GETTING TACTICAL IN THE CREATIVE CAPITAL WITH POPUP PROVIDENCE

EMILY KISH, PRINCIPAL PLANNER
PROVIDENCE DEPARTMENT OF PLANNING + DEVELOPMENT

BONNIE NICKERSON, DIRECTOR OF LONG RANGE PLANNING
PROVIDENCE DEPARTMENT OF PLANNING + DEVELOPMENT
TACTICAL URBANISM
CONCEPT

PHYSICAL IMPROVEMENT OR ACTIVATION OF A PLACE TO ENHANCE ITS LIVABILITY:

PLACE-MAKING & RECLAIMING
TENANTS

• **DELIBERATE APPROACH TO** INSTIGATING CHANGE
• **OFFERING OF** LOCAL IDEAS FOR LOCAL PLANNING CHALLENGES
• **SHORT-TERM** COMMITMENT AND REALISTIC EXPECTATIONS
• **LOW-RISK/BUDGET** WITH A POSSIBLY A HIGH REWARD
• **DEVELOPMENT OF** SOCIAL CAPITAL BETWEEN CITIZENS, AND ORGANIZATIONAL CAPACITY BETWEEN PUBLIC, PRIVATE AND NON-PROFIT PARTNERS
ORIGINS

• **LARGE PUBLIC PROJECTS REQUIRE MONEY, TIME AND SUPPORT**
  SMALL, TEMPORARY AND INEXPENSIVE INTERVENTIONS CAN GAIN INTEREST INCREMENTALLY

• **COMMERCIAL + MUNICIPAL FINANCIAL RESOURCES ARE LIMITED**
  CREATIVE USE OF REDUCED BUDGETS

• **URBAN CULTURE HAS EVOLVED**
  GROWING CITIZEN ENGAGEMENT HAS LEVERAGED SOCIAL CAPITAL

• **ACCESS TO RESOURCES IS EXPANDING**
  AVAILABILITY OF ONLINE TOOLKITS AND GUIDES PROVIDES A PLATFORM FOR SHARED KNOWLEDGE AND TECHNIQUES
EXAMPLES
EXAMPLES
EXAMPLES
THE VISION
HOW WE GOT TACTICAL
IDEA

**INITIATE QUICK, TEMPORARY, SMALL-SCALE, INTERVENTIONS THROUGHOUT THE CITY’S 25 NEIGHBORHOODS**

- **EMPOWER RESIDENTS TO REINTERPRET THE CITY’S PUBLIC REALM, IMPROVE THE PERCEPTION OF PLACES AND INSTILL PRIDE IN NEIGHBORHOODS**

- **ESTABLISH A PLACE-MAKING TOOL THAT ENABLES CITIZENS TO TRANSFORM SPACES INTO INSPIRED URBAN RETREATS, ARTISTIC EXHIBITIONS AND CULTURAL ADVENTURES**

- **PROVIDE FINANCIAL SUPPORT + FACILITATE COORDINATION WITHIN A LIMITED TIMEFRAME**
PARTNERS

CITY OF PROVIDENCE DEPARTMENT OF PLANNING & DEVELOPMENT

PROVIDENCE REDEVELOPMENT AGENCY

SELECTION COMMITTEE

MANAGER

FUNDER

ADVISORS
FUNDING

OCTOBER 2013
$150,000

2013 $50,000
2014 $50,000
2015 $50,000
YEAR 1
THE DEMONSTRATION YEAR
EXPERIMENTATION

- Demonstrate by example with short time and money
- Considered projects that would have a positive impact on the community
- Considered areas in need of, and primed for, place-making
- Considered existing non-profits and organizations to support and champion interventions
BEFORE I DIE WALLS

PROJECT  CANDY CHANG-INSPIRED INSTALLATION

PARTNERS  BUILDING FUTURES; DOWNTOWN IMPROVEMENT DISTRICT; CORNISH ASSOCIATES

COST  $3,400

LOCATION  BURNSIDE PARK & GRANT’S BLOCK (DOWNTOWN PROVIDENCE)

DURATION  11/2013 – 1/2014
COMMUNITY MUSICWORKS

PROJECT  OPEN MUSIC STUDIO
PARTNER  COMMUNITY MUSICWORKS
COST  $10,000
LOCATION  WEST END AND SOUTH PROVIDENCE
OLNEYVILLE SQUARE ONE

