

# Prospect North Innovation District – Placemaking Curator/Coordinator RFP

## Summary

The Prospect North Partnership (PNP) seeks a Placemaking Curator/Coordinator to design, implement, and oversee a series of pop-up/pilot initiatives (“tactical urbanism” initiatives) to engage the community and create an identity for the new Prospect North Innovation District - located along the Green Line LRT in Minneapolis between the TCF Bank Stadium on the west, Hubbard Broadcasting on the east, University Avenue on the south, and the railroad yards on the north.

The Tactical Urbanism initiatives should be informed by community vision for future development of the area, and should be innovative and imaginative. PNP sees these initiatives as a means of generating community enthusiasm, engagement, and feedback around visions for long-term permanent development of the area. In addition, PNP sees these initiatives as a vehicle for publicizing the long-term vision for the area.

These initiatives are a way of testing various opportunities and possibilities for district development, particularly along “Green 4<sup>th</sup>.” The initiatives should be capable of evolving over weeks, months, and even years in response to community reactions and interactions. Long-term permanent development of the district will be informed by the tactical urbanism initiatives implemented under this RFP.

## Vision and Background

The District will be an inspired assemblage of spaces and places informed by the research, discovery and applied science of the University; a living laboratory where residents, employees and businesses, researchers, artists, and students of all ages come together in a catalytic environment to create, learn, work, conduct business and live. Prospect North will be a community of equity and opportunity attracting residents across a broad range of lifestyles, abilities and resources,

PNP, a private/public partnership, was formed in June 2013 to help guide development of the District and help it become an equitable economic model of innovation, urban growth, healthy living, resiliency and restoration. PNP’s goal is to integrate new century district-wide infrastructure with great people places and spaces, leveraging resources to catalyze extraordinary development potential that would not happen without intentional and coordinated private/public intervention.

Part of the vision for Prospect North is “Green 4<sup>th</sup>,” with a preliminary focus on 4<sup>th</sup> Street SE between Malcolm and 29<sup>th</sup>Ave SE. PNP hopes to turn this stretch of 4<sup>th</sup> Street into a District main street. PNP envisions a street that showcases urban greening best practices and is accessible to pedestrians and cyclists and welcoming for people seeking outdoor gathering spaces.

PNP counts the following groups among its community stakeholders: (1) current residents, business owners, workers; (2) university students and staff; and (3) others who may choose to live in Prospect North in the future (e.g., those riding Light Rail through the District) and / or others who may be interested if they are aware of the possibilities.

An information session will be held at the Prospect Park 2020 office (2950 University Ave SE) on June 10<sup>th</sup> 9:00am – 10:30am. If you cannot make the session, please contact Dick Gilyard (email: [rgilyard.architect@earthlink.net](mailto:rgilyard.architect@earthlink.net)) for more information about the overall vision of the project.

## Project Proposal

PNP seeks a curator/coordinator who will implement imaginative low cost pop-up/pilot projects to test implementation of long-term visions for the District. Initial implementation of a visible aspect of the project near the 29<sup>th</sup> Ave end of Green 4<sup>th</sup> would occur soon after the opening of the Green Line LRT.

- (1) Please propose a first set of initiatives – physical elements, events, or both – for Green 4<sup>th</sup>, and describe how these initiatives (a) test long term visions/uses/policies of and for the area, and (b) builds District identity.
- (2) Describe how you will attract those from within and outside the current community to the District.
- (3) Describe how you will engage the Prospect North Partnership and Prospect Park community members, and how those partners and community members will inform evolution of each phase of pop-up/pilot initiatives.
- (4) Explain how PNP can learn who is using the space, how they are using it, and why, and what changes or alterations need to be made to short or long term plans.

- (5) Describe how you see short-term initiatives transforming into permanent infrastructure improvements or policies.
- (6) Please describe your relevant experience.
- (7) Please provide a broad budget for the project with estimated cost for curating/ordinating, and for event/material costs. This does not need to be a detailed budget at this point, but rather an estimated range.

