



GETTING TACTICAL IN THE CREATIVE CAPITAL WITH POPUP PROVIDENCE

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POPUP PROVIDENCE

GETTING TACTICAL IN THE CREATIVE CAPITAL

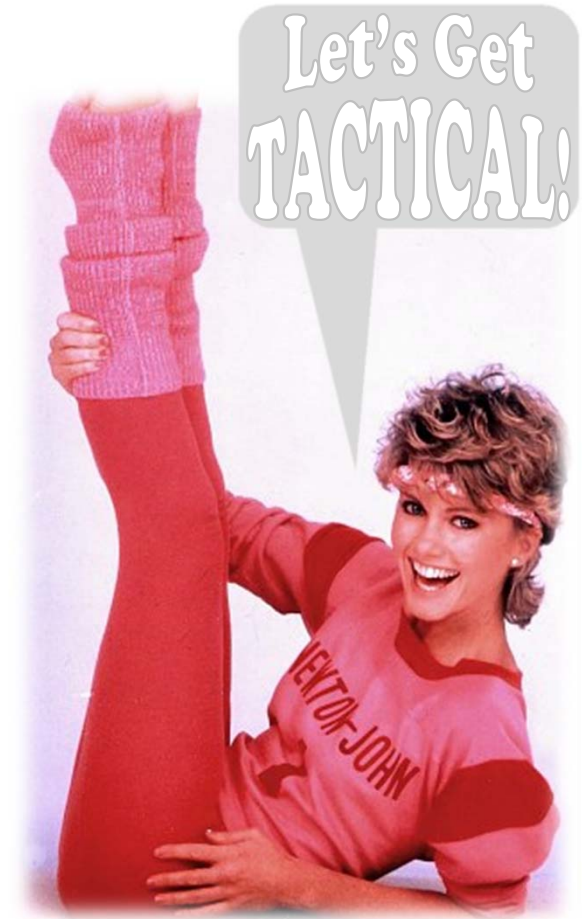
TACTICAL URBANISM

101

CONCEPT

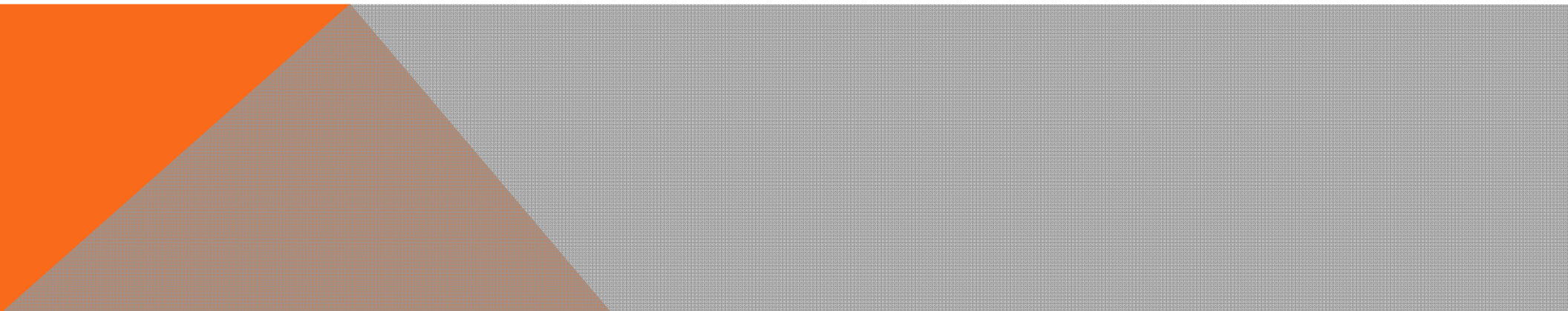
PHYSICAL IMPROVEMENT OR
ACTIVATION OF A PLACE TO
ENHANCE ITS LIVABILITY :

