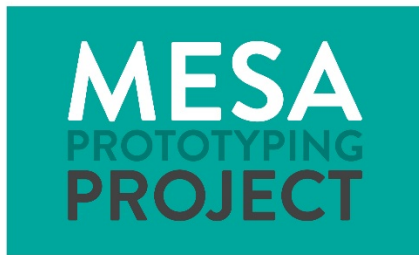


# Call for Ideas: Neighborhood Projects

Mesa Prototyping Project  
Dream | Design | Discover



*The Mesa Prototyping Project is led by a collaborative team made up of representatives from the City of Mesa, Downtown Mesa Association (DMA), Neighborhood Economic Development Corporation (NEDCO), LISC Phoenix and Mesa Arts Center (MAC).*

# Call for Ideas: Neighborhood Projects

## Mesa Prototyping Project

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### DO YOU HAVE A GREAT IDEA FOR IMPROVEMENTS IN A LOCAL NEIGHBORHOOD?

The Mesa Prototyping Project asks the question: **How does a community design itself?**

#### CALL FOR IDEAS

Neighbors and community members have identified 11 locations in two Mesa neighborhoods offering opportunities for improvement. **This Call for Ideas seeks proposals for temporary projects that respond to specific needs identified by neighborhood residents and community members.** Whether you live in or around the neighborhoods in Downtown Mesa, or you are simply enthusiastic about connected and cared-for neighborhoods, we want to hear your ideas!

#### DO YOU HAVE AN IDEA?

We're seeking ideas for temporary projects (prototypes) that could make one or more of the identified areas more interesting, interactive, comfortable, safe, inviting or functional. You are invited to submit your ideas(s) for temporary projects – from gathering places to pathways, from games to interactive artwork and beyond – that activate public space and engage the community toward enhancing connectivity in the neighborhoods. The temporary projects will be showcased during a Mesa Prototyping Project event on **March 21, 2020**. *You can learn more about the Mesa Prototyping Project at [mesaartscenter.com/mesaprototyping](http://mesaartscenter.com/mesaprototyping).*

**Prototyping:** (verb) to create and test an experimental model of a new idea or object.

**The neighborhoods:** During Phase 1 of the Mesa Prototyping Project (Winter/Spring 2019), artists worked with residents in two neighborhoods; the **Catholic Charities Care neighborhood** (south of Broadway, between Mesa Drive and Horne) and the **Artspace/Mesa Urban Garden neighborhood** (north of Broadway, between Mesa Drive and Center). During these residencies, artists led neighborhood walks in which the community identified areas where creative intervention might be used to enhance attractiveness, safety, walkability, or gathering spaces, or to address other needs or opportunities.

**This second Phase of the Mesa Prototyping Project** is in direct response to the information gathered during the neighborhood walks. Attached to this Call for Ideas, you will find detailed resident feedback specific to 11 locations throughout these partner neighborhoods.

Selected projects will be installed in the two partner neighborhoods in 10 identified locations. The March 21, 2020 event will allow the community to experience, explore and interact with the prototype installations. The community's favorite ideas may be considered to move forward for longer-term prototyping in the future.

**Deadline for submissions: July 31, 2019, 11:59 p.m.**

# Call for Ideas: Neighborhood Projects

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Selected submissions will receive a budget of up to \$3,000 (depending on costs) to support selected projects. Projects will be displayed for public interaction during the two-day installation, **March 21, 2020. Out of the submissions received, 10 proposals will be accepted for site-specific projects. Applicants are invited to submit ideas for multiple sites, however only one idea per applicant/team will be selected.**

During the fall of 2019, prototype creators will participate in a series of community events where they will present their projects and receive feedback to further develop their ideas and plans before installation.

