research on temporary land uses in Calgary. Her research and won the Office of the Vice-Provost (Libraries) award at the Undergraduate Research Symposium for her work. In Alyssa's free time, she enjoys hiking, sampling food from around the world and practicing her yoga headstand. In the future Alyssa would like to combine her BScN degree with her Urban Studies major to partner with developing nations to create healthy communities.



**Alyssa
Carruthers**



**Brainard
Amay**

Brainard is born and raised from Calgary. He has a background diploma in architectural technologies from SAIT and is currently in his final year of completing a Bachelor of Arts degree in Urban Studies by 2019. Brainard continues his interest in understanding natural environments and sustainability. He is inspired about combining this with his experience from architectural design and putting them into his practice. He plans to further his education in graphic design or a masters in environmental design. In his free time, Brainard likes to stay active in playing volleyball, basketball and watching movies. Brainard strives to work in the field of architectural and planning while continuing to expand his passion for biophilia and graphic design.

URBAN STUDIES STUDENTS



**Carolina
Arciniegas**

Carolina was born and raised in Bogota, Colombia. She moved to Calgary in 2012 full of dreams and goals. She is currently pursuing her bachelor's degree in Urban Studies at the University of Calgary and has a diploma in Architectural Technologies. She works part-time as an Architectural Drafter for Regier Engineering Ltd., a structural engineering company. Working during college has taught her excellent time management skills and hence, procrastination is not in her vocabulary. By combining her love for nature with her interest in urban environments she has developed a strong passion for sustainable solutions. She believes small changes make a great impact and is always seeking opportunities to inspire others. When Carolina is not busy studying or at the office, you will find her running, hiking or biking in the mountains.

Nouell Christian Larioza is a born and raised Calgarian currently in pursuit of his 4th year as an Urban Studies student at the University of Calgary. With an interest in sustainable development, more specifically through environmental sustainability, his motivations are in achieving urban environmental sustainability goals in the City of Calgary. With past research involving carbon sequestration through urban agriculture, his pursuit to sustainable goals are focused on an importance of increasing soil quality and greenery through correct composting techniques. Taking part in the UCalgary Cares Sustainable Cities program offered by the UofC Leadership and Student Engagement, he has developed skills in recognizing and working with sustainable resources available to the City. Ultimately, Nouell Christian would like to pursue a career in planning and continue to focus on sustainable initiatives in future city development.



**Christian
Larioza**



**Mariah
Wilson**

Mariah is a lifelong Albertan who is passionate about empowering communities to become healthier and happier, and learning more about the processes that shape urban life. She is completing her final year of Urban Studies at the University of Calgary and will be graduating in June of 2019. Through Mariah's experience at university, at local non-profits, as a research assistant, and as a journalist, she's been able to further develop her research and analytical capabilities, critical thinking skills, written and verbal skills. In her free time, you can often see her taking photos at events or volunteering her time within the community. Ultimately, Mariah would like to become an urban planner to create lasting change in the form of sustainable infrastructure, within both a social context and through the built form.