

## PUBLIC REALM INNOVATION

### TOPICS AND PANELISTS

**Jump to: Transforming Project Delivery in the American City**  
Mike Lydon, *Street Plans*

**Jump to: Friendly Front Yards**  
Max Musicant, *The Musicant Group*

**Jump to: Public Art Possibilities**  
Theresa Sweetland, *Forecast Public Art*

## TRANSFORMING PROJECT DELIVERY IN THE AMERICAN CITY

Mike Lydon, Principal, *Street Plans*

### PRESENTATION

#### WHO IS STREET PLANS?

- **Planning, design and research-advocacy firm.** Much of their work is on transportation, cycling, and pedestrian planning and design as well as urban and architectural design.
- Research, public outreach and advocacy have become increasingly important in recent years.
- “Tactical Urbanism” is their project delivery methodology for bringing transformative change to the public realm.

#### WHAT IS TACTICAL URBANISM?

- **A city, organizational, and/or citizen-led** approach to neighborhood building using short-term, low-cost, and scalable projects intended to catalyze long-term change.
- **Build, measure, learn and repeat:** Adapted from a model proposed in *The Lean Startup* for technology/software startups.
- It puts the *making* in placemaking. Tactical Urbanism blends top-down and bottom-up planning to create a more creative and iterative process for delivering civic improvements.
- Focuses on small-scale actions that serve a larger purpose and thinking long-term while focusing on what can be done tomorrow.

#### EXAMPLES OF TACTICAL URBANISM IN ACTION

##### Biscayne Blvd in Miami

- Long-standing idea to transform parking lots into additional park space and improve the pedestrian experience.
- Street Plans created a “rendering in real-time” with a temporary installation of park space and programmed activities.
- Short-term test provided data that led to a longer but still temporary installation called “**Biscayne Green.**”
- With 20K visitors in 23 days, the temporary Biscayne Green helped build political will and support for permanence.

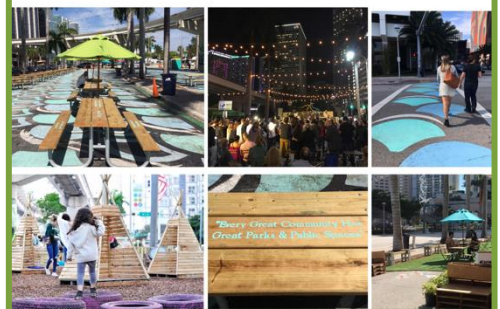
##### Memphis, Tennessee

- Memphis is more depopulated than Detroit and the scope of its challenges has made the city more willing to try new things, such as temporary painting of bike lanes which help revitalize the Broad Ave. Arts District.
- **Bootstrap City:** ULI Memphis event that focused on making Memphis more agile in its project delivery and encouraging more citizen participation.
- **MEMFix:** City of Memphis program encouraging “small, low risk, community-driven improvements” that can add up to larger, long-term change. Includes temporary bike lanes, painted curb bumpouts, and other low-cost improvements.
- **Tennessee Brewery Untapped:** An historic brewery that developers could not make pencil-out for a full rehab. Through \$35K and community

#### Why Tactical Urbanism?

- ✓ Encourages people to work together in new ways, strengthening relationships between residents, local organizations, businesses, and government agencies.
- ✓ Allows people to physically experience a different reality – A low-risk way to re-imagine how streets and public spaces could be used.
- ✓ Widens public engagement – Take ideas from paper to pavement, and gather feedback from the real-world users of streets and other public spaces.
- ✓ Tests aspects of a policy, program, plan or project by collecting data and learning what works (and what doesn't) before making large political / financial investments.
- ✓ Delivers benefits faster by expediting project implementation.

#### Biscayne Green: 23 Days / 20,000+ People



#### Project Impact

- 50% increase in retail rates
- 29 properties renovated or rebuilt
- 25 new businesses
- 6 new public art projects
- 1 Street redesign + rebuild

BROAD AVE. ART DISTRICT SEES SURGE  
IN BUSINESS SINCE REVITALIZATION

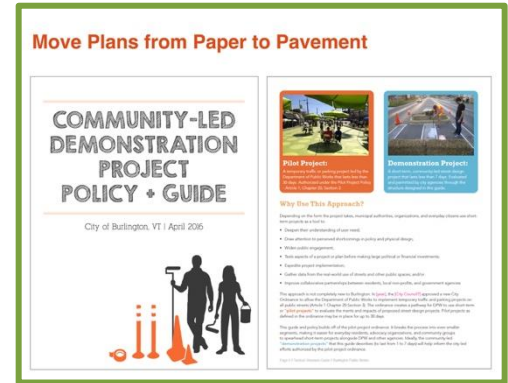
BROADER  
HORIZONS



“sweat equity,” the first floor was rehabbed leading to \$265K in beer sales at a temporary, 5-week beer garden. This demonstration triggered a \$25M investment to renovate the rest.

