

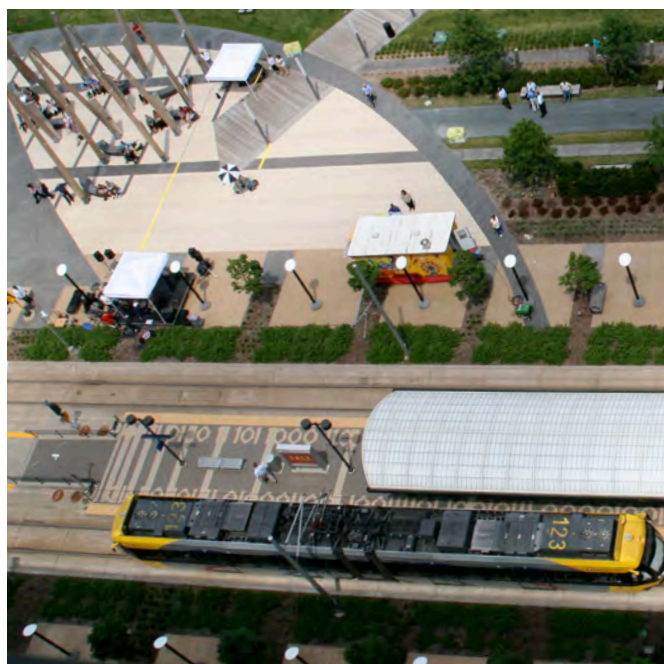


A DAY-BY-DAY GUIDE

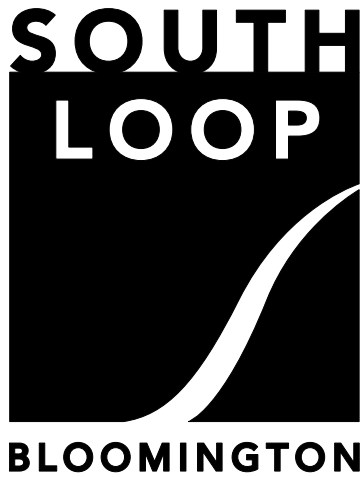
CREATIVE PLACEMAKING IN THE SOUTH LOOP

2014 DISCOVERY CHARRETTE JUNE 12–20

EXPO
STORIES
EXPLORING
FUN
TOURS
NETWORKING
IDEA PRIZES
ARTMAKING
MUSIC
PERFORMANCE
CELEBRATING



FAQ



What is the South Loop?

THE SOUTH LOOP IS A DEVELOPING NEIGHBORHOOD IN BLOOMINGTON, MN that is home to the Mall of America, the Minnesota Valley National Wildlife Refuge, 13 hotels, 4 light rail transit stations, a residential area, and significant new development opportunities. The City of Bloomington has adopted a long-range plan to transform the area into A DENSELY POPULATED, WALKABLE, URBAN NEIGHBORHOOD featuring housing, a variety of businesses, world-class recreation, entertainment options, and hospitality uses.

What is Creative Placemaking?

CREATIVE PLACEMAKING LEVERAGES THE ARTS to help shape and revitalize the physical, social, and economic character of neighborhoods, cities and towns, making use of their existing human, physical, social and economic assets. Creative Placemaking engages artists and others in building social fabric and local economies while making physical place-based improvements. It highlights the distinctive character and creative and cultural resources of each place.

What is a discovery charrette?

A week of intensive planning, design and community building activities designed to bring many neighbors and stakeholders together, some for the first time. We're inviting artists; people who live, work, and lead businesses in the South Loop; shoppers and other South Loop visitors; and anyone else with an interest in the neighborhood's future to participate in a range of fun and engaging events and activities.

Who is supporting the project?

The first 18 months of Creative Placemaking in the South Loop are funded by an Our Town Grant from the National Endowment for the Arts, with matching support from the City of Bloomington and Bloomington Theatre and Art Center (BTAC). Grant outcomes include the development of a long-range creative placemaking plan for the South Loop and a series of demonstration projects. BTAC and the City are grateful to our project partners, including the Mall of America, McGough, the Bloomington Convention & Visitors Bureau, and others. The project is led by BTAC and managed by a team of artists, designers and planners with Creative Community Builders.



