REQUEST FOR PROPOSALS FOR CREATIVE PLACEMAKING INSTALLATION

The City of Haverhill’s Transformative Development Initiative (TDI) Partnership is seeking submissions for a creative placemaking installation to compliment the reimagining of the plaza area in front of the Herbert Goecke Memorial Municipal Parking Deck located on Merrimack Street, made possible by MassDevelopment’s TDI Places grant.

Scope of Work

Entrants are asked to submit a proposal for a creative placemaking project totaling $2,000 or less, including design, materials, and installation if applicable. Projects may be one-day or short-term events, or semi-permanent installations, but should encourage interaction between people and people, people and spaces, and/or people and art, and improve the public’s perception of the designated site. Think playful, colorful, innovative, inexpensive, temporary, space activation. The winning entrant will receive a cash prize of $350 for their design. See the “Roles and Responsibilities” section for more information.

Background

As a part of the technical assistance program for the Transformative Development Initiative, MassDevelopment has awarded $1,000-$10,000 grants to Gateway Cities for projects that serve to enhance activities in the TDI District and help support further community engagement and activity. These grants support particular small-scale projects proposed for and taking place in visible public areas of the TDI District that provide community engagement and help build community identity while supporting public realm improvement. Examples of Placemaking projects include but are not limited to pocket parks, pop-up stores, community gardens, and farmers markets.

The City of Haverhill’s TDI Partnership has received a $6,000 grant from MassDevelopment to reimagine the “plaza” area in front of the Herbert Goecke Merrimack Street Parking Garage (located next to Pentucket Bank). The major redevelopment of this site will likely take place in the coming years, but the aim of the TDI Places project is not to completely overhaul the site, but to instead find creative ways to activate the area, creating a more pleasant, welcoming, colorful and engaging site. The City of Haverhill’s TDI Partnership will use some of the grant award to provide ample seating, shade structures, and low cost landscaping improvements. The purpose of this request for proposals is to solicit creative and innovative ideas for the remainder of the space, which will draw people in and encourage interaction (with art, with each other, with the space, etc.). Some examples of creative placemaking ideas from other cities are included within this document.
Roles and Responsibilities

Entrants will be responsible for the implementation of their design should it be chosen, and may utilize City resources and volunteers provided by the TDI Partnership as need is determined by the project manager. Jenny Arndt, Arts and Culture Coordinator for Creative Haverhill will serve as the Goecke Park project manager and direct contact for the winning entrant.

Project Timeline

January 15, 2016: Request for proposals finalized and publicized.
February 19, 2016: Deadline for proposals.
February 29, 2016: Announcement of winning proposal.
March - April, 2016: Installation of project

Submission Requirements

The deadline for submissions is 5:00PM on Friday, February 19, 2016. Submissions can be made electronically to jenny@creativehaverhill.org, or by mail or in person to:

Creative Haverhill
21 Wingate St. Unit 104
Haverhill, MA 01832

Each submission must include the following:

- Name, address, and one paragraph bio of lead applicant.
- One page narrative of concept and description of materials.
- Minimum of 2 images of your design concept (can be sketches, diagrams, renderings). Jpg file format preferred.
- Project budget and timeline
- Names of partners, collaborators, or volunteers and what their involvement will be in the implementation of the project.

In Providence, RI during the city’s annual “Parking Day”, parking spots are reimagined as pop-up parks. This one uses Frisbees to engage citizens in a large scale game of checkers.

In “Showbox” Stacked boxes are compiled in a grid that rises like audience rows overlooking a stage. The variety of seat configurations to provide for several impromptu activities: enjoying musical buskers, viewing dance performances, watching a projected movie, or just taking respite to people watch. (Market Street Prototyping Festival, San Francisco)
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Selection Criteria

The winning proposal will be chosen by a panel with representation from each of the TDI District partners. Panelists will judge proposals based on the following criteria:

- **Inclusivity**: Is the project inclusive and accessible to a diverse population?
- **Interactivity**: Does the project encourage interaction of people with other people, art, and/or spaces?
- **Innovation**: Is the project a new idea (to Haverhill)? Is it an innovative and interesting use of the space?
- **Feasibility**: Is the project well thought out and feasible for the budget? Does the lead applicant demonstrate the skills and organization needed to accomplish the project set forth?
- **Reach**: Will the project attract attention to and/or generate conversation about the use of the designated area?

For Questions, please contact:

Jenny Arndt  
Arts & Culture Coordinator  
Creative Haverhill  
(978) 641-3192

Left: “The People’s Table” is a free, outdoor, and artistically designed ping pong table promoting real connections between people of diverse communities through play and art, focusing on areas with a need for positive social and civic engagement. (Market Street Prototyping Festival, San Francisco)

“Street Sketch” is a freestanding community chalkboard for art, ideas, and expression. (Market Street Prototyping Festival, San Francisco)

“Bench-Go-Round” is a playful, spinning public seat that encourages new connections between friends and strangers alike. (Market Street Prototyping Festival, San Francisco)
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Terminology

**Creative Placemaking**: (As defined by the National Endowment for the Arts) In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.

**Transformative Development Initiative**: MassDevelopment's Transformative Development Initiative (TDI) is a redevelopment program for Gateway Cities designed to enhance local public-private engagement and community identity, stimulate an improved quality of life for local residents, and spur increased investment and economic activity. Transformative Development means redevelopment on a scale and character capable of catalyzing significant follow-on private investment, leading over time to transformation of an entire downtown or urban neighborhood in a way consistent with local plans. TDI is an integrated systems approach to investment and urban redevelopment on a scale that can amplify and accelerate revitalization. Haverhill is one of ten Gateway Cities selected to participate in this program and is receiving enhanced MassDevelopment support, customized technical assistance, and a three-year commitment for a TDI Fellow to advance the district agenda.

**TDI District**: A TDI District is a geographic area that is a contiguous neighborhood, characterized by a primary land use (e.g. downtown main street, residential, light industrial) but defined by a walkable, dense, mixed-use physical environment (five-minute walking radius) framed by recent public or private investments. The TDI District includes "hinge" areas identified by the TDI Partnerships (e.g. blocks, intersections, gateways) that have had flat activity or blight, and/or sites and buildings that are underutilized despite proximate investments. The goal of the program is to concentrate resources, efforts, and investments in a impact area in order to create a critical mass of activity, build momentum, and inspire additional investments by neighboring landowners, local entrepreneurs, and businesses that will lead to additional private development. **Haverhill’s TDI District includes Merrimack Street from Harbor Place to Washington Square, and up to Bailey Boulevard.**

Sources

MassDevelopment Transformative Development Initiative:  
http://www.massdevelopment.com/what-we-offer/key-initiatives/gateway-cities/#tdi

https://www.arts.gov/NEARTS/2012v3-arts-and-culture-core/defining-creative-placemaking

ourbackyardri.com blog, “Plenty of Free Park(ing) Today in our Backyard”, Chris, September 19, 2014  
http://ourbackyardri.com/blog/2014/09/19/plenty-free-parking-today-backyard/

Market Street Prototyping Festival: http://marketstreetprototyping.org/projects/  
Detailed Images of some of the existing elements in the plaza:

Creative placemaking project proposals may utilize some or none of these elements. Suggestions for use as shown in the artist rendering are not set in stone, and all other ideas presented will be given equal consideration.

Large, cement planter in center of plaza.

Oversized bike rack near Pentucket Bank side of plaza.

Above: Inside and outside of a cement “nook” in the back corner of the plaza. Original intent unknown.

Left: Rust stains mark what used to be a water feature on the back wall of the plaza, near the parking deck’s main staircase.