PLACE-MAKING & RECLAIMING



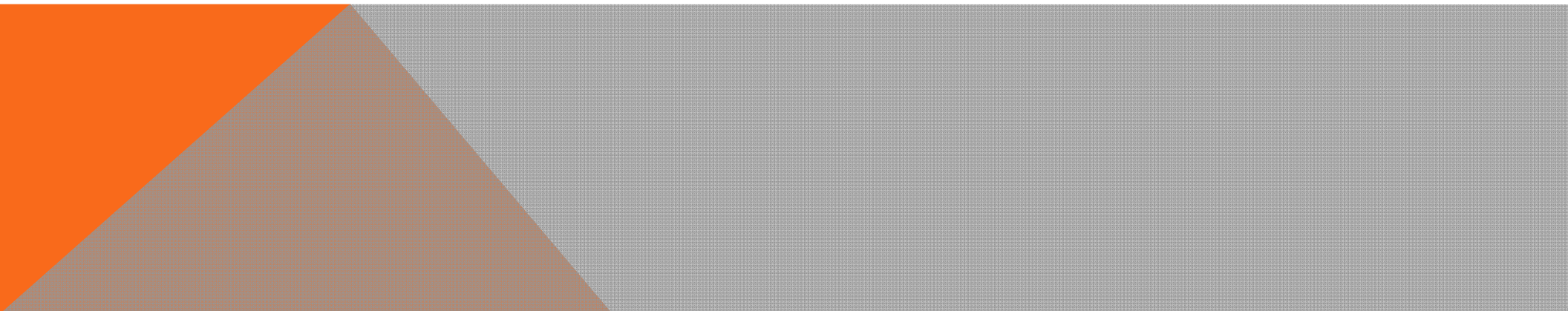
TENANTS

- 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

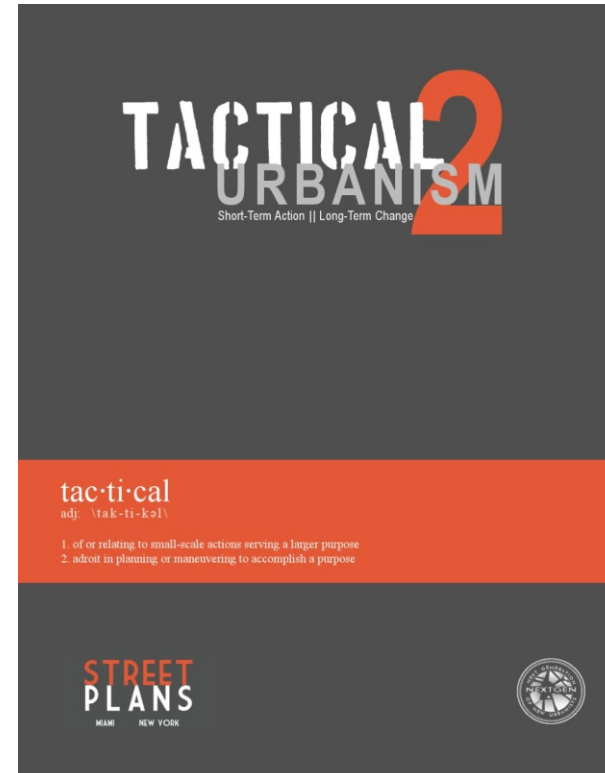
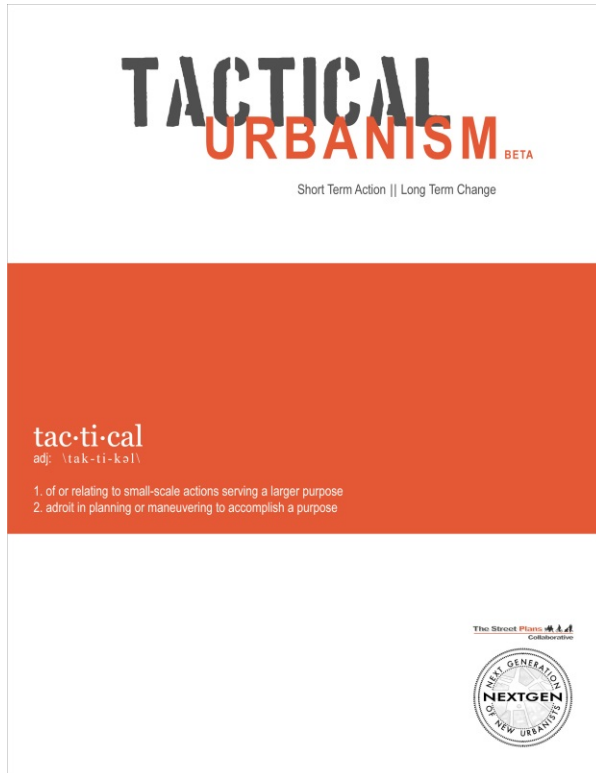