Who's the Team?

A twelve-member Advisory Group counsels a working Core Team that includes representatives of Bloomington Theatre and Art Center (BTAC) and the City of Bloomington:

Andrea Specht BTAC (Lead)

Julie Farnham City

Rachel Daly Flentje BTAC

Larry Lee City

Jim Urie City

They are working closely with a team of planners, designers and artists with Creative Community Builders (CCB):



Ta-coumba Aiken
Visual Artist

Ta-coumba has created public art in Minnesota since 1975. Commercially successful both in the creation of personal artwork and public art, his work can be found in rural, urban, private, and public locations. Commissions and clients range from nonprofits to major corporations. He has participated in the creation of over 300 murals and was the winner of the 2013 Minnesota Idea Open IV: Forever St Paul Challenge, creating a World Record breaking Lite Brite mural exhibited at Saint Paul's Union Depot.

Tom Borrup*

Cultural Planning Consultant

Tom is a national leader and innovator in creative community building and creative placemaking. He consults with cities, foundations, and nonprofits across the U.S. to integrate arts, economic development, urban planning and design, civic engagement, and animation of public space. His 2006 book *The Creative Community Builders' Handbook*, remains the leading text in the field. It profiles communities that have transformed their economic, social, and physical infrastructures through the arts. Tom is presently a Ph.D. Candidate in Leadership and Change at Antioch University.

Carrie Ann Christensen*

Creative Placemaking Consultant

With a Masters of Landscape Architecture from the Univ of MN and a B.A. in Urban Studies from Stanford University, Carrie is committed to advancing the role that public art plays

in planning, design, and community engagement processes. She has contributed as a designer and organizer to many Twin Cities' initiatives including local and regional bike and pedestrian plans and she has worked nationally and internationally on affordable housing, urban agriculture, transportation equity, and historic preservation efforts. Carrie serves as adjunct faculty at the University of Minnesota College of Design.

Greg Donofrio

Preservation Design Works (PVN)

As Director of Research at Preservation Design Works, Greg supports projects with knowledge of preservation planning, expertise in economics and financing for rehabilitation, and experience with project review and compliance. In addition to his role at PVN, Greg is Assistant Professor and the Director of the Heritage Conservation and Preservation Graduate Program at the Univ. of MN School of Architecture.

Peter Musty*

Urban Design Consultant

Peter is an expert in the design of new towns, suburban infill and downtown redevelopments. Classically trained in architecture at Notre Dame, he has spent 19 years developing extensive skills in traditional, contextual and historically sensitive master plans, urban design, development guidelines and building design for private and municipal clients. Peter holds a national award for Neighborhood Design from the Congress for the New Urbanism (2008), and in 2013 won the Planning in Context Award from Minnesota Chapter of the American Planning Association for leadership of the Loring Park Neighborhood Master Plan.

Leah Nelson

Choreographer, Dancer, Educator

A Zimbabwean dancer, choreographer and producer, Leah graduated with a BFA from the North Carolina School of the Arts. She performs internationally and throughout the U.S. and Canada. Leah is a Co-Founding Director and Dance Curator, Youth Workshop, and DJ Coordinator of B-Girl BE: A Celebration of Women in Hip-Hop at Intermedia Arts. She is also Artistic Director of Nubia, a pan-African performing arts collective. Since 2004 Leah has taught in Bloomington Public Schools for the Galaxy After School Program.

Witt Siasoco

Artist, Designer, Educator

Witt engages in the Twin Cities Arts Community as artist, graphic designer, arts educator and administrator. In 2013, he worked as a Creative CityMaking Artist with Intermedia Arts and the City of Minneapolis, a partnership that pairs artists and city planners to work together on creative approaches to city projects. For over a decade, Witt worked with the Walker Art Center Teen Arts Council, a program to connect teenagers with contemporary art and artists. In 2008 he was recognized by the Americans for the Arts as an Emerging Leader of Color.

