

# PROJECT APPROACH:

Our approach centers upon exploring innovative Complete Street design concepts that enhance the identity and cultural vitality of the 9th Street Corridor through East Lawrence and Lawrence's recently established Cultural District, specifically by addressing the goals of the Artplace America grant that imagines the street as a dynamic and revolving public art platform, engaging residents and visitors in a rich and meaningful social exchange. Just as important is our desire to ensure that the community stakeholders, nearby property owners, and the city are excited about this project and that an inspired, catalytic project be implemented. The scale and ambition of this project will make it one of, if not the most significant Complete Street Project and Public Art Initiative happening in the United States. That said, the success of the project hinges on an Urban Design team whose sensibilities and community engagement strategies artfully embrace the sensitivity of the local urban fabric and the rich history of the neighborhoods surrounding the project site.

Per the requests outlined in the RFQ we have organized the project in two phases. The first phase generally outlines the Design Phase, the second phase outlines the Implementation Phase.

## Phase I STAKEHOLDER ENGAGEMENT, ARTIST PARTICIPATION, STREETScape DESIGN

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**1A> Create a Work Plan.** To organize and manage the design process to maximum potential we will establish a framework and schedule for this project. In responding thoughtfully to the Approach section of your RFQ, this task has already begun. We will work closely with City staff and other Stakeholders to ensure that expectations are clearly articulated and that an effective plan to meet these expectations is established.

During this phase of work we will perform the following tasks:

- **Citizen Participation Model.** This is one of the most exciting and important parts of this project for our team. We will work closely with the City of Lawrence and the Lawrence Arts Center to determine Stakeholder Groups that the project will engage. Through our experiences working in a number of urban neighborhoods we know that each community has its own ways of communicating. Fortunately, through el dorado's collaborations with the Lawrence Arts Center, our teaching position at KU, and my own personal experience as a resident in East Lawrence, we have a strong foothold in the community dynamics surrounding the project site. We look forward to a vigorous dialogue about this critically important part of the project and some of the ideas presented in Task 1B below.
- **Artist Participation Model.** As outlined by the Artplace America grant application completed by the Lawrence Arts Center, we have assembled a team that is unmatched in public art collaborations wherein artists are situated at the forefront of urban design initiatives. We are well versed in public art administration and implementation, and during the early phases of the project plan to enlist regional and/ or local artists to join the Creative Team to help with the design and realization of the 9th Street Corridor. In collaboration with the Lawrence Arts Center and Artplace America, we will issue a Call to Artists during this phase, and ultimately integrate a diverse artist team into the design phases of the project. Anchored by our in-house art fabrication shop, and with technical assistance from nationally acclaimed mixed-media artist Luke Dubois, el dorado will provide technical leadership for artist participation, ensuring that art concepts of all mediums are seamlessly integrated into the design of the Complete Street infrastructure.
- **Data Needs.** With the help of City staff we will assemble relevant data related to critical technical components of this project. This includes but is not limited to adjacent infrastructure improvements both implemented and planned, traffic studies, planning studies, transportation plans, etc. and is expanded upon further in Task 1C below. With help of the newly appointed Director of Arts and Culture, we will also assemble all data pertaining to the Cultural District of Downtown Lawrence. Dennis Domer, our project team historian, will contribute culturally impactful historical data for consideration as well.

- **Comprehensive Overview of Planning Process.** Working with the City staff and Stakeholders we will create a written, graphically illustrated guide outlining the steps involved in this design process. Included in this guide will be a series of clearly articulated, commonly agreed upon set of goals and constraints that will guide the process.
- **Process Calendar with Milestones.** We will create a process calendar with identified milestones.

**1B> Define Participation Opportunities.** The creation of a citizen-based planning process is essential for this project, working in concert with leveraging the tremendous civic and corporate support shown thus far for this project. It is also essential to build upon and effectively utilize the resources available to us in the form of City Staff and existing technical and planning documents that impact the project area.