ORIGINS

- **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



RESOURCES



EXAMPLES



EXAMPLES



EXAMPLES





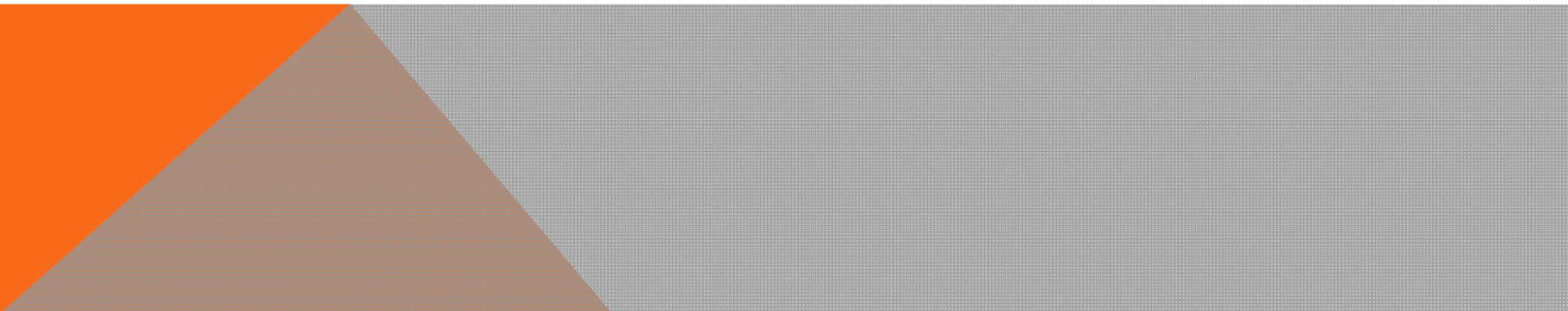
THE VISION

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



MANAGER

PROVIDENCE
REDEVELOPMENT
AGENCY



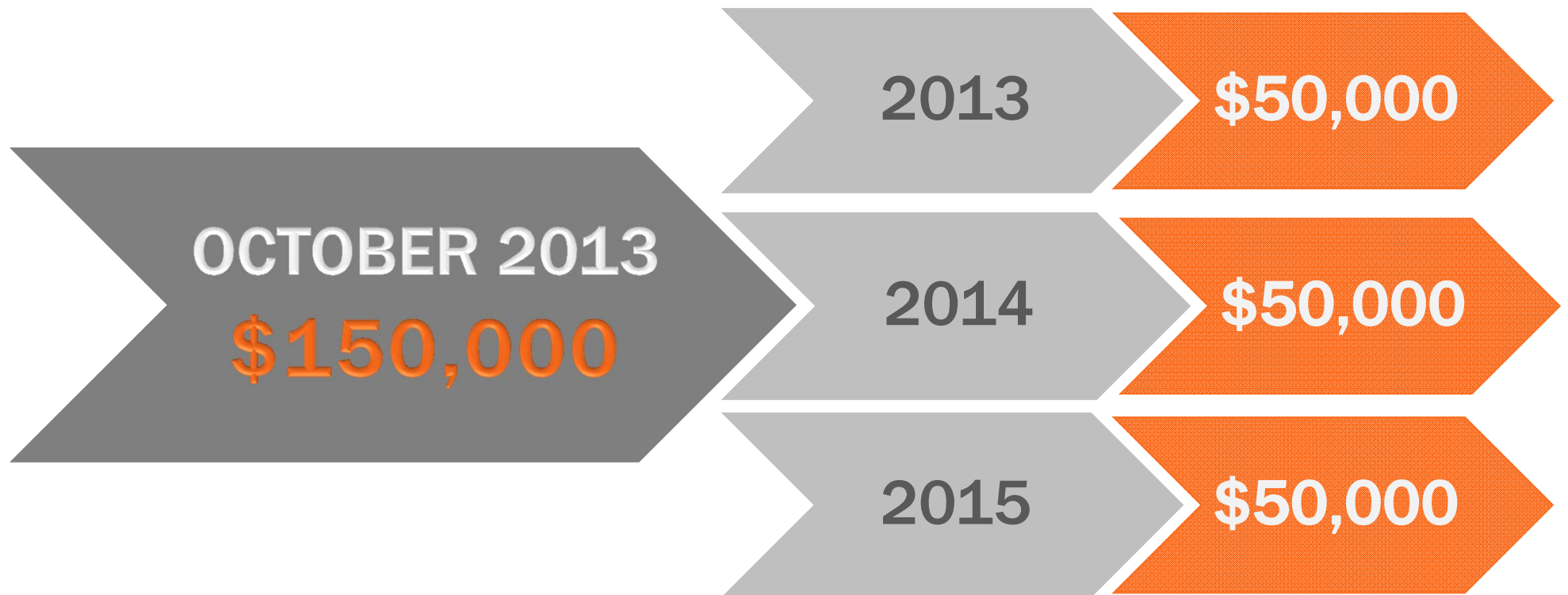
FUNDER

SELECTION COMMITTEE



ADVISORS

FUNDING



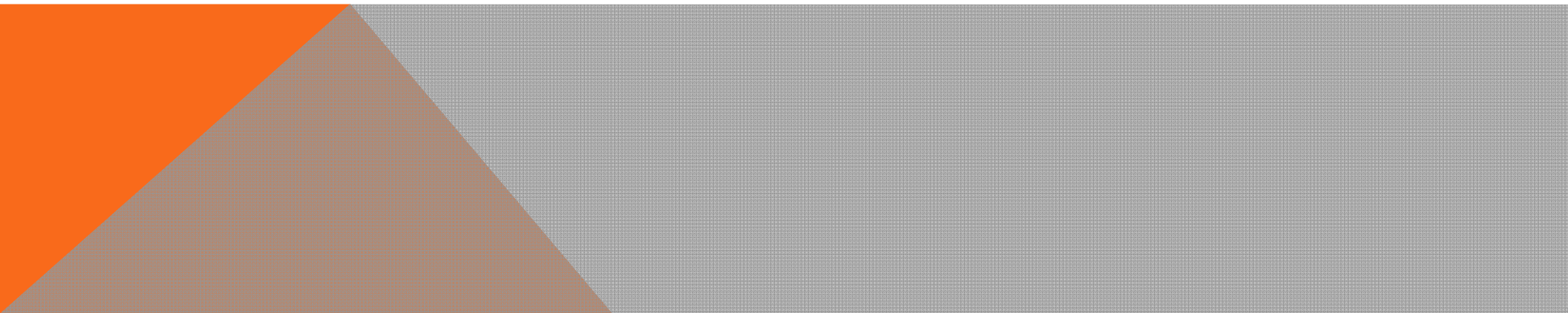


YEAR 1

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

DURATION 3/2014 - 9/2014



OLNEYVILLE SQUARE ONE

PROJECT COMMUNITY BRANDING
CONSTRUCTION BANNERS

PARTNER OLNEYVILLE HOUSING
CORPORATION

COST \$6,500

LOCATION OLNEYVILLE

DURATION 10/2013 - INDEFINITE