Peter Haakon Thompson

Artist

Peter's primary mediums are participation, interaction and conversation. Among his works is *The A Project*, an effort to create solidarity among artists in their neighborhoods with the use of window signs with a large red 'A' indicating a household of artists/artist supporters. In 2004, he co-founded a participatory, temporary community called *The Art Shanty Projects*, existing every winter on frozen Medicine Lake. He completed an MFA from the University of Minnesota in 2010. Peter's 10-foot-tall red A is on display at the Bloomington Central Station Park during the charrette.

Harry Waters Jr.

Actor, Theatre Artist, Educator

As an actor, Harry performed in New York City as well as at regional theatres around the country for many years. In the Twin Cities, he has appeared at The Guthrie, Penumbra, Park Square, Mixed Blood, Ten Thousand Things, Pillsbury House and Pangea World Theatre among other venues. Harry created the role of Belize in the first production of *Angels in America* (1991). He is most known for his portrayal of Marvin Berry in *Back to the Future* (1985). Harry specializes in creating original theatre work in collaboration with writers, students and non-professional community members. He is a professor in the Theatre and Dance Department at Macalester College.

* Core Team member

When are the events? Where are they located? Is RSVP necessary?

Thu June 12

Mall of America's Great Room

Noon—6:00 pm NEIGHBORHOOD EXPO

5:30 pm—7:30 pm PROJECT LAUNCH PARTY
(Please RSVP to placemaking@btacmn.org)

Located in the southwest corner of Nickelodeon Universe.

Friday, June 13

***Next Stop:
Bloomington Central
Station***

Monday, June 16

***Wildlife Refuge
...our refuge.***

Tuesday, June 17

Planes, Trains ...

Wednesday, June 18

***From Commerce to
Community***

Thursday, June 19

Touching Home

Bloomington Central Station (BCS) Park

10:00 am—6:00 pm TYPICAL DAILY PROGRAMMING INCLUDES: IDEA LAB, SOUTH LOOP EXPLORATIONS, MUSICIANS, FOOD TRUCKS, WALK-IN STORY STATIONS, LIVING MURAL, WALKABOUTS, PROJECT and IDEA SITE MAPPING, CREATIVE SESSIONS, IDEA PRIZE JURY, PLACEMAKING POLICY-DESIGN-MANAGEMENT MEETINGS, and DAILY ROUND-UPS.

We will be set up in a big tent on the east edge of BCS Park along 33rd Avenue, across from the Bloomington Central (light rail transit) Station.

Fri June 20

Mall of America's Great Room

6:00 pm CELEBRATORY PERFORMANCE, MURAL ROLL OUT, IDEA PRIZE AWARDS—and a PARTY!!!

All events are free and open to the public unless otherwise noted in this guide.

LAST UPDATED

JUNE 5

ACTIVITIES and TIMES
SUBJECT TO CHANGE.

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WELCOME to the South Loop Neighborhood Expo and Creative Placemaking Project Launch Party!

RSVP

for LAUNCH PARTY to:
placemaking@btacmn.org

Image above: Paul McCartney of the Beatles, warming up at Metropolitan Stadium on August 21, 1965. Image courtesy of Clyde Doepner, Minnesota Twins Baseball Club. (Photographer unknown.)

Thursday June 12

NEIGHBORHOOD EXPO / **MOA's Great Room**

NOON	EXPO OPENS—Meet neighbors in the South Loop and learn about its history and future. Businesses, nonprofits and public agencies on display.
12:00-5:00	STORY STATION and LIVING MURAL Open—A place for participants to share their stories of the South Loop past, present and dreams of the future.
12:00-6:00	See PAST, PRESENT & FUTURE images on the big screen.
12:00-7:30	IDEA LAB—contemplate and submit your idea for one of three \$1000 Idea Prizes
12:00-1:30	ARTIST-HOST MIXER & CREATIVE PLACEMAKING INFO SESSION #1: Interested creative placemakers and South Loop stakeholders meet and share ideas for the future of the South Loop
2:00-4:00	DRC SESSION: The City of Bloomington Development Review Committee and guests explore how it can incorporate creative placemaking practices (Observers welcome)
4:30-6:00	ARTIST-HOST MIXER & CREATIVE PLACEMAKING INFO SESSION #2: (For description, see #1 above) Note: Content will be the same at both info sessions.

