



**Vista Avenue Healthy Corridor Project**  
**Activate the Sidewalks - Creative Placemaking Project**  
**~Request for Qualifications~**

**Introduction:** The Urban Land Institute (ULI) is seeking qualifications from interested individuals in developing a creative placemaking project for Vista Avenue sidewalks.

**Scope of work:**

The endeavor could be a permanent or temporary public art installation, cultural event, way-finding, sign(s), performance art, or any other endeavor that animates the sidewalks through engagement of the immediate neighborhood, and furthers the objectives of the ULI Healthy Corridor Project (described below). Equally important to the project is the engagement of community in the development of the creative product. The selected contractor will work with the local neighborhood in brainstorming creative placemaking ideas for this section of the Vista Avenue sidewalks. A targeted group are residents of the Oak Park Apartments and students at Hawthorne School. Depending on the proposed creative placemaking project and with funding remaining, the contractor would develop the idea as far as possible toward implementation.

**Budget:** Project budget for implementation is \$9,500.

**Background:** ULI Idaho, a district council of the ULI, has received funding from the Urban Land Institute and Kresge Foundation to support creative placemaking projects along commercial corridors. Creative placemaking describes a comprehensive community development approach that intentionally embeds arts, culture, and community-engaged design into strategies to revitalize and stabilize communities. ULI Idaho is the recipient of a grant for the project, "Activate Vista Corridor Sidewalks". This grant follows on the work of a previous ULI Healthy Vista Avenue Corridor Project. That study identified the potential for creative placemaking in improving social and physical health through cultivating neighborhood identity and engagement. The full report can be viewed online at <http://uli.org/wp-content/uploads/ULI-Documents/Building-Healthy-Corridors-ULI.pdf>

**Project Area:** The project would be located along a two-block section of the Vista Corridor between Targhee Street and Malad Streets, and connecting the Hawthorne Elementary School and Shoshone Park. (See the map attached). This section of the corridor was selected because of the opportunity to connect two important community assets, the park and the school, and a burgeoning center of community oriented business around the Willow Creek Building. The neighborhoods adjacent to this section of the street have some of the lowest income population in the city. Under-utilized and vacant

properties are located on the east side of Vista Avenue. For more information about the Vista Neighborhood: <https://energize.cityofboise.org/projects/>

The City of Boise has installed wraps on traffic control boxes and on bus shelters in the area, and is preparing a RFQ for art on the street medians. In addition, the City of Boise in partnership with Ada County Highway District has identified areas of right-of-way that can be used for the project.

**Project Description:** The sidewalks along this section of the corridor have the potential for greater use because of its location, but that potential is not realized because of the vehicle dominated environment of the corridor. The hope is that by activating the sidewalks through creating a sense of place, the obstacles of the street will be overcome, or at least mitigated; interconnections of important community assets will expand; vacant and under-utilized properties will be vitalized; and more walking and healthier mobility will be encouraged.

We all have had the experience of walking further than we expected when there is something interesting to see along the way. Usually, it is the three-dimensional world of buildings that attract us, but other examples demonstrate that it can also be surprises, puzzles, story-telling, way-finding, games, whimsy or something that lures us to walk further. The intent of this creative placemaking project is to activate the sidewalks with a fun and creative endeavor to attract people to use the sidewalks and/or cross the street, and in the process, support greater neighborhood identity and cohesion.

**Stakeholder Input:** In April 2017, ULI Idaho hosted a kickoff in the neighborhood to gather input from stakeholders. Interest was expressed in benches, pop-up art and/or performance art, traffic calming, historic plaques. A list of persons interested in being involved in the project was also gathered.

**Pre-submittal Meeting:** A meeting to brief interested individuals and answer questions will be held: November 9<sup>th</sup>, 2pm – 11<sup>th</sup> floor Key Bank Building conference room – 702 W. Idaho Street.

**Timeline:** A Letter of Interest should be submitted by 5 pm on December 1, 2017 to be considered. Selection of a contractor will be made by January 15, 2018. The final project to be completed by May 2018.

**Selection Process:** Interested individuals should submit a Letter of Interest by the deadline above including:

**Contact Information:** including email, phone number, mailing address, website address (if applicable) and any social media links.

**Interest:** An explanation of interest in this opportunity, and why the proposer believes they are the most qualified for the project.

**Past Work:** A description past projects similar to this request. Images, as appropriate, may also be attached.

**General Approach:** A description of the general approach to a project like this where there is no specified outcome, and how the neighborhood would be engaged.

**References:** A minimum of three references knowledgeable about your qualification for this project, including name, phone number and e-mail address.

**Resume:** Attach a resume.

**Submit the Letter of Interest and resume to (electronic submittals will be accepted):**

Kâren Sander

ULI Idaho

PO Box 1957, Boise ID 83701

[karen.sander@uli.org](mailto:karen.sander@uli.org)

**Selection Process:** Submitted qualifications will be reviewed by a panel of ULI Idaho members, neighborhood representatives and City of Boise representatives. The most qualified submittals may be asked to an informal interview with the selection panel. In the review of the qualifications, the selection criteria will include: prior experience in similar creative placemaking endeavors, interest and understanding of the project objectives, familiarity with the city and neighborhood.

**Questions:**

Email [karen.sander@uli.org](mailto:karen.sander@uli.org)

# Attachment B. Land Uses