*During this phase of work we will perform the following tasks:*

- **Develop and engage a Citizen Steering Committee (CSC).** We will facilitate meetings and regular communication with the CSC representing the various stakeholders of the project area.
- **Develop and engage Technical Steering Committee (TSC).** We will facilitate meetings and regular communication with the TSC appointed by the City and led by the Parks and Recreation Department.
- **Design Charettes / Workshops.** We will work with both the CSC and TSC to establish a targeted design charette methodology to create an interactive design process. Three areas in particular we propose focusing on are 1) the role of public art and Creative Placemaking within the project (led by el dorado inc and Sans façon); 2) defining the meaning of a Complete Street, including a discussion of the desired degree of “completeness” and how to anticipate maintenance needs (led by el dorado inc, Coen + Partners and Bartlett & West); and 3) the cultural impact of the project site’s history within its urban context (led by el dorado inc, Sans façon, and Dennis Domer).
- **Focused Public Gatherings.** We will work with the City and Stakeholders to define the number and occurrence of public meetings. We will establish a multi-tiered approach to public meetings, including meetings devoted strictly to this project but also participation opportunities in regularly schedule meetings in each of the benefitting neighborhoods.
- **Casual Public Gatherings.** We offer el dorado inc’s fifteen year tradition of casual street parties as a potential community-specific engagement strategy. There are many established “gathering” traditions in East Lawrence and Downtown Lawrence. We see these (both Focused and Casual Public Gatherings) as opportunities to test various prototypes and concepts during the design process.
- **Website/Blog/Basecamp.** Face-to-face meetings are not for everybody. We will work with the City and Stakeholders to explore and establish online and social media communication platforms to round out our public outreach strategy. In addition to considering project-specific online media (a project website, for example) we will consider linking to known online media such as City and various community and business association websites.
- **Leverage Media Relations.** We have good working relationships with a variety of local and national media, many of which will be interested in this project and process. A project of this magnitude will garner significant media interest, locally and nationally, which can then be helpful in attracting subsequent funding. With a proven, discretionary track record regarding when to pique public interest we offer the opportunity to leverage our media relationships to further the goal of raising public awareness of and involvement in this project.
- **Non-Traditional Communication.** A wide array of non-traditional communication platforms exist – billboards, temporary installations, night projections, etc. – that might be well received along the 9th Street Corridor. While taking seriously the need for public safety and professionalism we propose exploring some of these ideas as potentially useful to the goal of creating an engaging citizen-based planning and design process.

**1C> Data Collection.** A tremendous amount of information relevant to this project has been assembled over the years, and our engineering consultant Bartlett & West is well versed in much of it. From planning overlays to Cultural District maps, much is already known about the physical aspects and the role the 9th Street Corridor plays as a critical street in Lawrence, Kansas. The success of any design concept, no matter how banal or innovative, depends on awareness of this information and a clear, shared understanding of what is useful. We will create a Planning Workbook that will house data collection and analysis plus work product generated during the design process.

*During this phase of work we will perform the following tasks:*

- **Mapping Materials.** We will need accurate data conveying topography, infrastructure, building, easements and public-rights-of-way boundaries for the project area. We will also analyze bus routes, existing bike and trail systems, established urban districts and other various urban connections related to the site. We will work with City Staff to determine what, if any, additional information needed for this project.
- **Existing Conditions Inventory.** We will create a graphic (drawing and photography) and verbal inventory of the public right of way and private property conditions (anything impacting the scope of work) along the 9th Street Corridor. We will document existing infrastructure and outline potential upgrades required to meet the goals and aspirations of the Artplace America grant application.
- **Review and Analysis of the Street Engineering Standards.** In collaboration with the City of Lawrence, we will review current engineering standards as they pertain to street and sidewalk improvements.
- **Streetscape Plan Precedents.** Depending on the results of initial meetings with City Staff and Stakeholders in defining the goals and constraints for this project, we will identify, summarize and present useful project precedents and references. To the degree applicable, we will leverage the diverse experience of our team in referencing built Complete Streets and projects in various stages of design. First hand experience is invaluable.
- **Public Right-of Way Issue Summary.** We will work with the City, public utility providers and government agencies to identify issues and design constraints related to the right-of-way.
- **Multi-modal Transportations Analysis.** We all understand and appreciate the importance of improved walkability and multi-modal movement in the current and future development of Downtown Lawrence and the East Lawrence neighborhoods. We will document the current and future transportation plans for the corridor, ensuring all multi-modal transportations goals are met through the design of the project.
- **Well-Documented Design Process.** We love to tell stories about design and the process that results in well-executed projects. We will diligently document and collect materials related to the various alternatives and ideas explored during the design process.