PROJECT LAUNCH / **MOA's Great Room**

5:30 pm	START
6:15 pm	NEIGHBORHOOD FORMATION ACTIVITY
6:20 pm	PROGRAM BEGINS - Join Mayor Gene Winstead and others to launch activities over the next 18 months that will transform the South Loop.
by 7:30 pm	RECEPTION CONCLUDES

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Today's Exploration: Next Stop: Bloomington Central Station!

The heart of the new South Loop vision is the Bloomington Central Station development.

Friday June 13

10am COFFEE @ Bloomington Central Station Park

Socializing in the big tent

IDEA LAB (open all day)- Contemplate and submit your idea for one of three \$1000 Idea Prizes!

EXPLORATION **Bloomington Central Station**

10:30 am

WELCOME, ORIENTATION, and the Vision for BCS (Mark Fabel, McGough)

11:15 am

WALK THE PARK and learn about the land, the station, the park and the big vision



Stop #1—the past; Historian Aaron Isaacs

Stop #2—the present — BCS park designer Joe Favour

Stop #3—the future— Mark Fabel of McGough previews the next phase at future sidewalk café of future hotel (actors approximating location)

11:30 –2:00

MUSIC and FOOD TRUCKS

AFTERNOON FUN @ Bloomington Central Station Park

Noon

WALK-IN STORY STATION & LIVING MURAL— Share your story and leave your mark!

Noon

WEST WALKABOUTS Depart— MAPPING POTENTIAL PROJECT SITES —Team and interested creative placemakers visit South Loop sites. Meet at tent for discussion.

4:00 pm

EAST WALKABOUTS DEPART— MAPPING POTENTIAL PROJECT SITES— Team and creative placemakers visit South Loop sites. Meet back at tent for discussion.

4:30 pm

MUSIC

5:00 pm

DAILY ROUND-UP

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Today's Exploration:

Wildlife Refuge...our refuge.

AVAILABLE near you:
mixed, urban,
walkable new
neighborhood; in
the backyard: one
of the nation's
greatest (and
largest) urban
wildlife refuges!

Monday June 16

10am COFFEE @ Bloomington Central Station Park

Socializing in the big tent

IDEA LAB (open all day) - Contemplate and submit your idea for one of three \$1000 Idea Prizes!

EXPLORATION **Minnesota Valley National Wildlife Refuge** (RSVP appreciated: placemaking@btacmn.org)

10:30 am

MEET at Bloomington Central Station for HISTORIC HIKE to learn about the refuge history, ecology and the amazing integral relationships to Bloomington



11:30 am

Arrive at Minnesota Valley National Wildlife Refuge Visitor Center to hear the vision of the Refuge and share your creative ideas with Refuge Staff on how to activate the visitor experience

1:00 pm

TEAMS RETURN on foot to Bloomington Central Station and report back via mapping and/or story circles activity

11:30—2:00pm

MUSIC and FOOD TRUCKS

AFTERNOON ART @ Bloomington Central Station Park

Noon

WALK-IN STORY STATION & LIVING MURAL — Share your story and make your mark!

2:00 pm

PLANNING SESSION: RFP for future South Loop Creative Placemaking Projects. Observers Welcome!!

4:30 pm

MUSIC

5:00 pm

DAILY ROUND-UP

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Tuesday June 17

10AM COFFEE @ Bloomington Central Station Park

Socializing in the big tent

IDEA LAB (open until noon deadline) -
Contemplate and submit your idea for one
of three \$1000 Idea Prizes!

EXPLORATION Planes, Trains...

10:30 am

Orientation to City of Bloomington
Transportation Planning for South Loop

11:00 am—Noon

Walk from Bloomington Central Station to
NWA History Centre – See exhibits and join
discussion of airport impact on
transportation infrastructure in South Loop
and implications on future development
Location: 8101 34th Avenue South, Suite B
-747. Return to BCS.