THAYER STREET PARKLET

PROJECT PARKLET

PARTNER THAYER STREET DISTRICT
MANAGEMENT AUTHORITY

COST \$10,000

LOCATION COLLEGE HILL

DURATION SEASONAL (INDEFINITE)



REMIX DE MUCHACHOS

PROJECT R-LINE-INSPIRED PUBLIC ART

PARTNERS AS220; THE STEEL YARD

COST \$10,500

LOCATION ELMWOOD

DURATION INDEFINITE



DPD PROJECTS

PROJECTS TAKE A SEAT; WALK
PROVIDENCE

PARTNER PLANNING & DEVELOPMENT

COST \$2,000

LOCATION CITYWIDE

DURATION 4/2014 - 10/2014



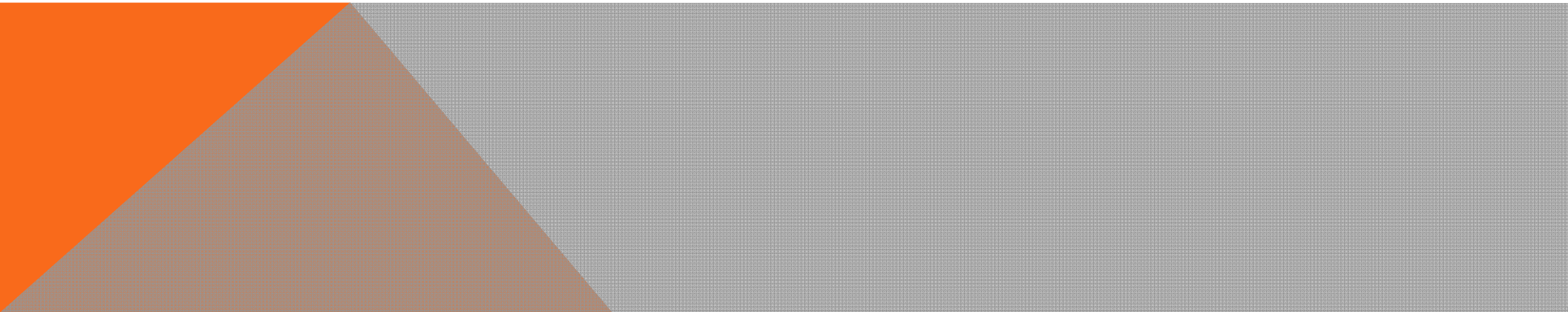


YEAR 2

THE PUBLIC YEAR

PROCESS

1. **CREATED** PROGRAM GUIDELINES, PARKLET MANUAL & APPLICATION
2. **SOLICITED** PROPOSALS
3. **CONVENED** SELECTION COMMITTEE
4. **NOTIFIED** WINNERS