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### **INFORMATION SESSIONS: Learn more about submitting your ideas!**

**6:00-7:30pm, Tuesday, June 25** | Mesa Artspace Lofts | 155 S. Hibbert, Mesa, AZ 85210

**6:00-7:30pm, Thursday, July 11** | Catholic Charities Care Campus | 466 South Bellview, Mesa, AZ 85204

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### **WHO CAN APPLY? ANYONE!**

Anyone with a great idea is encouraged to apply! We are seeking proposals for prototype ideas from all perspectives and areas of passion in response to community feedback about public spaces in partner neighborhoods. We invite ideas from individuals in the community, including students or neighborhood residents, as well as artists, architects, community activists or designers. **We hope all who are interested and have ideas will apply, regardless of experience or background.**

**Applicants may apply as individuals or teams:** applicants may recruit team members with various skills needed to realize their concept, such as those with design or construction skills, and may apply as an individual or a team. Teams may be made up of classmates, neighbors, family members, coworkers, colleagues or a mix of those with various skill sets. Mesa Arts Center staff may also be available to assist in connecting those with great ideas to those who can help implement/execute their idea.

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### NEIGHBORHOOD PROJECT REVIEW CRITERIA

Temporary projects (prototypes) must meet the following criteria:

#### 1. Sense of Community

- Helps make the community and environment feel more connected and comfortable.
- Developed in response to community input.
- Demonstrates creative ways people can interact, or could interact, with one another.

#### 2. Engaging

- Increases community's desire to spend time in these neighborhoods.
- Draws and engages a diverse audience.
- Provides new ways for people to interact with these neighborhoods and each other.

#### 3. Practical and Attainable

- Project can be developed and executed on schedule.
- Project can be maintained for the one-day event.
- Concept is attractive and creative.
- The team has the skills to develop, build and install the project.

#### Successful Projects will:

Be durable and will easily survive a large number of people testing and interacting with the prototype; not be attached to buildings, fire zones, fire hydrants, or public utilities including water, power and sewer; take into consideration power needs when requesting locations\*; take no more than 24 hours to install or deinstall.

\*Power will be extremely limited if available at all and we strongly encourage prototypes to run on battery power.

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# Call for Ideas: Neighborhood Projects

## Mesa Prototyping Project

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### PROJECT BUDGET

Total project stipend will be a maximum of \$3,000 for selected projects. Proposed budget should cover design, materials, fabrication, labor (including labor by the applicant or others for fabrication), community interaction, deinstallation, and other related expenses. Budget must be detailed in the application, estimating costs for materials (listed by major cost area, not each item), any fabrication, labor or performer costs, rental equipment, moving expenses, etc. **This budget should cover all costs associated with your prototype.**

Sample budget:

Fee for your time	\$500
Materials	\$1500
Transportation of prototype	\$100
Signage	\$100
Construction/Fabrication	\$700
Other (example: food/drink for team during installation/festival)	\$100
<hr/>	
Total	\$3000

### PROJECT LOCATION

Applications should select at least one of the 11 locations identified. If you are submitting a project for more than one site, please submit a separate application for each project. If you are submitting one project to be considered for multiple locations, please list in your application all locations for which you would like your project proposal to be considered.

Please note that even if permission from a private property owner is obtained, **we ask that proposed sites are limited to public spaces, not on or attached to private property.** This is because it is hoped that some of the concepts may someday be realized in more permanent form, and no long-term site control of private property can be assured.

