



# Providence Innovation District Park

## Food & Beverage Pavilion

April 18, 2022

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# Background: Innovation District Park

- 7 acres of open space owned operated by the I-195 Redevelopment District
  - Required by FHWA when highway was moved
  - Must remain open space per RIGL 42-64.14.5
- Opened in 2019
- Operations & maintenance funded through fees from completed projects, sponsorships, and misc. park income streams
- Excludes Michael S. Van Leesten Memorial Bridge, which is owned/maintained by City
- Staffed by full-time park manager
- [www.pvdinnovationdistrictpark.com](http://www.pvdinnovationdistrictpark.com)



# 2021 Park Overview

- Hosted 37 unique events through a variety of partnerships attracting approximately 9,100 attendees
- Events included concerts, family activities, food and drink festivals, fitness events, and art fairs and markets
- Successful second season of the Guild PVD Beer Garden with over 12,000 patrons
- Launched Tizzy K's ice cream storefront
- Installed "head in the clouds" public art piece
- Launched park website and social media channels



## 2022 Plans

- Capital Improvements
  - Transformer screening
  - East side electrical infrastructure upgrades
  - Small storage container
  - Fixed and moveable furniture
  - Riverwalk between park and Point Street
- Public Art & Programming
  - City Landmark Public Art
  - Partnership with The Avenue Concept to paint utility boxes in the park and storage container
  - “Call for Curators” out seeking programming partners



# Placemaking & Innovation Districts

- Placemaking is an established component of successful innovation districts
  - *“Place-making, public realm, and infrastructure improvements are essential to creating prosperous innovation districts that attract innovative and cross disciplinary firms and workforce.” (HR&A 2016)*
  - *“By creating shared value, placemaking...can play an important role in an integrated strategy designed to attract, retain and cultivate talent; to improve networking and communication flows between innovators; and to make the district a distinct, memorable destination.” (Project for Public Spaces)*
- HR&A’s 2016 Plan for 195 District highlights importance of placemaking, programming and activation within the park
  - *“The Providence Innovation and Design District’s Infrastructure, Parks, and Open Space Plan should aim to attract multiple layers of users to ensure consistent vitality and activation through programming, unlock value for real estate and community development, and undertake practical and achievable interventions in a densely built urban area to ensure that investments produce maximum effect.” (HR&A 2016)*



Cortex Commons, Cortex Innovation Community, SWT Design



Bailey Park, Winston Salem Innovation Quarter, Stitch Design Shop

# ACTIVE PARKS ATTRACT RESIDENTS AND VISITORS



Nashville's investment in downtown parks contributed to a **50% increase** in young **college graduates** moving to the area.

- City Observatory, 2014 study



Nationally, the number of college graduates moving to walkable urban areas increased 37% since 2000.

- City Observatory, 2014 study



Active parks **reduce crime.**

- Oxford Journals, 2011



# PUBLIC SPACE AND RETAIL SALES



# RESTAURANT DISTRICTS MAKE GREAT NEIGHBORHOODS



- 82% of urban residents list local restaurants as what they appreciate about their lifestyle
- Almost 50% of urban residents say a restaurant is their top reason for visiting a new neighborhood
- Urbanites have an extremely strong preference for locally-owned restaurants
  - Equation Research, 2014



New restaurants in Center City Philadelphia interacted with “hotels, a convention center, entertainment facilities, and other restaurants as part of a hospitality cluster...”  
- Takekuni Kurosawa, “Restaurants and Urban Revitalization,” 2001

“Restaurants are the leading force behind reclaimed waterfronts and regenerating neighborhoods and are a key component of mixed-use development and urban retail. When a part of the city puts itself on the map, it’s often because of a wave of trendy eateries have opened there.”  
- Wall Street Journal, 2014





# PARK-BASED CONCESSIONS BOOST AREA DINING RECEIPTS

- Creates a “third place” for area residents and workers
- Keeps more people in the neighborhood for lunch
- Boosts dinner sales for nearby restaurants via outdoor happy hour



# RELEVANT PRECEDENTS

- Canalside District at the Buffalo Waterfront
  - Three F&B concessions combined in two parks
  - Existing restaurants all witnessed increased sales
  - Additional seasonal and event-based F&B opportunities for local operators at the busiest times of year
- Klyde Warren Park, Dallas
  - Park concessions alone can't meet demand for variety
  - Existing local F&B operators capture most lunch sales



# Food & Beverage Pavilion - Background

- Original park plans included pavilion
- Pavilion was one of key recommendations from Biederman Redevelopment Ventures (BRV) 2019 operating plan for the park
- Pavilion is intended to serve as a park amenity by activating the space, supporting park programming, and generating revenue to offset park operating costs
- \$4M in funding for the pavilion was included in the 2021 Beach, Clean Water, and Green Bond approved by voters



*Precedents*

# Precedents

Providing year-round food & beverage amenities is a well-established best practice for new and revitalized urban parks

*"If you want to seed a place with activity, put out food... food attracts people who attract more people."* -William H. Whyte, *The Social Life of Small Urban Spaces*



Madison Square Park, New York



Domino Park, Brooklyn



Logan Square Park, Philadelphia



Beacon Park, Detroit



Brooklyn Bridge Park, Brooklyn



Military Park, Newark

# Pavilion Details

- Approximately 4,000 SF
- Program will include food service – potentially sit down and take out, public bathrooms, and some support space for the park
- Currently doing outreach to restaurants and entrepreneurs as potential operators; focusing on local businesses
- Location will be finalized following the selection of architect but must be within the park



# Team

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## **Public Space & Restaurant Consultant - Agora Partners & Urban Food Concepts**

Placemaking consultancy specializing in parks, with an expertise in park food and beverage programming. Lead principal was primary author of (Biederman Redevelopment Ventures) plan for Innovation District Park while at BRV.



## **Owner's Project Manager - Colliers Project Leaders**

National comprehensive real estate firm with an active Providence office.



## **Civil and Environmental Engineers - Fuss & O'Neill**

National engineering firm with an active Providence office.

**Architect - TBD**

**Food/Beverage Operator - TBD**

# Preliminary Timeline

- Architect selected: Early 2022
- Operator selected: Summer 2022
- Design & community engagement: Spring – Fall 2022
- Break ground: Spring 2023
- Facility open: 2024



# Stay Informed

- Webpage: <https://www.195district.com/Pavilion/>
- Full community engagement process will be established following selection of architect; numerous presentations and opportunities for engagement are anticipated
- Operator information session in spring 2022





Questions?

