



SELMA, ALABAMA

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HOMETOWN GRANT

RIVERFRONT PARK PROJECT PLAN

PLANNING & DEVELOPMENT DEPARTMENT

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I. PROJECT DESCRIPTION

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The proposed project will focus on the improvement and activation of Riverfront Park at 2 Green Street in Selma, Alabama. This project will enhance and beautify one of Selma's largest and most visited parks. Riverfront Park spans twelve acres in historic downtown Selma and includes a playground, a newly opened splash pad, a multi-use amphitheater, a reception hall, and scenic views of the Alabama River.

This next phase of Riverfront Park development will activate the space with a forthcoming placemaking plan by pro-bono consultants Agora Partners, and the project will encourage recreational use of the presently underutilized public space. This grant is an opportunity to transform the park into a year-round destination for both daily programming and signature events. The project will support and increase public engagement in Riverfront Park through the addition of recreational equipment, additional seating and picnic tables, enhanced public facilities, improved landscaping and green space, and expanded event programming.

Recreational equipment will include oversized yard games like Giant Jenga and an oversized chess/checkerboard. Currently, there is limited seating available in the park; picnic tables or other flexible group seating will support individual use and the city's public events which regularly feature food trucks at the park. The George Evans Reception Hall, a city-owned rental venue within Riverfront Park, will be enhanced with a new exterior awning, a retractable garage door to facilitate indoor/outdoor events, and the addition of an outdoor patio space with overhead fabric shades and seating. The city will plan a "soft opening" of the improved reception hall and patio area for community organizations to experience the new space, learn about venue rental options (that will help make the venue revenue-neutral or, ideally, revenue-positive) and how the space can serve their needs, and learn about the placemaking plan for Riverfront Park and Selma's Water Avenue district. The park's landscape and

open lawns will be improved with shrubs, planters, and necessary fire ant treatment. Finally, the grant will enable the City of Selma to enact the placemaking plan created by Agora Partners and schedule a "summer series" of public programming for the park. The programming will center on weekly events such as outdoor game nights, exercise in the park, or movies on the lawn.

As the COVID-19 pandemic continues to impact our daily lives, this project aims to provide a large, open-air recreational space that allows friends, families, and organizations to safely gather and reconnect.

1B. EXPECTED OUTCOMES

The following is a four-pronged approach to measuring proposed outcomes and measurable indicators:

>COMMUNITY ASSETS

Activate Riverfront Park as a go-to community asset for events, public gatherings, family activities, outdoor recreation and exercise, and "common ground" for all of Selma to enjoy.

>10% USAGE INCREASE

Increase public use of the park by residents, schools, organizations, and vendors at least 10% during the summer series.

>INCREASE RENTAL REVENUE

Increase rental revenue of the George Evans Reception Hall to support placemaking and other community economic development.

>COMMUNITY CONNECTIONS

Foster community connections through public-private partnerships and events that appeal to a wide variety of Selma residents.



CITY OF SELMA

Planning & Development Department

II. PROJECT BUDGET

ITEM	UNITS	UNIT PRICE	TOTAL PRICE
Seating	7	\$1,000.00	\$7,000.00
Fabric Shade Sails	3	\$6,000.00	\$18,000.00
Glass Garage Doors George Evans Building Indoor/outdoor space	1	\$5,000.00	\$5,000.00
Ant Bait, 25 lb. bag	1	\$250.00	\$250.00
String Lights, 25 ft.	25	\$35.00	\$875.00
Metal trash receptacles	4	\$400.00	\$1,600.00
Pet Waste Receptacles	1	\$375.00	\$375.00
Portable sound system	1	\$1,000.00	\$1,000.00
Awning	1	\$7,000.00	\$7,000.00
Outdoor LED Lights	4	\$375.00	\$1,500.00
Event programming publicity expenses		\$3,000.00	\$3,000.00
Yard games (Giant Jenga, bocce ball, small recreation equipment, etc.)		\$550.00	\$550.00
Park landscaping (shrubs, planters, etc.)		\$2,500.00	\$2,500.00
General park clean-up labor and materials (trash bags, gloves, etc.)		\$400.00	\$400.00
TOTAL BUDGET			\$49,050.00

III. PERMITS AND APPROVALS

All minor construction or installation projects requiring a permit will be properly assessed and approved by the City of Selma Building Inspector.