SCHEDULE

RFP RELEASED

FEBRUARY

PROPOSAL DEADLINE

MARCH

SELECTION COMMITTEE DELIBERATION

APRIL

PRA BOARD APPROVAL

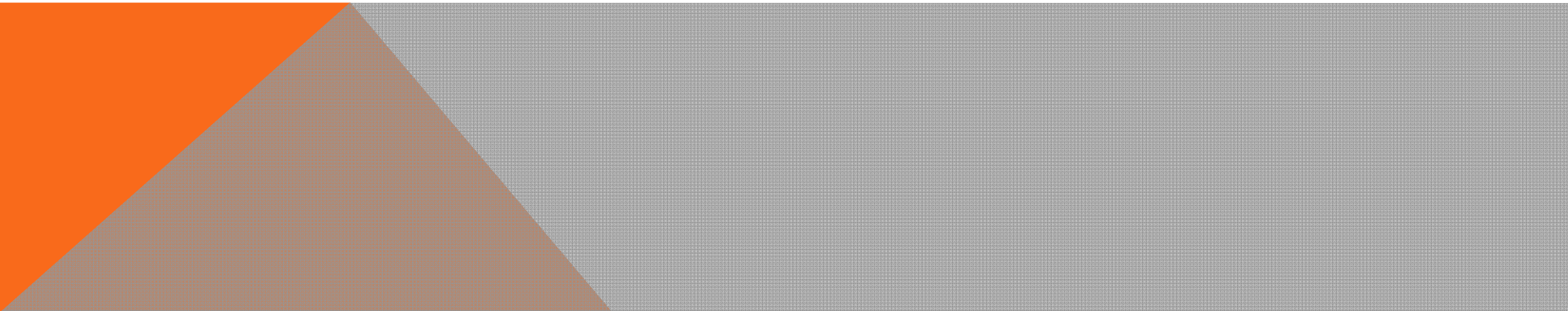
MAY

NOTIFICATION OF SELECTED PROJECTS

MAY

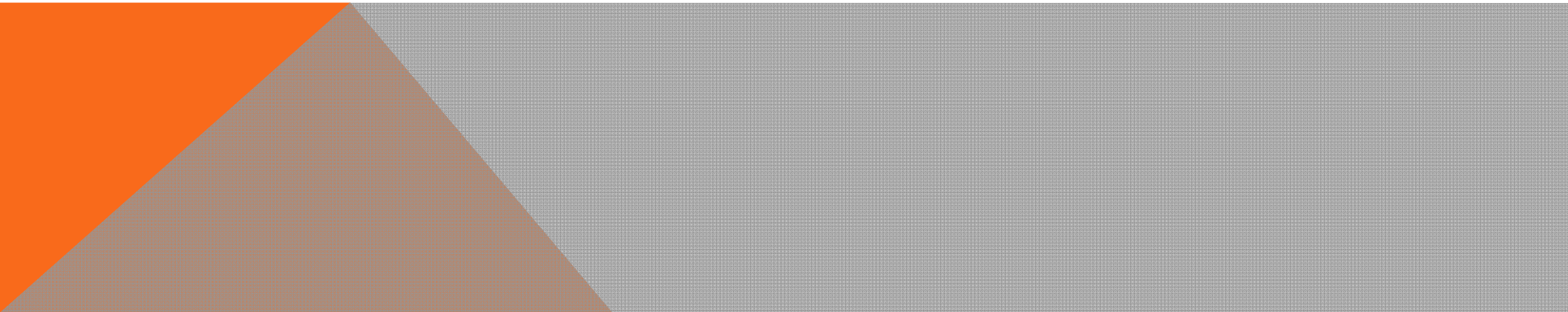
PROJECTS COMMENCE

JUNE/JULY



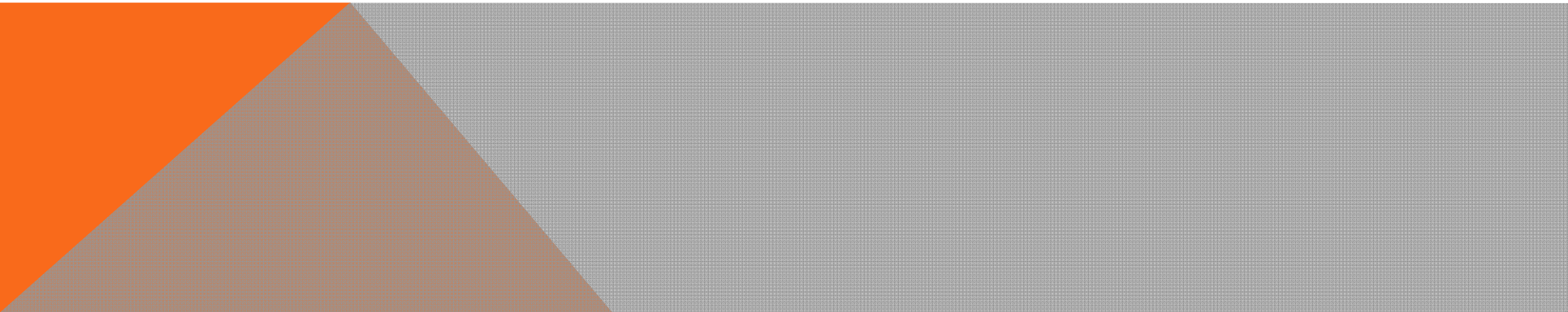
GUIDELINES - CATEGORIES

