

# POPPUP in the ROCK



with

YOUNG PROFESSIONALS

CREATE   
LITTLE ROCK  
KEEP - ATTRACT - GROW

*Chris East, Cromwell Architects Engineers*

# WHAT IS A POP UP?

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

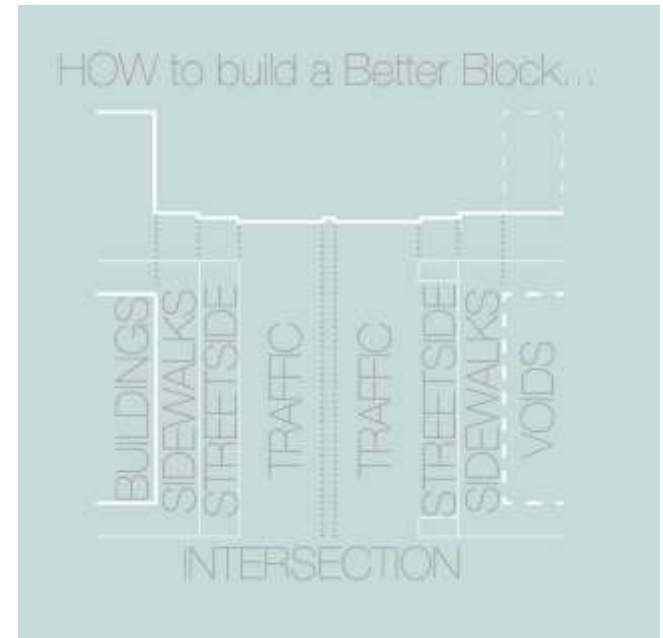
It is a reaction to a vehicular based society, therefore most pop ups offer pedestrian and bicycle based versions of the American Future.

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.



# BETTER BLOCK

RAPID URBAN REVITALIZATION PROJECTS

‘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 utitlites to help cities develop their ow Better Blcok projects and create a resource for best practices.’

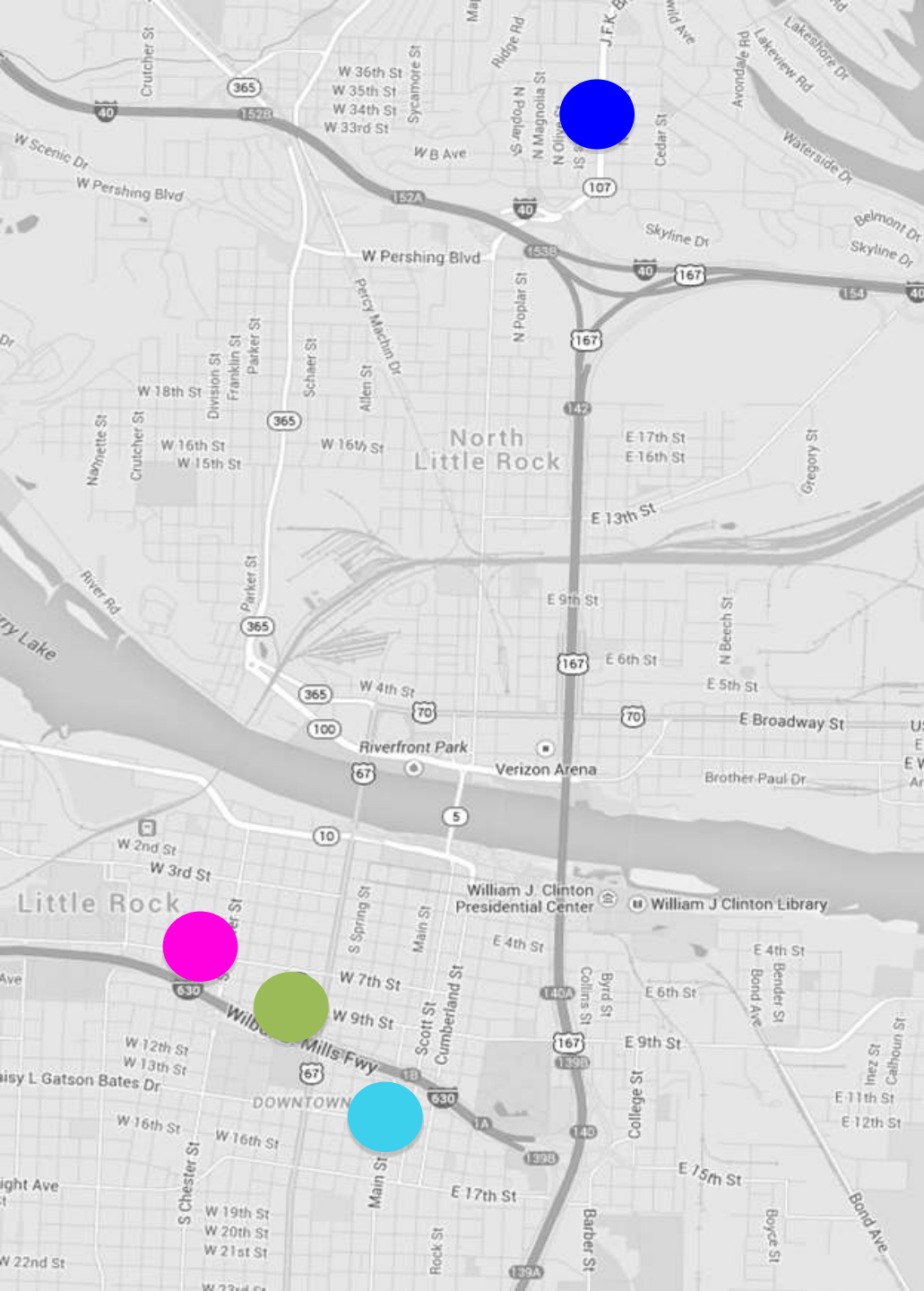
Jason Roberts, TedxOU Talk.