PNP will accept questions and provide additional information until June 13th. All questions, answers, and additional information will be emailed to all potential applicants so that all applicants have access to the same information.

Specifically, the Coordinator will develop and implement plans to support key tests and learning desired by the PNP as outlined in the table below:

Focus Area	Challenge	Testing / Learning Opportunity
<b>District Identity</b>	Limited awareness of the vision for the District	Build the identity through action -- generate buzz about this as 'the place where cool, healthy, innovative things happen' Engage the community in the process of the building the Innovation District
<b>Community Engagement / Public Realm &amp; Programming</b>	Desire to engage a more diverse community in a meaningful way; don't know who future users of the space will be	Start to test and learn which programs attract which people and for what reasons Create spaces and events for innovation to happen and enable community members to test their own ideas and contribute to the innovation culture Reveal potential future champions for the District Crowdsource ideas using social media, website etc. -- work towards building a whole temporary District
<b>District Systems / Infrastructure</b>	In some cases, unclear how innovative infrastructure will perform	Test systems on a small scale (e.g. 1 slab new pavement) Generate public and private support for innovation (e.g. temporary systems for human powered energy)
<b>Research &amp; Innovation</b>	Clear metrics and outcomes are critical to advancing goals of innovation and knowledge share	Partner with students and faculty at the U of MN to document the process and share learning -- great playground for students and faculty to do pilot work that could lead to federally funded grants and implement and test innovative ideas
<b>District Management</b>	Unknown how financing, governance and management will occur -- particularly for Public Realm / Programming	Begin testing District Management approach now -- initiate a rudimentary form of District services by funding District placemaking

### Project requirements and project objectives

1. Plan short-term and long-term events -- start with Light Rail opening and build out what a 12-month plan could look like
2. Implement events (project planning, marketing, etc.)
3. Create semi-permanent infrastructure for events
  - a. Leverage Cornerstone site as a home base for events
  - b. Build pergola / shade, fire-pit, seating, electricity, porta-potties
4. Establish partnerships / Coordinate & leverage existing events (schedule follows)
5. Ensure learning & knowledge share across events
6. Work with the City to create easy permitting process for Pilot phase events

## 7. Marketing / Promotion

- a. Create a website to engage the community and share ideas (e.g. [www.tacticalurbanismhere.com/denver](http://www.tacticalurbanismhere.com/denver))
- b. Leverage partnerships to market events (Textile center; The Cornerstone Group; LISC; Prospect Park 2020 Arts and Culture Committee; Prospect Park Neighborhood Groups; Pratt School; University of Minnesota; PNP; etc.)
- c. Engage students and the community through social media (possibly work with College of Design students to take this on)

### **Milestones and deadlines**

We are interested in a plan and budget to build a District Identity and engage the community starting in early July through December 2014 initially (6-month initial plan). Proposals should suggest ways to leverage existing key events and activities on a regular basis (e.g. TCF bank home football games, events around the light rail such as Rail-Volution, September 20<sup>th</sup> C4 event, and other community events), with a mix of temporary and/or (semi)permanent events and structures.

#### Key Events:

Gopher Football Games: 8/28, 9/6, 9/20, 10/11, 10/18, 11/8, 11/15

Viking Football Games: 8/8, 8/16, 9/14, 9/28, 10/12, 11/2, 11/23, 11/30, 12/7, 12/28

LISC "C4ward" Arts Events: 7/26 Little Mekong (Western station), 8/9 Rondo (Victoria), 8/23 Little Africa (Snelling), 9/6 Creative Enterprise Zone (Raymond), 9/20 Prospect Park, 10/4 West bank

There are a number of other events that will occur that can be leveraged during this time – for details on these events, please contact us.

### **Additional information**

Please provide examples of prior relevant engagements, including measurable outcomes and references.

### **Contact information and deadline for submissions**

Please submit your response by no later than **June 17<sup>th</sup>** to:

Aubrey Austin, ULI MN

Phone: 612.338.1332

Email: [Aubrey.austin@uli.org](mailto:Aubrey.austin@uli.org)