- **POPUP PLAYSPACE:** 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



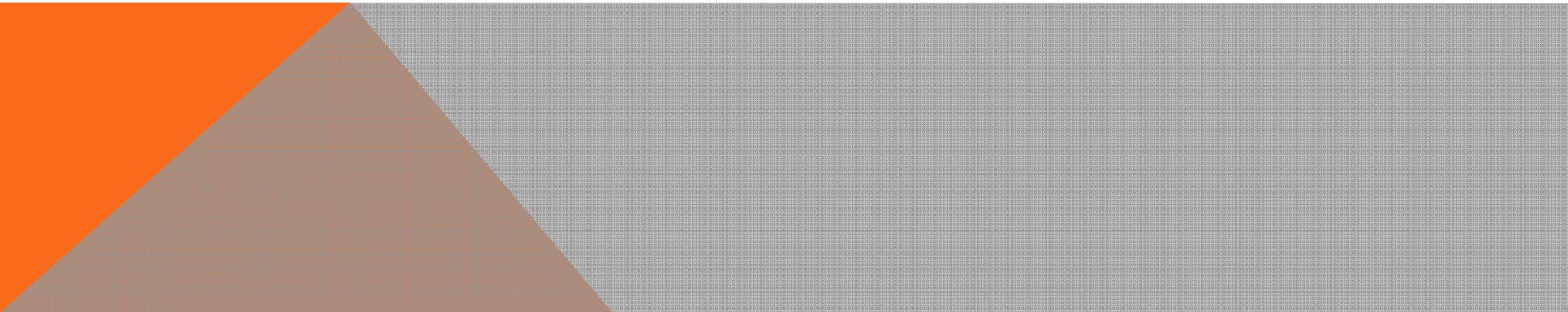
GUIDELINES - ELIGIBILITY

- **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)

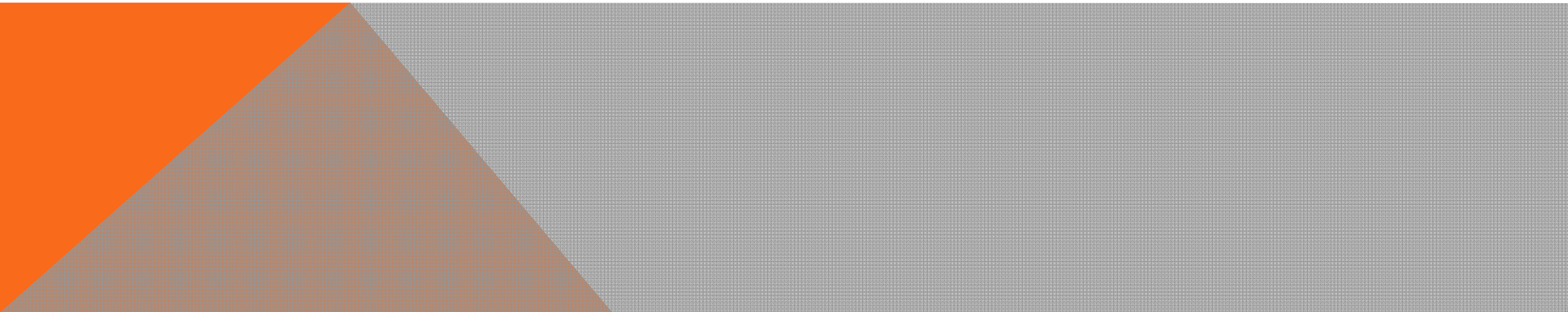


GUIDELINES - BUDGET

- **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.