11:30am-1:30pm

MUSIC and FOOD TRUCKS

Noon

IDEA PRIZE: **SUBMISSION DEADLINE!!**

AFTERNOON FUN @ Bloomington Central Station Park

Noon

WALK-IN STORY STATION & LIVING MURAL
— Share your story and leave your mark!

2:30 pm

TAKE TRAIN to MOA and walk to MOA East
Parking Level P7 where the City of
Bloomington will give updates streetscape
planning, Lindau Link, Alpha A
development and MOA Station
improvements. Walk back from MOA.

4:30 pm

BICYCLE SAFETY COURSE: “Need to
Know” (by Bloomington Bicycle Alliance)

5:00 pm

DAILY ROUND-UP

5:30 pm

MEET for **BIKE RIDE**

5:30 pm

Learn about plans for
bike trails and join
Bloomington Bicycle
Alliance and others on a
bike ride following some
planned bike trails

*Helmets and
signed waiver
required!*

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Today's Exploration: Planes, Trains...

The South Loop has been
a hub for centuries as the
crossroads of major
corridors: the Minnesota
and Mississippi Rivers, as
Fort Snelling reserve,
with Old Shakopee and
Bloomington Roads,
Interstate 494, Cedar
Avenue and Bridge(s),
MSP International
Airport, and the region's
first LRT & BRT lines.
So what's next? Why
not... great public
spaces, a connected
trail network—and
complete streets!



Today's Exploration: From Commerce to Community

Hold on. Wait a minute.

This South Loop is so big, so ...(filled with parking and big office and hotels and commerce). Can it really transform itself into a **walkable urban neighborhood**? What will it be like? How's that going to work?

Wednesday June 18

10am COFFEE @ Bloomington Central Station Park

Socializing in the big tent

EXPLORATION **From Commerce to Community**

10:30 am Browse through Gallery, then gather in the Tent around big aerial map and map of Twin Cities and south suburbs

11:00 am FROM COMMERCE TO COMMUNITY—Join a facilitated and productive activity where we revisit Section One of the South Loop District Plan (The Big Story), and then meditate about the past, present and future of the South Loop.



How exactly might community social and physical fabric evolve? Of the goals in the district plan, which will be 'choice' vs. 'fate'?

What could be (or should be) the role of Creative Placemaking practice in the years to come?

AFTERNOON FUN @ Bloomington Central Station Park

Noon

IDEA PRIZE GALLERY OPENS and COMMUNITY VOTING BEGINS!!

WALK-IN STORY STATION & LIVING MURAL
- Share your story and leave your mark!

1:30 pm

IDEA PRIZE JURY meets

4:30 pm

MUSIC

5:00 pm

DAILY ROUND-UP

5:30 pm

ICE CREAM SOCIAL Residents and workers invited. Community voting on Idea Prizes continues...Free ice cream for voters!

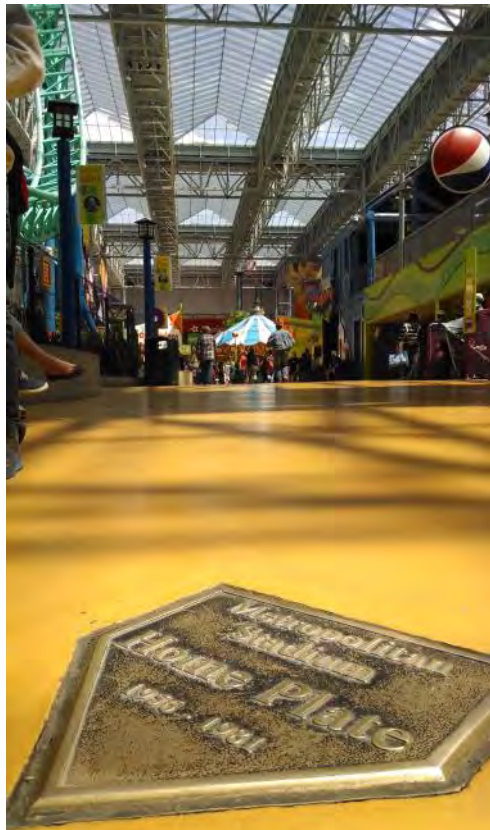
*Co-hosted by Bloomington Fire Department
and the Continental Ballet Company!*

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Today's Exploration **Touching Home**

In the sixties, the western third of the South Loop became the first playground in the state for four major pro sports teams. After 'losing' all teams by the nineties, Bloomington 'built on it', and now boasts a global destination for shopping and entertainment.