### Burlington, VT

- **Peggy O’Neill:** Resident who wanted to do a one-day bike lane as a demonstration. The City supported the idea theoretically, but its own policies prevent it from allowing her idea to proceed.
- Street Plans helped the City develop a policy to enable citizen-led, temporary projects that protect against liability concerns while encouraging civic engagement.
- In keeping with their model, they tested the policy through a temporary demonstration of a proposed street redesign, collecting feedback from citizens and using the drafted guidelines and liability release document.



### RETOOLING THE URBAN PROJECT DELIVERY PROCESS, ONE CITY AT A TIME

- Most cities build public realm improvements all at once to a totally finished state through long-term capital planning.
- This is the most expensive way to do projects and forgoes the opportunity to collect feedback and iterate.
- Street Plans is advocating for processes that allow for more phases, from a demonstration phase that lasts a single day to a month, a pilot phase that lasts up to a year, an interim design that lasts as long as five years, and culminating with a permanent implementation when appropriate.
- Their work is increasingly focused on getting more cities to adopt an iterative process and creating policies that make this type of project delivery possible.



### FRIENDLY FRONT YARDS

**Max Musicant, Principal, The Musicant Group**

#### PRESENTATION

#### MAX’S APARTMENT

- Despite running a placemaking and community-building business, Max realized he did not know any of his neighbors until a fire alarm forced them all onto the street at the same time.
- He decided to change that by buying “two ugly chairs” and putting a sign on them that said, “please sit here, courtesy of your neighbors” out in front of his apartment building.
- This changed the sidewalk from just a walkway into a place, and soon he met and got to know more than half of the neighbors in his building.
- He used this experience to develop a model that could be used to cheaply and quickly improve the front of places that “should never hire a placemaking consultant” (e.g. single-family homes, small offices, small apartment buildings).

#### FRIENDLY FRONTS IS A DISTILLATION OF THE MUSICANT GROUP’S PLACEMAKING MODEL

- The Musicant Group’s placemaking work activates spaces for clients in commercial real estate, institutions like universities, nonprofit organizations, and public agencies.
- Friendly Fronts is a user-focused toolkit based on the way they deliver work to their clients, scaled down to a format that can be easily implemented at the individual level.
- It has been “tried, tested and proven” with a pilot of 22 single-family homes in Frogtown and Hamline-Midway in Saint Paul and scaled for multifamily as well through a partnership with the Whittier Alliance, Blaisdell Housing and CommonBond communities.



#### WHY SHOULD WE ACTIVATE FRONT YARDS?

- Front yards are our most common underutilized spaces in our communities.
- Activating front yards can build cohesion and social capital among neighbors in an era of divisiveness and isolation.
- Data collection has demonstrated it works: participants report meeting new neighbors (5.4 on average), an increase in how often they bike and walk (43% more), feeling safer (38-43%) and among renters a greater desire to remain in their apartments long-term.

- It can reduce social isolation among vulnerable groups such as new American communities and seniors.

## AVAILABLE TOOLS

- Friendly Fronts toolkit: <http://www.friendlyfronts.com> (free)
- To expand impact, the Musicant Group offers workshops, trainings, community organizing, event planning and execution, and data collection and evaluation.

## PUBLIC ART POSSIBILITIES

Theresa Sweetland, Executive Director, Forecast Public Art

### PRESENTATION

#### ABOUT FORECAST PUBLIC ART

- Saint Paul based nonprofit in its 40<sup>th</sup> year.
- Publishes *Public Art Review*, a magazine about public art.
- Gives grants directly to public artists.
- Provides consulting and creative services including: commissioning public art for both public and private entities, curation, public art master planning, community engagement, and arts and culture mapping.

#### WHAT IS PUBLIC ART?

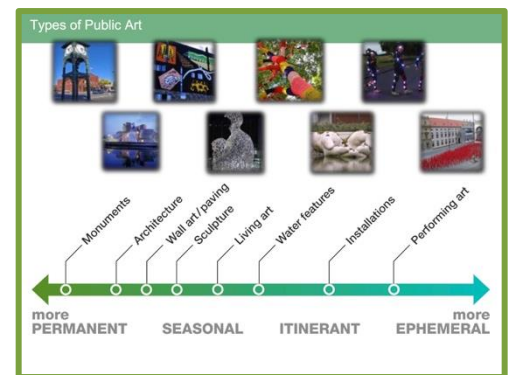
- Works of arts and creative activities that are free and accessible to the public, including visual art, dance, festivals, music, theatre, literature, and photography.
- “If your city displays fireworks on the 4<sup>th</sup> of July, you have a public art program.”
- Public art encompasses a wide range of formats, media and activities.
- Some examples include folk art; monuments (e.g. St. Louis arch); temporary installations; murals; lighting on infrastructure (e.g. I-35W bridge lights); functional structures like seating, paving and ground cover; performance festivals; and community engagement.