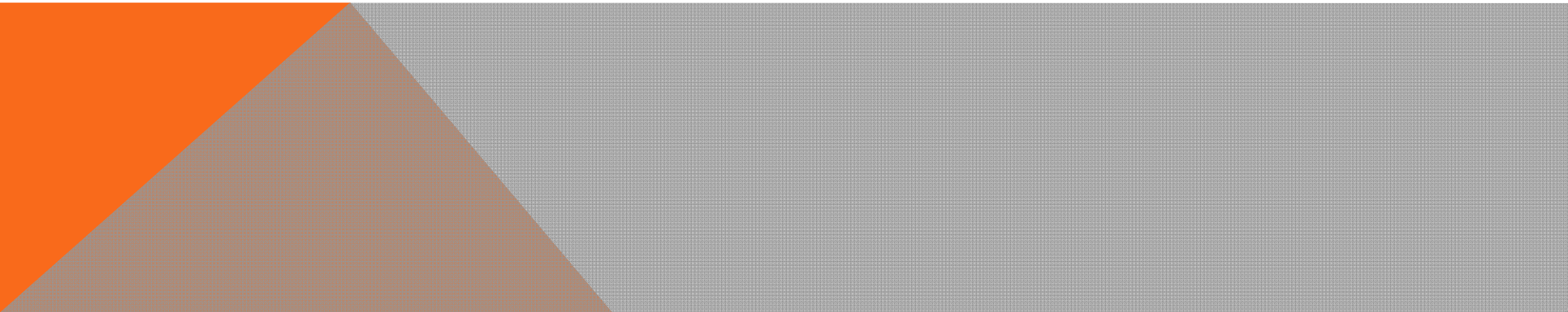
GUIDELINES - LIABILITY

- 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

POPUK CATEGORY

APPLICANT + PARTNER INFO

SITE (LOCATION + DIMENSIONS)

EXISTING ACTIVITY

PROPOSED ACTIVITY

LETTERS OF SUPPORT

COST ESTIMATE

DESIGN CONCEPT

PopUp Providence APPLICATION



TYPE OF INSTALLATION (SELECT ONE):

- ☐ PopUp Playspace ☐ PopUp Art ☐ PopUp Amenity
☐ PopUp Parklet ☐ PopUp Shop

APPLICANT INFORMATION

Individual or Group _____ Contact _____
Address _____
Email _____ Phone _____
Partner Organization (if applicable) _____ Contact _____
Address _____
Email _____ Phone _____

SITE

Location (neighborhood, address) _____
Dimensions / Area (W x L x H / SF) _____

EXISTING ACTIVITY / PROGRAMMING

Please describe the existing conditions of the proposed installation location, as well as any current activity or program that occurs within public space at, or adjacent to, the proposed location.

PROPOSED INSTALLATION

Please describe the proposed installation.

LETTERS OF SUPPORT

Please attach letters of support from the partner organization (if applicable), the property owner and the business owner, if different from property owner (if applicable).

COST ESTIMATE

Please attach a proposed cost estimate for your installation, including labor, materials, maintenance and operations (if needed). PRA will provide up to 80% of project costs, not to exceed \$10,000.

DESIGN

Please attach a graphic of your design concept, including dimensions. Please also include a map identifying the proposed location, and existing conditions photos of the site.

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

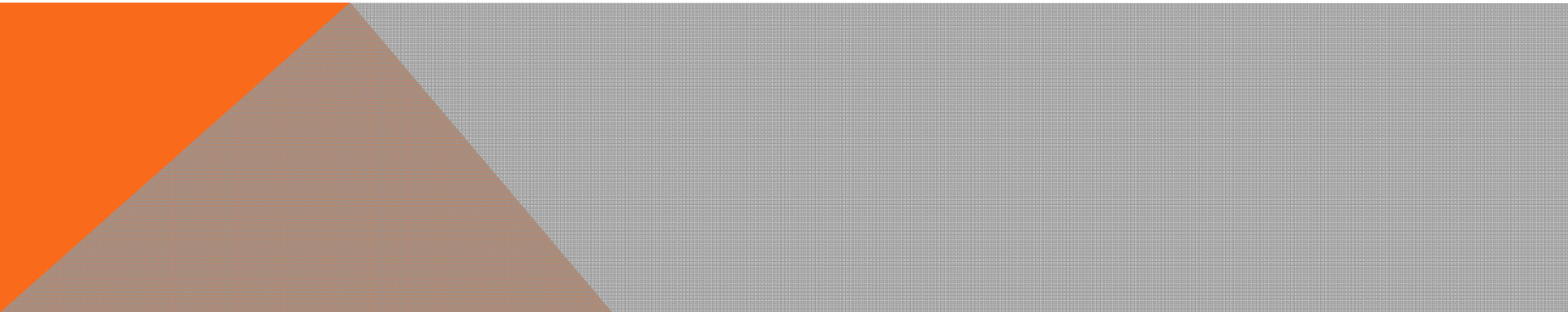
PROVIDENCE DEPARTMENT OF ART, CULTURE + TOURISM

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

SCORING: (1 - does not adequately meet criteria) (2 - adequately meets criteria) (3 - very successfully meets criteria)								
Category	Relevancy	Familiarity	Cooperation	Timeliness	Quality	Durability	Relationship	TOTAL
Art								
Art								
Art								
Art								
Art								
Art								
Art								
Art								
Playspace								
Shop								
Art								
Playspace								
Amenity								
Shop								
Art								
Art								
Art								
Playspace								
Art								
Art								
Amenity								
Art								
Art								
Art								
Playspace								
Art								
Art								
Playspace								