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<thead>
<tr>
<th>Project</th>
<th>Community Branding</th>
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<tr>
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<td>Partner</td>
<td>Thayer Street District Management Authority</td>
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<td>Cost</td>
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<td>Location</td>
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<td>Duration</td>
<td>Seasonal (Indefinite)</td>
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REMIX DE MUCHACHOS

PROJECT  R-LINE-INSPIRED PUBLIC ART

PARTNERS  AS220; THE STEEL YARD

COST  $10,500

LOCATION  ELMWOOD

DURATION  INDEFINITE
<table>
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<th>PROJECTS</th>
<th>TAKE A SEAT; WALK PROVIDENCE</th>
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<tr>
<td>PARTNER</td>
<td>PLANNING &amp; DEVELOPMENT</td>
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<td>COST</td>
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<td>DURATION</td>
<td>4/2014 – 10/2014</td>
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PROCESS

1. **CREATED** PROGRAM GUIDELINES, PARKLET MANUAL & APPLICATION

2. **SOLICITED** PROPOSALS

3. **CONVENED** SELECTION COMMITTEE

4. **NOTIFIED** WINNERS
## SCHEDULE

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<tr>
<td>RFP Released</td>
<td>February</td>
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<tr>
<td>Proposal Deadline</td>
<td>March</td>
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<td>Selection Committee Deliberation</td>
<td>April</td>
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<td>PRA Board Approval</td>
<td>May</td>
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<td>Notification of Selected Projects</td>
<td>May</td>
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<td>Projects Commence</td>
<td>June/July</td>
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GUIDELINES - CATEGORIES

- **POPUP PLAYSPECE**: INDOOR/OUTDOOR ACTIVITY-BASED PROJECT
- **POPUP PARKLET**: ON-STREET PARKING SPACE AS PUBLIC SPACE
- **POPUP ART**: PUBLIC ART
- **POPUP SHOP**: REPURPOSED VACANT STOREFRONTS
- **POPUP AMENITY**: ENHANCEMENTS TO THE PUBLIC REALM
GUIDELINES - ELIGIBILITY

- **MEMBER OF THE PUBLIC**
  (INDIVIDUALS, ARTS GROUPS, NEIGHBORHOOD ASSOCIATIONS, INSTITUTIONS, COMMUNITY GROUPS/NON-PROFITS, ETC.)

- **18+ IN AGE**

- **CONSTRUCT + INSTALL PROJECT WITHIN 3 MONTHS**
GUIDELINES - RESPONSIBILITIES

• **CONSTRUCTION + INSTALLATION OF PROJECT**

• **MAINTENANCE OF PROJECT IN STATE OF GOOD REPAIR**

• **OPERATION OF PROJECT**

• **INSURANCE (GENERAL LIABILITY + WORKERS’ COMPENSATION)**
GUIDELINES - BUDGET

• **80% of total project costs covered by PRA**
  <<Not to exceed $10,000 per project>>

• **20% of total project costs covered by Applicant**

• **Option to team with a private business to assist with funding, programming, maintenance, etc.**
GUIDELINES - LIABILITY

• APPLICANTS ASSUME LIABILITY FOR THEMSELVES DURING PROJECT CONSTRUCTION

• LANDOWNER ASSUMES LIABILITY OF PROJECT ONCE INSTALLED
  → CITY ASSUMES LIABILITY IF WITHIN THE PUBLIC RIGHT-OF-WAY
  → PRIVATE OWNER ASSUMES LIABILITY IF ON PRIVATE PROPERTY

• MOA REQUIRED FOR PROJECTS INSTALLED ON PRIVATE PROPERTY NOT OWNED BY APPLICANT OR PARTNER ORGANIZATION
PARKLET MANUAL

• WHAT IS A PARKLET + WHAT CAN IT DO FOR MY COMMUNITY?

• WHO CAN SPONSOR A PARKLET?

• HOW DO I APPLY?

• WHAT ARE THE RESPONSIBILITIES OF A SUCCESSFUL APPLICANT?

• CAN A PARKLET BE FORCIBLY REMOVED?

