Chris East, Cromwell Architects Engineers
WHAT IS A POP UP?

Spontaneous intervention of urban design with the purpose of reimagining the city.

It is a reaction to a vehicular based society, therefore most pop ups offer pedestrian and bicycle based versions of the American Future.

It is a tool to gain community involvement.

It does not mean the area is blighted. They are spontaneous Urban Interventions akin to Festivals, Farmers Markets, Weekend Flea Markets, Food Truck Courts, Temporary shops, etc..

We want to get the people out to participate and reimagine the city.

When a community creates the change it wants to see, revitalization efforts are more likely to succeed.
Cities around the U.S. are looking for tools to help redevelop communities that enable multi-modal transportation while increasing economic development, and reducing carbon emissions. The ‘Beter Block’ project is a demonstration tools that acts as a living charette so that communities can actively engage in the buildout process and provide feedback in real time. This site is dedicated to providing news, information, and utilites to help cities develop their ow Better Blcok projects and create a resource for best practices.’

Jason Roberts, TedxOU Talk.
Image from Betterblock.org Project Map
2012
Pop Up Main Street

2013
Pop Up 7th Street

2014
Pop Up Park Hill / JFK

coming in 2015
Pop Up 9th Street
Arkansas HIGHWAYS MAGAZINE

JULY 2014

Moving Forward
A NEW BICYCLING & PEDESTRIAN PLAN TO BENEFIT ARKANSANS

A State Park Hiking Adventure: PETIT JEAN
PUBLIC INVOLVEMENT Takes Highway Projects to the People
A Closer Look at Arkansas’ WEIGH STATIONS
I wish that 7th street was always so much fun!
Selection Criteria

1. Area must have existing urban fabric, including buildings on the edge of the street
2. A multitude of traffic possibilities, including car, bike and pedestrian
3. Existing businesses or Neighborhood Organizations we can partner with in order to gain neighborhood involvement.
4. Visibility and connectivity to the city that can demonstrate planning possibilities.
5. 8-80 Amenities – Is there potential for all age groups and dog owners to benefit from improvement.
Committee Descriptions

I. Street Coordination
   - Work with the city and AHTD to obtain permits and create proper design.
   - Obtain materials required to barricade the street, add traffic signage and determine the proper striping methods.
   - Create and execute plan to work with city, neighbors and businesses to install temporary street alterations.

II. Street Fixtures - Benches / Bike Racks / Bus Stations / Recycling
   - Design and Construct Bus Stations, Benches, or bike racks to place along the street.
   - Borrow, or create, and install street fixtures that would improve the pedestrian character of the street.
   - Create and install proper way-finding signage for temporary changes.
   - Work with the city to set up trash cans and a recycling center.

III. Trees, Landscaping and Parks
   - Identify and procure street or sidewalk trees adding to the visual character of the street and slowing traffic, creating a multi-modal environment.
   - Develop and institute a pocket park/green space on private or public property working with landowners to gain all necessary permissions and materials.

IV. Marketing, Signage and Graphics
   - Create and install public signage providing an explanation of the Pop Up street purpose, way finding and interesting facts.
   - Create marketing materials to distribute to neighbors and vendors to promote our vision.
   - Create graphics for multi-media use.

V. Activities, Entertainment and Art
   - Schedule activities and entertainment during the Pop Up that encompasses all age groups.
   - Procure and facilitate applicable art installations / demonstrations

VI. Dining and Vendors
   - Procure and coordinate dining and vendor options for Pop Up Schedule i.e. Restaurants, Food Trucks, Street Vendors, Non-profit booths
   - Facilitate space requirements as needed

VII. Multi-Media and Promotions
   - Maintain the Pop Up in the Rock Facebook Page.
   - Promote Pop Up updates to News Agencies- Television, Print, Online, etc.
Love the street design! As a resident I find it easy to navigate and I certainly feel safer opening my car doors when parked on the street!

Bethany Langston Berry, Resident
It's time to design

**POPUP IN THE ROCK**

West Ninth

Join us for the Community Charrette

**JULY 6, 2015**

5:30 pm - 8:00 pm

Mosaic Templars Cultural Center

501 W. Ninth Street

Drop in for a few minutes to share your vision for the future of historic West Ninth Street!

Brought to you by:

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