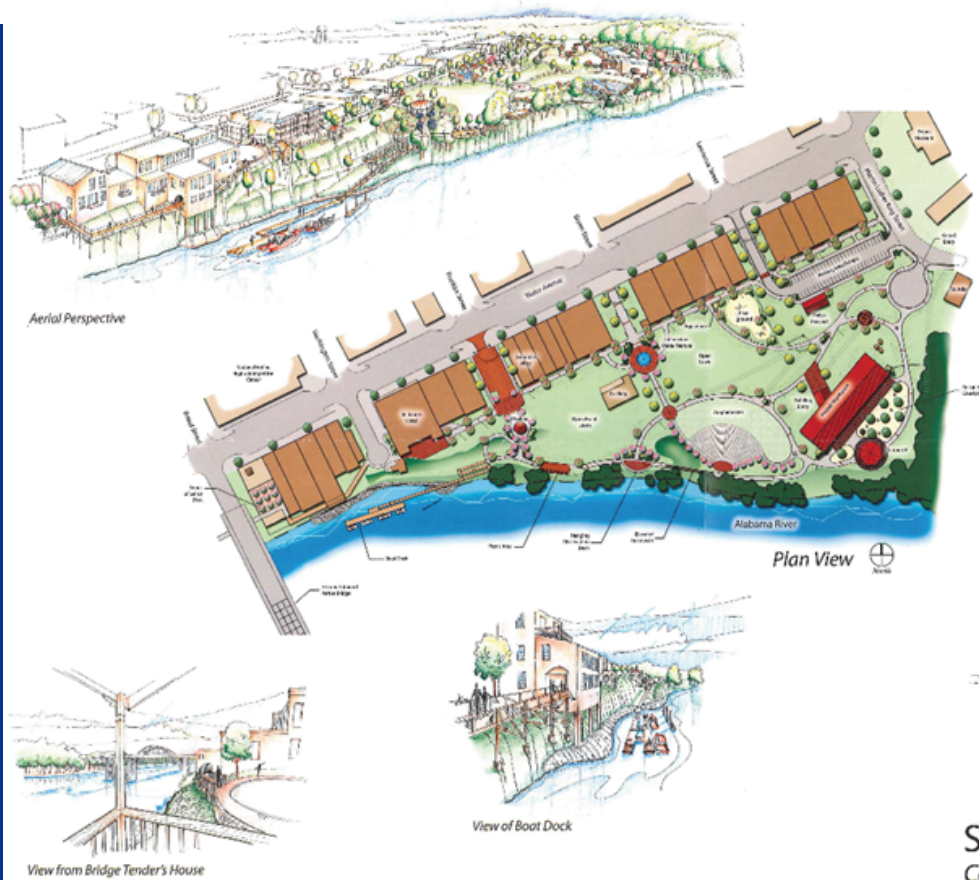
Riverfront Park is within the city's Water Avenue Historic District, a National Register and locally-designated historic district. Construction projects that constitute a "material change in appearance" to a historic property or a contributing property within a historic district are subject to review by the Selma Historic Development Commission. While the proposed plans do not constitute any changes to historic properties and would likely not require prior approval.

MONTH | ACTIONS

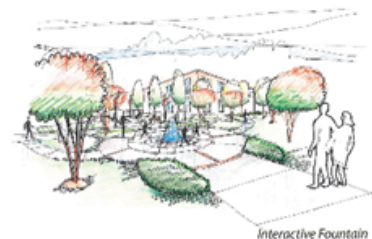
MARCH	Begin project. Host initial "summer series" planning meetings; Prepare purchase orders and invoices for materials; Prepare work schedules and divide responsibilities for City Departments (Planning and Development, Public Works, Parks and Recreation, Public Buildings).
APRIL	Event planning & vendor/group contacts. Contact interested vendors or organizations for "summer series" June 2022 events; Schedule calendar of events; If volunteers are needed for any events or project implementation, begin to solicit and collect information.
MAY	Events publicity & Reception Hall opening. Publicize the schedule of events for June. Host "soft opening" of the George Evans Reception Hall for community organizations in late May; If strong initial interest from the public and community organizations is expressed for the park and "summer series", can make call to expand events to July.
JUNE	Events execution & post-event data collection. Execute weekly and/or monthly events according to established plan; Prepare a short online or paper survey for event participants to complete after each event, gathering feedback about the park, improvement of space and facilities, and overall experience.
JULY	Events execution & post-event data collection. If events are continued to July, execute according to established plan; Continue to collect post-event surveys and feedback.
AUGUST	Analysis. Analyze the effectiveness of the grant project in achieving the defined project outcomes; Review post-event feedback; Identify strengths and weaknesses of the project; Prepare a short report summarizing the analysis results.
SEPTEMBER	End project. Close out grant and complete any remaining invoices to draw down grant funds; Submit required documentation and/or reports to T-Mobile grant coordinators.

IV. PROJECT SCHEDULE

V. CONCEPTUAL DESIGNS



Carousel and Bosquet Courtyard




Interactive Fountain

Selma Riverfront Park
Conceptual Masterplan



Included below are two conceptual designs of Riverfront Park completed in 2010. The designs are not scale representations of the park and do not represent the current appearance or layout of the park. However, they are useful guides for envisioning the potential activity zones and division of space within the park.

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