Thursday June 19

10AM COFFEE @ Bloomington Central Station Park

Socializing in the big tent

EXPLORATION / **Touching Home**

- 10:30 am Gather in tent around map
- 10:41 am Take train to Mall of America Station
- 10:47 am Arrive at Mall of America Station
- 11:15 am Convene in Nickelodeon Universe at Met Stadium's Home Plate (see photo to left)



Stop #1: TOUCHING HOME—a conversation with Bob Showers, author of books on the Met Stadium and Met Center.

Stop #2: MOA's EXPANSION—Mall of America representatives preview what is coming. Convene in North Garden Level 1.

Lunch on your own in the Mall, then return to Bloomington Central Station

AFTERNOON FUN @ Bloomington Central Station Park

- Noon IDEA PRIZE GALLERY CLOSING: COMMUNITY VOTING ENDS
- 1:30 pm WALK-IN STORY STATION & LIVING MURAL - Share your story and leave your mark!
MOCK DRC (DEVELOPMENT REVIEW COMMITTEE) - Review sample Idea Prize submissions. Observers welcome!
- 4:30 pm MUSIC
- 5:00 pm DAILY ROUND-UP
- 5:30 pm Join Twin Cities Area Art Car Artists for a

TAILGATING PARTY!

Stories and conversation with Twins Historian Clyde Doepner, Art Cars, Music, Grilling, Neighborhood Kickball, and some baseball fans take LRT to 7pm Twins Game!

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**LET'S
CELEBRATE,
SOUTH
LOOPERS!**

Friday June 20

CHARRETTE CELEBRATION / **MOA Great Room**

For a full week, residents, neighbors, workers, artists, planners, designers and more explored the South Loop. We looked at the past, present and future. Many stories were shared and many hands added to a community mural. Many ideas were submitted for ways to transform the South Loop. Now it all comes together and we celebrate!

6:00 pm

DOORS OPEN
PARTY STARTS
CASH BAR

**Come as
you are.
Bring a
friend.**

7:00 pm

PROGRAM

ANNOUNCEMENT: RFP for 2014-2015
Placemaking Demonstration Projects

PERFORMANCE: Original performance by
team led by Harry Waters Jr, Leah Nelson
and others.

ROLL OUT of LIVING MURAL led by
Tacoumba Aiken

PICS from week—running

ANNOUNCEMENTS: IDEA PRIZE Winners
with JUROR STATEMENTS

THANKS!!

Creative Placemaking in the South Loop

...is a project of BLOOMINGTON
THEATRE AND ART CENTER and CITY OF
BLOOMINGTON
1800 West Old Shakopee Road,
Bloomington, MN 55431
952-563-8575
www.btacmn.org

...and is funded by an Our Town Grant
from the National Endowment for the
Arts, with matching support from the
City of Bloomington and Bloomington
Theatre and Art Center (BTAC).

Advisory Committee

Jack Becker,
Executive Director + Principal
Forecast Public Art

Larry Lee,
Director of Community Development
City of Bloomington

Councilmember Cynthia Bemis-Abrams
City of Bloomington

Jason Moore, Board Member
Bloomington Theatre and Art Center

Bonnie Carlson, President & CEO
Bloomington Convention & Visitors Bu-
reau

Andrea Specht, Executive Director
Bloomington Theatre and Art Center

Mark Fabel, Lead Project Manager
McGough

Jim Urie, Manager, Center for the Arts
City of Bloomington

Dan Jasper, Vice President Public Relations
Mall of America

Randy Walker, Artist

WHERE IS THE SOUTH LOOP?

The South Loop is Bloomington's emerging walkable urban neighborhood south of I-494 Airport, west of Fort Snelling, north of the Minnesota River Valley National Wildlife Refuge and east of Cedar/77.