RESULTS



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



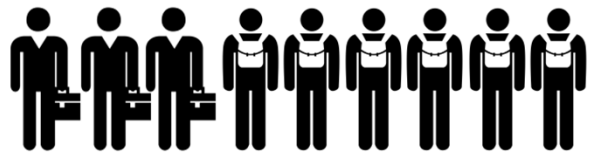
\$7,680



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





TAKEAWAYS

& LESSONS LEARNED

SUCCESS

EFFICIENT MOBILIZATION OF SOCIAL
CAPITAL AND ORGANIZATIONAL CAPACITY
BUILDING

TEMPORARY COMMITMENT

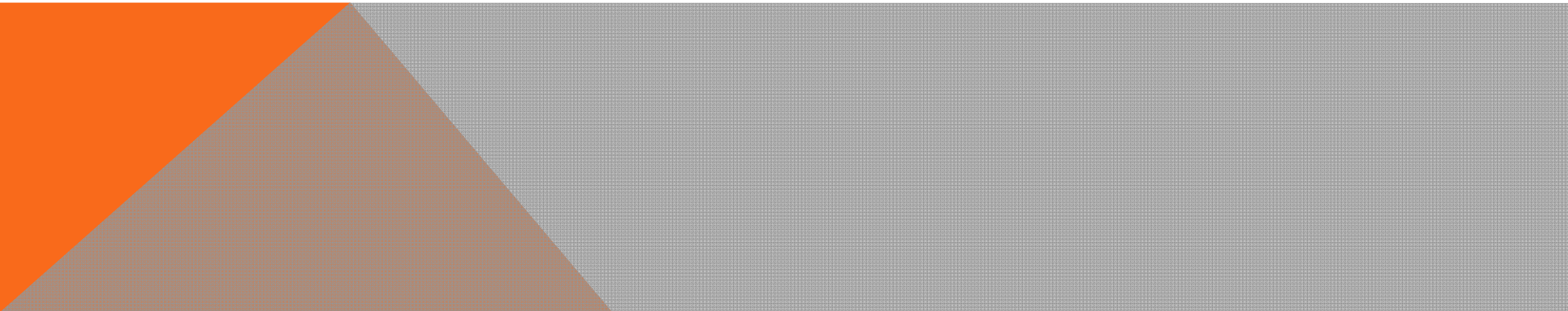
LIMITED BUDGET

OPPORTUNITY TO EXPLORE URBAN
INTERVENTIONS WITHOUT SIGNIFICANT
POLITICAL OR FINANCIAL SETBACKS

REALISTIC EXPECTATIONS

LOW RISK

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



2014 CITY LIVABILITY AWARD

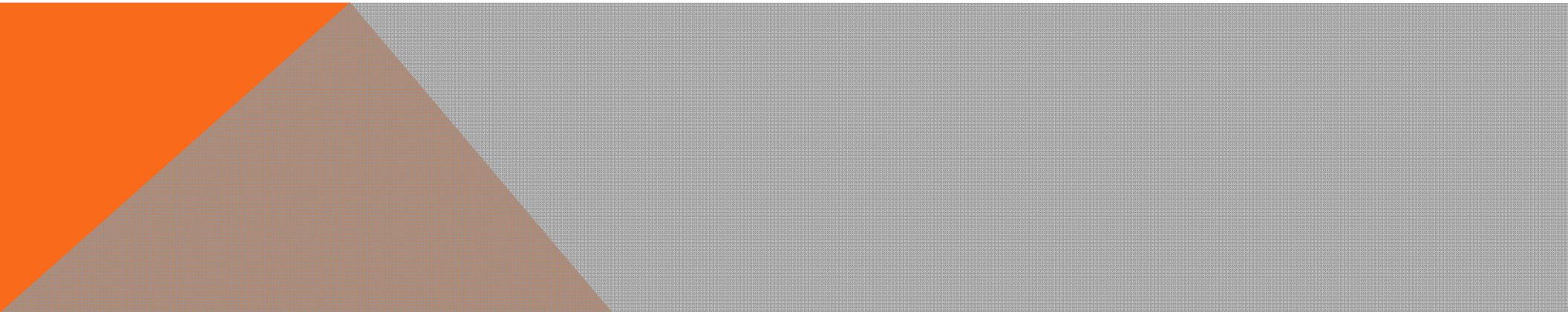


THE UNITED STATES
CONFERENCE OF MAYORS
OUTSTANDING
ACHIEVEMENT AWARD



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](http://www.providenceri.com/planning/popup-providence)

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