• GENERAL STANDARDS (SITE, SIZE, DESIGN, INSTALLATION)
APPLICATION

POPUP CATEGORY

APPLICANT + PARTNER INFO

SITE (LOCATION + DIMENSIONS)

EXISTING ACTIVITY

PROPOSED ACTIVITY

LETTERS OF SUPPORT

COST ESTIMATE

DESIGN CONCEPT
SELECTION COMMITTEE

8 LOCAL COMMUNITY, ART + DESIGN REPRESENTATIVES:

RHODE ISLAND SCHOOL OF DESIGN
PARTNERSHIP FOR PROVIDENCE PARKS
LOCAL GALLERY
PROVIDENCE CHILDREN’S MUSEUM
PROVIDENCE REVOLVING LOAN FUND
PROVIDENCE DEPARTMENT OF ART, CULTURE + TOURISM
PROVIDENCE DEPARTMENT OF PLANNING + DEVELOPMENT
SELECTION CRITERIA

✓ **RELEVANCY** OF PROJECT TO SELECTED CATEGORIES

✓ **FAMILIARITY** WITH PROVIDENCE + NEIGHBORHOOD LOCATION

✓ **ABILITY TO COOPERATE** WITH SITE PROPERTY OWNER + CITY

✓ **ABILITY TO CONSTRUCT + INSTALL** WITHIN REQUIRED **TIMEFRAME**

✓ **QUALITY + APPROPRIATENESS** OF PROJECT CONCEPT

✓ **DURABILITY** OF PROPOSED MATERIALS

✓ **PROJECT RELATIONSHIP TO SITE + REFLECTION** OF NEIGHBORHOOD

✓ **ACTIVATE + ENHANCE** SITE
# SELECTION CRITERIA

1. **Does Not Adequately Meet Criteria**

2. **Adequately Meets Criteria**

3. **Very Successfully Meets Criteria**

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RESULTS

- 8 SELECTED
- $43K AWARDED
- 30 PROPOSALS
- 15 PARKS
- 11 N’HOODS
- 70 EMPLOYED
PVD PUTT PUTT

PLAYSPACE

KARA DZIOBEK

$4,640

WEST END

JULY - SEPTEMBER
ELMWOOD AVENUE AIR GALLERY

ART

ANNA SNYDER + TIM FERLAND

$7,640

ELMWOOD

SEPTEMBER - DECEMBER
NIGHTVISIONS

ART

AS220

$3,012

DOWNTOWN

JULY - SEPTEMBER
PROVIDENCE POLAROID PROJECT

SHOP

DEVAN DURANTE + BRANDON LANE

$3,250

DOWNTOWN

JULY - AUGUST
I AM PROVIDENCE PROJECT

Art

Joseph Skorupa

$4,800

Citywide

August - October
CORRUGATED COMMUNITY

PLAYSPACE / ART

NEW URBAN ARTS

$7,680

CITYWIDE

JULY - AUGUST

photos c/o jori ketten
J.T. OWENS PARK MURAL

**ART**

**URBAN POND PROCESSION + NEW URBAN ARTS**

$9,000

**RESERVOIR**

**AUGUST - INDEFINITE**
‘HERE I SEE...’ LEGO TABLE

PLAYSPACE
DOWNCITY DESIGN
$2,590
CITYWIDE
JUNE - AUGUST
SUCCESS

TEMPORARY COMMITMENT

LIMITED BUDGET

REALISTIC EXPECTATIONS

LOW RISK

EFFICIENT MOBILIZATION OF SOCIAL CAPITAL AND ORGANIZATIONAL CAPACITY BUILDING

OPPORTUNITY TO EXPLORE URBAN INTERVENTIONS WITHOUT SIGNIFICANT POLITICAL OR FINANCIAL SETBACKS

PHYSICAL INVESTMENT CAN REIGNITE PRIDE IN A COMMUNITY AND RESTORE CONFIDENCE IN THE CITY
2014 CITY LIVABILITY AWARD

THE UNITED STATES CONFERENCE OF MAYORS OUTSTANDING ACHIEVEMENT AWARD
LESSONS LEARNED

1. COORDINATE INTERNALLY
2. SEEK APPROPRIATE APPROVALS
3. CONSIDER PROJECT MAINTENANCE
4. MAINTAIN TRANSPARENCY
5. ENGAGE OUTSIDE PERSPECTIVES
6. COLLABORATE WITH OTHER, LIKE-MINDED GROUPS
7. CONFIRM APPLICANT’S ABILITY TO EXECUTE PROJECT
CONTACT

HTTP://WWW.PROVIDENCERI.COM/PLANNING/POPUP-PROVIDENCE

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