# BETTER BLOCK

RAPID URBAN REVITALIZATION PROJECTS



Image from Betterblock.org Project Map



**2012**

**Pop Up Main Street**

**2013**

**Pop Up 7<sup>th</sup> Street**

**2014**

**Pop Up Park Hill / JFK**

coming in **2015**

**Pop Up 9<sup>th</sup> Street**





**POPUP**  
main street

JOIN US  
on SOUTH MAIN

friday november 9th 5pm - 10pm  
saturday november 10th 10am - 9pm

with special thanks to the city of little rock departments of public works & parks and recreation, little rock regional chamber of commerce, wildwood park of the arts, cdi construction, ecological design group, wer architects, cronwell, magna iv communications, mizell sign company, downtown little rock partnership, macarthur park group, central high school mural club, tod crites, snyder environmental, habitat for humanity















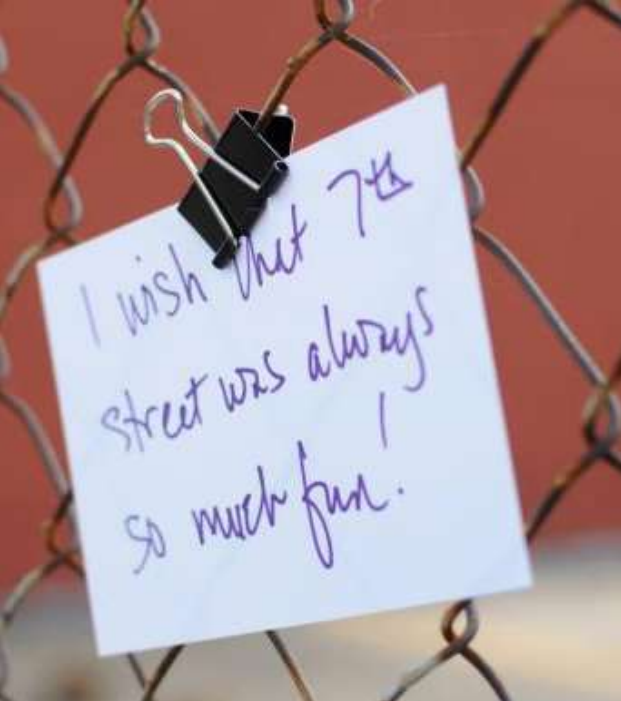
























# Selection Criteria

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.





PopUp in the Rock

Page Messages Notifications Insights Publishing Tools

**Gather a Community for your Events**

People can now subscribe to your Page's events. Subscribers will be notified when you host events near them, without the need to invite them.

Learn More Share your Events

**POPUP in the ROCK West 9th**  
October 24

**Pop Up in the Rock Community**

Create Call to Action Liked Message

Timeline About Photos Likes More

2,068 likes +5 this week  
Kate Redden East and 66 other friends

4,847 post reach this week

Invite friends to like this Page

**Find New Customers**  
Connect with more of the people who matter to you  
Promote Page

**Status** Photo / Video Offer, Event +

What have you been up to?

**Pop Up in the Rock** shared AIA Arkansas Emerging Professionals's photo.  
Published by Heather Davis · 16 hrs

Do you like to sketch? How about watching some talented local architects sketch while enjoying a cold beverage?! Join us at studioMAIN on June 18th for a Cocktail Napkin Sketch Contest & Happy Hour! Everyone is welcome!

Tweets Tweets & replies Photos & videos

Pop Up in the Rock retweeted **TEDxLittleRock** @TEDxLR · 24h  
Let's help design @PopUpintheRock! #ARidea @CityLittleRock @RockCity\_Events @StartupArkansas @ARInnovationHub

Create Little Rock @CreateLR  
fb.me/47Cb9prTG

Pop Up in the Rock retweeted **Create Little Rock** @CreateLR · May 29  
Great lineup today for Food Truck Friday at Capitol & Main! (Gonna have to check out that "Umami Burger" from The... fb.me/7eJbY2QtC


Pop Up in the Rock retweeted **Downtown Little Rock** @DowntownLR · May 22  
Downtown Little Rock Update Week of 05 22 15 #constantcontact contia.cc/1F5YZs5

Pop Up in the Rock retweeted **Little Rock Chamber** @lrchamber · May 19  
It's not too early to start dreaming about Pop Up in the Rock on West Ninth, coming in October. fb.me/3QpiaCiRD

Pop Up in the Rock retweeted **Central AR Transit** @CATArtransit · May 18  
Bus & Rail will be free all day for Ride the Bus to Work or School day on Wednesday May 20th for @DitchKeys week! cat.org/?p=4225

Pop Up in the Rock retweeted **AR Innovation Hub** @ARInnovationHub · May 1  
Keep this map handy for tomorrow's Maker Faire -- 10 am to 6 pm in downtown Argenta! @makerfairenr

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

 I was in the area of south Main today, and the traffic was MUCH more under control. Hopefully, Little Rock naysayers will disappear, and SouthMain can continue it's revival (and I'm not talking about a tent revival).

report 15 likes, 0 dislikes like dislike



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**

[www.facebook.com/PopUpintheRock](http://www.facebook.com/PopUpintheRock)

[popupintherock@gmail.com](mailto:popupintherock@gmail.com)

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

*Brought to you by:*

YOUNG PROFESSIONALS  
**CREATE  
LITTLE ROCK**  
KEEP-ATTRACT-GROW

**studio  
MAIN**