**Deadline for submissions: July 31, 2019, 11:59 p.m.**

# Call for Ideas: Neighborhood Projects

## Mesa Prototyping Project

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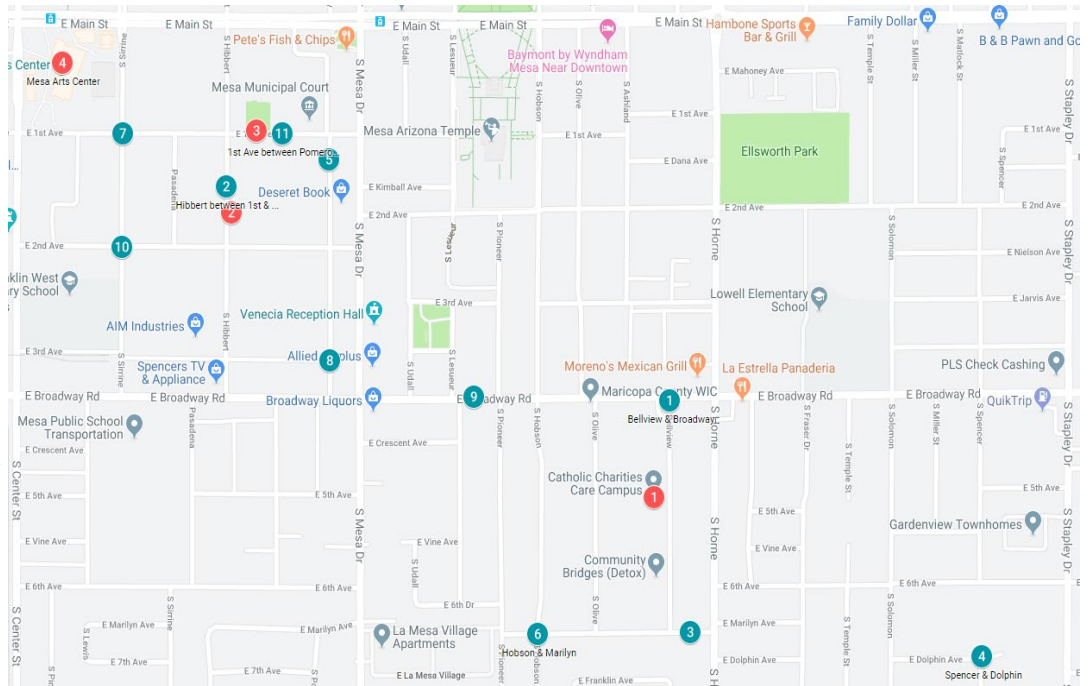
### POSSIBLE PROJECT LOCATIONS

#### Walkabout locations

- 1 Bellview & Broadway
- 2 Hibbert between 1st & 2nd Ave
- 3 Marilyn between Bellview & Horne
- 4 Spencer & Dolphin
- 5 Pomeroy between 1st & 2nd Ave
- 6 Hobson & Marilyn
- 7 Sirrine & 1st Ave
- 8 3rd Ave & Pomeroy
- 9 Broadway between Pioneer & Lesueur
- 10 Sirrine & 2nd Ave
- 11 1st Ave between Pomeroy & Hibbert

#### Points of Interest

- 1 Catholic Charities Care Campus
- 2 Mesa Artspace Lofts
- 3 Mesa Urban Garden
- 4 Mesa Arts Center



<b>1. Bellview and Broadway</b>	Feels ugly, unsafe to cross street. Important crossing area for residents, would like to see something slow down traffic or make drivers pay more attention	<b>7. Sirrine and 1st Ave</b>	Ugly. Residents would like to see more shade, a welcoming element to the neighborhood, signage directing to Mesa Arts Center, art, lighting, build connection to Downtown Mesa.
<b>2. Hibbert between 1st and 2nd Ave</b>	There are a couple large intersections that feel hard to cross, residents would like to see intersection art and shading options. Artspace is a natural gathering spot, residents would like to see the front of the property/street better used - landscaping, art, way finding, shade, slowing traffic/make drivers more aware.	<b>8. 3rd Ave and Pomeroy</b>	Ugly, feels unsafe. Residents would like to see shade, seating, functional art, strip park, landscaping, something that helps with air quality.
<b>3. Marilyn between Bellview &amp; Horne</b>	Very dark at night, feels unsafe, dirty. Residents would like to see the area cleaned up, more lights, seating, pedestrian walkway/greenway, traffic slowing during the day for kids walking to school.	<b>9. Broadway between Pioneer &amp; Lesueur</b>	Very ugly, feels unsafe. Residents would like to see clean up, art, mural, color, seating, shade, make safer for the kids who walk here.
<b>4. Spencer and Dolphin</b>	Empty lot, lot of opportunity. Residents would like to see beautification, clean up, lighting, pool, skate park.	<b>10. Sirrine and 2nd Ave</b>	Ugly. Residents would like to see landscaping, beautification of curb areas.
<b>5. Pomeroy between 1st and 2nd Ave</b>	Used as alternative route to Mesa Drive because it feels safer to walk. Residents would like to see shade, sidewalk, street signs, bike lanes, parklet, landscaping, seating, street mural, traffic calming.	<b>11. 1st Ave between Pomeroy &amp; Hibbert</b>	Ugly, uncomfortable, wide street, feels unsafe. Residents would like to see space created for community events, community garden, fountain, shade, sidewalk, street signs, road lane markings, parklet, bike lane, landscaping, art, mural, traffic calming/slowing, clearer cross walks, seating.
<b>6. Hobson and Marilyn</b>	Feels unsafe, dirty, hard to see. Residents would like to see cleanup, traffic calming, seating, better traffic signs, things that make drivers slow down.		