#### WHY DOES PUBLIC ART MATTER?

- It can activate civic dialogues and participation.
- Gives identity and character to communities.
- Attract attention, tourism and generate economic activity.
- Connect new communities and issues.
- Develop audience appreciation of the arts.
- Humanize urban environments.
- Add value to public improvements and private development.

#### ENHANCING PUBLIC ART IN YOUR COMMUNITIES

- Possible opportunities for public art: Park improvements; engaging new immigrant communities; infrastructure enhancements like sidewalks and transit; park and rides, transit hubs, and parking lots; vacant storefronts;
- Be creative with identifying funding. Some possibilities include billboard taxes, hotel taxes, as a percentage of development fees, microgrants and crowdfunding, bartering with artists.
- Incorporate a vision for public art in your Comprehensive Plan.
- Sample comp plan language:** “Public art and creative placemaking are valued as part of city-building and community cultural development. Art is integral to public and private improvements, social and environmental health strategies, as well as economic and community building efforts.”





# EXECUTIVE DIRECTOR'S REPORT

## AMAZON HQ2 UPDATE FROM GREATER MSP

- Many people and organizations, including all levels of government, have been engaged. Regional partners in education, transportation and other important civic functions have all contributed.
- GREATER MSP is being diligent in determining what sites to include and the information needed for each. Regardless of whether MSP wins, it has been a useful exercise by helping identify sites that are ready, those that need more thought, and encouraging cities to think creatively.
- Assessing MSP's chances is difficult. In the simplest sense, they are about 1 in 70 when considering which metros meet Amazon's basic criteria. State's investment in education, infrastructure and its business climate are positives.
- **Response is due October 19<sup>th</sup>** and no one knows what the process will be after that date. The hope is to get into make the initial cut, which GREATER MSP would consider a validation and recognition of the region's good work.
- GREATER MSP wants to thank everyone who has helped in the process thus far for their time and contributions.

## NEXT MEETING

Monday, November 13<sup>th</sup>

11:30 a.m. to 1:30 p.m.

Seattle Room at Dorsey & Whitney, 50 South 6th Street, Minneapolis, MN.

## OCTOBER 9TH ATTENDEES

### MAYORS

Mary Giuliani Stephens	City of Woodbury (Co-Chair)
James Hovland	City of Edina (Co-Chair)
Mike Maguire	City of Eagan (Housing Initiative)
Bob Crawford	City of Elko New Market
Molly Cummings	City of Hopkins
Pat Elliott	City of Richfield
Jerry Faust	City of St. Anthony
David Grant	City of Arden Hills
Shep Harris	City of Golden Valley
Kathi Hemken	City of New Hope
Marvin Johnson	City of Independence
Julie Maas-Kusske	City of Maple Plain
Sandy Martin	City of Shoreview
Tim McNeil	City of Dayton
Rhonda Pownell	City of Northfield
Terry Schneider	City of Minnetonka
Lisa Whalen	City of Minnetrista
Ken Willcox	City of Wayzata
Janet Williams	City of Savage
Gene Winstead	City of Bloomington
Scott Zerby	City of Shorewood

### GUESTS

Farveh Makhssous, Sambatek; Ellen Richter, White Bear Lake; Anne Kane, White Bear Lake; Patricia Nauman, Metro Cities; Jessie Bingen, Stahl; Mike Mornson, Hopkins; Ben Martig, Northfield; Brad Larson, Savage; Tom Tery; Elko New Market; Bart Fischer, Oakdale; Justin Miller, Lakeville; Tom Harmening, St. Louis Park; Mike Lydon, Street Plans; Michael Huber, BC/BS; Emily Nachtigal, Faegre Baker Daniels; Wade Anderson, Gray Plant Mooty; Kevin Frazell, League of MN Cities; Theresa Sweetland, Forecast Public Art; Max Musicant, The Musicant Group; Chad Millner, Edina; Mark Nolan, Edina; Aubrie Gould, Aeon; Paul Mellblom, MSR Design; Bill Neuendorf, Edina; Emily Bodeker, Edina; John Breitinger, Cushman & Wakefield; Tom Fisher, University of Minnesota; Curtis Johnson; Colleen Carey, The Cornerstone Group; Rick Carter, LHB; Bob Engstrom, Robert Engstrom Companies; Jay Lindgren, Dorsey & Whitney; Joseph Pigott, JLL

### ULI MINNESOTA

Aubrey Austin, Cathy Bennett, Caren Dewar, David Baur, Gordon Hughes