**1D> Create a 9th Street Corridor Complete Street Plan Document.** This process will result in an adoptable Complete Street document that incorporates citizen participation, key findings of the planning process, and public art integration for the 9th Street Corridor.

*During this phase of work we will perform the following tasks:*

- **Inventory Existing Streetscape Conditions.** See Task 1C above for more details.
- **Identify Potential Streetscape Elements and Approaches.** Streetscapes contain a wide variety of possible elements and approaches. Our team possesses a broad range of expertise to ensure we can consider the fullest extend of what is possible. For this project we feel it will be of utmost importance to explore a range of ideas that will undoubtedly focus on artistic, ecological, historic and cultural dimensions. In other words, how, through artist collaboration and stakeholder involvement, can we continue to vitalize the various neighborhood and business assets along the 9th Street Corridor.
- **Illustrate Transit Integration.** Not only will we illustrate the corridor's relationship to the Lawrence Transit System, but we will also illustrate the corridor's approach to walkability and other important multi-modal means of transportation (including but not limited to bicycles, scooters and other low impact forms of vehicular transit).

- **Provide Visual Information Illustrating Recommendations.** We will provide maps, graphs, graphics, 3D illustrations and animations to illustrate the design concepts being developed. Of particular importance will be illustrating the corridor in different conditions – during the day, at night, in different seasons, in various stages of evolution – to ensure that the full impact of decisions are understood. If necessary we can also provide material prototypes and situational installations such as custom elements, façade or other illumination strategies.
- **Provide Context Maps.** We understand that the design of the corridor needs to tie into the fabric of the distinct neighborhoods and districts benefitting from this project. Recognizing this we will provide site / context maps that illustrate the connective and possibly expansive nature of the project, especially as it relates to the Cultural District of Downtown Lawrence.
- **Recommend a Phased Implementation Plan.** As necessary we will develop a phased implementation plan for the entire corridor. This will be structured around available funding and public/private fundraising strategies.
- **Provide Cost Estimates.** We will provide cost estimates for the design and construction of the various phases of work. We will also work with City staff and the Stakeholders to establish maintenance budgets.
- **Identify Potential Funding Sources.** We will work with City staff and the Lawrence Arts Center to identify continued potential funding sources for all phases of the project. This project presents a unique public/private/ institutional partnership opportunity, one where available funds can be leveraged to secure additional potential funding from multiple sources.
- **Present Plan Document as Required.** We will present the plan at required meetings and assist City staff with presentations during the plan’s design and adoption process.

**1E> Design Development Documentation.** We will prepare Design Development – level Documentation for a representative block identified during the design process. These documents will describe the scope and intent of the selected streetscape concept.

*During this phase of work we will perform the following tasks:*

- **Thoroughly Evaluate the Physical Elements.** We will conduct a thorough and detailed evaluation and analysis of the physical elements in the selected area.
- **Prepare Design Documentation.** We will prepare site plans, plans, sections, elevations, special and typical construction details and prototypes mock-ups that refine the design concept and establish the scope, relationships, forms, size and appearance of the streetscape improvements.
- **Identification of Integrated Art Opportunities.** We will work with selected artists to integrate art concepts into the Design Development Documents of the project. Any special construction methods and/ or schedule impact required by art concepts will be identified at this time
- **Project Renderings.** We provide the City of Lawrence, the Lawrence Art Center and the Project Stakeholders 3-5 perspective renderings of the Complete Street plan, identifying multiple strategies of neighborhood outreach and civic engagement along the corridor.
- **Prepare Outline Specifications.** We will prepare an outline of technical specifications that will be required for the selected block.
- **Prepare an Itemized Estimate of Probable Cost.** We will prepare an itemized estimate of probable cost for the scope of work defined in the Design Documents and Outline Specifications.

*Deliverables for tasks in Phase I include but are not limited to:*

- Planning Workbook
- Existing Conditions Survey
- Articulated Project Goals
- Traffic Study
- Overall Complete Street Concept Plan with Integrated Art Strategies
- Implementation Phasing Plan
- Design Development Documentation of Approved Concept Plan
- Itemized Estimate of Probably Cost