Deadline for submissions: July 31, 2019, 11:59 p.m.

# Call for Ideas: Neighborhood Projects

## Mesa Prototyping Project

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### HOW TO APPLY

**Submission deadline is July 31, 2019, 11:59pm.**

**APPLICATION REQUIREMENTS:** Your application should include the completion of this [form](#), either online (preferred) or on paper, and one page each of your:

1. Project Description\*\*  
Be sure to include:
  - a. A description of your proposed prototype (its purpose and how it will look and/or function);
  - b. How you are using community feedback from the neighborhood walks in Phase I, listed under the map on the previous page; and
  - c. How your project meets the larger goals of the Mesa Prototyping Project.
2. Project Budget
3. Project Lead Bio\*\*
4. Rough Sketch/Rendering/Illustration of your project (artistic ability will not be judged).
5. Up to 2 examples of previous work (optional).

\*\*Instead of providing documents for your Project Description and bio, you may submit a video up to 5 minutes in length addressing these two pieces of the application. If using a video, provide a link or attach your video file instead of a document when you complete the form.

**You can submit your idea in a variety of ways:**

1. **ONLINE [PREFERRED]** by completing this [form](#) and attaching additional documents (form can be found at <https://forms.gle/cHao8oumjAABCvRn6> ).
2. **MAIL** the completed paper form and additional documents to: PO Box 1466, Mesa, AZ 85211, "attn: Mesa Prototyping Project."
3. **IN PERSON** by dropping the completed paper form and additional documents to Sarah Goedicke, Mesa Arts Center, 3rd Floor Studios North Building, 1 East Main Street, Mesa AZ 85201
4. **Dropbox** at: <https://www.dropbox.com/request/r7oIE5OfZdSA2YGpzl6U>

*\*\*If you are having trouble submitting your application, have any questions, or none of the above options meet your needs, please contact Jen at [Jennifer.Gastelum@mesaartscenter.com](mailto:Jennifer.Gastelum@mesaartscenter.com)*

**Deadline for submissions: July 31, 2019, 11:59 p.m.**



# Call for Ideas: Neighborhood Projects

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### SELECTION PROCESS

Applications will be reviewed by a panel made up of Community Members. The panel will make recommendations to the Mesa Prototyping Project Task Force, who will make final selections.

### INFO SESSIONS (Optional):

Attend one or both of the following info sessions to gather more details about the Call for Ideas, to discuss ideas with committee members, and to connect with the neighborhoods!

**6:00-7:30pm, Tuesday, June 25** | Mesa Artspace Lofts | 155 S. Hibbert, Mesa, AZ 85210

**6:00-7:30pm, Thursday, July 11** | Catholic Charities Care Campus | 466 South Bellview, Mesa, AZ 85204

RSVP to the info sessions by emailing Sarah Goedicke at [Sarah.Goedicke@MesaArtsCenter.com](mailto:Sarah.Goedicke@MesaArtsCenter.com).

### KEY DATES

Deadline for Submissions: **July 31, 2019 (11:59pm) Arizona Time**

Application Workshops:

- 1) **6:00-7:30pm, Tuesday, June 25** | Mesa Artspace Lofts  
155 S. Hibbert, Mesa, AZ 85210
- 2) **6:00-7:30pm, Thursday, July 11** | Catholic Charities Care Campus  
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Selected Applicants Notified: On or before August 31, 2019

Stipend Release Dates:

- 1) **Initial Payment:** \$1000 within three weeks of signing agreement.
- 2) **Second Payment:** \$1500 to be sent in November 2019.
- 3) **Final Payment:** \$500 within three weeks of deinstallation.

*If you have additional questions about the Mesa Prototyping Project Call for Ideas, please contact Jennifer Gastelum, 480.644.3652, ([jennifer.gastelum@mesaartscenter.com](mailto:jennifer.gastelum@mesaartscenter.com)) and use the subject line "MPP Call for Ideas Questions."*

**Deadline for submissions: July 31, 2019, 11:59 p.m.**